

Draft, April 2005

This draft document has been prepared collaboratively by representatives of the Episcopal Church's Office of Communication, the General Convention's Standing Commission on Episcopal Church Communication, and the independent Episcopal Communicators organization, whose members are primarily professionals engaged in diocesan, agency and parish-based communication.

The full membership of each of these bodies is now invited to review, refine and ratify this document in order to enhance the shared ministry of communication across the Episcopal Church.

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## **Growing in Community: A Strategy for Episcopal Church Communication**

*"The mission of the Church is to restore all people to unity with God and each other in Christ."* – Catechism, Book of Common Prayer

The core of the Church's message is found in the Prayer Book's definition of the Church's mission. This text offers both the grounding and the goal for all communication initiatives engaged by Episcopalians, a portfolio that reaches out first to people unaffiliated with the Church while also unifying those within its life and ministries.

Episcopal Church communication occurs in multiple voices, languages, contexts, media, and technologies to inform – and to transform for common good – the lives of unique individuals and varied constituencies. Value is placed on every phase of communication cycles, and especially upon listening, honesty, evaluation, critique and commentary in the achievement of respectful and full dialogue and discourse.

This mission to "restore all people to unity with God and each other in Christ" calls all Episcopalians, individually and in groups, to build and to continue growing in community. To support this collaboration, effective communication strategy seeks to achieve a synergy of people and projects engaged in mutual ministry.

### ***People***

**Listeners, Speakers, Constituencies:** While the mission and message of the Church is conveyed and received in diverse contexts, central principles apply to every communication activity. For example, each effective communicator:

1. Begins by listening to God, to the Church's teachings, and to others;
2. Knows her or his audience, and targets each message to that audience;
3. Offers a clear, well-prepared message free of jargon and undue length;
4. Provides a message that is multiculturally competent, anti-racist and non-sexist;
5. Avoids self-promotion, and affirms the common good;
6. Invites and evaluates feedback while measuring reception of message;
7. Returns to reflect and to function constantly in a mode of listening.

The effective communicator also recognizes the many local, national and international constituencies, or "publics," that comprise and intersect with the Episcopal Church. Some of those groups include:

1. Persons unaffiliated with the Episcopal Church locally and beyond;
2. Consumers of media in various print, broadcast and electronic markets;
3. Laity and clergy of individual congregations, schools, agencies and dioceses;
4. The 2.4 million members of the Episcopal Church and its nine provinces;
5. The 77 million members of the Anglican Communion and its 38 provinces;
6. Government/opinion leaders locally, regionally, nationally and internationally;
7. Ecumenical/interfaith communities locally and beyond;
8. Bishops, deputies and other participants in the General Convention;
9. Prospective donors at all levels of giving;
10. Affinity groups, including musicians, youth, elders, educators, and the like.

Effective communication strategy among these constituencies begins by affirming the unique roles of each individual communicator and group of communicators at work within the Church.

### **Individual Episcopalians**

Each layperson and clergyperson is uniquely called to:

1. Share with others the good news of Christ and the Church's mission;
2. Bring the message of the Gospel into everyday contexts;
3. Support the work of communication within the church;
4. Respond constructively to Church-based media messages;
5. Become aware of the Church's ministries and the basic tenets of Anglicanism;
6. Build community within groups both within and beyond the Church.

### **Congregations**

Each congregation of the Episcopal Church is uniquely called to:

1. Evangelize and advertise in local/neighborhood contexts;
2. Inform constituents through regular electronic and print news media;
3. Maintain a parish/mission website;
4. Establish clergy/lay leaders as public communicators/opinion leaders;
5. Foster effective local media relations;
6. Build community within the congregation, its neighborhood, and its diocesan context.

### **Episcopal Schools/Agencies/Institutions**

Each Episcopal school/agency/institution is uniquely called to:

1. Connect the mission of the Church with service and outreach to all people;
2. Advertise in local/regional contexts;
3. Partner with congregations and diocesan structures;
4. Offer expert speakers and op-ed writers on subjects in the news;
5. Maintain websites and on-line human-service resources;
6. Build community within constituencies and diocesan contexts.

