

The Steeple

Lakewood United Methodist Church

Seeking...Serving...Sharing...the message of Jesus Christ

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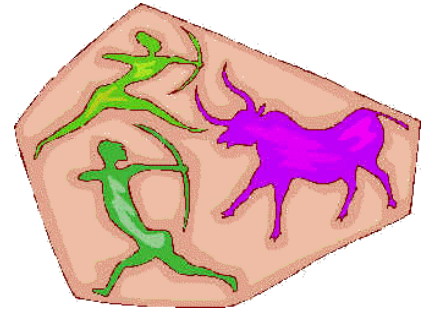
Rev. Richard A. Lancaster
Sr. Pastor

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Associate Pastor

Rev. Andrea Allen
Associate Pastor

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Associate Pastor

LAKWOOD UMC LAUNCHES NEW STRATEGY FOR COMMUNICATIONS



Some forgotten cave dweller decided that he could put symbols on the walls of his cave and other people would know what he meant. Thus, “communication” was born!

How we take it for granted! We forget that cave paintings became petroglyphs. Petroglyphs became pictograms. Pictograms evolved into writing and alphabets.

Technologies developed around writing; paper, pen, stamps and mail, the printing press, the typewriter, all served for a time. Now, most are nearly as obsolete as the petroglyph! Now, wireless communications technologies are taking the place of telephones as we knew them. Do you know anybody that no longer has a “land line?” A new language is emerging as people “text” more. Ironically, the new language sometimes does not consist of words at all: (LOL!)



All methods of communication that have emerged since those cave dwelling days have called for new ways and new skills. Does anyone doubt that we are a part of a communications revolution?

So, the Communications Team and the Lakewood UMC Staff have discussed a lot about what these new ways mean for us. They have decided to launch a new strategy. Your help is essential to the success of that strategy. Here’s the move:

- ✦ Less paper and mail, more available information. *The Steeple* is bi-weekly now. It will feature lots of news; however, not every bit of information can be put in the Steeple. But, the information you need *can* be found 24 hours a day, 7 days a week on the church’s website: www.expandingthelight.org.
- ✦ Think electronic. An electronic, full color version of *The Steeple* will be available on the website or via email. Just send your email address to: lbutler@lakewood-umc.org.
- ✦ Share your news. Anyone can submit articles to *The Steeple*. It is now “your” newsletter in a brand new way. Want to share what your ministry team is doing? Submit an article to dwickliffe@lakewood-umc.org. Church staff will no longer be providing all the “copy.” Take pictures. Highlight events. Profile a family or church member. *The Steeple* is now “open” for submissions.
- ✦ Take responsibility for finding out! The Church calendar will be available on-line at www.expandingthelight.org, at the Welcome Center, and in worship services on Sunday.
- ✦ Subscribe to *The ETL*. *The ETL* (Expanding The Light) is a *weekly* electronic newsletter spotlighting recent events with reminders of what’s coming up at LUMC. *Expand the light* by forwarding *The ETL* to your friends and neighbors to invite them to church! Sign up at www.expandingthelight.org/subscribe.

Will this strategy work? Someone once said, “the plan will work if you work the plan.” Consider yourself part of the plan!