



## 151<sup>st</sup> Session of Tennessee Annual Conference

Media and Public Relations Report  
October 18-21, 2018

Bishop Jeffrey N. Leath, Presiding Prelate; Dr. Susan Jones Leath, Episcopal Supervisor; The Reverend Sidney Bryant, Host Presiding Elder, South District; The Reverend Troy Merritt, Associate Presiding Elder, Nashville District; The Reverend Alexander Gatson, Associate Presiding Elder, North District; The Reverend Sharon Ogilvie, Host Pastor; Connectional, Episcopal District and Conference officers, pastors and members of the 151<sup>st</sup> Session of the Tennessee Annual Conference.

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

The power of media is unmistakable. Whether it is cable news, websites, magazines, daily newspapers, social media, or billboards, we are all impacted and influenced by the power of media. Daily, many of us use social media such as Facebook, Twitter, Instagram, or Snapchat to name a few. The growth of social media is staggering and its impact upon our society, culture, and the church must be recognized.

We are called and challenged in an era plagued by fake news to use the power of media to spread the good news of Jesus Christ. It is important that we not shun the technology made available to us to communicate our message especially social media. The church can and must find ways to make our presence known in our communities and throughout the world using the available media outlets. To accomplish this mission, it is suggested that you do the following things:

- 1) Designate a least one person to oversee the Media and Public Relations team for your local church. You need one person to lead, but it takes a team to document events, take pictures, write content, and provide resources to local public relation opportunities
- 2) Make sure that you have a clear and concise message crafted to reach the intended audience using the appropriate media source. For example, you cannot put a paragraph on Twitter, so you would need to select Facebook or another option to communicate more in-depth information. Don't use the wrong media to send the right message.



- 3) Keep your message short and simple to reach today's media savvy generation
- 4) Use the most skilled resource to get your message out. Some of the best messages are portrayed using graphics or pictures to catch the eye and short powerful statements to deliver truth to the mind and heart. For example, a youth or teen in your congregation may be an expert on the use of Instagram, so it is recommended that you have the adult develop the message and the youth get it out on the social media outlets.
- 5) Designate someone to read and proof your message before it is sent to ensure that the content is appropriate and presented respectfully to the intended audience. Always remember that once your message is sent that it is out there for all the world to see and critique, so abide by the instruction of Ephesians 4:15 to always "speak the truth in love."

We have a tremendous opportunity as the AME church tasked with the mission to serve the present age. So, we must use the tools afforded us to reach all people using the power of media and the popularity of social media to impact the lives around us with the gospel "the good news" of Jesus Christ. Our churches are doing positive things within our communities to show the love of Jesus, so it is important that we share it using the power of media and public relations.

Humbly submitted by Media and Public Relations Committee,

Rev. Dr. Trent Ogilvie

Rev. Benessa Sweat

Rev. Dr. Harold Love

Rev. Dr. Andre Washington

Sis. Lisa Long

Sis. Donna Holt Pollard

Bro. Donald Aiden

Sis. Tammy Robinson

Sis. Naomi Washington

Bro. Will Marsh

Sis. Benitta Jones