

Communications 101

All Saints Church | Fall 2024

Multiplatform Communication

Defined:

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

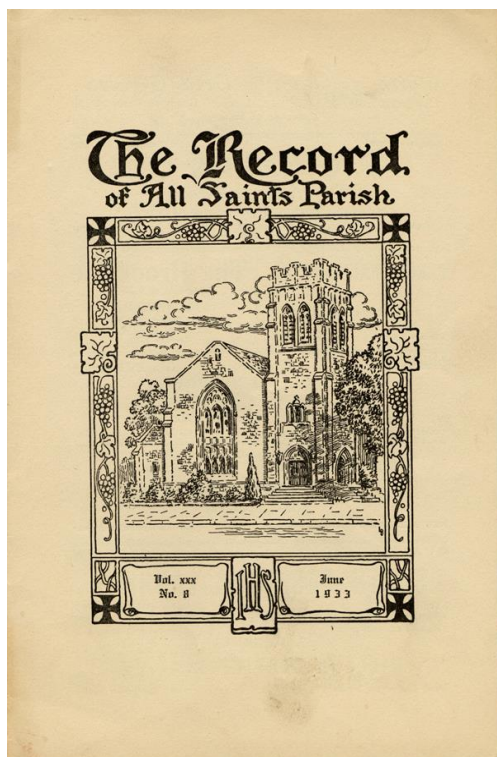
- Communicating the work and witness of All Saints Church – within the congregation and to the wider community – has been a key part of our mission for as long as there's been an All Saints Church.



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
WAlkfield 3826 816 Pacific Southwest Building Res. TErrace 6953

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

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 3171 529 East Colorado Street

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

Starting 1931
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.

Z. V. SHAW
PRINTING -- ENGRAVING -- EMBOSSEING
21 -- 27 East Holly St. Phone TErrace 7310

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

--: 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 Auxillary 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.

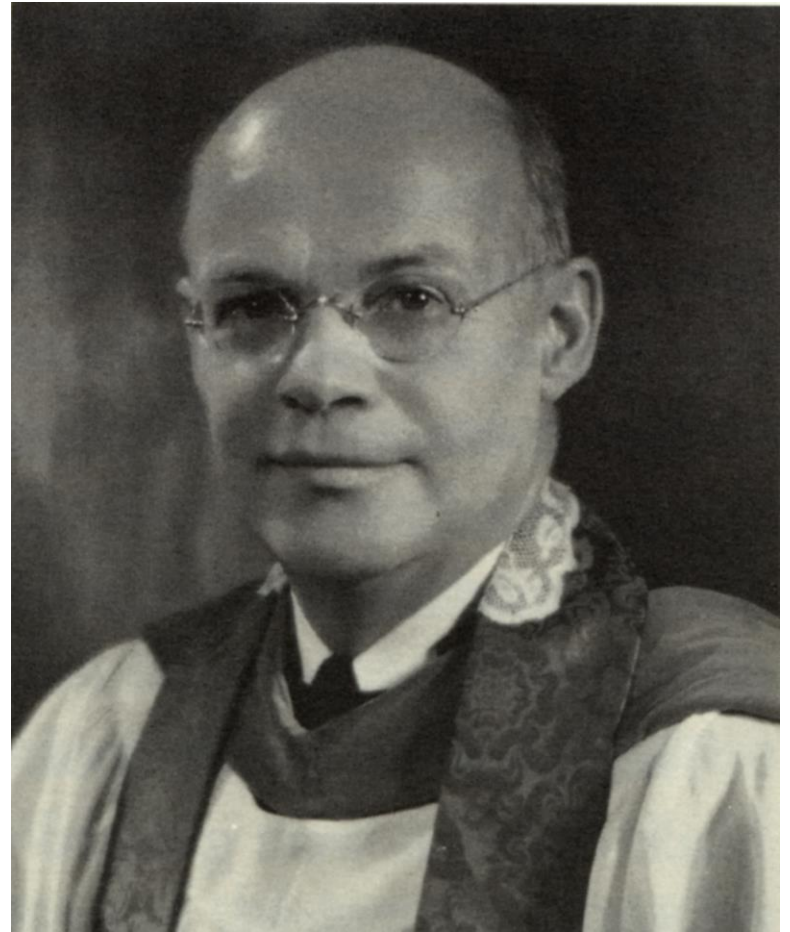
Please make an effort to attend. Take what seats are not reserved for the school.

