

# Communications 101

All Saints Church | Fall 2022

# Multiplatform Communication

Defined:

“...utilizing multiple platforms – print, digital, social media, twitter, Facebook, video, etc. – to create an integrated communication strategy.”

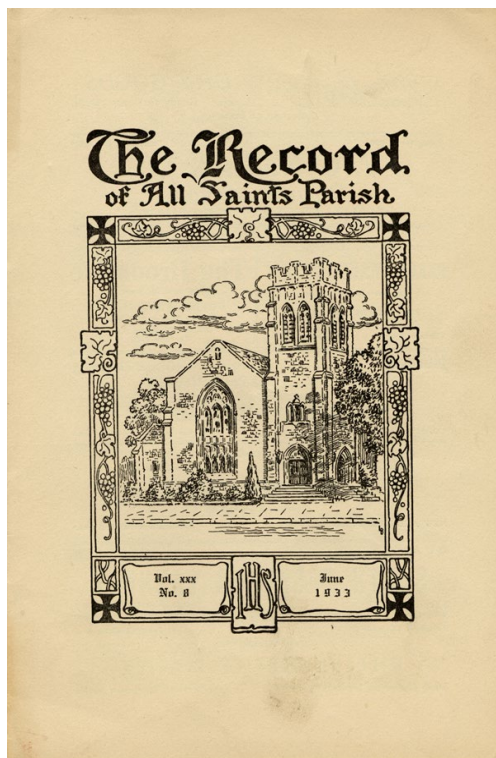
- Communicating the work and witness of All Saints Church – within the congregation and to the wider community – has been a key part of our mission for as long as there's been an All Saints Church.



# Multiplatform Communication

That was then ...

(1933) "The Record:" monthly parish newsletter.



W. REID ALLEN  
*Offers His Services As Your Insurance Advisor*  
All Kinds of Insurance Written in  
Old Line Stock Companies Claims Handled Personally  
Wakfield 3826 816 Pacific Southwest Building Res. Terrace 6933

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*The Newport*  
Womens, Misses and Junior Wearing Apparel  
333-335 EAST COLORADO STREET Terrace 4025

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**VROMAN'S BOOK STORE**  
*Recommends*  
FORGIVE US OUR TRESPASSES by Lloyd Douglas  
Author of *THE MAGNIFICENT OBSESSION*  
THE ARM OF GOLD by Ralph Connor  
Author of *SKY PILOT* and *THE MAN FROM GLENGARRY*  
Terrace 1171 329 East Colorado Street

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**Harry FitzGerald, Inc.**  
Furnishers to Gentlemen  
489 EAST COLORADO STREET

---

Starting 1911  
**GOODES SEED AND FEED STORE**  
*Fancy Lawn Seed* BEDDING PLANTS  
FERTILIZER GARDEN SEED BULBS  
LAWNS RENOVATED BY POWER MACHINE  
Orders Promptly Delivered  
1272 N. LAKE AVE. PASADENA, CALIF.

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4 Z. V. SHAW †  
PRINTING -- ENGRAVING -- EMBOSsing  
21 -- 27 East Holly St. Phone Terrace 7310

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**KELLER BROS. AND MARCY**  
Studebaker, Pierce-Arrow and Rockne Motor Cars  
Dependable Service  
325 W. Colorado St. Colorado 3166

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**-- All Saints Record --**  
Vol. XXX JUNE, 1933 No. 8

**The Parish Statistics**  
**MARRIAGES**  
Kenneth Gilcrest Avery to Bessie Reed MacDonald and Arthur James Knox to Sylvia Quass.

**FUNERALS**  
James Garrett, George Henry Chell, Samuel Edward Swayne, Anne F. Gordon, Emilie Collamer Barnes, Daniel Craig McCallum, Adeline Anderson Stone, Evans Rogers Darlington, Jennie Wood Chapman, Levira A. Healy, and Olive Mabel Shedrick.

**Parish Notes**  
The Sunday School gave \$1,000.00 of the \$6,000.00 contributed by the Diocesan Schools in the Easter offering for the church's work. Teachers, parents, and children, the church thanks you through the rector.

Our parish has pledged another thousand dollars for the rebuilding of the churches destroyed by the Long Beach earthquake. Our offering on May 7th was made to help meet this pledge. We need more. Even the smallest addition to this fund will be gratefully received.

The United Thank Offering was collected by the Auxiliary Messengers on the Monday before Ascension Day and was presented on Ascension Day. It fell far below our maximum gift of a few years ago, but the total of over nine hundred dollars will help to support the remarkable work and workers sustained and carried forward during many years by the Triennial Thank Offering of the women of our Episcopal church.

