

REPORT OF PUBLIC RELATIONS COMMITTEE

To the 142nd Council
of the Diocese of the Northeast & Mid-Atlantic
of the Reformed Episcopal Church

"(12). A Committee on Public Relations, consisting of five members, which shall endeavor to publicize by various news media all events and matters of interest occurring in the Diocese and its Parishes."

What are the means by which your church relates to the public? First off, there is the building and the sign out front. Secondly, there are your leaders, your rector or vicar or parish wardens. But most importantly, there are the members of your congregation. Each one of you is relating to the public in your interactions with friends, neighbors and co-workers. That interaction says a lot more to an outsider than a "Who We Are" pamphlet in your vestibule or on a webpage.

Yet in this day and age, your website is often the first thing a stranger will check when they hear about your church. And just as with a nice sign or your building, what they see tells them something about you in the first few seconds. The imagery you use, and the friendliness or helpfulness of the site, tells them what kind of people make up your church.

A number of our church websites are quite nice, but an equal number of them are either non-existent or getting old. One of the goals of our diocesan website refresh has been to develop a "template" that individual churches can use to rebuild their own website in a way that it can draw updates from the Diocese as well. Each church can customize the site with their own pictures and bios and events lists. The "template" site has been active for several months now, and you can see an example here: <https://www.stmatthewsrechurch.org/>

We also hope you have been enjoying the increased flow of information and prayer requests from the Diocese via the more frequent NEMA News emails. If you are not getting this, you can click here: <https://rec-nema.us3.list-manage.com/subscribe?u=f1d05132ba87cd09ed6ca3292&id=289270ee0e> or send an email to: admin@rec-nema.org requesting a subscription. Contributions or suggestions are always welcome.

The season of Advent and Christmas is coming soon, and we have a tradition of posting special events in our churches on a special Diocesan webpage in order to draw visitors. Please let us know how we can help your church expand your online appeal by featuring your upcoming events. Note also the REC-BFM Advent Appeal brochure in your Council packets.

Respectfully submitted,
Gregory Wright, Chairman