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.

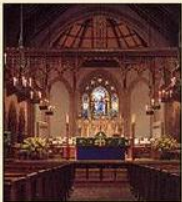


- In the 1970's All Saints launched a "tape ministry" and countless cassette tapes were sent out over the years of sermons delivered from the ASC pulpit.



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

*"Whoever you are,
wherever you find yourself
on your journey of faith..."*



All
Saints
Church

there is a place here for you."

Welcome to the Web site of All Saints Church, Pasadena, California, one of the largest Episcopal congregations in the United States. This set of pages gets updated regularly, so please visit again soon.

All Saints Episcopal Church
The Rev. J. Edwin Bacon, Jr. Rector

132 North Euclid Avenue
Pasadena, California 91101-1796
(626) 796-1172 fax (626) 796-4749
A 24-hour paging service will reach a staff member in emergencies.

Issues & Action [Impeachment vs. Censure](#): find out how to weigh in your opinion with United States Representatives who've not yet made up their mind.

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

Multiplatform Communication

This is now...

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, &candyl@allsaints.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, 626.583.2785 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, dsaintstaste@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

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

Last Chance to Purchase Tickets for The House in Scarsdale

with Theatre Ministry
Join us to see *The House in Scarsdale*. Friday, June 2, 8:00 p.m. at Theatre @ Boston Court. Tickets are \$25 and available at <http://tms.ly4739596>. As



Tolson said: "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 of 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 real 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.



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, June 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](http://QuickLink/SignUp) or contact Stasia Dahlstrom, sdahlstrom@allsaints-pas.org.

Wednesday, May 31

CYF End-of-Year BBQ

All children, youth, and families of All Saints are invited to join in the celebration of the CYF program year! We'll be grilling out, eating ice cream, playing games, and enjoying a festive time together. Info = 626.583.2733 or youth@allsaints-pas.org.

Thursday, June 1

God, My Parents & Me

A group for families 10:00 a.m. - Noon (Guild Room) A group for families with young children, supporting the challenging work of parenting by offering spiritual fellowship and emotional nurturing to all parents. Information = Christina Ortega, 626.583.2733 or ortega@allsaints-pas.org.

Sunday Morning (cont.)

K-5th Grade Sunday School
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.

The Journey for Jr. & Sr. High
10:15 a.m. Jr. & Sr. High Rooms) We get together, share a doughnut or two, and explore what it means to be a Christian. We focus on faith and doubt, the Bible, the Episcopal Church, current events, and the peace and justice issues facing our community.

Parent Culture
Parent Culture 10:15 a.m. (Scott Hall 2) A group for parents of children, birth to 5th grade. Please join us for discussions on current issues and community building as we juggle parenthood together. Information = Christina Ortega, 626.583.2733 or ortega@allsaints-pas.org.

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

Looking Ahead

Events & Opportunities

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

Sunday, June 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. Information = Gerry

Woman's Event: Neal Stephenson & Nicola Galland

Friday, June 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.

Fiction Fun! Reads Fates and Furies

Friday, June 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.



and novel that explores the key to a great marriage from two different perspectives. Copies of the book are available at the Will Call desk at 10:00 a.m. on June 23. Woman's - Just be sure to ask for the June Fiction Fun! book for All Saints Church. Information = Jamie Hebert, 626.583.2785 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 for more info. If you are interested in becoming an usher during services in the church, please contact Melissa Hayes, 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 leave a confidential message at 626.583.2755 and the intake coordinator will call you to schedule a meeting.

Summer Adventure is Coming Soon!

