



UNITING PRESBYTERIAN CHURCH IN SOUTHERN AFRICA

Communications & Marketing Policy and Guidelines

April 2021

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1.0 Introduction

“Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear” (Ephesians 4:29)

“Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person” (Colossians 4:6)

The purpose of this document is to regulate and establish guidelines for all communications and marketing material created within and for The Uniting Presbyterian Church in Southern Africa (UPCSA).

This policy is also intended to encourage communications that reflect our values, and to ensure effective systems that can:

1. Enable the UPCSA to be a reconciled community of Christians.
2. Boost the profile of the UPCSA.
3. Manage information and communications in the UPCSA, to promote synergy and, thus, eliminate negative information.
4. Enable the work of other committees by communicating their plans and decisions without waiting for the Executive Commission.

1.1 The Name of the Church

The legal, proper, and correct way to write the name of our church is as follows:

The Uniting Presbyterian Church in Southern Africa

This may be shortened to **UPCSA**. Please note that it is always in uppercase.

2.0 Communications Committee

As a committee of the General Assembly, the Communications Committee is responsible for overseeing all aspects of internal and external communications for the UPCSA. This includes all media, especially print and electronic.

The end of communication is to promote a positive image of the UPCSA and raise its profile. The terms of reference for the Communications Committee, as stipulated by the General Assembly, are as follows:

1. to oversee the production of the UPCSA magazine/newspaper and newsletters;
2. to develop and maintain the UPCSA website;
3. to increase awareness and use of electronic media within the UPCSA;
4. by these and other means to facilitate the communication and dissemination of the views of and information about the UPCSA; and
5. to oversee the involvement of the UPCSA in public broadcasting.

Presbyteries and Associations with church-related communications needs are encouraged to contact the Communications Committee for support and guidance. The Communications Committee will work directly with all stakeholders through their delegated communications representative personnel.

The Communications Committee functions are organized into the following four operational subgroups:

1. Internal Communications
2. External Communications
3. Graphic Design & Publications
4. Information Technology & Website Management

Each function contributes towards communications in a unique way as described below.

2.1 Internal Communications

Internal Communications involves the following responsibilities:

1. Coordinate the ideas, projects, programs, and other creative initiatives for communications to and among the various segments, ministries, and subgroups of the denomination.
2. Coordinate and direct the implementation of programs and projects established to communicate to all sectors of the denomination.
3. Provide directions for the committee's activities regarding all internal communications and its coordination of all internal denominational publications and other printed literature and materials (e.g., worship bulletins, reports, announcements, newsletters, etc.).
4. Maintain contact with various ministries and subgroups of the denomination through the communications representatives.
5. Work with Graphic Design & Publications personnel to ensure consistent theme (brand) across all internal and external publications including the UPCSA website.
6. Coordinate special publications such as the Presbyterian Link.

2.2 External Communications

External Communications involves the following responsibilities:

1. Coordinate the ideas, projects, programs, and other creative initiatives for effective communications to the various external public bodies of the UPCSA, both national and international, (with reference to the various outreach missions).
2. Direct the implementation of programs and projects established for communicating to all the various external public bodies of the UPCSA and coordinate activities for systematic contact with the various media outlets.
3. Coordinate all promotions and public relations for programs, activities, events, ministries and all other special denominational events.
4. Through the General Secretary, send press releases to the media.
5. In collaboration with the General Secretary, maintain direct contact with media and other external public bodies, **and use a variety of renowned communication channels to boost the profile of the UPCSA.**

2.3 Graphic Design & Publications

Graphic Design & Publications involves the following responsibilities:

1. Coordinate the ideas, projects, programs, and other creative initiatives for graphic design and publications within the UPCSA.
2. Work with Internal and External Communications representatives to ensure consistent theme (brand) across all internal and external publications, including the UPCSA website.
3. Ensure proper development and maintenance of document templates for all standard documents (e.g., worship bulletins, special services, Presbyterian Link, newsletter, etc.).
4. Promote the utilization of the correct UPCSA logo in all publications and promotional items, according to the right colours and dimensions.

