

15 November 2006 Media/Communication Ministry meeting

Requests for Pewletter and Newsletter submissions are sent to:

pewletter@gslchurch.org

newsletter@gslchurch.org

Direct email or phone call to GSLC staff (e.g., Brenda or Lois)

Currently have no standard format (e.g., style or required information) for items submitted. We tossed around idea of creating and using a submission form with required fields. Examples of information that should be requested are:

1. Item (include title?, set length limit?)
2. Posting Date (can this date be assumed?)
3. Retire/review Date (or set at retiring after 1 week unless additional weeks are requested)

One of Paul Phillips goals is to reduce paper usage. As a point of reference, Lois prints
150 Pewletters (each week)
350 8:15/9:45 Sunday service bulletins (each week)
125 11:15 Sunday service bulletins (each week)
370 Newsletters (each month)

Review of existing pewletters (we looked at Nov. 12 and Nov. 19)

- Lots of “wasted” space on front cover – Can we put submission information on front?
- Use of acronyms can be confusing. Can we address this?
- Some items repeat every week (e.g., SME, Choirs). Is there a better way to present this information? Currently folks have to hunt all over for this info. In addition, with little changes over time, are they failing to notice when a subtle change is made?
- One suggestion for handling activities was to create a calendar page (NRUM church does this). If so, should it include all activities or just those static ones?
- Divide the Pewletter into fewer, more clearly defined actions.
 - It looks like the current grouping is:
 - Announcements and Opportunities
 - Servanthood
 - Faith formation (sub headings are Sunday Adult Study and Music and Choirs)
 - Youth
 - Miscellaneous (no clear grouping)
 - Suggestions for new groupings are:
 - Announcements (incl congratulations)
 - Activities (If item has date and time, it is an activity; if no date and time, it is an announcement)
 - Youth Activities
 - Sunday Morning Education (SME) and Music

Jeanne agreed to check out the room reservation form on gslchurch.org to see if we can use something like that for the submissions.