### **Cathedral Congregations**

Cathedral congregations are uniquely called to:

1. Evangelize and advertise strategically in major population centers;
2. Provide a center for prayer and inquiry on topics of current interest;
3. Reinforce the role of the dean as opinion leader in the community;
4. Provide links to other cathedral ministries nationally and internationally;
5. Maintain a website and online/print communication with constituents;
6. Build community within dioceses and major population centers.

## **Dioceses & Bishops**

Each diocese of the Episcopal Church is uniquely called to:

1. Evangelize and advertise in regional contexts;
2. Foster effective regional media relations;
3. Assist congregations/other ministry sites with crisis-communication planning;
4. Maintain a diocesan website; balance with print and broadcast media;
5. Reinforce the roles of bishops/leaders as public communicators;
6. Provide training for parish communicators;
7. Build community within the diocese, among congregations, and in national/international church contexts.

## **Provincial Structures/Seminaries**

Each province/seminary of the Episcopal Church is uniquely called to:

1. Evangelize and advertise in regional contexts;
2. Support training for evangelism/advertising in local and wider contexts;
3. Offer, through seminary spokespersons, key theological interpretation;
4. Unite dioceses in common mission/communication initiatives;
5. Provide theological education in varied contexts, including the media;
6. Build community within dioceses, provinces and wider church contexts.

## **Office of Communication at the Episcopal Church Center**

The Office of Communication is uniquely called to:

1. Evangelize and advertise in national and international contexts;
2. Support dioceses and congregations in communication initiatives;
3. Publish news and information of church-wide interest and usefulness;
4. Maintain church-wide websites and on-line/print/broadcast resources;
5. Support the Presiding Bishop and Church Center Staff in media outreach;
6. Build community across the Episcopal Church and Anglican Communion.

## **Key Communication/Online Partners at the Episcopal Church Center:**

Episcopal Relief and Development  
Office of Anglican and Global Relations  
Office of Anti-Racism Training  
Office of Asian American Ministries (and “Asiam” newsletter)  
Office of Black Ministries (and regular newsletter)  
Office of Chaplaincies (including Armed Forces)  
Office of Congregational Development  
Office of Ecumenical and Interfaith Relations  
Office of Episcopal Migration Ministries  
Office of Environmental Stewardship  
Office of the General Convention  
Office of Hispanic Ministries (and Caminos newsletter)  
Office of Government Relations  
Office of Jubilee Ministries  
Office of Management Information Systems  
Office of Ministry with Young People  
Office of Native American Ministries (and regular newsletter)  
Office of Peace and Justice Ministries  
Office of the Anglican Observer to the United Nations  
Office of the President of the House of Deputies  
Office of the Presiding Bishop

Office of the Treasurer  
Office of Women's Ministries  
United Thank Offering

Work Groups within the Office of Communication

Books & Resources  
Broadcast & Multimedia  
Internet & Technology  
News & Information  
(including Episcopal News Service, *Episcopal Life*, and Translation Services)

Other entities formally affiliated with the Episcopal Church:

The Church Publishing Company, a division of the Church Pension Fund;  
Forward Movement publishers

**The Standing Commission on Episcopal Church Communication**

The Standing Commission is uniquely called to:

1. Ensure that a strategic vision for communication is developed and regularly evaluated;
2. Advocate for communication ministry to General Convention and associated commissions, committees, agencies and boards, as well as the larger Church;
3. Work within the General Convention budget process to achieve funding for new and strategically important initiatives;
4. Invite diverse groups of people from around the Church to participate in planning and visioning of communication ministry;
5. Serve as a Council of Advice to the Office of Communication;
6. Work to identify future trends in communication technology and begin to plan how the Church might be affected;
7. Build community between communication ministers and those participating in the overall governance of the Episcopal Church.

**The Presiding Bishop of the Episcopal Church**

The Presiding Bishop and his/her office are uniquely called to:

1. Lead the church, particularly in the role of principal spokesperson;
2. Speak as chief pastor of the Church's 2.4 million Episcopalians;
3. Foster understanding and awareness in varied church/public contexts;
4. Provide timely statements on issues in the Church and public discourse;
5. Communicate the Church's mission among the Anglican Primates;
6. Build community across the Episcopal Church and Anglican Communion.