2.4 Information Technology & Website Management

Information Technology & Website Management involves the following responsibilities:

1. Maintain the UPCSA website including content, look and feel, and functionality.
2. Work with all stakeholders to ensure respective content is current and accurate.
3. Diagnose Website operational problems, make corrections, and restore functionality.
4. Create and maintain reports and analyses utilizing available reporting tools.
5. Optimize the benefits of the Fourth Industrial Revolution (4IR) to achieve the greater good of the UPCSA.

3.0 Copyright and Privacy

3.1 Copyright Considerations

1. Any intellectual property copied in any UPCSA publication or any original intellectual property written for an UPCSA publication must be released by the author. A statement to that effect must accompany the material.

Such material includes sermons, music, articles, and photographs or pictures whether or not they contain the copyright label.

2. It is understood that sermons, even if posted on the website, remain the property of the author and the church has no legal claim to them.
3. Blanket permission can be granted for use of one type of material. If the author grants permission for copying of information, that statement will appear on that page and the permission supersedes the blanket copyright statement.
4. A copyright release form is provided in Appendix 1.

3.2 Privacy Policy

1. Individual street addresses, phone numbers, or personal email addresses of Ministers shall not be published or provided to anyone without permission. Inclusion of a street address or an email address in the body copy of a submission will be considered implied permission.
2. No photographs showing recognizable faces (whether or not they are ministers) will be published in any UPCSA material or on the website without a signed photo release form from all recognizable persons in the photo.
3. All photographs of children and youth under the age of 18 (or their artwork) submitted for use in any UPCSA publication or on the website must be accompanied by a release form signed by the youngster's parent or guardian.
4. A Photo Image Release Form is provided in Appendix 2.
5. A Children's Artwork Parental Consent Form is provided in Appendix 3.
6. No information about any visitor to the UPCSA website will be stored or sold. If applicable, financial information submitted will be transmitted on a separate, secure site.

4.0 UPCSA Publication – Presbyterian Link

4.1 Basic Information

The purpose of the Presbyterian Link is to communicate to members and the community about the UPCSA activities. The Presbyterian Link is typically published

bi-monthly in the last week of every second month and is distributed to all members and those requesting receipt. The most recent editions, as well as a year of archived editions, are available via .pdf on the UPCSA website. Archived editions are available from the Central Office.

4.2 Submission Process

1. Articles must be submitted to the Convener of Communications by the published deadline, which is usually 4 p.m. on the 15th day of the month preceding publication. Some months, such as November and December, will have earlier deadlines due to holidays. The deadline for the next month's issue will be printed in the prior month's issue. Items submitted after the stated deadline(s) risk not being published and may be considered in the following issue.
2. The preferred method of submitting articles electronically is a Word document attached to an email addressed to the Communications Convener or any person responsible for the Presbyterian Link, as it may be determined, from time to time. Alternatively, articles may be submitted in person where possible. Articles submitted using methods other than those mentioned above risk not being published.
3. Recommended maximum length for most articles is 100 to 300 words. Longer articles may be edited for brevity.
4. Include the author's name, daytime phone number, or email address with all articles. Articles without this information will not be published.

4.2 Guidelines

1. All articles are subject to editing for clarity, grammar, punctuation, brevity, or style by the editor.
2. Front page space is reserved for an article or message from the Moderator of the General Assembly. Page 2 is reserved for an article or message by the General Secretary.
3. Examples of topics for consideration include upcoming events, stories of faith, spiritual journeys, mission projects and events, issue-oriented features, etc.

4. Articles addressing fundraising of any nature will not be printed unless the fundraising activity or event has been previously approved by the relevant authority and notification given to the Communications Committee prior to publication.
5. For approved fundraisers, announcements must be reviewed by the Finance Committee and must comply with existing communications policies.
6. No copyrighted material will be published without a copyright release signed by the author and/or publisher or noted as permitted by the publisher. All such copyright releases shall be cited. (See Section 3.1, Copyright Policy)
7. Parents or guardians must provide written approval for the publication of children's names within articles or on photos. (See Section 3.2, Privacy Policy)
8. Ministers' email addresses will not be included in the Presbyterian Link, unless they are intentionally submitted for inclusion in an article with the individual Minister's approval. If the email address is included in the body copy of an article, permission will be considered implied for that purpose.
9. Digital photographs for print should be high resolution jpg files (300 dpi preferred minimum resolution). Non-digital photographs are acceptable if high quality.
10. Advertisements for ongoing business or professional services will not be published.
11. Inserts or flyers may be included in the newsletter on a first-come, first-served basis, according to available space in the mailing. It will be the responsibility of the editor to approve format and content of flyers included in the newsletter according to the above guidelines. Committees are responsible for typing, paste-up, and arranging for printing of their inserts.
12. Information will be accepted on the following basis of priority:
 - a. Information for and about the UPCSA programs, people, and events,
 - b. Information on ecumenical events in the community,

c. Other articles and events. Articles or mentions about secular or other non-profit events will be accepted on the following basis of priority:

- i. Interests supported by the UPCSA (e.g., Advocates for the vulnerable),
- ii. Christian Religion-based non-profits,
- iii. Other non-profits as approved by the Communications Committee.

13. The Communications Committee will have final say regarding content to be published in the Presbyterian Link.

5.0 The Website

5.1 Basic Information

The purpose of the website is to be inviting, informative, and useful to the UPCSA members and friends, to potential members, and to the public.

5.2 Content

1. Any member of the UPCSA may submit content for the website directly to the Communications Committee. Information on the UPCSA website should be timely, accurate, useful, and appropriate.
2. The Communications Committee will review all content, determine if the content is appropriate for the site, and determine if further approval is needed.
3. The Communications Committee may modify the content for presentation consistent with the site and for navigability.
4. The web administrator is the only person who can post changes to the site, although a substitute or assistant may be designated when needed.
5. Priorities for content include the following, as determined by the Communications Committee:
 - a. General Assembly Moderator messages and sermons.

- b. General Secretary messages and sermons.
 - c. News of Sunday services.
 - d. Information about ministry areas.
 - e. Information about Christian Formation/Sunday School.
 - f. News of other upcoming UPCSA events and activities.
 - g. Church calendar, including meeting schedules for rehearsals, ministries & committees.
 - h. Contact information and links to suggested websites and blogs.
 - i. Information about the General Assembly including meeting minutes.
 - j. Information about General Assembly committees.
 - k. Blogs and webcasts.
 - l. History and archival records.
 - m. Locations of all congregations.
6. Excessively long content may be edited for brevity.
7. No political messages of any kind will be posted.

5.3 Guidelines

1. Announcements and advertisements for events and meetings must not be submitted to the web administrator for posting to the website until they have been received by the Communications Committee. For those events subject to review by Committees, appropriate Committee approval must also be received.
2. Material given to the web administrator for posting must include a removal date for activities and events.
3. Content designated for permanent posting on the website must be approved by the Communications Committee.
4. Ministers' email addresses and phone numbers will not be posted on the website without express permission of the individual minister. If the email address or phone number is contained in the body of the message posted, permission is considered implied.
5. The website shall not be used to solicit funds for the UPCSA, its committees, or projects except as approved by the Finance Committee.

6. For approved fundraisers, announcements must be reviewed by the Finance Committee and must comply with existing communications policies.
7. The website shall not be used to solicit funds for events or benefactors not directly related to the UPCSА.
8. Advertisements for ongoing business or professional services will not be published.
9. The Communications Committee will have final say regarding content to be published on the UPCSА website.

6.0 Email Communication

6.1 Basic Information

1. The purpose of broadcast email is to communicate to members and friends about the UPCSА ministry, business, activities, and about other relevant information and activities of an immediate nature.
2. Hard copies of broadcast email communications will also be made available in the Central Office for those who do not wish to receive email.

6.2 Content

1. Below are examples of the types of messages which may be distributed by the Central Office to the general UPCSА email list:
 - a. Notices about new Presbyterian Link issues being posted on the website and notices of other website changes.
 - b. Weekly church news updates.
 - c. Notices of pastoral care such as hospitalizations or deaths. These emails must be approved by the General Secretary.
 - d. Notices about church-wide events or programs that have not been well publicized or that need additional emphasis.
2. No political messages of any kind will be sent.

3. In case of an emergency (as determined by the General Assembly Moderator, General Secretary, and the Convener of the Communications Committee), special broadcast e-mails related to a specific situation will be sent as soon as the basic information has been verified.

Examples of emergencies include (but are not limited to):

- a. Weather-related cancellations/postponements;
- b. Disaster at a church or involving greater church family;
- c. Death of a currently serving person involved in General Assembly leadership; and
- d. Event of regional, national, or international church-related significance.

