

VILLAGE CHAPEL PRESBYTERIAN CHURCH ADVERTISING POLICY

Policy adopted by the Village Chapel Session on August 15, 2012

I. DEFINITION OF "ADVERTISING"

"Advertising," as used in this policy, means any communication that publicizes goods, services, or events through the various means for such communication made available by Village Chapel Presbyterian Church.

II. PRIORITY OF ADVERTISING

Village Chapel Presbyterian Church recognizes the following priority regarding the types of Advertising it makes available:

TIER 1 ADVERTISING

- Making an oral announcement before, during or after a worship service or other church event
- Placing any content in any worship service bulletin
- Placing any content on the Village Chapel website, including (but not limited to) links and/or sponsorships
- Using Village Chapel Presbyterian Church congregational directory information, and/or other such databases or repositories of personal contact information of members and/or attendees, in order to generate a mass mailing, a mass e-mail, mass telephone contact, and/or other forms of communication with the congregation in order to engage in Advertising

TIER 2 ADVERTISING

- Placing any content in the Village Chapel newsletter
- Placing a display of materials such as posters, brochures, pamphlets, audio or video recorded media, or other items in the church building

TIER 3 ADVERTISING

- Placing any materials on the bulletin boards in the Fellowship Hall and/or the Education Building

III. PRIORITY OF ADVERTISERS

Village Chapel recognizes the following priority regarding who may use the limited available means of Advertising at Village Chapel:

TIER 1 ADVERTISERS

- Village Chapel Session, Staff and/or Ministry Teams for Village Chapel sponsored goods, services or events

- Nonprofit organizations that are financially supported by Village Chapel
- The Presbytery of West Virginia, including the various Committees thereof
- Other Presbyterian Church, USA congregations

TIER 2 ADVERTISERS

- Other churches outside the Presbyterian Church, USA
- Nonprofit organizations in general
- Organizations doing beneficial work in the local community

TIER 3 ADVERTISERS

- Businesses for profit
- Individuals

IV. APPROVAL REQUIREMENTS REGARDING ADVERTISING

TIER 1 ADVERTISERS

- Tier 1 Advertisers are not required to obtain approval of the Session in order to engage in any level of Advertising.
- Such Advertising by Tier 1 Advertisers is subject only to the final editorial control described below.

TIER 2 ADVERTISERS

- Tier 2 Advertisers may not use Tier 1 Advertising without prior approval of the Session, and when so approved, is nevertheless subject to the final editorial control described below.
- Tier 2 Advertisers may use Tier 2 and Tier 3 Advertising, subject to the final editorial control described below.

TIER 3 ADVERTISERS

- Tier 3 Advertisers may not use Tier 1 or Tier 2 Advertising without prior approval of the Session, and when so approved, is nevertheless subject to the final editorial control described below.
- Tier 3 Advertisers may use Tier 3 Advertising, subject to the final editorial control described below.

V. FINAL EDITORIAL CONTROL

Notwithstanding any or all of the above, the Head of Staff (or other Staff as delegated by the Head of Staff) shall always have final editorial control of all Advertising. As used in this policy, "final editorial control" means the discretion to decide whether to allow Advertising, the discretion to limit or edit frequency and/or content of Advertising, and discretion to set additional guidelines, requirements and/or limitations for such Advertising as deemed necessary in furtherance of the mission of Village Chapel Presbyterian Church.