

## Communication Meeting Minutes: October 24, 2007

Present: Ed Huehn, Bethany Ekimoff, Barb Rafferty, Jim Hewlett, Carol Galskoy

### 1. Target audience

Ed reviewed his concept of “3 rings”, where a central group of people is in constant contact and communication occurs easily. The people in second ring are in less frequent contact and those in the third ring even less frequent. We need to remember that our efforts to communicate with a diverse group require different techniques depending on the audience.

### 2. Delivery methods

Bulletin, Newsletter, Open Door, Web Site, Press Release

Each of these methods has the potential to reach a different target audience. We need to make sure that we get appropriate, timely information distributed so that everyone can be well informed.

### 3. Mission Calendar

We used the calendar originally compiled by Linda Belmont to determine how each activity should be presented.

- For several recent activities, committee members volunteered to contact a participant to provide a brief summary of the event. The summaries will be presented in the Open Door and the newsletter.
- For future activities, we will work with the event sponsor to help advertise the event, coordinate photography, and present a follow-up article for the Open Door, Website, Newsletter or Press Release, as appropriate.

### 4. Newsletter

Bethany told us that she is making progress on collecting articles for the newsletter. The intent of the newsletter is to celebrate the activities within our congregation. She is always looking for more articles!

Next meeting: 5:30 pm, December 2 in the High School classroom  
(The meeting will start after the Advent Event's Soup & Sandwich Supper)