The closing exercises of our Sunday School will take place on June 18th, at the eleven o'clock service. Let there be a large attendance of our vestry and adult members of the congregation. Only a few of our parishioners have any conception of the fine work our officers and teachers do in the Sunday School. For forty Sundays we give the children a careful training in worship and religious truth. On this closing Sunday our people are given an opportunity to catch a glimpse of the results.

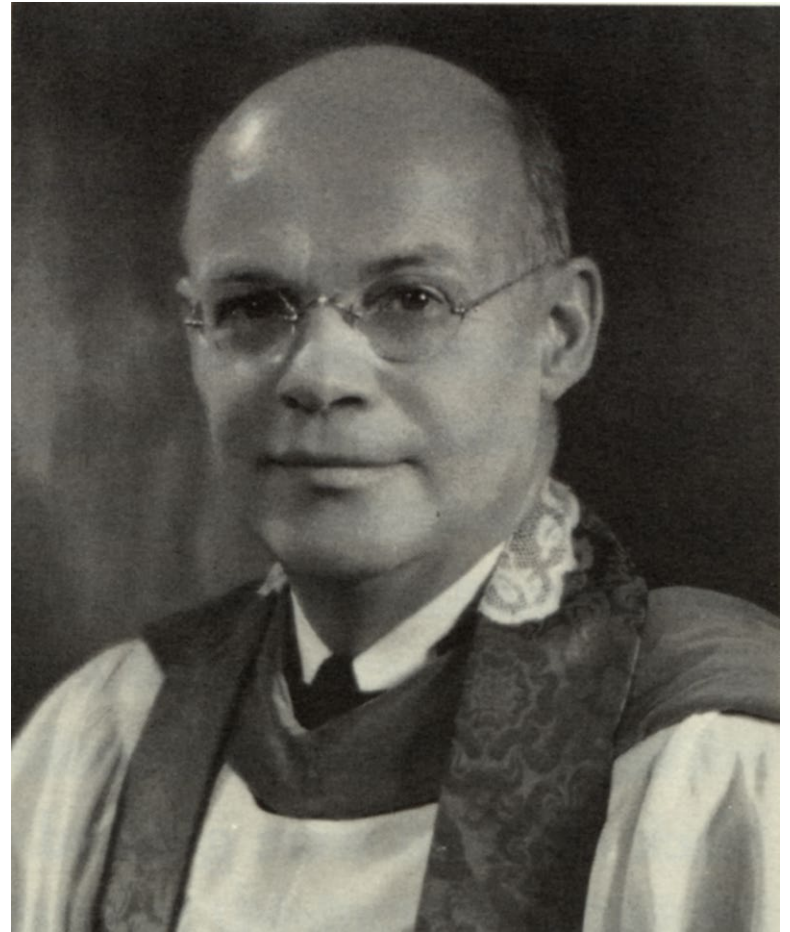
Please make an effort to attend. Take what seats are not reserved for the school.

Brief reference should be made to the large Bible Class which has been an outstanding feature of our Sunday School during the present year.

(Notice the paid ads – including one from Vroman's.)

## All Saints Rector John Scott (1936 – 1957)

- His sermons were broadcast over the airwaves on Sunday and were published in the Pasadena Star News on Monday mornings.



- In the 1950's volunteers literally ironed the creases in the bulletins before sending them off to the post office for mailing.

