

## **Unitarian Universalist Church of St. Petersburg Communications Working Group Charter**

### **Purpose:**

The purpose of the Communications Working Group (CWG) is to promote excellence in communications internally within the congregation and externally with the larger community.

### **Responsibilities and Activities:**

The CWG is responsible for all print, electronic, and audio-visual communications of the church as well as all advertising done in behalf of the church, whether this advertising is paid for by the church, or in participation with other organizations. The written and electronic communications of the church consist primarily of the website, InfoNet, and Scope.

The CWG is also responsible for working with the Office Manager and the individual committees to improve internal written communications:

- Improving the content, quality, and timeliness of information provided in InfoNet and other mass electronic communications;
- Improving the appearance and content of the Bulletin Boards;
- Providing proof-reading services as requested by committees and Office Manager, e.g. the weekly Order of Service;
- Working at the bequest of the committees to improve inter- and intra-committee written communications;
- Working at the bequest of the committees to generate publicity for special events, or to develop new or improved written or audio-visual materials.

### **Limits of Responsibility**

The CWG reserves the right to edit all copy submitted by members of the congregation for length and grammar. The Editor of the newsletter or the Webmaster may consult with the Board of Trustees if concerned about the appropriateness of an article for publication, prior to rejecting said article.

The CWG is not responsible for the reproduction and distribution of Scope, the Order of Service, or any other materials developed at the request of other committees, unless such reproduction and distribution is specifically agreed to in advance by the CWG.

The CWG is responsible for generating publicity to bring visitors to the church. However, ongoing communication with visitors after their initial entry into the Church is the responsibility of the Membership Committee.

### **Membership**

The CWG shall consist of a chair appointed by the president of the Board of Trustees and approved by the Board of Trustees, and additional church members who volunteer to serve on the working group. Nonmembers are welcome to participate in the committee's discussions and activities but do not have a vote. The Minister and President of the Board of Trustees are ex-

officio members. Although open to all, desirable skills for members might include a knowledge of the local interfaith community and familiarity with regional media outlets; professional writing or public relations experience; editorial experience and desire to proof-read all written church publications; or familiarity with web-based and computer-based technologies (hardware and software) used for the development of all church publications.

**Meetings**

The CWG shall meet monthly.

**Budget and Spending**

The CWG will prepare a budget for consideration by the Finance Committee. All funds expended under Communications budget line items will be approved by the CWG Chair.

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| Morgan Gresham<br>Chair, Communications Working Group | Date |
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| Margie Manning<br>President, Board of Trustees | Date |
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