

COMMUNICATIONS WORKING GROUP
NOTES FROM CONFERENCE CALL - March 19, 2009

Present: Jill Cruse, Jesse Dymond, Andrea Mann, Rob Marsh, Clementina Thomas, Peggy Wilmot

Regret:, Iola Metuq, Jennnifer Weiss, Sue Winn

Item	Narrative	Action
Checking In	The meeting started with an opening prayer. Members brought each other up to date on what they have been up to.	All
Terms of Reference	Please send amendments and additions to Jill. Revisions will be made and forwarded to members.	All Jill
Follow-up from last call	Clem checked to ensure that all Committee members were on appropriate mailing list. Jesse prepared and circulated the sample communicator's list. Vision 2019 Mission Study, Racial Justice flyer and the Lenten Calendar, were circulated to all committee members. The Lenten Calendar is circulated only to donors. Members were very impressed with the quality and number of photos of people in the calendar. Andrea mentioned that she brought a copy of the calendar to Kamloops, and people picked up on the photography and the smiles on people's faces in the photos. She also commented that it is nice to see faces on the home page of anglican.ca. Jill suggested she send that comment to Brian as web manager. Peggy commented that on every page there is something to do, and that makes the calendar more interesting. Credit was given to Margaret Sadler, the former ELCIC partner on the Partners in Mission Committee, who worked with the Anglican Appeal during her time on the PIM Committee.	Jill
Content for DVD on PMEJ	Jill asked members to think about the work that PMEJ is involved in and what could be included in a short DVD. These sources of information were suggested: Interview by Anglican Video staff during the WACC conference: 1. a) Kyle Wagner, 2008 TSIIP, and his host partners in South Africa. The interview can be found on the ACC website, under Vision 2019 – First Marks of Mission. b) Megan Baxter at the TEE Centre, an ACC partner for many years c) Temba House in Mtata d) Rachel Mash and Archbishop of South Africa	Jill to put together information regarding DVD and submit to Anglican Video for consideration regarding time and budget

	<p>regarding placement for Canadian VIM in the Diocese of Cape Town. (Jill will check with Lisa Barry for content).</p> <p>e) Interview with the Primate about the Five Marks of Mission.</p> <p>2. Explain how the VIM program works – Who goes and to do what. That we send persons where we are invited. Think this is critical and a paradigm shift from style of other agencies.</p> <p>3. Other opportunities for footage of theological students from international church partners who are in Canada, funded by Partnerships, e.g. Andrew and Grace of Burma</p> <p>4. History of relationships, e.g. opportunity for footage of Bishop Miguel Tomayo (Cuba) who is coming to Canada to receive an Honorary Doctorate at Trinity College in early May 2009</p> <p>5. Justice Camps and explanation – Who goes, what is it about. Good pictures available from previous Justice Camps.</p> <p>Housing and Homelessness. This issue is in everybody's face. Taskgroup has done some significant things. Parishes can connect with national programs and exchange ideas.</p> <p>6. Include the Primate and ELCIC National Bishop in DVD.</p> <p>7. Time on the DVD dedicated to excellent resources for parishes produced by Partnerships in print and online resources, including Facebook, UTube and other web links.</p>	Jill
Template for parish or diocesan presentation of PMEJ	<p>Andrea to prepare a template to assist committee members doing presentations on the work of PMEJ. Merged committee all need to be aware of the work and issues of both Partners in Mission, and EcoJustice. It would be very helpful to be able to link the work being done at the parish level to the work of Partnerships. We need to be able to explain how we differ from the Primate's World Relief & Development Fund. We need to find a way to engage people, to have them listen and personalize the work. We need to show successes that are exciting and engaging, e.g. reports from those receiving Partnerships Visit Grants, with good photos and glowing reports to show the local connection or letter from parishioner to their CDR. The template also needs to include information regarding the apportionment budget. If we help parishioners to follow the money, then direct connection can be made to offerings every Sunday</p>	Andrea to prepare and circulate a draft on March 20/09 for review and feedback. Requests that revisions and additions to Andrea's module be sent to Jill and Clem by March 27th, 2009.

	in the parish to Partnership programs funded internationally. The template may also need Opening and Closing Prayers and/or Scripture Readings, depending on the format of the presentation.	
New PMEJ Brochure	Agreed that the brochure should be tied to the DVD. At present Jill had no sense of timeline of production of the DVD, since that would depend on time commitment of the Anglican Video staff and PMEJ's budget. Hope that both DVD and brochure will be ready for General Synod 2010, at the latest. Maylanne was asked to work with Beth Baskin of PWRDF to do a brochure that distinguishes Partnerships and PWRDF.	Jill will have a conversation with Anglican Video staff and get back to group.
Gift Catalogue	PWRDF staff and Board are in discussion with other departments of General Synod to produce a gift catalogue commemorating their 50 th Anniversary. The Philanthropy Department is in favour of this including General Synod programs. PMEJ may be asked to figure out what we put into a catalogue. This would change the nature of how we communicate our work, e.g. how do we inform the parishes how we help parishioners "follow the money" as mentioned for the template? On the other hand there may be parishioners happy to learn that all departments doing fundraising are working together, and that an incorporated body is willing to work with other parts of the House.	
Diocesan Editors Spring Agenda	Andrea make contact with Stuart Mann (Toronto) Neil Adams (New Westminster) and Tess (Anglican Journal) to enable agenda time to ask for their insights and expertise in creating and marketing the message. The conversations were not very fruitful. Jesse agreed to have a conversation with David Parsons, the chair of the diocesan editors to ask how we are able to tell stories to diocesan editors that would interest them, and what we need to do.	Andrea Jesse
Local Newspapers	Thank you went to Jesse for circulating the list of local newspapers in the Diocese of Huron that was compiled by his diocese for getting news out to the parishes. The group felt it would be helpful to compile the list in every Diocese and learn how to use our local newspapers to tell the stories.	All
Next Call	Group agreed that Thursdays at 1:30 p.m. is o.k. A date will be sent to the group for their approval.	Jill and Clem