6.3 Guidelines

1. Messages for distribution should be emailed to the Central Office for the attention of the General Secretary, where the PA to the General Secretary will forward to the general UPCSA email list. The common addresses are: gensec@unitingpresbyterian.org which is operated by the PA to the General Secretary and assembly@presbyterian.org.za which is operated by the Receptionist.
2. Messages meeting the above criteria will generally be forwarded within one working day of when they were received.
3. The subscriber list created for UPCSA broadcast emails will be used only for these express purposes. The addresses on this list will not be sold or given to any third party. (See Section 3.2, Privacy Policy)
4. Recipients will be given instructions on how to unsubscribe if they choose to do so. Persons on the email list may also request removal at any time, if they do not wish to receive further messages.
5. The UPCSA will not intentionally release email addresses via the general UPCSA mailings.
6. The UPCSA will not intentionally release email addresses via the general UPCSA mailings.
7. All electronic email is to be considered as a communication to the public. This means that nothing should be communicated electronically that we would not want to show up on public channel.

8. The following statement must be placed at the bottom of all electronic communications:
PLEASE NOTE: This communication, including any attached documentation, is copyright of The Uniting Presbyterian Church in Southern Africa and intended only for the person or entity to which it is addressed, and may contain confidential, personal, and/or privileged information. Any unauthorized disclosure, copying, or acting on the contents is strictly prohibited. If you have received this message in error, please contact us immediately so we may correct our records. Please then delete or destroy the original transmission and any subsequent reply. Thank you.
9. Distributing written documents electronically has the same legal effect as duplicating them using a copy machine. Users should exercise care to ensure that copyrighted material is not inadvertently duplicated or distributed without proper authorization. (See Section 3.1, Copyright Considerations)
10. The UPCSAs email systems shall not be used for personal business, personal gain, solicitation of money (other than approved fund-raising notifications), forwarding chain letters, or in support of illegal activities.

7.0 Bulletin Board, Banners and Posters

7.1 Basic Information

The purpose of bulletin boards, posters, and internal banners is to provide information, attract participation, and convey appropriate images of our active church. Information and artwork on bulletin boards, banners, posters, and fliers shall be consistent with The UPCSAs mission and goals.

7.2 Guidelines

1. The Communications Committee is responsible for determining and allocating bulletin board space. Areas will be designated for changing displays relevant to pending events and activities.
2. Permanent or systematically rotating space will be identified for the following functions and interest areas:
 - a. UPCSAs committee business, calendar, and administrative information.
 - b. Denominational activities and opportunities,
 - c. Religious services information,

- d. Ecumenical community events and activities.
3. The Clerk of the General Assembly is responsible for overseeing bulletin board postings and maintenance based on Communications Committee guidelines.
4. New types of postings or requests for space may be submitted to the Communications Committee.
5. Any postings that do not correspond to the above guidelines will be removed.
6. Persons or committees who post notices on bulletin boards are responsible for removing them.
7. No personal notices will be permitted (e.g., Help Wanted, Roommates, For Sale, etc.).
8. Bulletin board information should be timely, relevant, and maintained in a way to contribute to the aesthetic and welcoming appearance of the central office.
9. Banners of any nature to be displayed anywhere on church grounds must be approved by the General Secretary, Communications Committee, or Clerk of the General Assembly.
10. Banners for church-related events and functions to be displayed at off-site locations must be approved by the General Secretary, Communications Committee, or Clerk of the General Assembly.
11. Posters may be hung for church or church-sponsored events only.
12. Inappropriate posters will be removed.
13. Posters may be hung up to one month in advance of an event. Only removable tape may be used on wall surfaces. Persons or committees who hang posters are responsible for removing them.

8.0 Advertising, Brochures, Banners and Displays

8.1 Basic Information

Advertising, brochures, banners, and displays increase awareness of the UPCSA, provide information about the denomination, and encourage participation in activities.

