

COMMUNICATIONS WORKING GROUP
NOTES FROM CONFERENCE CALL - NOVEMBER 13, 2008

Present: Jill Cruse, Jesse Dymond, Andrea Mann, Iola Metuq, Clementina Thomas, Jennnifer Weiss, Peggy Wilmot

Regret: Rob Marsh, Sue Winn

Item	Narrative	Action
Convenor	Jill agreed to be the convenor for the group during the conference calls, BUT	A Committee member will need to report to Plenary on working group activities.
Review and Purpose of working group	Jill provided a draft Terms of Reference for the Working Group, including the rationale, composition, ways of working and responsibilities.	Committee members to review and suggest revisions for discussion at the next Conference Call in Feb. 2009.
Agenda Items	<p>The agenda was reviewed. Jill provided details and explanation of the current communications activities for telling Partnerships' stories.</p> <ul style="list-style-type: none"> • <i>Praying with our partners.</i> It is tied to the Anglican Cycle of Prayer. It identifies major pieces of work of Mission or Ecojustice and provides stories, background, praise and intercessions for every diocese in the Anglican Communion. It can be found ACC website. • Mission and Justice Website: 4 areas-committee and work; program; resources on line; areas of work and action. • Occasional mailings to the Partners in Mission & Ecojustice network or inserts and articles in Ministry Matters mailer. • Anglican Appeal Update • Personal presentations to diocesan groups by staff and volunteers • Occasional ACC news articles and Info! • Partners in Mission & Ecojustice Power-point presentation. • Brochures 	Jill and Clem to follow-up to ensure that National Committee members are on appropriate mailing lists.

	<ul style="list-style-type: none"> Partnerships Display produced for General Synod, sent to Diocesan Mission Committees, at their request, to be displayed at Diocesan Synods. <p>Some of the members were unaware of some of these resources, and had not received some resources that should have been mailed to them from Church House.</p>	
Communication Priorities Identified to be implemented before 2010	<ul style="list-style-type: none"> Focus on telling the story of the Anglican Church PMEJ work to the Anglican Church of Canada Development of promotional DVD Development of a Presentation Template Research media resources/contacts 	
<p>Working Group activities and projects</p> <p>1. List of media experts/contacts to solicit effective ways to tell stories</p>	<p>Andrea suggested that the PMEJ Committee should focus on strategies for reaching our target audience. We need to tell our story well and as often as we can.</p> <p>How can we gather, share, tell the story of PMEJ to Canadian Anglicans?</p> <p>How can we share Partnerships stories to Church, dioceses, parishes?</p> <p>We can't share the stories on the Internet by informing the Church that the stories are on the internet.</p> <p>Suggested the creation of story telling places – shifting energy to telling the Anglican Church of Canada's story to the Anglican Church of Canada. Prepare a list of Diocesan Editors, Media Contacts Community newspaper editors, Diocesan Web manager, and ask for their insights and expertise in creating and marketing the message. Ask what stories they would print or post. Work with the Web Writer and the Appeals Coordinator.</p>	<p>Jesse to prepare a sample communicator's list and circulate the plan from his diocesan committee to the group.</p> <p>Andrea will call Stuart Mann to ask how one gets on the Diocesan Editor's Spring agenda of their meeting to be held in B.C.</p>
<p>2. Preparation of DVD</p> <p>One way of "telling the story"</p>	<p>Prepare a DVD (6-10 mins.) that touches people with a collage of people doing things together and some music. The DVD should show major components of the program that does not need a moderator. DVD should be short and</p>	<p>All members of the working group agreed to write out what they would like to see in a DVD.</p>

	<p>understandable. A DVD crosses language barriers. It is a wonderful thing to engage people, and make one feel proud to be an Anglican. It is a very useful promotional tool that Andrea could take with her on her visits to international partners. It can be included in the Ministry Matters mailer. It is also cheaper to reproduce.</p> <p>We have not done a promotional piece on Partnerships in a very long time.</p>	A proposal can then be presented by staff to the Anglican Video staff for review and costing.
3. Preparation of template for presenters Another way of “telling the story”	<p>Do presentations to parishes, clergy conferences, and parish vestries. Ask clergy how we can help</p> <p>Prepare a template for those prepared to make presentations on behalf of the Committee to standardize the main message of the scope of partnership (component pieces, brochures) to introduce people to the program and connecting the work to the apportionment budget.</p>	Andrea will draft and circulate a template for a presentation
4. Update of committee brochure	The brochures for the former Partners in Mission Committee and Ecojustice Committee still exist with a sticker placed on them after the resolution to merge was passed at General Synod. Brochure should be tied to DVD for familiarity.	Jill and Clem to work on this as part of the DVD project
Communicating Mission	Jill presented the presentation “Tooting your own horn” that came out of the “Everyone, Everywhere Conference on Mission held in Baltimore in June 2008.	All to review for ideas or suggestions on how we might communicate
Time line for completed work	Completed projects should be emailed to all members of the working group by the January 23, 2009.	All – January 23, 2009
Conference call	The next Conference Call will be scheduled by February 5, 2009. The 1:30 pm (EST) time slot is convenient for all. Peggy is unable to do Tuesday mornings.	All – February 5, 2009 1:30 p.m. (EST)
Other items	All agreed with the suggestion from Iola that the conference calls should begin with prayer.	All