

Kentucky Conference Media and Public Relations Report

September 27-30, 2018

Embry Chapel African Methodist Episcopal Church, Elizabethtown, KY

Bishop Jeffrey N. Leath, Presiding Prelate; Dr. Susan Jones Leath, Episcopal Supervisor; The Reverend Dr. William W. Easley, Jr., Host Presiding Elder, Louisville District; The Reverend James Smith, Associate Presiding Elder, Lexington District; The Reverend Stephanie M. Raglin, Host Pastor; Connectional, Episcopal District and Conference officers, pastors and members of the 151st Session of the Kentucky Annual Conference.

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

Many of us use social media, whether it's through Facebook, Twitter, Instagram, LinkedIn, or Snapchat to name a few. Social Media is the cutting edge in communication. It has changed how we communicate and continues to have its challenges and opportunities. It's fast growth and impact has been significant, and according to Google, "in 2019, it is estimated that there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017."

The advancement of technology provides marketing or public relations opportunities at minimum to no cost for the Church. If used responsibly, technology can be a viable resource as well. Through Media and Public Relations we can use these resources to remain engaged and connected to community; to build-up community, and more importantly, to spread the gospel message. No matter what tools are used for communication, as the Church, it's our responsibility to always reflect the image and love of Christ through meaningful connections with humanity.

In faith and humbly submitted,

Reverend Linda R. Jackson, Chair
Reverend Linda Murray
Reverend Kelly Roberts
Reverend Damien Nichols
Sister Helen Demaree
Sister Shirley Smith Pointer
Sister Ruth Allen
Sister Susan Johnson
Brother James Jenkins