Church Communications Survey

1. Default Section

* 1. How long has your church had a paid staff position for church communications?
   - 0-5 years
   - 6-10 years
   - 11-15 years
   - More than 15 years

2. Which answer best describes your position in church communications?
   - Full-time, regular
   - Part-time, regular
   - Full-time, but communications is only a part of my job
   - Other (please specify)

3. What type of communications experience did you have before working in church communications? Please check all that apply.
   - Public relations
   - Marketing
   - New Media (Website, computer design)
   - Audio or Video Production
   - Broadcast journalism
   - Print journalism
   - Freelance writing
   - Previous experience in church communications
   - No formal communications experience

4. Which of the following best describes your academic training in communications?
   - Bachelor's Degree in Journalism
   - Bachelor's Degree in Marketing
* Bachelor's Degree in Broadcasting
* Graduate Degree in Journalism
* Graduate Degree in Marketing
* No formal communications training
* Other (please specify)

* 5. What is your church's average weekly attendance for worship services?
  - 100-500
  - 501-1000
  - 1001-1500
  - 1501-2000
  - 2001-2500
  - More than 2500 (please specify)

* 6. My church's communication efforts are based on a strategic plan.
  - Yes
  - No
  - Not Sure

* 7. My church has gone through a branding process in the past five years, resulting in a logo and/or slogan that is used consistently in church communications.
  - Yes
  - No
  - Are currently in a branding process

* 8. Which of the following are part of your job responsibilities? Please check all that apply.
  - Create strategic plans for communications
  - Edit a churchwide newsletter or magazine
  - Graphic design
  - Manage projects with an outside vendor
9. What tools are used in your church's communications outreach? Please check all that apply.
- Website
- E-mail newsletters
- Printed newsletters
- Brochures
- Announcements during worship service
- Printed bulletin at worship services
- Overhead screens in worship services
- Announcements in Sunday School classes
- Social Media (please specify which programs)

10. What types of activities or events do you take part in to help you in your communications role? Please check all that apply.
- Meet with communications professionals from other area churches on a regular basis (i.e. roundtable)
- Attend an annual conference (i.e. MinistryCom)
- Attend local or regional seminars
- Hold membership in a professional communications organization (PRSA, IABC, etc.)
- Read books or journals
- Denomination resources (if available)
- None of the above
- Other (please specify)

Done