

April Council Report Publicity and Communications

***Mission:** As the Publicity & Communications committee; we are called to individually and collectively share our gifts to daily promote God's Word through print, electronic media and word of mouth as it relates to the Mission of Trinity, our community of faith, and the local and global community.*

Welcome/Opening Prayer

Co-Chairs

Present: Tom Reddinger, Allison Martin, Donna Sprowls, Lorraine Graybill, Michael Schwalm, Darlene Hess, Jeff Weaver, Bob Frymoyer, Joe Hunter, Pastor Brock.

Guests: Judy Collins, Dick Hess (Stuck Here with Darlene)

Volunteer Bulletin Inserts

Judy Collins

Judy was moved by a number of pieces of Pastor Peale's presentation, specifically the bulletin inserts for time and talent. Judy would pull items out of Trinity Today, both volunteer and church wide opportunities. There was discussion about having a box to deposit versus utilizing the offering plate. Judy made the point that when depositing in the offering plate, they are *GIVING* of their time and talent.

The discussion was also around what content, the Easter Lilies would be tough to manage, but it could direct them to the table where they are being sold.

The suggestion was made to include a space for email was accepted. Judy wants to begin utilizing the inserts within a month.

Mission/Vision/Guiding Principles

A brief Retreat Review was given, and the Mission Statement Organization Worksheet and draft Mission Statement was reviewed. The committee was tasked with reading and prayerfully considering any thoughts or changes by the April 15th meeting.

Discussion was also started around how we can effectively promote and publicize the Mission Statement development progress of the other committees. In addition to print and the website, the possibility of temple talks was brought up for consideration.

Mike also shared the plans of the Strategic Planning Committee's Education initiative around helping to implement the action around the Vision/Mission/Guiding Principles document with the Committees and Congregation as a whole. Once developed, the P&C committee will have the task of promotion and bringing awareness to the program.

Website Update

Jeff Weaver reported that the Trinity Website has had hits from all 50 States and 59 countries, the most recent being Brazil. This is exciting and ties in with our mission of reaching out to the local and global community.

The Contemporary Service that is allowed by license is posted on the website by Jeff. There is a proposal to purchase the digital equipment necessary to record the Traditional services.

The suggestion was made to announce and highlight what is on the website to the congregation. We need to market ourselves internally.

The Package Upgrade from our web provider was discussed, and we will work in the coming months to best utilize the additional space and email lists.

Jeff Weaver detailed the Potential software revision to Dreamweaver, which will give efficiencies and flexibility for the Web Design. We would need two copies at about \$400 each. Joe Hunter moved to approve, Bob Frymoyer suggested that he approach Finance to subsidize one of the copies, with P&C to pay for the other out of the budget.

Newsletter update

The Editorial purview was discussed, and the need for the committee to be proactive in the Communication of, and adherence to deadlines and policy. This is to ensure that there is consistency with content, and that the Editor and staff have adequate time to finalize the layout and get the newsletter to the printer.

The discussion around the Electronic Newsletter/Email Blasts was held. A sub-committee was formed to further develop this effort. The members are: Jeff Weaver, Lorraine Graybill, with help from Nancy Martin.

Policy Page Update

Bob Frymoyer gave an update on the policy page, and new revisions were suggested by Judy Hunter that evening. Bob and Mike Schwalm will review and have a new draft for the April 15th meeting

Publicity

The discussion around the Gathering Space LCD panel and software was held. It was decided that it would be appropriate to get a second proposal, and also update Moorefield Proposal. Jeff will engage those at the March 29th Sound Training.

The Next Meeting Date Weds 4.18.2009

The Meeting concluded with the Lord's Prayer

Respectfully Submitted

Michael Schwalm