

Communications/Public Relations Team Report to WUC Council – June 17/09

Reporting on some aspects of C/PR work:

WEBSITE: (maintained by Beth Udby) The website continues to be kept current and contains much useful info about WUC and its activities. There is a new version of the calendar being tried which is a direct-access calendar (no connecting to a separate page) and has several other advantages. The sermon from each service is put on the website as soon as practical after it has been preached. Beth has a record of ‘hits’ on each page, and the calendar and sermon are among those receiving the most hits.

NEWSLETTER: Publication has concluded for the time being and next issue will be in September. Please get your materials for publication to Bob Lindsay early with that schedule in mind. Group start-up news and schedules (especially changes from the past season) will be very useful. This contact item is made available electronically, and in a limited supply of hard copy, produced on site.

CONGREGATIONAL EMAIL: There have been seven editions of this contact medium, to date. With over 260 addresses on our WUC email list, this is a very useful tool for quick dissemination of information but is obviously limited to those who have access. Keeping addresses current is an ongoing concern. Each issue has about a dozen or more bounces which require phone contact to resolve. There is no particular schedule for this e-news yet, and it has been left to Don H. to determine when and if it needs to be used. I invite your thoughts on its usage. The current thought is that it loses effectiveness if it is over-used.

ADVERTIZING/PR: With the 125th Anniversary slated for late October, and a year of events associated with that, PR will be important, using all the tools at our disposal. Along with that will be the more routine, but nonetheless special, events deserving of publicity over the year ahead.

SERVICE RECORDING/CIRCULATION: This is a joint effort of C/PR, Worship, PC Teams and others. Each service is digitally recorded (the sound only), and a backup analog cassette tape made, though only CDs are now used for circulation – nobody wants tapes any longer. More volunteers are needed to assist in the hands-on recording and duplication process, so that an operational rotation roster may be established. Training will be provided to any new recruits. Consideration is being given to adding or switching to video-recording of services. Adding video is a more labor-intensive undertaking because a videographer must maintain continuous attention on the process and shift views/center of attention to produce an interesting product. A separate sound operator will still be needed. These two functions are not able to be combined. Presently, we do not have sufficient numbers of persons involved to make this doable. Videography also has its own particular skill-set, so it is not something into which to rush.

VIDEO USAGE IN SERVICES: This continues to be a sporadic addition to our worship experience, but always seems to be well-received when present. Presently, the equipment

must be set up and struck each time it is used – a distinct disadvantage for multiple reasons. In the present application, the equipment and operator are, at best, somewhat intrusive on the service.

A permanently installed screen and projector are the only satisfactory solution to the regular use of such technology. Resolving the locations of same remains an unresolved challenge. A number of proposals have been received from various suppliers and additional resources/personnel consulted. Being sensitive to the concerns of people re the Cross being covered by the screen when deployed presents an ongoing challenge. (Reminds one of the stories of dogs and tails, and wagging thereof) The simple reality is that we will never make everyone happy with the decisions, in this respect.

Because of this, we are at an impasse of sorts.

Where do we go from here? Who is charged with moving it along? How do we take advantage of this useful technology, with the realization that the money is in place to do almost all of the work at this very moment (thanks to recent donations by the Couples Club and existing money in the C/PR budget).

Finally, the preparation of the Powerpoint programs for each service using this technology is done by relatively few people, as presently identified. More volunteers with that capability are needed in this regard, too. This is another distinct skill-set which seems in limited supply, in our experience.

Respectfully submitted,

Don Hill and Beth Udby
C/PR Co-chairs