



CAPACITY

a periodic newsletter of the Gamaliel Department of Communication.

Communications Table Chair

The Chair of the Communications Table builds the communications table by bringing to one table all those interested in and responsible for the public image of the organization, including media contact persons, affiliate web master, the new letter editor, those who produce materials used in congregations or in the public area.

The chair establishes relationships with major organizational leaders to establish the importance of presenting an intentional and planned public image for the affiliate. (The organizations support staff should be present at this table.)

The chair calls and convenes regular meetings of the communications table where a work plan for the communication table is established to support the major objectives on the organization's annual calendar.

This plan is based upon the following annual evaluations conducted prior to the annual board retreat:

1. Technology audit – an assessment of the capacity of the organization to produce all forms of media needed by the organization.
2. Media Relationships – an assessment of the strengths of relationships of the organization to the print and broadcast media of the community.
3. Image/Communication – an assessment of how the organization is perceived in the community and congregations and of all processes and forms of communication in the organization.

The chair attends or sees that a representative of the committee attends the annual NLA base building workshop on communication and encourages appropriate communication and production training for staff and other leaders.

The chair should be held accountable at the executive board/board table.

ca-pac-i-ty \kə-'pas-ət-ē, -'pas-tē\ *n, pl -ties* [ME *capacite*, fr. MF *capacité*, fr. L *capacitat-, capacitas*, fr. *capac-, capax*] (15c) **1**: legal competency or fitness **2** **a**: the potential or suitability for holding, storing, or accommodating **b**: the maximum amount or number that can be contained or accommodated (a jug with a one-gallon ~) (the auditorium was filled to ~) — see METRIC SYSTEM table, WEIGHT table **3** **a**: an individual's mental or physical ability: APTITUDE, SKILL **b**: the faculty or potential for treating, experiencing, or appreciating (we for love) **4**: DUTY, POSITION, ROLE (will be happy to serve in any ~) **5**: the facility or power to produce, perform, or deploy: CAPABILITY (a plan to double the factory's ~) (stockpile of intercontinental missiles . . . of a sophistication that would insure a second strike ~ — Pierre Salinger); *also*: maximum output (industries running at three-quarter ~) **6** **a**: CAPACITANCE **b**: the quantity of electricity that a battery can deliver under specified conditions *capacity adj* (1897): equaling maximum capacity (a ~ crowd)

The Department of Communication is interested in collecting the materials that describe the work of affiliate communication tables.

If your affiliate has developed such materials they should be sent to the Gamaliel Department of Communication, 203 North Wabash Avenue, Ste 808, Chicago, IL 60601 or emailed to Don Burton, Director of Communication at DonBurton@gamaliel.org