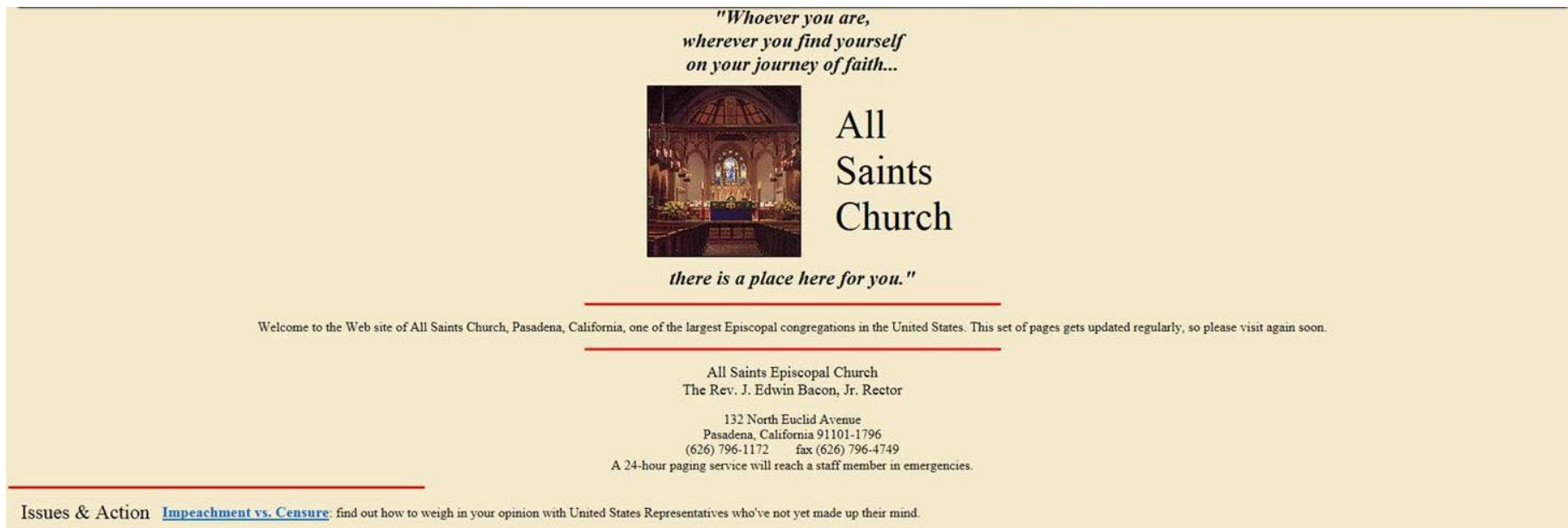


- In the 1970's All Saints launched a "tape ministry" and countless cassette tapes were sent out over the years of sermons delivered from the ASC pulpit.





- And in the late-1990's we entered the digital age with our first website – captured here from The Wayback Machine



- (Notice the Sunday Action was about Impeachment vs Censure.)

# Multiplatform Communication

This is now...

# All Saints Rector Mike Kinman



- His sermons are live-streamed, podcast, and “YouTubed”
- He tweets, he blogs, he “Facebook Lives” and yes ... he knows how to work a crowd

# This Week at All Saints (TWAAS)

## This Week at All Saints

May 28 - June 3, 2017

### Sunday, May 28

**Featured Ministry: Holy Rakers**  
The Holy Rakers is a group of dedicated and passionate gardeners who work monthly tending to the All Saints' garden areas. With prayerful care, we weed, plant, water, dig, prune, and rake. Expert gardeners work alongside fledgling gardeners in community — all levels are welcome. If you want to get spiritual dirt under your nails, visit our table today or contact Candy League, 626.319.2554, bcandida@ms.com.

### Monday, May 29

**Memorial Day Holiday**  
The Church office is closed. There will be no meetings or services today.

### Tuesday, May 30

**Eucharist 12:10 p.m.** (Chapel)

### Recovery Eucharist 6:30 p.m. (Chapel)

### Wednesday, May 31

**Healing Eucharist 12:10 p.m.** (Chapel)

### Experiencing the Scriptures 10:45 a.m. - 12:00 p.m. (Scott Hall 2) Information = Jeremy Langill at jlangill@allsaints-pas.org.

### Thursday, June 1

**Eucharist 12:10 p.m.** (Chapel)

### Senior Saints

(Seminar Room) Information = Jamie Hebert, 626.583.2765 or jhebert@allsaints-pas.org.

### Last Taste Service of the Cross Eucharist Around the Cross 6:00 p.m. (Chapel) Meditative prayers, song, scripture and silence. Information = Debbie Daniels, dsaintstaze@gmail.com.

## Children, Youth & Families

### Sunday Morning

**Parents with Infants**  
Parents with infants are always welcome in worship. If needed, parents may feed and change babies while listening to the service in the Small Lounge.

**Infants & Toddlers** (Scott Hall)  
9:00-12:30 p.m. Preschool (ages 2-4/yr-K) 9:30 a.m.-12:30 p.m. Child care and storytelling.

**Sunday School & Worship** will resume at 10:15 a.m. June 11. Join us on June 4 for Teacher Appreciation at 10:15 a.m.

**K-5th Grade**  
Children K-5th grade join their families at the beginning of the 9:00 & 11:15 a.m. services, then follow the banner out for Children's Chapel before the sermon. Parents are welcome to join the children if they wish.

www.allsaints-pas.org

### Friday, June 2

**Eucharist 12:10 p.m.** (Chapel)

**Practicing the Habit of Stillness**  
7:00 p.m. (Learning Center) Information = Robert Cornell (leader) at robertcornell@psps@gmail.com.

### Saturday, June 3

**Don't Throw That Out! Get it fixed at Repair Café**  
10:00 a.m.-1:30 p.m. (Learning Center) Free repair of appliances, clothing, electronics, jewelry, dolls and tools and knives, bike repair and more! Registration is free and required. Also featuring the really, really Free Market: bring something, take something. Information = www.repair-cafe-pasadena.org or call Ada Ramirez, 626.583.2734.



**Healing of Memories**  
You are warmly invited to participate in an experiential process of deep listening, reflecting, creativity and sharing led by Michael Lupley and other facilitators from the Institute for the Healing of Memories. Thursday-Saturday, Jun. 1-3. In sharing our unique stories, participants will be moved towards emotional healing and grace. To register please visit the Sign-Up Center or ASC website Quick Link/Sign up or contact Stasia Dahlstrom, sdahlstrom@allsaints-pas.org.

