



## **Publicity and Communications January Congregation Council Report January 11, 2010**

### **Disciples in the Making, Making Disciples**

*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 related to the Mission of Trinity, our community of faith, and the local and global community.*

The P&C Committee met on December 16<sup>th</sup> for a review of the past year and a "Brainstorming Session". The team is evaluating the function of P&C, what is working and where we can redefine our role and improve as we move into 2010.

While there was a great deal more discussed, some of the areas were as follows:

#### Engage and Strengthen Ties

Communicate Trinity "Successes"

Better publicize Worship Opportunities (Thursday, Saturday, Contemporary, Traditional)

#### Branding/Logos-Develop

#### Mission

#### EXTERNAL MEDIA COMMUNICATIONS

Billboards

Radio Ads

Movie Theater Screen Ads (cost?)

Hotels (info sheets in Track Racks, brochures, religion section in rooms)

#### Portico Greeters

#### WEBSITE

#### TRINITY PARISH

#### PRESS RELEASES

Create a Press Release Team

Darlene Hess agreed to lead the Team

Complete Pamphlets, Set up Track Rack in Gathering Space

#### Personalize Trinity

#### AV/IT Project-Utilize existing technology now

#### Visitor/"Sparse Attendee" Communications



**Evangelical Lutheran Church in America**  
God's work. Our hands.

## Video Testimonials/Faith Journeys

Closing Prayer-The meeting was adjourned with the Lord's Prayer

Next Meeting Date: Wednesday, January 20, 7pm

Respectfully Submitted:

Michael Schwalm, Co Chair