

NEWS
UNITED CHURCH

THE PACIFIC

the oldest continuously published newspaper in California

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Founded in 1851

NORTHERN CALIFORNIA-NEVADA CONFERENCE

Section B



June/July 2009

Pacific takes a new journey! Send us your email address

By Deborah Streeter, editor

Our UCC national newspaper, UC News, will stop printing and mailing this fall. They will continue to have a robust and creative presence of news and identity at <ucc.org/news.> (Read about this decision there at the news site. Printing and postage costs have doubled in the past year.)

For the past 24 years this paper, The Pacific, your local Conference paper, has been the “local” section of UC News, folded in to each issue.

We’ve been publishing The Pacific in some form since 1851. We don’t intend to stop. Our form and format has changed many times, but The Pacific will not die!

For the past 10 years the national setting has paid for the paper to be “free” (i.e. member supported; we encouraged but did not require donations. Think public radio.) Before that, ours was a subscription-based paper and many fewer people got it.

It has been great to be part of this wider newspaper effort. The communications staff of our national UCC setting, Proclamation, Identity and Communication, have helped me, as editor, and our layout expert, Jane Fernald, immensely with ideas, training, tech support and encouragement. The folks at United Methodist Reporter, our printer, are the best. I have also valued being part of the good team of editors from around the 38 conferences of the UCC.

I am sad to see the printed UC News go.

But a new day is dawning. So without the UC News printing six issues a year, each Conference must decide how it wants to continue to communicate with its folks.

In our Conference, 4,500 people have been getting The Pacific in the mail six times a year, and many others have read it on line at <ncncucc.org.>

Your Conference Council is deliberating on a whole new strategy for communications.

BASIC POINT: Be in touch. Please, each UCC/NCNC member, let us know your own email address, so we can let you know more frequently news and information of our Conference. And so we can continue to send you The Pacific in whatever new form it takes. We want to be able to



Some people prefer reading news on-line. Others prefer holding a paper in their hands. The national UC News is going on-line and will no longer print and mail issues. We at the Pacific are committed to giving people choices. Let us know how you like to get your news. Please give us your email address so we can stay in touch. Also you could ask your local church to print up copies of the Pacific for you. The body of Christ is about connection! Photos iStockPhoto, Maica (left) and B. Bossom (right)

write you and say there is a new issue online. Send your email address to <office@ncncucc.org>. We promise never to share your address with anyone else.

We currently have only about 1,000 email addresses of NCNC folks, and there are 20,000 members in our 125 churches. Help us connect!

Some visions and possible directions for The Pacific:

- Our basic goal is to build up the body of Christ.
- We don’t want to leave anyone out.
- Many people don’t do email.
- Many people prefer email.
- An email version of The Pacific gives us many more options

on timing, type size, photos, etc.

- We may very well do some combination of an on-line and printed version. We UCCers like choice.

- Lots of churches do this now. Their newsletter is on their web site and sent out to members in PDF format.

- And they also print paper copies for those folks who prefer a paper edition (25 percent?). They can make the print bigger, better photos, and then they mail those issues to their church folks, and also have issues available at church

- We might ask churches to do that for The Pacific.

- But we are still considering.



Send us your ideas!

Our Conference web site is also changing, to be previewed at Annual Gathering this spring. We could have lots more news there, as well as interactive things, blogs, etc.

Interested in these transformations? Send us your ideas and concerns at <pacific@ncncucc.org>.

We will have some consultations this summer and make some changes in the fall.

This is the next-to-last printed issue of The Pacific, arriving with UC News, you will receive. Look for the last printed UC News/Pacific in October.

“Published” is not the same

as “printed.” We will continue to publish.

In April we let those 1,000 folks know by email that the new Pacific was now online at the Conference website, and we hinted that there might be some changes in The Pacific format and delivery. I asked, “What difference would it make to you if The Pacific were only available online?”

I received many moving and thoughtful responses. I’ve kept them all. Send me yours at <pacific@ncncucc.org>.

My favorite was, “It’s probably the right thing to do. Go green, less paper, more easily accessible. But I will miss being able to read The Pacific in the bathroom.”

I think we can figure out a way to keep that option open.

Be in touch!

Send us your email address at <office@ncncucc.org>. We want to keep you informed about Conference news and let you know when there is a new issue of The Pacific. (We will never share your email with others.)

Do you have thoughts on The Pacific and Conference communications? Let us know at <pacific@ncncucc.org>.

2009 Bicycle Tour de NCNC: Ride, support UCC

By Russell Stevens

Bike riders are invited to join the 2009 UCC Bike Adventure and ride all or part of our July 26-Aug. 1 circuit of the San Francisco Bay, visiting seven NCNC churches along the way: First UCC, Palo Alto; First UCC, San Jose; United Christian, Livermore; First UCC, Martinez; First UCC, Sonoma; United UCC, Petaluma; and Tiburon Community UCC.

Many thanks to these churches who have generously agreed to host us. We really look forward to visiting with and getting to know you better. These trips would not be possible without your grace and support.

As in previous years, the ride benefits our NCNC Conference by a contribution to UCC Share giv-

ing, as well as raising awareness and commitment to the Conference through our ride and visits to different churches.

The 2009 adventure will start and end at First UCC, Palo Alto. Each night we will stay at a different UCC church where the group will share meals and enjoy evening programs together.

We will leave from Palo Alto, after services on Sunday, July 26, and circle counter-clockwise around the entire San Francisco Bay before crossing the Golden Gate Bridge and ending up back in Palo Alto on Saturday, Aug. 1. Daily distances will be between 30 and 60 miles, leaving us plenty of time to explore the sights along the way and relax at our destinations. I look forward to another in-

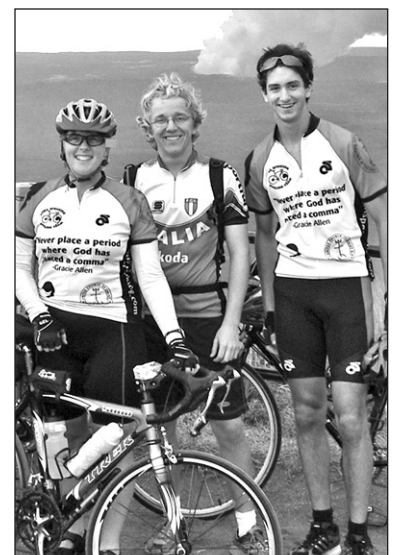
spiring trip full of beautiful sights, warm hospitality, personal accomplishments, spiritual renewal and new friendships. I hope you will decide to join us.

For more information and to register for the trip, please visit the UCC Bicycle Adventure website at <www.fccpa.org/biketrip>. There you’ll also see stories and photos of previous trips.

Also see the flier in this issue, Page B4. Please feel free to contact me if you have any question. 408-249-3061, <russ_sheila@att.net>.

Peace, blessings and happy riding.

Russell Stevens is UCC Bicycle Adventure founder and coordinator and a member First Congregational UCC, Palo Alto



2008 NCNC bike riders, Sheila Stevens, Daniel Furlong, Ben Gardiner, taking a break on the 300-mile ride in Hawaii.