

Q: We want to “get ‘the word’ out.”
What should we do?

**a conversation about
communication**

Clarity of purpose

1. Is everyone agreed about “the word” ?
2. Clarity of MARKET – Who, exactly, are you trying to reach?
3. Clarity of GOAL – What, exactly, do you want them to do if/when they receive your communication?

Clarity of market (audience)

- Narrow down the group of people, or the groups of people, who you want to reach
- What's in it for them, or, what's their self-interest in your goal? (informs *content*)
- What are their media preferences? If they share media, how? These vary by age, culture, etc. (informs *process*)

Clarity of goal (action)

- What's your real goal? Be specific, honest, and realistic. Write it in one sentence.
- How will you define your "success" – what are the actions, by whom, over what time
- Multiple goals, multiple audiences, multiple ways to measure success

Prelude to action

- If it is specific information or process, needs to be already clearly written, grammatically correct, and translated into other languages if appropriate.
- If it is to include print, layout and design need to complement the action plan
- Everything needs an online component: If there are documents, where will they be posted? What are the other links, resources, collaborations?

Action plan

- Choose content and primary media to achieve each goal
 - Support with other media - integrate
 - Is it working? Reevaluate & revise as needed
 - New constituents - reintroduce
 - New media – establish a presence
 - News “hook” – reinforce if appropriate to market
 - New interest of market – adjust

Content & process considerations

- Words: Story-telling, narrative
- Visual media: Image, emotion
- People: Trusted personal relationships, networking, social media

Self-interest reminder

- What is in it for each person in the market/audience? Why should they care?
- Have you focused on that?
- How will your market/audience find your communication? What is their preferred media and are you there?

Media options

- In person meetings and conversation
- Sermons; radio; podcast; forums; classes
- YouTube videos; documentaries; TV broadcast (news or features); webcast
- Print publications; “hard copy”
- Brochures, pamphlets, cards, bookmarks
- Branded merchandise
- Public narrative with key leaders

Media options, continued

- Online magazines
- Advertisements (print, online, etc.)
- Email, enewsletter
- Websites
- Facebook/Facebook promos and ads
- Twitter
- Instagram
- Foursquare/location apps
- Etc.

Some possibilities

Consider the audience and message and effect of these possibilities for “getting the news out about deacons” (From a Feb. 9, 2012 Communication Session held for the Deacons’ Council by KLH)

- A deacon assigned to a parish becomes an admin on their Facebook page to serve that community (and those it reaches) as a deacon, witnessing, going out to specific parts of the community, calling people into service, building relationships.
- All the deacons show up at the CT legislative building on the day legislators are voting on the death penalty (or other huge justice issue) – and the deacons have big signs and they stand in front of a major TV news station crew doing a story, get interviewed, and show up on the evening news. What if they do this more than once?

Some possibilities, continued

- A bishop identifies some key clergy leaders around the state and sets up personal meetings to talk about deacons, review process, distribute new handbooks.
- The deacons arrange for a fabulous ad (mostly visual not text), inviting people to consider the diaconate, especially now that there's a new process, and they send it electronically to parishes for their print and online newsletters and their Sunday bulletins – annually.
- One or more deacons go on a Spanish-language radio program in Bridgeport or another CT city – monthly? quarterly? - to talk about issues of concern in the Hispanic community; stay and talk to local church leaders about deacons & process.

Some possibilities, continued

- You create an app! How about one that lets you choose your passion for mission – caring/advocating for prisoners, those who are hungry, those needing reading skills – whatever – and it searches for any mention of a related activity – teaching, demonstrating, testifying, serving, working – in the zip code you specify. Or how about setting this up through a location app as “specials”?
- You create a teaching video and lessons on “What is God’s mission?” for Christian formation that help people see where healing, reconciliation, and restoration is needed and how people are responding, inviting them to participate

With news, add the “usual suspects” ...

- Article in ECCT blog or online news
- eNews announcement and links
- Content on website, links

As well as ...

- Video: story about a person, and an invitation
- Facebook posting/exchanges
- Social media brand “ambassadors”
- Tweet (news)
- Market to other publications/news sources (ENS, Living Church, AED, etc., each with its appropriate focus)

Try it on

Practice mini-session

Mini-session

- Who do you want to reach (market/audience) and what do you want them to do with your communication (goal)?
- What is their self interest and their preferred media?
- What do you need to do to prepare?
- What (content) do you need to communicate and how (process)?
- What are your plans to integrate this with other media, continuously evaluate & revise?
- How will you know if you've succeeded?

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canon for mission communication & media