**The General Convention and Executive Council of the Episcopal Church**

The House of Bishops, House of Deputies, and Executive Council are uniquely called to:

1. Lead the church via consultative and legislative contexts;
2. Offer regular "Communiqué" and "Word to the Church" messages;
3. Convey significant and unifying messages through resolutions adopted;
4. Offer analysis through committees/commissions/agencies/boards;
5. Foster churchwide *esprit de corps* through triennial meetings of Convention;
6. Build community across the Episcopal Church and Anglican Communion.

***Note: While the previously listed individuals and groups are communicators who work primarily within the official structure of the Episcopal Church, the following are communicators working in independent and affiliated contexts.***

### **Episcopal Communicators**

The independent Episcopal Communicators group is uniquely called to:

1. Strengthen the work of communication professionals across the church.
2. Advocate for professional employment standards affirming communicators.
3. Provide a network of peer support and collegiality for communicators.
4. Conduct regular professional development, including an annual conference.
5. Affirm excellence in church communication through an annual awards program.
6. Engage in collaborative efforts with the national Office of Communication and the Standing Commission on Episcopal Church Communication;
7. Build community among professional Episcopal communicators.

### **Anglican Communion Office Communication Staff**

The Anglican Communion Office communication staff is uniquely called to:

1. Provide news and information of international import to all Anglicans;
2. Foster the exchange of news/information among the Anglican provinces;
3. Maintain a Communion-wide website and strategic on-line resources;
4. Support the ACO, Secretary General, and “Instruments of Unity”;
5. Staff the Anglican Consultative Council, Lambeth Conference, and Primates Meeting;
6. Build community across the Anglican Communion and its varied contexts.

### **The Archbishop of Canterbury**

The Archbishop, and his communication office, is uniquely called to:

1. Speak as the spiritual leader of the world’s 77 million Anglicans;
2. Advocate for peace and reconciliation in international contexts;
3. Lead the Anglican Communion and its Primates as *primus inter pares*;
4. Provide theological context around issues of broad reach and concern;
5. Inspire Anglicans and others worldwide to deepened faith and awareness;
6. Build community across the Anglican Communion and wider contexts.

### **Anglican Provinces & Media**

Each of the Anglican Communion’s 38 autonomous Provinces is uniquely called to:

1. Provide news and information about its Province;
2. Convey news and information regularly within the Anglican Communion;
3. Maintain a website and other forms of updated online communication;
4. Offer support for diocesan and other communicators within its Province;
5. Support its Primate and other leaders with effective media relations activities;
6. Build community within its Province and the wider Anglican Communion.

### **Church-Related Media (independent from Episcopal Church structure)**

Independent church-related media are uniquely called to serve their respective readerships, some of which are special interest and/or partisan. Church-related media independent of Episcopal Church structure include:

- Anglican Communion News Service (from the Anglican Communion Office);
- Anglican Digest;
- Anglican Theological Review;
- Anglican/Episcopal World, published by the Anglican Communion Office;
- Anglicans Online;

Blogs of varying readership and interest areas;  
The Christian Challenge;  
The Church Times (London);  
Encompass, published by the American Anglican Council  
Episcopal Church Foundation (New York);  
Episcopal Church Women;  
Episcopal Media Center (Atlanta);  
Episcopal Peace Fellowship;  
Every Voice Network;  
Historiographer;  
Voice of Integrity, serving gay/lesbian/bisexual/transgendered Episcopalians and friends;  
The Living Church weekly magazine, circulation 10,000;  
The Witness online magazine published by Episcopal Church Publishing Company.