8.2 Guidelines

- 1 Content shall be compatible with the UPCS mission and principles.
- 2 Placement and display will be in venues or locations that do not conflict with the UPCS values, unless approved by the General Secretary for a specific purpose.
- 3 Paid and unpaid advertising will be coordinated by the Communications Committee.
- 4 Decisions about priorities for use of communications funds allocated in the General Assembly budget will be determined by the Communications Committee.
- 5 A general brochure on the UPCS will be updated and published as needed by the Communications Committee.
- 6 Content and design of other brochures for programs, activities, events or other purposes must be submitted for review by the Communications Committee to help ensure compatibility and consistency of quality in the UPCS communications materials.
- 7 Use of the UPCS banners and advertising at non-church events must be approved by the Communications Committee or the General Secretary.
- 8 All advertising, brochures, banners, and displays shall use approved logos and branding.
- 9 All advertising, brochures, banners, and displays shall use the full church name, address, phone, and website address.

9.0 Press Releases

9.1 Basic Information

Press releases are for notifying the media (i.e., newspaper, magazines, radio, or TV) about a special or significant event. The release provides basic facts about the story, as well as the name and number of contact person who can answer questions and provide more information.

9.2 Guidelines

1. Press releases shall be approved by the General Secretary and the Communications Committee Convener.
2. The General Secretary will issue all press releases to the media.
3. Press releases should be submitted to the General Assembly Clerk at least 10 days prior to when it is to be sent to the media. The General Assembly Clerk will forward the press release to the General Secretary and the Communications Committee Convener for approval (and modification as necessary).
4. The General Secretary may decide not to issue press releases received less than 5 days before an event.
5. Press releases should follow the press release format provided in Appendix 3.

10.0 Social Media Use Policy

1. Social media has become a common tool for organisations such as churches to communicate with their members and for individuals to communicate their opinions, the details of their personal lives and so forth.
2. The UPCSА recognises that social media sites are increasingly useful communication tools and acknowledges the right of its members to freedom of expression – refer to the definition of social media for a list of examples.
3. The use of social media, however, carries with it the risk of compromising the information security of UPCSА systems and services, as well as legal and reputational risks for the UPCSА and its members.
4. Therefore, only the General Secretary and/or duly authorized and designated employee(s) of the UPCSА will be permitted to engage with social networking platforms on behalf of the UPCSА.
5. The policy applies to all members of the UPCSА, regardless of whether they access the social networking sites or personal internet sites using their personal devices, public devices (for example those that can be found in an internet café, hotel, etc.) or UPCSА issued devices. To limit the risk inherent in social media, this policy lays out the UPCSА's

expectations, especially where the social media engagement is about the UPCSА.

6. This policy covers all forms of social media, whether existing at the time of this policy's adoption or created thereafter. If you are unsure of whether a site, platform, tool, or application you are using is considered social media, and therefore covered by this policy, please contact the General Secretary of Clerk of Assembly.

10.1 Social Media in a Personal Capacity

1. As the members of the UPCSА use social media not representing the UPCSА in an official capacity or as part of their job function, then they are considered to be using social media in a personal capacity.
2. The members have no absolute privacy when they post comments on a social networking site, as these comments or posts become public domain and can be accessed by anyone who has access to the sites.
3. The members have a constitutional right to free speech when using social media in a personal capacity. Such a right, however, does have limitations, especially where reference is made to the UPCSА, colleagues, other people, or organisations.
4. As members, using social media in a personal capacity, you must:
 - a. Not use the official UPCSА social media profile or accounts to make posts.
 - b. Not use personal social media profile or account to post on behalf of the UPCSА.
 - c. Not publish any information on social media that purports to be official information; such information may only be published by the Communications Committee having followed standard procedures for publishing authorised UPCSА information.
 - d. Place the following disclaimer in a reasonably prominent place if one identifies oneself as a UPCSА member in any social media posting, refer to the work done by the UPCSА, publish content on social media outside the UPCSА network and it has something to do with work they do at the UPCSА, or provide a link to the UPCSА's website or official social media presence:

“The views expressed on this post are mine and do not necessarily reflect the views of the UPCSА.”

- e. Not use the UPCSA logo or UPCSA trademarks in posts.
- f. Not post any comment in personal capacity that may negatively affect the UPCSA's reputation or the reputation of any of the UPCSA members.
- g. Not publish contact details or photographs of other members without their consent.

