



# Central / Southern Illinois Synod

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May, 2016

Dear Pastor/Congregational Leader:

In an effort to create a greater local community awareness of your congregation, the Central/Southern Illinois Synod and the Evangelical Lutheran Church in America, we invite you to use the enclosed Sample Press Release as best fits your local congregational context.

Option I: Send a copy to local newspaper(s)

1. Edit/revise the article to include the "local" angle.
  - a. Include the names of voting and youth/young adult members.
  - b. Include the names of any congregational members who will be attending the assembly as a member of a committee and/or task force.
2. Be sure to include the following:
  - a. The name and location of your congregation.
  - b. The name and telephone number of the person who submitted the press release, so if the newspaper wishes to do any follow-up, they will know who to contact.
  - c. The date the press release was submitted to the newspaper. In most instances, 2-3 weeks in advance is best, which means that the press release should be ready to go by May 15, 2016.
3. Before submitting the press release, check the following:
  - a. Make sure that the spelling of everyone's name is correct.
  - b. Double-check typing and dates to make sure all information is correct.
4. Because news space is often limited, please do **NOT** pester or demand that the article be included in a specific edition of the newspaper. (The goal is to build a relationship with the newspaper staff that may make placement of future press releases easier to accomplish).
5. If the press release is published in the newspaper:
  - a. Please send a thank-you note to the newspaper staff person who made it possible.
  - b. Encourage and invite congregational members to express their thanks to the newspaper as well.

Option II: Include information in congregational newsletter and/or bulletin

1. Edit/revise the article to fit into the newsletter/bulletin.
2. Personalize the article by asking the pastor and/or voting members for a one or two sentence about their feelings/hopes about attending the assembly. For example, "First-time voting member (name of voting member) says: "It will be exciting to be together with that many Lutherans." Or "Name of voting member) says: "This is my fifth assembly and I find the worship to be very uplifting."
3. Before submitting, check the following:
  - a. Make sure that the spelling of everyone's name is correct.
  - b. Double-check typing and dates to make sure all information is correct.

4. Invite and encourage congregational members to say “Thank You” to voting members for their service to the congregation.

Option III: A combination of I & II

If you have any comments, suggestions and/or questions, please send them to me. Part of my calling is to assist you and your congregation with the effectiveness of your communications ministry.

Peace and blessings,

Pr. Bob Dealey, DEM  
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## PRESS RELEASE

From: Name of Congregation/Contact Person/Telephone #  
 Date Submitted to Media  
 For Immediate Release

C/SIS Sample Press Release

The twenty-ninth annual Central/Southern Illinois Synod (CSIS) Assembly will meet at the Embassy Suites and Conference Center, East Peoria, IL on June 2-3-4, 2016. The theme for this year's assembly is "We are Church for the Sake for the World".

Featured presenter is: The Rev. Doug Cox, Executive Director of Global Health Ministries. The Evangelical Lutheran Church in America (ELCA) will be represented by Ms. Dana Dutcher, Manager for Relationships, Asia Pacific and Madagascar, West and Central Africa, who will share the state of the church report.

One of the more unusual features of this year's assembly is that just prior to the opening of the assembly, those who are participating in this year's Pedal For a Purpose Bike Ride will arrive at the assembly at approximately 1:00 p.m. Led by Pastors Adam Dichsen and Scott Egbers, the group will complete their final leg of the trip which began on Monday, May 30, in an effort to raise \$30,000 dedicated to raising awareness and funds for seminary debt reduction.

A festival worship service will be held at St. Vincent de Paul Church, Peoria on June 2nd, beginning at 8 p.m. The Rev. Dr. S. John Roth, bishop of the Central/Southern Illinois Synod, will preach and preside at the service. A special offering will be received in conjunction with the worship service to support the ministries of the Lutheran Church, Madagascar. The public is invited to attend the Thursday evening worship service.

More than 400 voting members and visitors will attend the assembly. In addition to conducting business that comes before the assembly, 12 forum opportunities on a variety of ministry topics will be offered. Among those attending from Name of your Church/Location are: Name of Pastor, Name of voting member, Name of voting member, Name of youth/young adult voting member, and Name(s) of visitors (if any).

The Central/Southern Illinois Synod is comprised of 127 congregations in 76 of the 102 Illinois counties. The synod has over 41,000 baptized members and is one of the sixty-five synods of the Evangelical Lutheran Church in America.