



## **Publicity and Communications February Congregation Council Report**

February 8, 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 January 20<sup>th</sup> and prioritized the focus for 2010 as a result of our December "Brainstorming Session".

The Main initiatives listed below were identified, with Team Leaders assigned, Action items identified and timelines set:

#### **Engage and Strengthen Ties**

Communicate Trinity "Successes"  
Better publicize Worship Opportunities (Thursday, Saturday, Contemporary, Traditional)

#### **Branding/Logos-Develop**

Tom Drye and Mike Schwalm will pursue the re-branding of Trinity. They will review information from a few resources, and report with samples by the next meeting. The Brand should be simple, yet powerful, able to be utilized on various objects (letterhead, Shirts, posters, etc).

#### **EXTERNAL MEDIA COMMUNICATIONS**

We will review where we are currently advertising, and determine who we would like to reach. Some potential alternatives to current methods:

Billboards  
Radio Ads  
Movie Theater Screen Ads (cost?)  
Hotels (info sheets in Track Racks, brochures, religion section in rooms)

#### **WEBSITE**

1. Committee Chairs to review their information regularly. 2. Website Education Day, one of the last 3 Sundays in April-Mike to follow up with Fellowship to solidify date and coordination with food/setup. 3. Website Design-Tom Reddinger to provide screen shots of potential re-design by February Meeting

#### **TRINITY PARISH**

We will pursue the email capabilities for electronic dissemination of the *Trinity Parish*. Tom Reddinger will have an update on the process to enroll in electronic delivery of the newsletter. We will look for ways to refine and shorten articles to maximize the effectiveness of our newsletter, and also point to the Website.



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

## PRESS RELEASES

Darlene Hess provided a draft of the Press Release Template. We will refine it by the next meeting, and then pursue necessary approvals from Council.

Complete Pamphlets, Set up Track Rack in Gathering Space

AV/IT Project-Utilize existing technology now

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

Next Meeting Date: Wednesday, February 24th, 7:30pm

Respectfully Submitted:

Michael Schwalm, Co Chair