### **General Media (independent from Episcopal Church structure)**

Independent general media outlets are uniquely called to serve their respective readerships with factual balanced reporting. General media outlets range from local to international. Strategic national/regional media include:

Associated Press  
Atlanta Journal Constitution  
The Boston Globe  
CNN  
Chicago Tribune  
Dallas Morning News  
Los Angeles Times  
Miami Herald  
National Public Radio  
National network television news (ABC, CBS, NBC)  
New York Times  
Religion & Ethics News Weekly  
Religion News Service  
USA Today  
Washington Post

Other major regional daily newspapers, including:

Austin American Statesman  
Cincinnati Inquirer  
The Denver Post  
Minneapolis Star Tribune  
Orange County Register  
The Oregonian  
New Orleans Times Picayune  
Philadelphia Inquirer  
Salt Lake Tribune  
San Diego Union Tribune  
San Francisco Chronicle  
Seattle Post Intelligencer

## *Projects*

**Workplans for local, regional, and national initiatives** are outlined as follows for the years 2005 and 2006.

### **Advertising**

The General Convention in 2003 approved \$750,000 for national advertising serving the Episcopal Church during the 2004-2006 triennium. Text of Convention resolution (A081) follows here:

General Convention “Directs the Office of Communication to develop a multilingual national advertising campaign, with radio and television advertisements, reflecting the multicultural nature of The Episcopal Church and urges congregations and dioceses to offer training in welcoming and incorporating newcomers.”

To support this effort, the National Advertising Collaborative was formed in 2004 to link national efforts with successful local initiatives in dioceses and congregations. An overview of this work is posted online at [www.episcopalchurch.org/adcollaborative](http://www.episcopalchurch.org/adcollaborative).

The Collaborative features effective local and diocesan work, much of which has been prompted by the General Convention’s 2003 emphasis on national advertising.

**Congregations:** Continue to develop and implement local advertising initiatives.

**Dioceses:** Continue to develop and implement local advertising initiatives.

**Episcopal Communicators:** Use networks and national meeting to assist publicity.

**Standing Commission:** Plan budget request asking General Convention to fund \$1.5 million for advertising in 2007-2009 triennium.

**Phase 1: “Groundwork”** resources for evangelism and hospitality were produced and mailed to all of the Episcopal Church’s 7,200+ congregations to assist in welcoming visitors and new members.

Also posted online in English and Spanish ([www.episcopalchurch.org/groundwork](http://www.episcopalchurch.org/groundwork)), the resources were mailed with the suggestion that the study guide be used in congregations during Lent 2005, Eastertide 2005, or at another convenient time. A study guide for Lent 2006 will be distributed in Fall 2005. Specific tasks include:

**Congregations:** Use Groundwork Lenten study in 2006 if not used previously.

**Dioceses:** Publicize Groundwork resources and successful implementation.

**Episcopal News Service:** Report on Groundwork use and implementation.

**Office of Communication:** Continue to coordinate publication and distribution.

**Phase 2: Back-to-school 2005 national television advertising** in English and Spanish has been planned to reach a target audience of Generation-X persons (roughly ages 22-42) unaffiliated with any church. Air time will be mid-August through early September 2005. To view spots, visit [www.episcopalchurch.org/adcollaborative](http://www.episcopalchurch.org/adcollaborative).

**Congregations:** Consider buying local time to augment core national ad placement.

**Dioceses:** Consider buying regional time to augment core national placement.

**Episcopal Media Center:** Assist congregations and dioceses with media buys.

**Office of Communication:** Oversee production and core national placement of TV ads; conduct related market research and field testing; offer print support resources.

**Phase 3: Radio Advertising** with National Public Radio is an initiative currently in the planning stages. At least one diocese is already engaged in this work.

**Congregations:** Strategize with diocese to facilitate local ad buys.

**Dioceses:** Strategize with congregations to facilitate regional ad buys.

**Episcopal Media Center:** Assist congregations and dioceses with media buys.

**Office of Communication:** Assist in production and placement of radio ads; conduct related market research and field testing.

**Phase 4: Spring 2006 national television advertising in English and Spanish** will again reach the target audience of Generation-X persons unaffiliated with any church. Air time is envisioned as selected weekends April-June 2006; ad content will be different from that of previous back-to-school format.

**Congregations:** Consider buying local time to augment national placement.

**Dioceses:** Consider buying regional time to augment national placement.

**Episcopal Media Center:** Assist congregations and dioceses with media buys.

**Office of Communication:** Oversee production and placement of TV ads; conduct related market research and field testing; offer print support resources.

**Related Initiative: Thanksgiving 2005 and 2006 Advertising** (see below)

### **Broadcast & Multimedia Advisory Group**

A Broadcast & Multimedia Advisory Group is expected to convene in April 2005 to begin the process of strengthening Episcopal Church communication via television, radio, and web technologies.

