



April 13, 2020

To: Congregation Council
From: Stephanie G. Maurer
Ministry Director for Communications
Re: Report to Council

Well, it's been an interesting several weeks, to say the least. Pretty much **everything normal has been upended** as we've changed the way we operate during this time of COVID-19 and social distancing.

With in-house worship services and all other in-house activities suspended, our communications have focused on what's going on, what we CAN do, and keeping people connected to Trinity.

- In mid-March, we provided **messaging for Pastor Horner to post in a video**, "God is bigger than corona virus," to reassure members that we would connect with them via others means.
- At the same time, we implemented **a communications plan** that continues to be updated on an ongoing basis. Many of the basic activities are laid out through May 3. The plan calls for our **three pastors, as our spiritual leaders, to be the "front" of our communications**. As such, at least one pastor is posting a brief check-in video on Facebook daily. These videos—which take a fair amount of work and thought by our already-busy pastors—are reassuring to our members.
- Our communications also emphasize that **pastors are on call 24/7** for any member who wishes to have one-on-one contact.
- **We are also communicating that worship services are being streamed live** (Sundays at 11, Friday noon prayer service, and more). It's obvious—and therefore easy to communicate—the people at the front of our live streams, including our great pastors, outstanding music directors, and talented musicians. But it's not obvious—and therefore less easy to communicate—those who work behind the scenes to produce the live streams. **Jon Lobaugh (IT/AV chair) and Danelle Andrews (Publicity and Communications chair)** have shared their outstanding technical expertise and contributed more hours than people can imagine. **Also contributing many hours behind the scenes is Steve Kauffman**, who does much of the setup, the production of the bulletins with the worship flow, and more.
- **Our communications plan includes other staff, too**, as important connectors. They post their own "new normal" videos as part of our "Connecting with..." series to stay in touch with members.
- In the week leading up to Palm Sunday, we developed **a mailing to 1,800+ members and friends** to let them know what we know and don't know, to provide them with our many resources that are available, and to remind them to continue sharing their offerings as they are able. The

