

Subgroup 6: COMMUNICATION

Members: Curt Adams, Carlos Aranaga, Gary Barnhard, Dan Cautley, Barbara Fosberg, Lisa Orange, Lori Rottenberg, Lloyd Wright

Provocative Propositions for the future

- RRUC members are all as fully informed and engaged as they choose to be.
- Neighborhood group meetings are active forums of two-way communication.
- Members and friends are able to personalize communication modes and content to suit their needs.
- Working groups can easily document and share information on their activities.
- Unitarian Universalism is recognized throughout the greater Washington D.C., area for its liberal religious values, and RRUC is known in the community as a strong advocate for social justice.
- This recognition results from an intentional media campaign providing information about Unitarian Universalism and the current issues and activities of RRUC.

How will we know when these propositions have become a reality?

- When RRUC members are informed, effective communicators of UU principles and values on a one-to-one basis
- When an RRUC member on a train or an airplane finds that his or her seatmate knows something about Unitarian Universalism
- When RRUC members no longer hear the complaint that people aren't finding out what they want to know in a timely manner

More details from our brainstorming sessions:

- Imagine pointing a Web browser to myRRUC.org, a personalized Web site where each member can quickly review information about church programs, committees and activities of interest to that member.
- Imagine RRUC committees documenting their activities in real time on a Wiki* that instantly makes the information available to the rest of the community and invites interaction.
 - * Wiki: software that allows Web site users to freely create and modify content of the site, rather than limiting this control to a Webmaster (see <http://wiki.org/wiki.cgi?WhatIsWiki>)
- Imagine that RRUC members can easily identify other members and friends in their neighborhood groups, and that these groups gather regularly to socialize and to

discuss church news and issues, serving as constant modes of communication between ministers, board members, heads of committees and task forces, and the rest of the congregation.

- Imagine RRUC as a "beacon for liberal religion," working with other local UU churches and the Joseph Priestley District of the UUA to increase public awareness.
- Imagine news stories about RRUC activities: an article about UU participation in the march for women's rights, or coverage like that of a local Presbyterian church that supported gay rights by screening a controversial children's cartoon that included a family headed by two women. (Washington Post, 3/6/05, "What has floppy ears and a subversive tale?" by David Montgomery)
- Imagine an advertisement with a bold headline: "Are you a Unitarian Universalist and Don't Know It?" - a joint effort with area UU churches. (An ad like this has run in the Washington Post in the past, according to Barbara Fosberg.)
- Imagine all the different paths that brought us as individuals to membership in RRUC: an interest in CC&C, a search for an ecumenical wedding site, a need for liberal religious education for children, a passion for environmental activism... Other people are looking for these things, too. How do we let them know that RRUC is here for them?

-- Submitted by Lisa Orange, 6/7/05