Week of 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 ortega@allsaints-pas.org.

Next Sunday: June 4, 2017
We celebrate Youth Sunday with four amazing youth preachers:
7:30 a.m. - Annamarete Vera
9:00 a.m. - Annelie DiPietro
11:15 a.m. - Ande 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 Leavitt.

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 Center.
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 with God's gifts 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

626.796.1172

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

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.**

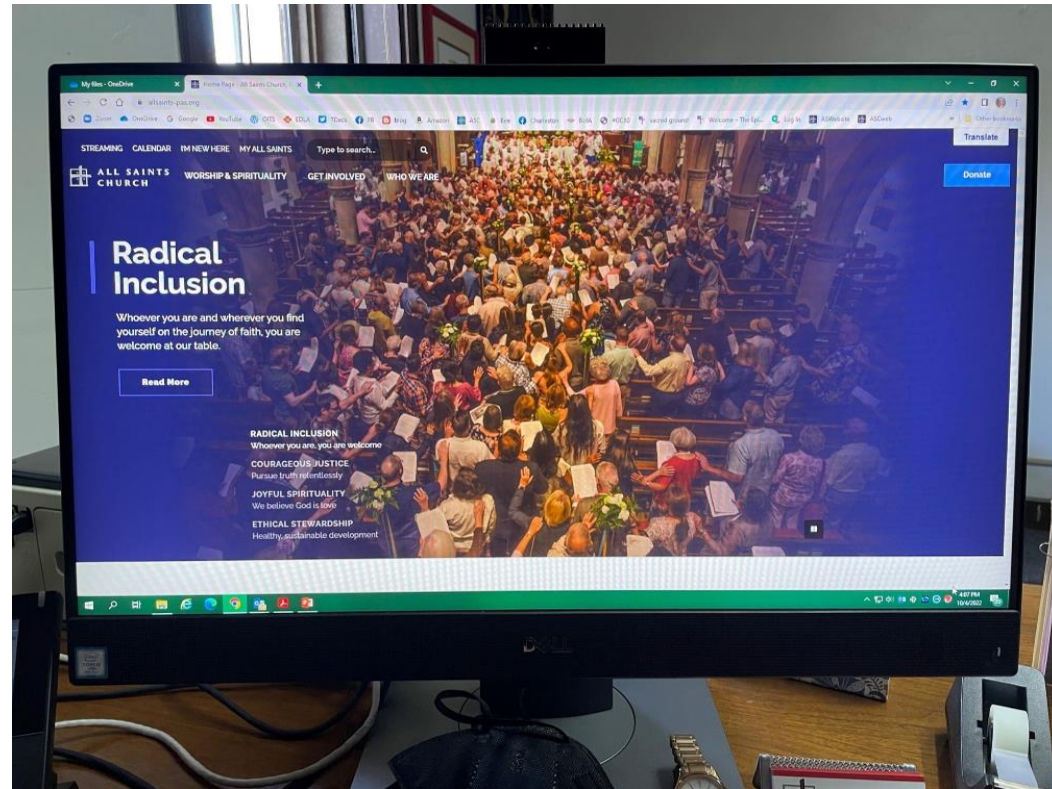
In-Person & Online Worship
at 10:00 a.m.
Sally Howard preaches; Canterbury Choir offers *Cantar!* by Althouse.

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



- 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
ALL SAINTS CHURCH

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 Pasadena Podcast
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...

The Facebook logo, a white lowercase 'f' on a blue square background.The Twitter logo, a white lowercase 't' on a light blue square background.The WordPress logo, a white 'W' inside a blue circle on a white square background.The YouTube logo, the word 'You' in black above the word 'Tube' in white on a red rounded rectangle, all on a white square background.

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

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 three-dot menu. 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 plus sign for more options. Below the buttons is a 'Highlights' section with a circular icon showing a church interior. At the bottom, there are three navigation icons: a grid for posts, a video camera for reels, and a person for stories. The main content area shows three items: a photo of a picnic basket on a blanket in a field, a photo of a church building, and a green promotional poster for 'LATIN HOUR' featuring Bill Gunlife and his band, scheduled for August 21 & 28 at 9:00 am.

