

Communications Working Group, UU Church of St. Petersburg
Annual Report to the Congregation
April 15, 2010

Submitted by: Morgan Gresham, chair; Michael Pohl, Barbara Rowell, Geneva Nelson, Margie Manning, Rebecca Culver, Eric Mitchell

The Communications Working Group has worked diligently over the past year to improve all written and electronic communications. The major focus of the CWG over the past year has been to improve the church website, *Scope*, *Infonet*, and other written materials as necessary.

Website (Webmaster: Michael Pohl; Photo Editor Barbara Rowell)

Completed redevelopment of the website incorporating many new formats, pictures, podcasts and video of sermons, music, and other parts of service as well as a new online calendar of church events. Since the website is our portal to the outside world, its primary purpose is to reach out to people who may be searching for a church home on the internet, and the website is designed to help bring first-time guests to our church, making them feel welcome and comfortable within the service experience..

Scope (Editor: Peter Schultes)

During 2009-2010, *Scope* has become primarily an electronic document.

InfoNet (Editor: Michael Pohl)

Revised and reformatted since it has been enveloped in the website redesign.

Advertising and Public Relations

This year we have scaled back on the amount of advertising for the church.

Sound system

At the request of the CWG Eric Mitchell investigated and reported materials needed to overhaul the sanctuary sound system. We are moving forward on this project.