

WOODCLIFF UNITED CHURCH COMMUNICATIONS COMMITTEE

The art of communication is an essential part of our work as a faith community; the vehicle by which we share the “good news” of God's love for the world and how we express that love in the ministry we undertake at Woodcliff United Church (WUC). There are any number of communication channels we can use to share our faith and ministry, but we are called, at all times, to a high standard of ethical conduct in our use of those channels because, as the writer of the Book of Proverbs reminds us, *“a word aptly spoken is like apples of gold in settings of silver (Proverbs 25:11 NRSV).*

The Communications Committee is a standing committee of the Council that is tasked with sharing, through a multiplicity of channels and media platforms, the essence of who we are as a faith community and the work to which we have been called in God's name.

TASKS

The tasks of the Communications Committee include:

- ensuring that all public communication channels of WUC, whether digital or print, reflect high ethical standards in content and delivery
- consulting with the Council and congregation in the development of a “identity” that expresses our theology and our ministry
- developing a logo for WUC, in consultation with the Council and congregation
- ensuring that all channels of communication used by WUC reflect our “identity” and are imprinted with our logo
- ensuring that the formatting and content of the web site is reviewed and updated on a weekly basis
- ensuring that all forms of public communication, including The Messenger (weekly announcements), the Webpage, Facebook, Twitter, printed and digital newsletters, the Messenger, information pamphlets and bulletin boards are updated on a regular basis
- ensuring that the minister’s scriptural reflections are on the website (audio), with a weekly letter to the congregation on the website as well as in the Messenger
- negotiating with service providers for digital upgrades as needed
- ensuring that a roster of powerpoint operators and soundboard technicians are in place for WUC worship services conducted in the sanctuary
- providing training for powerpoint operators and soundboard technicians
- promoting and cultivating the use of various social media platforms both inside and outside of the church ie: Twitter, Facebook and Instagram
- working in collaboration with the Property Committee, developing new and innovative initiatives for implementing mass communication within and outside of the congregation (ie: outdoor digital signage)
- facilitating communication between the various courts of the church including Calgary Presbytery, Alberta and Northwest Conference and The National Church
- facilitating communication with outside media outlets including newspapers (both print and digital), television and radio
- hiring a Communications Director, who will work on site and collaboratively with the Church Administrative Coordinator, if the Council and congregation approve such a staff position
- ensuring that weekly staff meetings are called as instructed by the Ministry and Personnel Committee
- collaborating with the Church Administrative Coordinator to ensure that all forms of communication, both print and digital, are being maintained and reviewed on a regular basis
- ensuring that notices, announcements, posters etc. are submitted to the Church Administrative

- Coordinator in a print ready format
- ensuring that all copyright laws with regard to print and digital resources are adhered to
- ensuring that all fees for use of mass communication are paid in accordance with established laws and guidelines (ie. Website subscription, music copyright fees etc)
- ensuring consistent reporting on meetings with minutes distributed through an Internal Church Google Doc. program

ACCOUNTABILITY AND COMMUNICATION

The Communication Committee is accountable to the Council of WUC. The Committee should have a representative on Council.

The Communication Committee shall meet as required, but at least on a quarterly basis. Minutes of committee meetings shall be provided to Council members and staff, made available to the congregation upon request and archived in the Church Office.

Serving as a model for other Standing Committees of the Council, the Communications Committee shall encourage use of all forms of the digital and print platforms such as Google Doc for internal communications

HUMAN RESOURCES

The membership of the Communication Committee shall include a Chair, a Recording Secretary, the Communications Director if one is hired by the congregation and at least two other people.

In fulfilling its responsibilities, the Communication Committee shall collaborate with all other Standing Committees and the Council.

Members of the Communication Committee should enjoy and be familiar with mass media, social media and possess communication skills in general.

FINANCIAL RESOURCES

The budget of the Communications Committee shall be reviewed on an annual basis and submitted to the WUC Council as part of its budgeting process.

Budget items can include:

- service provider fees
- copyright fees
- print resources (newspapers, community newsletters)
- workshops in multimedia usage