

The Thirteenth Episcopal District 146th Session of the West Tennessee Annual Conference

Media/Public Relations

To Bishop Jeffrey N. Leath, Presiding Prelate, Dr. Susan J. Leath, Supervisor of Missions, Reverend Dr. C. Robert Finch, Host Presiding Elder, Reverend Linda Thomas-Martin, Presiding Elder, Reverend Dave L. Adams, Presiding Elder, Reverend Colleen P. Gibson, Presiding Elder, Reverend Errol Thomas, Jr., Host Pastor, and the members of the 146th Session of the West Tennessee Annual Conference.

The committee on Media/Public Relations beg leave to make the following report:

Media has become an integral and necessary component in ministry. This need has become more evident this conference year due to the current Covid-19 pandemic. Church's have had to re-think the worship experience. The use of social media in it's various forms, has allowed us to reinforce what god is saying, kept us engaged in reaching outside of our comfort zones, and has given the church a broader platform in which to minister.

We would like to share How to Market Ministry during this pandemic:

1. SOCIAL MEDIA: Whether it's Facebook, Facebook Live, Twitter, YouTube, ZOOM, teleconference call or cable television broadcast, take advantage of every social media outlet available for Bible Study, Church School and weekly Worship Service. ZOOM and teleconference calls are advantageous for Official Board, Trustee , Steward and other vital meetings.
2. CLOTHING AND OTHER APPAREL: A member with your church's name on their clothes such as a tee shirt, hat, jacket , or a face mask can be an effective means to market your church.
3. RADIO: The Christian community needs to infiltrate the airways with the good news of Jesus as much as possible, which means churches should take advantage of Christian and secular stations for marketing.
4. TELEVISION: While television can be expensive, it is far-reaching. Having a commercial to broadcast during primetime or during the news hour could impact up to a half million people at one time. (Reference: Size Does Matter by R.C. Vernon)
5. BILLBOARDS: Don't underestimate using billboards as a marketing tool. It can be used to advertise how to view as well as the times of your worship service and other outreach ministry activities.
6. ANOTHER APPROACH TO GIVING: Practicing and adhering to mandated social distancing guidelines make in person worship difficult, however, parishioners and those who would like to support the church can give through Givelify, Cashapp, and mail-in offering.

RECOMMENDATIONS:

Media/Public Relations Committee Report 146th West Tennessee Annual Conference

- All AME Churches and Presiding Elder Districts get a Facebook group page. Why? When you go live from a group page and not just your personal you can get more analytics. Who is watching how long do they watch and so forth
- Research affordable websites. Rev Joy Wilkerson Yancy is a great resource
- Develop a proper workshop on how to effectively use social media outlets.
- All church leadership subscribe to West Tennessee Connect email blast that will send out weekly upcoming events updates to all churches in the West Tennessee Conference.
- All local churches and Presiding Elder districts should develop a branding and communication team. Every Church should look into starting a media ministry. It doesn't have to be big. One or two people. We also recommend that we utilize our young people and young adults in that ministry.
- Churches that have websites and broadcasts should encourage everyone to join those outlets.
- The committee will create a guideline for using Facebook Live.
- The committee will create a West Tennessee group text for members of the conference who don't have access to Facebook or email but can receive text messages.
- Every Church should look into online giving. Text to give Cash App Givelify and so forth.
- Look into simulcast. When you simulcast that allows you to broadcast from different platforms at the same time. For example. You live stream will be on your personal Facebook Page Your Church page and YouTube at the same time. I recommend Castri. Very affordable and user friendly.
- As in person Worship returns we do not push virtual worship to the side but we make the effort to incorporate both.

Humbly submitted,

The Reverend Clay A. Holliday, Jr., Chair

The Reverend Garry Fair

The Reverend Dr. Felicia Ingram

The Reverend Kelvin Robinson

Brother Danny D. Gray

Brother Christopher Greer

Sister Irma Higgs

Sister Cheryl Love

Sister Esther Thornton

Sister Joyce Weeks