

**Minutes
Communications Committee**

January 10, 2008

These are the minutes of the Communications Committee monthly meeting.

Attendees:

Roger Hewitt
Steve Hill
Ed Johnson

Janice LaMotte
Mike Maloney

Lorinda Rodrigues
Marieann Shovlin

1. The meeting was opened at 7:12 pm by Ed Johnson, who led the opening prayer.
2. The December 13, 2007 meeting minutes were approved.

3. Chair Report

- a. Website
 - 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 moved our content to another server.
- b. Parish Quick Survey
 - 1) Ed and Marieann helped Janice develop a draft survey. The survey will be conducted during the first quarter. Survey forms will be placed in the pews. An announcement will be made before Mass, and completed forms will be placed in the collection baskets.
- c. Spring Ministry Fair
 - 1) The next Ministry Fair is set for May 17 and 18. There will be a stewardship insert in the bulletin for May 3 and 4. The final draft will be ready by the April 10 CommComm meeting. Marieann is developing the flyer-insert based on the previously prepared stewardship article.
 - 2) Volunteers will give testimonials the weekend before the Fair, during the Masses on May 10 and 11.

4. Q1 2008 Newsletter

The newsletter publication date is mid-February, to coincide with the Easter mailing. Easter is on March 23. It must be in the rectory office by February 19.

- Page 1: This page is done. Steve is scheduled to take photos of Fr. Chady this coming Sunday.
- Page 2: Mabel still needs to provide some photos of the young adults who were interviewed. Steve has reminded her. George's article on parish growth from new members has been placed on this page.

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- Page 3 left: Profile of 11 AM Choir. Steve is endeavoring to obtain a list of choir members and a list of past choir directors from Dan Morris.
- Page 3 right: The article on RCIA first person testimonials by Mike H. is finished.
- Page 4: We have Lorinda's Easter-themed crossword puzzle and a robust calendar to complete the page.

The final draft of the newsletter will be ready for review at the next committee meeting.

The Liturgy Committee asked for an article about holy oils be placed in this newsletter, but there is no room. We will run the article in June.

Other article ideas are:

- Profile the two 98 year old brothers who are parish members
- Profile people to make milestones, such as 50th wedding anniversaries, high birthdays, etc.

5. Public Relations

- a. Roger Hewitt presented his public relations program.
- b. The *objective* of public relations is to attract more Catholics and potential Catholics to attend Mass at St. Joseph of Cupertino.
- c. The *strategy* is to provide interesting and useful information about SJC to our prospective parishioner base through:
 - 1) Local newspaper
 - i) Newsy articles are place for free on a space available basis. Placements may be dependent upon placing ads. The cost of an ad runs about \$50 per month.
 - ii) The Valley Catholic will be also investigated for publicity.
 - iii) Steve pointed out that the school uses a parent volunteer for publicity and has been successful in getting articles printed. This year's publicity chairman for the school is Kimberly Cakebread.
 - 2) Local hotels
- d. There was a discussion on branding and business cards. Janice showed us her card that was designed by Tam Tran. Roger will follow up on a process to produce business cards. A card will help him when he is soliciting the hotels and newspapers.
- e. A suggestion was made to distribute parish brochures to the Kaiser Hospital and area rest homes.
- f. The parish has not elected to spend money to purchase a listing in the Courier's religious directory.
- g. Ed advised Roger to enlist a helper so that the PR job does not become a burden.

6. Bulletin Boards

Kavitha needs help. Her job is preventing her from working with parish staff to get poster work assignments. She has the time and talent to make the posters. Ed will approach Estella about becoming a helper.

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7 New business

- a. Mike will work in reserving a room to show the movie that presents a discussion about the filming of the *Passion of Christ*. It has been booked for February 10. Mike will contact Fr. Greg about enlisting Legionnaires priests to facilitate the group discussion after the film.
- b. We need to get more Committee members to volunteer. Ed will approach them to work on specific tasks.

8. Action items

- Mabel supply photos for her article
- Steve finish and print newsletter
- Mike to coordinate the movie and discussion facilitation

9 Next general meeting

The next meeting will be held on February 7 at 7:00 pm in the rectory staff room. Ed will reserve the facility with Free Draga.

10. Adjournment

There being no further business, the meeting adjourned at 8:55 pm.

Steve Hill
Secretary