### Last Chance to Purchase Tickets for The House in Scarsdale with Theatre Ministry

Join us to see *The House in Scarsdale*. Friday, Jun. 2, 8:00 p.m. at Theatre @ Boston Court. Tickets are \$25 and available at <http://tms.ly473956.us>



"All happy families are alike; each unhappy family is unhappy in its own way." In *The House in Scarsdale*, playwright Dan O'Brien traces the roots of his family's particular unhappiness to learn why his parents and siblings cut him off years ago. The more Dan learns about his family, the more mysterious the circumstances surrounding their estrangement become, until all his world is shaken when rumors surface that his rival father might be another member of the family. Ultimately, Dan must decide if his pathological pursuit of the truth is worth the risk or should he live a never-finished work of art. All tickets must be purchased by 1:00 p.m. on Sunday, May 28. Tickets will be distributed in the lobby the night of the performance. There will be a post-show discussion with actor and All Saints' Parishioner Tim Cummings. Information = Debbie Daniels, 626.583.2759 or dtan@allsaints-pas.org.



**Woman's Event: Neal Stephenson & Nicola Galland**  
Friday, Jun. 16, 7:00 p.m. in the Forum. They will discuss their book *The Rise and Fall of D.O.D.O.*



This is a ticketed Woman's event - tickets include the book. For ticket information, call 626.449.5320. A limited number of free tickets (no books included) are available by emailing Debbie Daniels, ddaniels@allsaints-pas.org.

## Looking Ahead

### Events & Opportunities

#### The Transformative Power of Music: Voices from the Heart Brunch Honoring Alma Stokes

Sunday, Jun. 11, 12:30-2:30 p.m. in Sweetland Hall. Honoree Alma Stokes will share her faith journey, and her favorite spirituals and meaningful songs in her life. Accompanied by Elizabeth Tatum, voice, and Pat Kelly, piano. \$25 per person includes brunch, stories, and music! Registration = Gerry Puhara at [gpubara@gmail.com](http://gpubara@gmail.com).



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#### Transformational Journey to El Pueblo

Visit an L.A. landmark on Sat. June 17, from 9:00 a.m.-4:00 p.m. Our trip to El Pueblo de Los Angeles Historic Monument will be led by All Saints' Museum, Jean Bruce Poole who will help us discover another side of L.A. through our visit to the Museo, Sepulveda House and America Tropical at El Pueblo. (Jean is author of *El Pueblo: Historical Heart of L.A.* and former director of the Historical Museum at El Paseo.) Free tour! Participants will pay for their own Metro fare on the Gold Line and lunch. Contact Ada Ramirez at [aramirez@allsaints-pas.org](mailto:aramirez@allsaints-pas.org) or 626.583.2734. Spaces limited, register now!

#### Fiction Fun! Reads Fates and Furies by Lauren Groff

Friday, Jun. 23, 7:00 p.m. in the Guild Room. President Barack Obama, says his favorite book of 2015 is *Fates and Furies* by Lauren Groff. The novel that explores the key to a great marriage from two different perspectives. Copies of the book are available with a 20% discount at the Will Call desk at 10:00 a.m. on June 23. Women's - Just be sure to ask for the June Fiction Fun! book for All Saints Church. Information = Jamie Hebert, 626.583.2765 or jhebert@allsaints-pas.org.



#### Sunday Volunteers Needed: Greeters, Users & Sign-Up Center Staff

When you're here on Sundays, help welcome and connect everyone in our community. If you are interested in becoming a greeter or sign-up center volunteer in the Sign-Up Center, please contact Jim Louduha at 626.583.2736 or [jlouduha@allsaints-pas.org](mailto:jlouduha@allsaints-pas.org). If you are interested in becoming an usher during services in the church, please contact Melissa Hayes, [mhayes@allsaints-pas.org](mailto:mhayes@allsaints-pas.org) or 626.583.2725.



#### Spiritual Direction

Spiritual direction is a way of sharing the sacred journey of our lives with another person. A trained spiritual guide can assist an individual in developing a deeper relationship with God and in helping to discern the ways in which God is leading them. If you are interested in finding a spiritual director, you may have a confidential message at 626.583.2755 and the intake coordinator will call you to schedule a meeting.

#### Summer Adventure is Coming Soon!

July 12-21  
This program is for Children and youth, entering Kindergarten through 5th grade with opportunities for high school students as camp counselors. Information = Christina Ortega, 626.583.2733 or [cortega@allsaints-pas.org](mailto:cortega@allsaints-pas.org)

#### Next Sunday: June 4, 2017

We celebrate Youth Sunday with four amazing youth preachers:  
7:30 a.m. - Annamette Vera  
9:00 a.m. - Annelie DiPietro  
11:15 a.m. - Andie Braun  
1:00 p.m. - Hannah Heering (Bilingual Spanish/English service)  
At 9 & 11:15 a.m. Trouvres offer / Dream a World by Thomas and Agnus Dei by Levitt.

