



**Simsbury United Methodist Church**  
**2016 - 2017 Charge Conference Report**  
Monday, December 5, 2016, 7:30 pm

## **Communications**

*By Heidi Fitzsimmons*  
*Chairperson*

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**Again, I want to thank Sheri Tyler for her time over the past year and I look forward to "officially" stepping into the External Communications Coordinator role.**

**Deb Clifford and Pastor Woody had completed a deeper dive into these responsibilities of this role, attached for your reference.**

**I will continue to update our Facebook page with current news and photos, weekly service information, sermon quotes and any additional special requests.**

**In addition, I am hoping to get more news out from SUMC!**

**Pastor Woody and I have already discussed weekly advertisements in the Yankee Flyer (very affordable) to promote the Christmas Pageant, the Lessons & Carols and Christmas Eve services.**

**I will be requesting (via the Bulletin, eBlast, Messenger and on Facebook) News stories from the people closest to their ministry to Promote their Story - our Story.**

**A "Sample Press Release" template is also attached, simply complete the information (less is usually more) and send it to me ([heidi\\_g\\_1969@yahoo.com](mailto:heidi_g_1969@yahoo.com)) with a picture if available (everyone always looks for pictures) and I will send it to the Newspapers and on line Community pages - we have plenty of free resources to promote your Ministry around the Farmington Valley.**

**Thank you,**

**Peace and Love,  
Heidi**