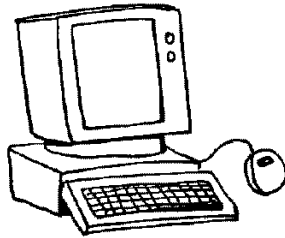

Workshops

Communications

A02 Evaluating Your Church Web Site

What makes a church Web site successful? What are the qualities which bring people back? What does your existing site say about your congregation? To help the discussion, print five of your site's top pages and bring them along as members of the synod's Web team offer you some criteria specifically for church sites. Cindy Ranker, Carl Myers, Steve Gregory



B02 Advertising: Free & Otherwise

How can you make your church visible in your community? This workshop discusses everything from news releases to the Yellow Pages; from community and cable bulletin boards to direct mail and flyers. Also take a look at the ELCA's new ads, free for you to download from the Web. Melanie Rutkauskas

B12 Tips for Improving Print Newsletters

Yes, it's an electronic age - but the print newsletter is always going to be around. Bring copies of several issues of your newsletter to evaluate and to share with others. Main emphases: easy changes in content and formatting to make your newsletter easier to produce and more appealing for readers. Linda Lovell

C02 Evaluating Your Communication Ministry

What are the communication tools your church currently uses? Some of them are quite obvious; others are not so. Join members of the synod Communications Committee for an in-depth discussion of how to evaluate and strengthen one of your church's most important and most overlooked ministries: communication. Betsy Brown, Melanie Rutkauskas

C05 Draw Near and Hear: Tell the Gospel Well to Each Generation

Knowledge about generational characteristics can help you be more sensitive to each generation in your congregation in speaking/preaching or teaching : Can different generations hear you? This workshop will help participants sharpen parish outreach. Which generation is this Web page for? As an added bonus: learn how to focus your newsletter phonebook ads and other print "pieces" to be inviting to all generations: Will a Boomer parent care about a yellow page ad like this? What's in the newsletter this time for the G.I. generation? Carl Eeman

C07 Electronic Distribution Lists: Who, What, When, Where, Why & How

Thinking of distributing your print newsletter via e-mail? Trying to keep your youth group connected electronically? Looking for suggestions on how to manage an e-mail list for your weekly devotions? What are the benefits and cautions to any kind of electronic distribution list? People of all levels of technological proficiency are invited to discuss these concerns and more. Linda Lovell

C11 Talking Together as Christians Cross-Culturally

(Repeat of B14) Come explore why we are called to talk cross-culturally as a church. We will learn that this ministry matters in outreach and evangelism, social ministry, social justice and peace ministries, and partnerships with community organizations. Finally we will learn listening and talking skills that will aid us in this important ministry. Synod Cross-Cultural Mission Force

(More on page 2)

Workshop Leaders

Betsy Brown, communications director, St. Paul Lutheran Church, Fulton, Md.; synod Communications Committee

Carl Eeman, ELCA pastor who has taught and spoken on the topic of how generational differences affect ministry since 1997. A workshop leader, keynote speaker, and author, his most recent book is *Generations of Faith: A Congregational Atlas* (Alban, 2002). Pr. Eeman is a 1975 graduate of Ohio State with a Bachelor of Arts in economics. He earned the Master of Divinity from Luther-Northwestern Theological Seminary in



1983 and the Master of Theology from the same seminary in 1984. From 1984 to 2000, he served congregations in Pennsylvania, Ohio and Minnesota. He and his wife, the Rev. Heather Hammond, have a daughter Annelise and a son Marcus.

Steve Gregory, synod Communications Committee

Linda Lovell, synod coordinator for communication

Rev. Carl Myers, pastor, Grace Lutheran Church, Lutherville, Md.; chair, synod Communications Committee

Cindy Ranker, Trinity Lutheran Church, Reisterstown, Md.; synod Communications Committee

Melanie Rutkauskas, Mt. Zion Lutheran Church, Ladiesburg, Md.; synod Communications Committee

Synod Cross-Cultural Mission Force from the Mission Through Congregations team

It's so easy to register
for PiF PiV online!
Go to
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Pay online or pay by check.