

Publications & Communications Committee Annual Report, April 2021

The P&C Committee establishes and oversees communication modes within the Meeting and beyond. The Meeting's website, <https://www.chapelhillfriends.org>, is the "public face" of the Meeting. It provides extensive information about the faith and practice of our Meeting in particular and the Religious Society of Friends in general. The weekly E-News bulletin, emailed to all who request it, contains news of Meeting activities. The printed monthly newsletter contains announcements and Meeting for Worship with Attention to Business minutes. The committee also publishes an annual Directory of Meeting members and attenders, committee members, and appointees. It also establishes and oversees email addresses for all the Meeting's clerks.

With the COVID-19 pandemic over the last year the Committee recognizes that its work is vitally important for supporting the Meeting community. The Committee's work facilitates many aspects of the life of the Meeting and the members of the Committee hope that their work continues to serve the needs and vision of the Meeting's members and attenders.

Highlights

- The main vehicle for broad communications of the Meeting has been the weekly *eNews*, which is collated and edited by Buzz Borchardt. The *eNews* is distributed to members and attenders through a Google Group email list. Submissions continue to be accepted through news@chapelhillfriends.org. With the transition to a new version of Google Groups, a group of Committee members including Buzz Borchardt and Jason James investigated an updated workflow that enables the *eNews* maintainer to distribute accurately formatted and organized mailings to the community.
- *In the Light* is mailed to the same Google Group distribution on an ad hoc basis. With the transition to remote and video Worship, the need for timely and updated communications to the entire community has been elevated, and we have seen a corresponding increase in the number of messages being sent this route. In order to maintain the relevancy of the communications, we continue to use this vehicle for timely, urgent, and important communications.
- A monthly *Newsletter* is published in electronic form under the editorial guidance of Peter Malone. The deadline for the *Newsletter* is the evening of the last First Day of the month. Peter's attention to detail, skill, and sound judgement has been instrumental in making sure the newsletter gets produced. His work interfaces throughout the Meeting including working with the Clerk of Meeting, Recording Clerk, members of the Publications and Communications committee, and all of the members and attenders who submit items to the *Newsletter* and to the *eNews*.

- Currently meeting mailing lists are maintained in a separate system hosted at trueband.net. As part of an audit of the composition of these mailing lists, all emails were verified, and missing members were added to those lists. A new document is now being maintained by P&C that lists the membership of each mailing list, in order to address issues about transparency of list membership.
- The committee continues to maintain the Website at <https://www.chapelhillfriends.org/>. Many thanks to Buzz Borchardt for taking on increasing responsibilities with the website. Similarly, a recognition of Finn James for his work in designing and implementing new ideas for the website. Some changes that could be highlighted include
 - A revision of the inclusion statement on the home page.
 - Dedicated pages for remote worship including access, how-to's and troubleshooting content.
 - Adding of a number of features including a Business link.
 - Content related to Anti-Racism.
- We continue to post Meeting for Worship with Attention to Business agendas and supporting documents as needed by the Clerk of the Meeting.
- A Meeting directory was produced under the guidance of David Curtin and is available from directory@chapelhillfriends.org.

Looking Ahead

- With the reopening of in-person gathering in the future, we'd like to consider the communications needs of the Meeting and be sure to address them
- The Meeting's social media presence can be improved and we'd like to take steps to be sure we are in the spaces where we can be heard this includes:
 - Using Twitter to both post content and updates to our Meeting website, but also engage with the wider Quaker community
 - Updating our Google Business and Facebook profiles so they accurately reflect what is going on at Chapel Hill Friends Meeting

Reminders & Contact information

- Newsletter, e-news, and In the Light announcements should be sent to: news@chapelhillfriends.org
- The Newsletter deadline is the last Sunday of the month.
- The eNews deadline is midnight on Wednesday.
- In addition any updates to the *Directory* go to: news@chapelhillfriends.org
- Requests for electronic copies *Directory* go to: news@chapelhillfriends.org
- Correspondence to the committee and anything else can go to: publicationsandcommunications@chapelhillfriends.org

Submissions

- Please verify willingness to disclose before submitting personal information about another person.
- Specify “for eNews” and/or “for Newsletter” in the subject line when you submit.
- The *Newsletter* is posted online and therefore public.
- The *eNews* goes to 493 recipients, many of whom are not Meeting members.
- The *eNews* is mailed once a week by Friday.

Submitted by Publications and Communications: Sean Chen (Clerk), Buzz Borchardt, David Curtin, Finn James, Jason James, and Peter Malone.