Incense will be used at 9:00, 11:15 a.m. and 1:00 p.m. At 9:00 & 11:15 a.m. an incense-Free minister will be available in the Guild Room.

At 10:15 a.m. Celebrate and appreciate our child care staff and volunteer teachers in the Learning Center.

#### Pentecost

The feast of Pentecost underscores the poetic biblical account of the Acts of the Apostles, a great wind sweeps through the room where the disciples were gathered. Each of the disciples is alight with the fire of the spirit of God and begins to speak of God's deeds of power in new ways. You are invited to join us for cake and jazz on the lawn.

- Weekly newsletter:
- Sent via email and attached to the service leaflet on Sunday
- Focus on upcoming events, programs, calendar items

www.allsaints-pas.org

All Saints Church, 132 N. Euclid Ave, Pasadena CA 91101

626.796.1172

# email

- “ASC Weekly”  
(Thursday)
- Other occasional  
email blasts  
(staff changes;  
breaking news)

## ASC Weekly news & updates


October 2, 2022 | Blessing of the Animals!

[DONATE](#)

**Weekly Newsletter**  
See all that's happening this [Sunday and throughout the week](#). See [Sunday's Prayers](#).

**Action of the Week**  
Put your faith into action on our [Action Page every week](#).

**Live Streaming**  
Here's everything you need, including the Zoom link and the service leaflet, to participate in virtual Sunday worship on our [streaming page](#).



**Blessing of the Animals  
Sunday, October 2**

**Worship @ 7:30 a.m.**  
Join us for in-person worship at 7:30 a.m. [Or participate on Zoom](#). Sally Howard preaches.

**Worship @  
10:00 a.m.**

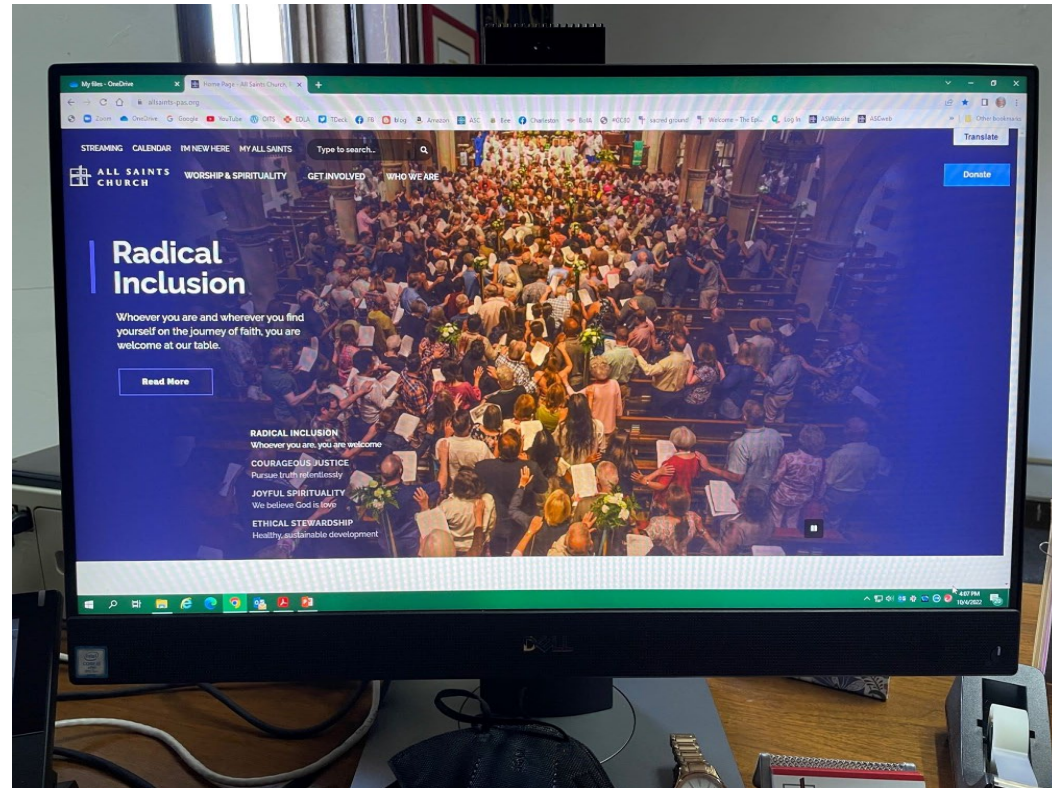
In-Person & Online Worship  
at 10:00 a.m.  
Sally Howard preaches; Canterbury Choir offers *Cantar!* by Althouse.

