

Communication Committee
Meeting Minutes - DRAFT
October 19, 2009

Present: Mary Ciaramello, Pat Cote, Keith Davis (chair), Rich Marisa, Chris Pollock, Mike Redlin

Minutes

The minutes from the September meeting were unanimously approved. We also agreed that we should send any final versions of minutes from the last six months to Rich Marisa so they may be posted on the CommComm web page.

Comings and Goings

News of Tim Schmidle's resignation was officially announced. Keith Davis also announced that he would step down from the committee at the end of 2009. The committee thanked both Keith and Tim for sharing their time and talent during their many months on CommComm. We also noted that a new chairperson will take Keith's place, starting in January 2010.

CommComm also welcomed parishioner Mary Ciaramello, who may decide to join the committee on a permanent basis.

Media Kit and Publicity in General

Chris shared his initial draft of the media kit, which consists of a "tip sheet" for how to handle publicity, a list of local media contacts, and a sample press release. The committee agreed that it was a good start, and several members shared their feedback about various revisions that should be made. Mary, who used to work at the Ithaca Journal, talked about what the current environment is like at the paper – only four reporters work for the Journal full time, and most editors now work out of Binghamton – and shared some tips on how reporters and editors like to receive press releases, photographs, and other info.

This led to a discussion of what we mean by "publicity" – is our goal to get people to come to the event, or to get coverage after the fact? Should we publicize to internal and/or external audiences? We decided that it could be beneficial to other parish groups if CommComm appointed a communications "point person" to coordinate publicity efforts for 5 or 6 major church events each year. There would be a checklist of communications/publicity tasks that could be used for each major event. Tasks include sending out a press release, taking photos, writing and distributing a short news story after the event, and so on. The point person may not necessarily directly complete every single task for the event, but would ensure that someone (either a CommComm member, a member of another committee, a parish volunteer or staff member, etc.) would work on various communications tasks.

Mike Redlin and Chris Pollock offered to compile a brief plan and share with the rest of CommComm in time for our next meeting. Once CommComm approved, the plan could be shared with Sr. Mary O'Brien.

Next Meeting

The committee scheduled its next meeting for Nov. 23, 2009, at 5:15 PM in the Parish Center. We plan on discussing (among other topics) providing CommComm members with an update on our progress in updating website content for various parish committees, ministries, and groups.

Minutes prepared by Christopher Pollock
Nov. 1, 2009