

**Publicity & Communications Committee**  
**Trinity Evangelical Lutheran Church**  
Congregation Council Report  
March 2009

The February meeting was the second for Lorraine Graybill and my first as Co-Chair. We will work to understand the many daily and weekly functions of P&C. I am continually amazed at the work that is done, and the amount of time that is dedicated by the many volunteers on the committee that produces the various mediums of communication not only within Trinity, but externally as well. For this we are truly blessed and grateful.

The committee will be working to embody the Vision, Mission, and Guiding Principles recently adopted by the congregation at Trinity. We will begin work on creating a Mission Statement for P&C that will support the Mission of Trinity as a whole. In doing so, we will take a step back and re-evaluate how we function, our role within the church, and the product that comes out of P&C. Most importantly, we will work to ensure that all of the above and our work embody the Mission of the Committee, and of Trinity.

Some of the topics at our February 18<sup>th</sup> meeting are as follows:

- 1) **Guidelines for Publication** – Donna Sprowls presented the current version of the Publication Guidelines, and approval was given to distribute to the Committee Chairs.
- 2) **Policy Page** – The policy pages were discussed in detail with suggestions for several changes. The revisions were submitted to A&P for consideration at their March 3<sup>rd</sup> meeting.
- 3) **Newsletter**- There was much discussion about newsletter content, the editorial review and process, as well as the distribution by traditional mail and the pursuit of distribution by electronic means.

When reviewing the policy page, it became apparent that there are no clear guidelines for newsletter content, and we need to define the purpose and scope to roll up to the Mission of the P&C Committee, and Trinity as a whole. We plan to undertake this and revise the policy page upon completion.

- 4) **Newspaper Ads** – Pastor Brock reported the decision to reduce the frequency of newspaper ads resulting in cost savings. Future ads will be limited to Easter and Holy Week, Thanksgiving, Advent and Christmas.
- 5) **Website Review** – Our discussion was centered on expanded use of the Website for distribution of the newsletter, letters email blasts to willing participants. Jeff discussed the possibility of changing plans with our current provider, which would double our storage, triple our bandwidth, go from 3 to 5 email lists, double the number of email mailboxes, and a number of other enhancements. Jeff will pursue that option in the next month.

Next Meeting: Wednesday, March 18, 2009 at 7:30pm (Room 239) ***ALL ARE WELCOME!***

Respectfully submitted;

Michael Schwalm, Co-Chair