# Website

The All Saints website is the online “encyclopedia” of everything All Saints.

Whoever you are,  
and wherever you find yourself  
looking for information about  
All Saints Church you’ll find it at:

[allsaints-pas.org](http://allsaints-pas.org)



- When we updated the site our wish list included easy to navigate on a variety of devices with both static data and breaking news content combined on one image driven platform.
- (Our data told us 44% of our website access was via tablet or smart phone and the old site was optimized for neither.)
- We wanted a site that would highlight timely information, automatically publish all posts to Facebook and Twitter and one that was optimized for desktop, smart phone and tablet.
- We wanted content that was both easy to read and easy to update — and sermon posts that included both video and text.
- And we wanted it all to fit in a non-profit budget.

# Live Streaming

- We currently live stream the Sunday Forum and the 10:00 a.m. service every week -- in addition to special events and programs throughout the year.
- Our growing online community is an important part of taking the work and witness off All Saints Church beyond our walls and into the world.
- On Easter Sunday our streaming stats included 450 unique viewers from UK, Germany, Brazil, Puerto Rico, Mexico, Slovakia, Spain, Russia, Costa Rica and 31 states + D.C.





# Podcasts

- **Studio ASC:** An archived magazine format podcast series with guest interviews and reflections.
- **iTunes:** Where Sunday sermons are posted weekly.
- Subscribe wherever you get your podcasts or access through the website.



**STUDIO ASC**  
Studio ASC  
Subscribed

[Continue Listening](#)  
"Sacred Jazz" - Studio ASC #9

**My Episodes**

.... FEBRUARY 13  
"Sacred Jazz" - Studio ASC #9  
Jazz Vespers at All Saints Church and an Interfaith Multicultural Exploration  
[Details](#) 24 min left

[Available Episodes](#)

[Previously Played](#)

**ALL SAINTS CHURCH**  
All Saints Church  
Subscribed

[Play](#)  
God Dwells in You

**My Episodes**

SUNDAY  
God Dwells in You  
"Where is God as we journey through this sometimes dark and dreary land? God dwells..."  
[Details](#) 18 min

MAY 5  
Revolutionaries for Love  
"When we love, justice and revolution are not burden or responsibility but passion and op..."  
[Details](#) 18 min

APRIL 28

## Social Media:

Whoever you are and wherever you find yourself ...

All Saints Church wants to see *you*

online...



# Facebook

Facebook is “aimed at friends of ASC, the ones who want to sit in our living room and look through our scrapbooks.”

-- Rick Bolton



All Saints Church ✓

@AllSaintsPasadena



Group by All Saints Church

All Saints Episcopal Church  
Pasadena >

Public group · 3.0K members

- **Facebook Page:** Communication from organization to members
- **Facebook Group:** Community building between members

# Facebook

ASC also has Facebook groups and pages for affinity and interest groups ... some public and some closed.



All Saints Church  
Pasadena/en Español  
@TodosLosSantosPasadena



All Saints P&J/OCC Civic  
Engagement Group  
Closed Group · 128 Members



All Saints Racial Justice  
Ministry  
Public Group · 212 Members



Children's and Youth Choirs, All  
Saints Church  
Closed Group · 256 Members

# twitter

Twitter is a "call to action." A tweet is fast, to the point, broadcast widely to anyone who cares to listen.

**All Saints Church**  
@ASCpas  
All Saints Church, Pasadena: making God's love tangible 24/7  
Pasadena CA  
[allsaints-pas.org](http://allsaints-pas.org)  
Joined December 2009

**Tweets**   Tweets & replies   Media

**All Saints Church** @ASCpas · May 27  
A Memorial Day of Sacred Resistance [ascideas.org/2017/05/27/a-m...](http://ascideas.org/2017/05/27/a-m...)

**Your Tweet activity**  
Your Tweets earned **1,595 impressions** over the last week

View your top Tweets

**Who to follow** · Refresh · View all

- CGTN** @CGTNOfficial  
Followed by Garrison Doreck and others  
Follow Promoted
- NETWORK** @NETWORK...  
Follow
- Justin Bieber** @Justinbi...

# Instagram

- Image driven platform that tells the All Saints story one photo at a time

The screenshot shows the Instagram profile for 'allsaintspas'. At the top, there is a back arrow, the username 'allsaintspas', a notification bell, and a menu icon. Below this is a circular profile picture of a stone building. To the right of the profile picture, the statistics are listed: 585 Posts, 1,445 Followers, and 126 Following. The bio reads: 'All Saints Church Pasadena' followed by 'An #Episcopal Church following a revolutionary Jesus' and a link to 'allsaints-pas.org/advent-christmastide-services/'. Below the bio, it says 'Followed by revmikek, geraldinedot and 141 others'. There are three buttons: 'Following' with a dropdown arrow, 'Message', and a '+8' button. Below the buttons is a 'Highlights' section with a circular icon. At the bottom, there are three navigation icons: a grid, a video camera, and a profile icon. The main content area shows three items: a photo of a picnic basket on a blanket in a field, a photo of a stone church building, and a green poster for 'LATIN HOUR' featuring 'BILL GUNLIFE AND HIS BAND'.

