

New Jersey Association-United Church of Christ
Central Atlantic Conference

COMMUNICATIONS COMMISSION ANNUAL REPORT '09

During this past year the Communications Commission has focused its efforts on helping local congregations through a number of new ways.

A series of Church Website Seminars is being held to integrate the congregation's mission and vision into brand marketing on the church's website, website creation, podcasting, blogging, e-mail setup and networking. To date these seminars have been held in Chatham, Holmdel and Cresskill. The Seminars, tailored to the particular interests and questions of attendees, have given local congregations the assistance they wanted, ranging from the "why's" to the hands-on "how-to's". Future Seminars are being planned.

Other projects included:

Creation of a list of names of lay contact persons in each congregation. This list will include at least one lay person who has agreed to be the liaison with the Association. This liaison will take responsibility for getting information specifically about the Association, and more generally about the United Church of Christ, to the right person to relay it to the congregation via announcements during worship or through its newsletter, bulletin or email.

Dissemination of information about Keeping You e-Posted to each pastor. This service is intended to help pastors manage their internet overload through a one-page summary of United Church of Christ and other religious news with links to longer articles.

The Commission is also planning Internet 2.0 to follow-up the ongoing Website Seminars. This will be a major presentation on Church Web Tools for Congregations wishing to be Tech Savy.

If you are intrigued by ways to use modern communications to assist local congregations communicate internally and with their communities, or if you have marketing expertise you would be willing to share, the Communications Commission would love to hear from you. Please contact Joan Brannick (joanbrannick@att.net) or another Commission member to discuss how we can work together.

The Communications Commission continues to hold its regular monthly meetings via Conference Call. This has proven to offer great advantages—attendance no matter where a member is on meeting date, nor worry about bad weather. We recommend that others try it!

Always in faith,
Joan F. Brannick, Chair
Rev. David C. Boccock
Rev. LL DuBreuil
Dr. Marjorie Royle