

Floor Committee #5: Communication Services

Subject: Communication Services

Reference: *Book of Reports and Memorials*, pp. 24-26

Report No. 01

We commend Communication Services for the important work it is doing to assist the Conference of Presidents in communicating WELS' mission and ministry to the members of our synod and beyond. We live in a time when new communication technologies and platforms are transforming current practices and opening up new channels of communication that offer a plethora of new possibilities. At the same time, people continue to take an increasingly active role in choosing what information to receive, as well as how, when, and where they will receive it. In this environment, we recognize the value of the work done by the Communications Services' team. Their expertise and clear, consistent messaging is vital to ensuring that the message we seek to communicate as a synod gets heard in today's complex and noisy marketplace. To that end, we encourage Communication Services to continue exploring, supporting, and expediting innovative media usage as they did during the past biennium in partnership with Northwestern Publishing House in redesigning *Forward in Christ* and in responding to the unique circumstances and challenges presented by the COVID-19 pandemic.

Pastor Justin Cloute, chairman
Pastor James Werner, secretary