**Congregations & Dioceses:** Share and develop concepts for local broadcast use.

**Episcopal Media Center:** Source for consultation and excellent programming

**GraceCom, San Francisco:** Source for consultation and excellent programming.

**Trinity Church Wall Street:** Source for consultation and excellent programming.

**Office of Communication:** Convener for strategy building; offers consultation, production services, and programming through its Broadcast & Multimedia Work Group.

### **‘Come & Grow’ Visitors’ Website**

Visitors and newcomers to the Episcopal Church, as well as those persons seeking to find a local congregation, are assisted by the ‘Come & Grow’ website launched in 2004. The site ([www.comeandgrow.org](http://www.comeandgrow.org)) includes accessible background information, and links to other helpful resources.

To widen the reach of this resource, congregations and dioceses are asked to include on their local websites a link to [www.comeandgrow.org](http://www.comeandgrow.org).

**Congregations:** Create a website link to [www.comeandgrow.org](http://www.comeandgrow.org).

**Dioceses:** Create a website link to [www.comeandgrow.org](http://www.comeandgrow.org).

**Office of Communication:** Maintain and update site with helpful information.

### **Comprehensive Plan Development**

Each congregation, diocese, and other configuration of the Episcopal Church is well served by having in place a Comprehensive Plan for Communication.

Each local plan should include an annual calendar of sequential annual tasks and planning reminders, a listing of goals and objectives, a strategy for cross-cultural initiatives, and a crisis communication component, among other features. Suggestions for developing a local plan are posted at [www.episcopalchurch.org/groundwork](http://www.episcopalchurch.org/groundwork).

Each congregation is also well served by appointing a Communication Committee to assist in carrying out the local plan.

**Congregations:** Develop and post a Comprehensive Plan for Communication.

**Cathedrals:** Develop and post a Comprehensive Plan for Communication.

**Schools & Agencies:** Develop and post a Comprehensive Plan for Communication.

**Dioceses:** Develop and post a Comprehensive Plan for Communication.

**Provinces:** Develop and post a Comprehensive Plan for Communication.  
**Seminaries:** Develop and post a Comprehensive Plan for Communication.  
**Office of Communication:** Post recently developed Comprehensive Plan.  
**Communication Commission:** Review documents for overview and planning.

**Diocesan Electronic List-serves (goal is to invite each diocese to host a regular list-serve)**

Each diocese of the Episcopal Church is well served by posting a weekly electronic news list-serve among its members. These list-serves may take the form of an electronic edition of the diocesan newspaper, or as a separate entity.

Two model programs in this regard are the *Episcopal News Update*, published every Wednesday by the Diocese of Los Angeles (subscribe: [news@ladiocese.org](mailto:news@ladiocese.org)), and the several regular list-serves of the Diocese of New York, [www.diocesenyny.org](http://www.diocesenyny.org).

**Individual Episcopalians:** Subscribe to list-serves of local dioceses.

**Congregations:** Encourage members to subscribe to the diocesan list-serve.

**Dioceses:** Publish a weekly list-serve.

**Episcopal Books & Resources**

The operations of the Episcopal Church Center bookstore and Episcopal Parish Services were in 2005 combined into a new entity, Episcopal Books & Resources. Work continues in this area, including the launch of stated marketing cycles. As next steps are confirmed in the Office of Communication, complete details will be added to this strategy document.

***Episcopal Life***

The Church's 200,000-circulation monthly national newspaper has marked its 15<sup>th</sup> year of publication. The advisory board and editorial staff continue to explore ideas for enhancing editorial content, advertising revenue, and overall strategy for balancing print and electronic news and information. Individual Episcopalians are asked to consider subscribing to *Episcopal Life* if they do not already do so.

**Individual Episcopalians:** Consider subscribing to *Episcopal Life*.

**Congregations:** Encourage members to subscribe to *Episcopal Life*.

**Dioceses:** Consider "wrap-around" publishing of diocesan newspapers with *Episcopal Life*.

**Episcopal News Service**

The online Episcopal News Service revised its format in 2004 to include expanded coverage of the Church. Monday-Friday "Daybook" features are offered in addition to a weekly Diocesan Digest and breaking headline news stories; a website of useful resources, "Fast Facts" and archived stories is found at [www.episcopalchurch.org/ens](http://www.episcopalchurch.org/ens).

