

Sharyn Webb
“The Importance and Role of Church Communications”

True Colors

It is because of light that the human eye can see color. Poor lighting produces colors that are dim and dull. Proper lighting, on the other hand, allows the eye to see true and vibrant color. Like a light which brings forth color, it is the place of communications in the church to vibrantly illuminate the true color of the church's message.

For effective communication, proper illumination is the heart of the matter, and it plays an especially pivotal role in a spiritual setting due to the importance of the message. Church communications must consistently exhibit excellence in qualification, proper motivation, and effective delivery of content in order to avoid the dulling of the message and to ensure that it's as vibrantly expressed and understood as it was always intended to be.

Excellence in Qualification

Qualifications of a church's communications office include organizational skills, technical skills, and people skills. Organization allows for better time management and well structured content. Technical expertise ensures quality research and detailed execution of tasks. People skills match patience, sensitivity, and careful listening to provide a good understanding of what others have to say. These ideas in practice, and under the scope of constant self-improvement, are the keys to a communications office that is not just average in qualification, but excellent.

Proper Motivation

When driven by proper motivation, a communications office produces each and every project as though it is the most important project that will ever be completed. For church communications, the motivation should be the salvation of souls and the desire to stand as a good and faithful servant before the Lord. When these are the primary goals behind the work, the servant will always strive for diligence, dependability, and excellence, because the result of such aspirations is quality.

Effective Delivery of Content

In church environments especially, the effective delivery of content takes into consideration the balance between the content, the medium of delivery, and the target audience.

Balance between these three variables hinges on choosing the appropriate expression of creativity for a project. Whether it's a bright and colorful wall mural for the children's ministry, a magazine article with a corporate feel for morning service attendees, ergonomic digital media packaging for college students, or just a nice gift basket that expresses appreciation, the intent is to convey the idea in the best possible way by keeping the variables in mind.

This technique is enhanced by applying such communication basics as: design and language that grab attention and can be understood by both Christians and non-Christians, emphasizing important ideas first, breaking up extended information into shorter segments separated with white space, using headlines and type with gravitational pull, and ensuring all work is clean and grammatically correct.

The Gospel in Color

It takes the efforts of many dedicated people in several departments to produce a thriving ministry. In truth, churches without the assistance of a communications department can still spread the light and hope of the gospel to others, but when church communications are fulfilling their role, they light up the gospel in true and vibrant color. And for many people, color makes all the difference.