

Media Ministry January 31, 2007 meeting notes

- Paul P was unable to attend meeting so we were not able to hear Brenda's comments concerning the newsletters
- Jeanne shared some websites she found they might be useful for us:
 - Publication Policy for 1st Unitarian Universalist Church in Nashville:
<http://www.firstuunashville.org/committees/publications-policy2.pdf>
 - Disciples of Christ newsletter guidelines:
<http://www.disciples.org/internal/congregations/Promo/index.htm>
- Everyone shared their analyses of the other churches' newsletters
 - Consistent categorization/ page format
 - Headings that clearly delineate sections
 - Column (newspaper) format rather than letter format
 - Table of contents
 - Pull out calendar that spans 11x17 inches
 - Good youth pages
- We came up with a few changes we would like to see implemented:
 - Heading and page numbers across top of every page – For example: The Shepherd's Voice – GSLChurch.org – March 2007 – page 3
 - Strong Youth Page –
 - this should be directed to youth (right now it is directed to parents of youth)
 - We should be able to devote a full page to Youth
 - Page should "catch your eye" – needs a banner
 - Can we get youth more involved? We could get them to work on "their page" and earn volunteer hours
 - Paul H is attending Youth Ministry meeting and he'll suggest these ideas to that ministry
 - Create abbreviated Table of contents – this can only happen if articles are categorized and grouped accordingly
 - Pastors Page
 - Music
 - Youth
 - Calendar
 - Special (key) articles – like 25th Anniversary highlights, new members
 - Financial
 - Birthdays and Baptisms

- Paul H mentioned that some people have voiced concern about Google being able to index and search all information on the site. Of particular concern is the publication of address of new members in the newsletters which are then posted on the website. He is looking into ways to remove (inhibit?) those pages from being indexed by Google. As a post-meeting note, I found this statement on another church's newsletter website:

Important notice: in order to limit search engine access, we have put a simple **password** system on our newsletter archives. To access any of these files, both the username and password are "fuun." Just enter "fuun" twice (without quote marks).