A stated objective for ENS in 2005-2006 is to increase its online subscriber base from 12,000 in late 2004 to engaged more widely the Church's 2.4-million members.

**Individuals:** Subscribe to the Episcopal News Service, [news@episcopalchurch.org](mailto:news@episcopalchurch.org)

**Congregations:** Encourage individuals to subscribe to ENS, and reprint stories.

**Dioceses:** Encourage individuals to subscribe to ENS, and reprint stories.

**Episcopal News Service:** Continue to strengthen and expand reporting.

**Evaluation of Local, Regional, National Communication Programs**

Effective communication programming requires regular and ongoing evaluation, including processes for professional external review. The Office of Communication and the Standing Commission on Episcopal Church Communication have begun steps to develop norms for evaluation in local, regional, and national contexts. Additional work and consultation is needed in this regard.

**Congregations:** Evaluate communication program regularly.  
**Dioceses:** Evaluate communication program regularly.  
**Agencies/Schools:** Evaluate communication program regularly.  
**Office of Communication:** Proceed to evaluate communication program regularly;  
continue in consultation with Standing Commission.  
**Standing Commission:** Continue consultation with Office of Communication.

### **French-language Communication**

Strategic planning is needed in the area of increased communication in French. The Office of Communication and Standing Commission on Episcopal Church Communication will take the lead in 2005 and 2006 to consult in this regard with leaders of the Diocese of Haiti and the Convocation of American Churches in Europe.

### **Funding (at local, regional, diocesan, provincial and national levels)**

Strategic planning and advocacy is needed to achieve strong funding for communication programs in local, regional, diocesan, provincial and national levels.

**Congregations:** Budget and fund communication program as a local priority.  
**Dioceses:** Budget and fund communication program as a diocesan priority.  
**Agencies/Schools:** Budget and fund communication program as priority.  
**Provinces:** Forge partnerships for funding collaborative communication in each Province.  
**Office of Communication:** Develop comprehensive budget for 2007-9 triennium.  
**Standing Commission:** Advocate for General Convention funding of national communication program, and for funding of communication ministry in other contexts.

### **General Convention, Columbus 2006 (and looking ahead to Anaheim 2009)**

Strategic communication support for the work of General Convention is needed across the Episcopal Church.

**Individuals:** Subscribe to Episcopal News Service for Convention news.  
**Congregations:** Devote prayer and advance publicity to work of Convention.  
**Dioceses:** Provide coverage of diocesan activities/deputations at Convention.  
**Episcopal News Service:** Provide national coverage; coordinate media relations.  
**Office of Communication:** Plan/supervise/implement communication program.  
**Standing Commission:** Work at Convention to achieve legislative support for new initiatives, funding, and strategic planning, among other projects.

### **Media Relations**

As part of its ongoing work in media relations, the Episcopal News Service continues to strategize to achieve optimal placement of stories in national media, and to refer media to Episcopalians with expertise in subject areas of reporting interest.

Further consultation with dioceses, seminaries, bishops and other church representatives is needed and planned in 2005 and 2006.

**Congregations:** Build/enhance effective media relations with local news outlets.  
**Schools/Agencies:** Build/enhance effective media relations with local news outlets.  
**Dioceses:** Build/enhance effective media relations with regional/local news outlets.  
**Episcopal News Service:** Enhance media relations with national news outlets.

### **New Technologies**

All sectors of the Church, and especially communications units, need to widen awareness of emerging communication technologies. Likewise, expertise in these areas should be shared as widely as possible.

Leadership for strategy will be provided in future through collaboration of the Standing

Commission on Episcopal Church Communication, the Office of Communication, diocesan communicators, and other experts across the church.

**Congregations:** Seek out – in consultation with local dioceses – information/best practices regarding new technologies.

**Schools/Agencies:** Seek out information/best practices regarding new technologies.

**Dioceses:** Seek out – in consultation with congregations and Office of Communication – information/best practices regarding new technologies; stand ready to offer advice on new technologies.