10.2 Social Media in a Business Capacity

1. When a member represents the UPCSA in an official capacity, as delegated, or because you were instructed to by management, then a member is considered to be using social media in a business capacity.
2. If a member uses social media in a business capacity, the following must be observed:
 - a. Only do so if you have approval or authorisation from the General Secretary or duly authorized and designated person(s) of the UPCSA.
 - b. Ensure the posts comply with all applicable marketing standards.
 - c. Only post authorised Communications and not personal opinions or other unauthorised communications.
 - d. Not post defamatory or harassing content, or content depicting nudity.
 - e. Not post content that can be construed as offensive about: race, gender, ethnicity, disabilities, age, sexual orientation, religious beliefs and practice, political beliefs, or national origin.
 - f. Not post any information you use, have access to or receive as part of your function at the UPCSA.
 - g. Not post personally identifiable information about UPCSA employees, Ministers, employees, members, suppliers, and business partners.
 - h. Respect copyright, trademarks, privacy, fair use, financial disclosure, and other applicable laws.

10.3 Monitoring

1. The UPCSA may monitor, intercept and store electronic communications provided by the UPCSA, for work related purposes. Members need to be aware that their electronic communications, whether for personal or church-related purposes, is not strictly private and confidential.
2. Social media postings made in a business capacity can be reviewed by the UPCSA.
3. The UPCSA reserves the right to monitor comments, discussions, posts about the UPCSA, its members and the denomination, including products and competitors, made by anyone using UPCSA communications services. The UPCSA reserves the right to use content management tools to monitor, review or block content on sites that violates UPCSA policy rules and guidelines.
4. Depending on the social media platform you are using, posts made in a personal capacity may be visible to the UPCSA and the Public at large. The UPCSA may monitor, intercept, and store the social media posts of employees posting in a personal capacity if such posts are publicly available (even if such posts were not made using UPCSA communications services).
5. The UPCSA retains the right to regulate access and use of social media services through its communications services.

10.4 Non-Compliance with the Policy

1. Any violation and/or breach of this policy may result in the UPCSA taking necessary action against the member concerned, in line with the disciplinary processes of the UPCSA, as laid down in Chapter 18 of the Manual of Faith and Order.
2. The UPCSA reserves the right to restrict or suspend the member's access to the UPCSA's information assets and processing facilities based on non-compliance with this policy pending the outcome of the investigation.

3. The UPCSA reserves the right, in its sole and absolute discretion, to audit compliance with this policy and any related policies, guidelines and/or standards at any time.

11.0 Policy awareness, education, and training

In order to promote a culture of policy awareness within the UPCSA, the UPCSA will strive to the best of its ability, within reason, to promote, market and highlight the applicable policies around information, information security and other relevant topics.

As the user you are responsible for ensuring that you are aware of the applicable policies relevant to you as well as commit to paying attention to all awareness campaigns, attend scheduled training session that are of relevance and to seek clarity where required.

Appendix 1

Copyright Release Form

The UPCSА does not publish copyrighted material without consent. If you are willing for your copyrighted material to be published, please read this consent form, sign and date it, and return it to the Communications Committee Secretary.

I hereby grant permission to the UPCSА to reproduce the copyrighted materials specified below.

The materials will be reproduced as indicated below (check all that apply):

- UPCSА website
- Presbyterian Link
- Other (please specify) _____

(Signature)

(Print name)

(Date)

Appendix 2

Photo Image Release Form

The UPCSА does not publish photos of recognizable persons without their consent. If you are willing for a recognizable image of you to be published, please read this consent form, sign and date it, and return it to the Communications Committee Secretary. I hereby give permission for photographs of the persons listed below to be published by the UPCSА in print form and/or electronically, including on the church's website. I understand that these photos can be viewed by anyone in the world and identifying information may be displayed. I am over 18, and I give permission for my image to be published. Signature:

Print name: _____

Date: _____

The UPCSА does not publish photos of minor children/youth without the consent of a parent or guardian. If you are willing for your child's image to be published, please read this consent form, sign and date it, and return it to us.

I am the parent or legal guardian of the following child(ren) under 18 years of age, and I give permission for their image(s) to be published. Child's name:

Child's name: _____

Child's name: _____

Parent or Guardian's name (print): _____

Parent or Guardian's signature: _____

Date: _____

Appendix 3

UPCSA Press Release Format

FOR IMMEDIATE RELEASE:

[date of release]

Contact:

[name, phone#, and email address of contact person for more information]

HEADLINE

[describes the content of the story]

Body

[date of event or submission] [what the release is about]

About THE UPCSA

for more information call _____, or visit our website at _____