< allsaintspas 🔔 ⋮

585 Posts 1,445 Followers 126 Following

**All Saints Church Pasadena**  
An #Episcopal Church following a revolutionary Jesus  
[allsaints-pas.org/advent-christmastide-services/](https://allsaints-pas.org/advent-christmastide-services/)

Followed by revmikek, geraldinedot and 141 others

Following ▾ Message +8

Highlights

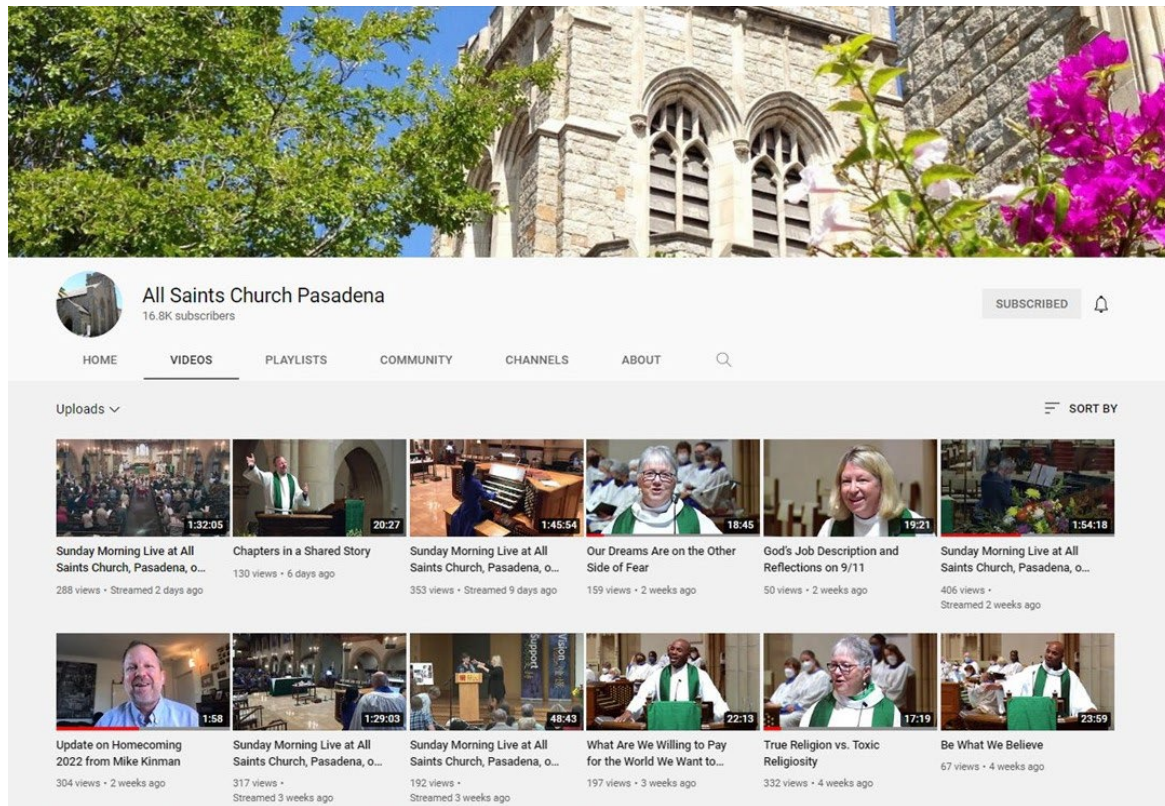
Grid Video Profile

Two Summer Forums at All Saints Church: August 21 & 28, 9:00 am. In person & Online. Join us!

All Saints Church proudly Presents: **LATIN HOUR** Sunday, August 7th. Listen, relax, and enjoy live "Latin Jazz" in our courtyard. MUSIC PROVIDED BY: **BILL GUNLIFE AND HIS BAND**

# YouTube

Archive of sermons, Forums and other presentations from All Saints  
1000+ videos. Over 16,000 subscribers. Over 3M total views.