**Office of Communication:** Seek out – in consultation with dioceses and Standing Commission – information/best practices regarding new technologies; stand ready to offer advice on new technologies.

**Standing Commission:** Provide lead advice on new technologies to Office of Communication and other units of the Church.

### **Office of Communication Reorganization**

The Office of Communication at the Episcopal Church Center was reorganized in January 2005 to include four work groups:

Books & Resources

Broadcast & Multimedia

Internet & Technology

News & Information

Work proceeds in each area, guided by a goals statement and work-plan for 2005. Top priorities for 2005 are:

1. Refine website navigation and content organization (job one!).
2. Implement national plan for back-to-school advertising targeting Generation X folk unaffiliated with any church.
3. Fill position of Translation Services Coordinator and begin improved communication in Spanish and French.
4. Widen awareness of Book/Resource Center & Parish Services.
5. Strengthen profile of Church Center ministries and services provided; plan for strategic news articles related to building renovation process/completion.
6. Develop thorough process of evaluation/external review while planning for General Convention 2006 and the next triennium.

### **Provincial Strategies**

Strengthened networks of communications programs and communicators are needed in all Provinces of the Episcopal Church. The Office of Communication will take the lead in coordinating further steps of consultation, brainstorming and program offerings in 2005 and 2006.

**Dioceses:** Consider how shared communication programming can be strengthened within the local Province.

**Seminaries:** Consider/implement strategic Provincial communication training.

**Provinces:** Consider how shared communication programming can be strengthened; plan and implement new initiatives.

**Office of Communication:** Consult with each Province to help strengthen networks and programming.

**Standing Commission:** Support consultative work among Dioceses, Provinces, Office of Communication.

### **Spanish-language Communication**

Strategic support is needed to strengthen and expand Spanish-language communication across the Episcopal Church. Working together with the Office of Hispanic Ministries and with

local dioceses, the Office of Communication will continue to collaborate to recommend and implement best practices and advancements. An Advisory Committee for Spanish-language Communication has been recommended for formation by the Office of Communication in 2005-2006.

The web domain [www.iglesiaepiscopal.org](http://www.iglesiaepiscopal.org) has been licensed and will be launched with content in 2005 through the Office of Communication.

**Congregations:** Consider/implement use of Spanish language.

**Dioceses:** Introduce/strengthen Spanish-language programming and ministries.

**Agencies/Schools:** Consider/implement wider use of Spanish language.

**Office of Communication:** Establish new office of Translation Services Coordinator; continue collaborative consultation to widen communication in Spanish.

**Standing Commission:** Continue consultation with Office of Communication.

### **Thanksgiving**

The Office of Communication continues to work collaboratively to position Thanksgiving Day as a major opportunity for media exposure of the Episcopal Church. This work took the form in 2004 of collaboration with Washington National Cathedral to webcast its principal Thanksgiving service. This webcast was also featured in national cable advertising on CNN Headline News and CNN Airport channel, and through a Wednesday display advertisement (also featuring services at 10 congregations) in USA Today. The Office of Communication will continue to collaborate with Washington National Cathedral and across the church for widened development of this strategic communication initiative.

**Congregations:** Publicize national Thanksgiving Day programming as announced.

**Dioceses:** Publicize national Thanksgiving Day programming as announced.

**Office of Communication:** Coordinate and publicize national Thanksgiving Day programming.

### **Websites/Internet/Online Communication**

Effective communication strategy begins with continued expansion of online resources. It can be considered the norm that every congregation, and indeed every diocese, school, and other church agency, should have and maintain a website.

Continued collaboration across the church is needed to advance these efforts.

**Congregations:** Launch/enhance congregation's website; consider/launch weekly electronic news list-serve to parishioners.

**Dioceses:** Continue to enhance diocesan online services; support congregations in website development; consider/launch weekly electronic news list-serve.

**Agencies/Schools:** Continue to enhance online services.

**Office of Communication:** Continue to enhance online services, especially with revision and refinement of [www.episcopalchurch.org](http://www.episcopalchurch.org) as a priority, and via launch of online collaboration spaces.

**Standing Commission:** Continue consultation with Office of Communication in pursuing best practices and new technologies.

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