



Publicity and Communications February Congregation Council Report March 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 February 24th

Branding/Logos-Develop

Tom Drye and Mike Schwalm have engaged **My Church Logo.com** to develop a brand concept. The process requires that we complete a questionnaire, and we will receive 3 recommendations and logos, which can be refined. With a final version will be provided in all formats, (tif, jpg, etc.) and we will have full rights. The discussion about providing MCL with our current logo, as well as the ELCA logo to ensure that our logo will work in conjunction with the ELCA brand was felt to be important. This is a long term process, and the hope is to have a brand in place by 2011.

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. Tom Reddinger gave a preview of potential changes and enhancements to the website with Dreamweaver, including a rotating picture banner across the top. It was agreed upon that we would roll out the change in conjunction with the Brand release. 2. The subject of utilizing Facebook for pictures was brought up, which led to the discussion around the administration of the Trinity Facebook page.

TRINITY PARISH

Tom Reddinger demonstrated how we can set up the software to allow people to register for the "e newsletter". The software would manage the database, and to begin, the email would simply be a link to the Trinity Parish on the website. The administrative piece would entail taking those that did not wish to receive hard copy off of the mailing list. Tom is going to set up the capability on a beta site and allow Jeff Weaver, Pastor Brock, Lorraine Graybill and Mike Schwalm to test prior to the March 24th meeting.



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

1. Allison will forward Mike Schwalm the electronic copy of the follow up list, as well as verbiage around the information she needs for each committee, Mike will communicate with the volunteers to request a final appeal for the information to be returned within 7 Days. The final drafts are targeted to be ready by the March 24 meeting. 2. There are a large variety of racks available, decisions to be made at next meeting.

AV/IT Project-Utilize existing technology now

Jeff and Mike attended the last AT/IV meeting, still finalizing the Statement of Work for the Digital Signage, as well as a new SOW for the 2nd Contemporary Service. Lorraine suggested that we utilize room, 237 with the new flat panel. This was scheduled with Nancy Martin for the next meeting.

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

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

Respectfully Submitted:

Michael Schwalm, Co Chair