The image shows a screenshot of the YouTube channel page for All Saints Church Pasadena. At the top is a banner image of the church's exterior, featuring Gothic-style stone architecture with arched windows and green trees in the foreground. Below the banner is the channel's profile information, including a circular profile picture, the name "All Saints Church Pasadena", and "16.8K subscribers". To the right of the profile information is a "SUBSCRIBED" button and a notification bell icon. Below this is a navigation menu with tabs for "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT", along with a search icon. The main content area is titled "Uploads" and displays a grid of video thumbnails. Each thumbnail includes a video player preview, a duration timer, a title, and view/viewer information. The videos shown include "Sunday Morning Live at All Saints Church, Pasadena, o...", "Chapters in a Shared Story", "Our Dreams Are on the Other Side of Fear", "God's Job Description and Reflections on 9/11", "Update on Homecoming 2022 from Mike Kinman", and "Be What We Believe".

**All Saints Church Pasadena**  
16.8K subscribers

SUBSCRIBED

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads ▾ SORT BY

Video Title	Duration	Views	Posted
Sunday Morning Live at All Saints Church, Pasadena, o...	1:32:05	288 views	Streamed 2 days ago
Chapters in a Shared Story	20:27	130 views	6 days ago
Sunday Morning Live at All Saints Church, Pasadena, o...	1:45:54	353 views	Streamed 9 days ago
Our Dreams Are on the Other Side of Fear	18:45	159 views	2 weeks ago
God's Job Description and Reflections on 9/11	19:21	50 views	2 weeks ago
Sunday Morning Live at All Saints Church, Pasadena, o...	1:54:18	406 views	Streamed 2 weeks ago
Update on Homecoming 2022 from Mike Kinman	1:58	304 views	2 weeks ago
Sunday Morning Live at All Saints Church, Pasadena, o...	1:29:03	317 views	Streamed 3 weeks ago
Sunday Morning Live at All Saints Church, Pasadena, o...	48:43	192 views	Streamed 3 weeks ago
What Are We Willing to Pay for the World We Want to...	22:13	197 views	3 weeks ago
True Religion vs. Toxic Religiosity	17:19	332 views	4 weeks ago
Be What We Believe	23:59	67 views	4 weeks ago

# The Welcome Center

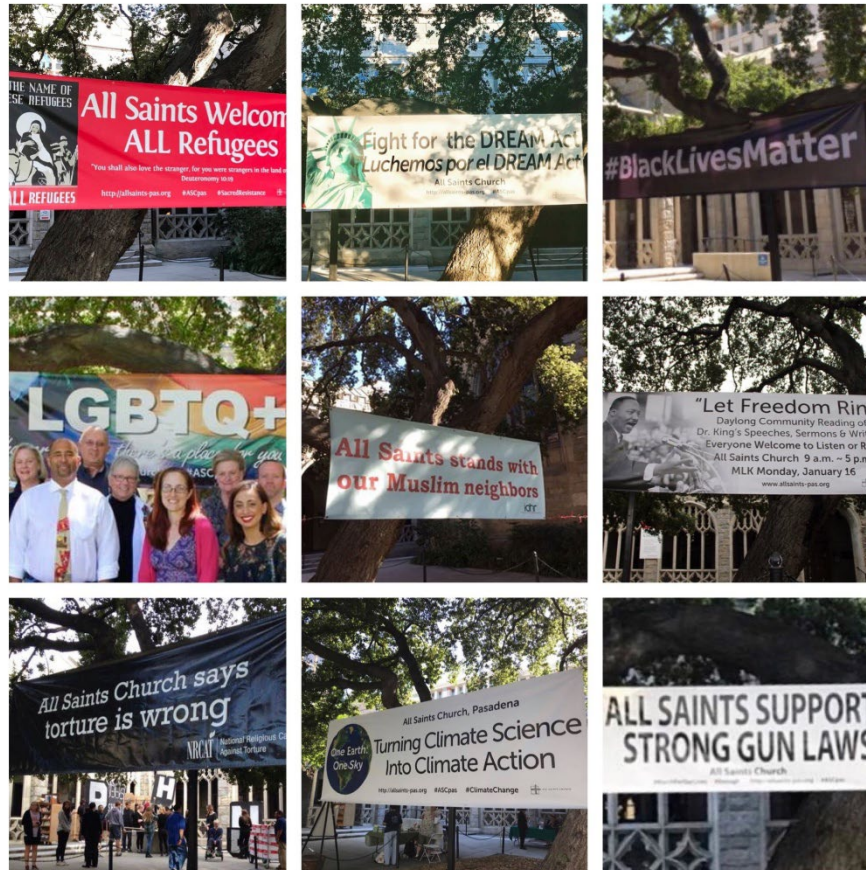
Multiplatform  
communication  
includes  
incarnational  
communication:  
one on one  
conversations  
between members  
of the ASC  
community in real  
time.





# Banners on the Lawn

Another way to put our faith into action ...



# Multiplatform Communication

Deployed:

“...utilizing multiple platforms – print, digital, social media, twitter, Facebook, video, etc. – to create an integrated communication strategy ...”

... all in the service of:



MAKING GOD'S LOVE TANGIBLE  
24/7  
ALL SAINTS CHURCH, PASADENA