< 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/

Followed by revmikek, geraldinedot and 141 others

Following ▾ Message +

Highlights

Grid Reels Stories

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

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.



All Saints Church Pasadena
16.8K subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Uploads

SORT BY



Sunday Morning Live at All Saints Church, Pasadena, o...
288 views · Streamed 2 days ago



Chapters in a Shared Story
130 views · 6 days ago



Sunday Morning Live at All Saints Church, Pasadena, o...
353 views · Streamed 9 days ago



Our Dreams Are on the Other Side of Fear
159 views · 2 weeks ago



God's Job Description and Reflections on 9/11
50 views · 2 weeks ago



Sunday Morning Live at All Saints Church, Pasadena, o...
406 views · Streamed 2 weeks ago



Update on Homecoming 2022 from Mike Kinman
304 views · 2 weeks ago



Sunday Morning Live at All Saints Church, Pasadena, o...
317 views · Streamed 3 weeks ago



Sunday Morning Live at All Saints Church, Pasadena, o...
192 views · Streamed 3 weeks ago



What Are We Willing to Pay for the World We Want to...
197 views · 3 weeks ago



True Religion vs. Toxic Religiosity
332 views · 4 weeks ago



Be What We Believe
67 views · 4 weeks ago

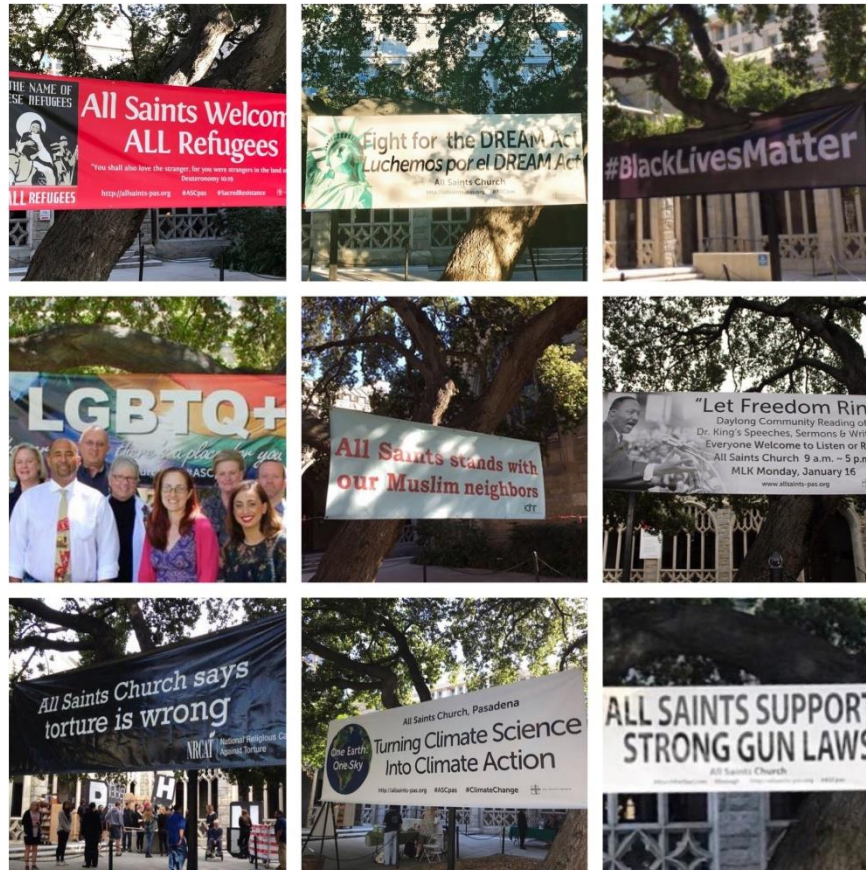
The Welcome Center

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:

