

REPORT ON MEDIA AND PUBLIC RELATIONS

Bishop Jeffrey Nathaniel Leath, Presiding Prelate; Dr. Susan Leath, Episcopal Supervisor; The Reverend Dr. Eva M. Settles, Host Presiding Elder; The Reverend Dr. Terence L. Mayes, Associate Presiding Elder; The Reverend Dr. Charles M. Holsey, Sr., Host Pastor; guest Presiding Elders, Connectional, Episcopal District and Conference officers and the 117th Session of the East Tennessee Annual Conference.

We stand to present the following report of the Media and Public Relations Committee.

The Media and Public Relations Committee focuses and engages in media plans to develop a relationship between the African Methodist Episcopal Church in promoting a favorable public image as relates to the ministry of Jesus Christ.

Our media has been bombarded with the tragedies of catastrophic weather conditions, injustice between the criminal justice system and the citizens of our country, especially citizens of color.

TV-One is now the only African-American media outlet that addresses the concerns that impact our community. It is with great appreciation for Mr. Roland Martin during his commentary relating to expectations and responsibilities of our organization, i.e. fraternal and religious. Linking media and public relations focuses on what we do in our community relating to ministry as oppose to looking good and depending on the history of yesterday. The public see us with our colors and letters, known for our parties and fundraisers.

The challenge is reciprocity; are you giving as much as you're getting? We do a good job trying to recruit, but to what? Why should I join your organization or church? If a story is told about the entity of which we belong, what can be said?

Finally, if God were to ask this question, "When you die, will it matter that you lived?" how would you answer? What would your headline say?

Recommendation: Don't look for a photo-op, however, minister with such an impact that being noticed is the Lord rewarding you with His continued Grace and Mercy.

Humbly submitted,

The Committee on Media and Public Relations

Rev. A. J. Holman, Sr., Chair

Rev. Andrea Brabson

Sis. Eula Massengil