

**Minutes
Communications Committee**

February 7, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Roger Hewitt	Mike Hoffman	Marieann Shovlin
Steve Hill	Ed Johnson	Roberta Ward
Mabel Hoffman	Mike Maloney	Désirée Widjojo

1. The meeting was opened at 7:06 pm by Ed Johnson, who led the opening prayer.
2. The January 10, 2008 meeting minutes were approved with an edit to the parish survey report.

3. Chair Report

- a. Web site
 - 1) Ed has posted more events to the calendar.
 - 2) Website statistics still are not available because of technical problems caused when the company hosting the site (ipower) moved our content to another server. There are problems with the parish email system, too.
- b. Mercury News article on lay ministry
 - 1) There was discussion about this expansive article that was positive toward the Catholic Church. This is the type of publicity CommComm will endeavor to get for our parish.
 - 2) On the backside of the lay ministry article was an article about giving that featured students of the parish school.

4. Valley Catholic

- a. Roberta Ward, editor of the *Valley Catholic*, was a guest at the meeting. She was present to observe how our parish Communications Committee functions.
- b. Mike Hoffmann had volunteered to write stories about the parish for the *Valley Catholic*. Such articles could be repurposed for the newsletter and the website. We need to ask Roberta for permission and give attribute to the *Valley Catholic*. The content could be scraped off the diocese web site.

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4. Q1 2008 Newsletter

- a. The final draft of the newsletter was distributed. Désirée brought her copy to the choir at their 8:00 pm weekly practice. Steve received several edits to the choir article based upon their review. The newsletter will be printed the week of February 11, and be delivered to the rectory office by February 19. It has been reviewed by Fr. Greg, Janice and Dan.
- b. The editorial calendar will be discussed at the next meeting.

5. Public Relations

- a. Roger Hewitt presented an updated public relations program with a handout.
- b. Discussion about the merits of spending \$600 per year to advertise in the Cupertino Courier religious directory yielded positive endorsement by the Committee. Ed and Roger will work on presenting this idea to Fr. Greg in the context of the entire public relations program. Considering the favorable press the parish has received, including a front page story, this makes good relationship sense.
- c. Catholic Radio is on station 1260. It has a conservative approach.

6. Movie

- a. Mike M. made the arrangement for the showing of *The Passion of Christ* on February 24 in the Community Center. Fr. Shawn Aaron, LC, will be the moderator. The Legionary of Christ supported Mel Gibson in the movie's production. Fr. Shawn had post-production involvement with the film.
- b. We discussed limiting attendance to 65 to prevent a crowded environment from detracting from the movie-goers' experience. Mike will discuss this idea with Fr. Greg.
- c. A donation basket will be placed by the door to help to help the parish pay a stipend for Fr. Shawn.
- d. There will be beverages but no food available.

7. Bulletin Boards

- a. There was no news to report.

8. Ministry Fair

- a. The fair is set for May 17 and 18.
- b. Stewardship will develop a bulletin flyer that will go out two weeks before the fair. A draft of the flyer will be brought to the April CommComm meeting by Marieann.
- c. The objectives of the fair are to communicate and recruit.

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9 New business

- a. Marieann recommended that we publicize important events in parishioners' lives in the newsletter, bulletin and web site. The committee agreed this was a good idea. Steve had brought a San Jose Mercury blurb on the 60th wedding anniversary of a parish couple as an example. Ed noted that we should have a form on the web site for people to use for submissions.

10. Action items

- Mike H. to provide a list of church web site and bring examples of how they list themselves.
- Steve print newsletter
- Mike M. to ask Fr. Greg to introduce Fr. Shawn at the movie and to make an announcement during Masses that weekend.
- Mike M. to conduct a dry run of the movie equipment and secure a screen.
- Marieann to determine the communication channels for obtaining information about important personal events to publicize.
- Mike H. will track down the EWTN story about the husband and wife.
- Steve to prepare for discussion of the newsletter editorial calendar for the next three quarters.

11 Next general meeting

The next meeting will be held on March 13 at 7:00 pm in the Community Center. Janice will reserve the facility.

12. Adjournment

There being no further business, the meeting adjourned at 8:37 pm.

Steve Hill
Secretary