

IN MISSION & MINISTRY

# United Methodists at Work Preparing the Way



“To keep up with the constant change ...”

Ever since Jesus' day, the paths of communication have changed radically. To keep up with the constant change, the Kansas Area United Methodist Church employs a staff of professionals, who are responsible for creating and distributing communications on behalf of the annual conferences.

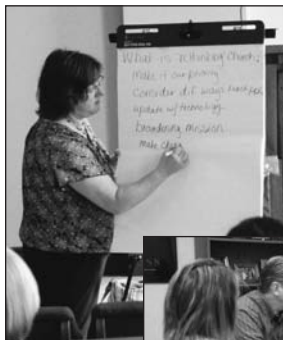
*“We have got to learn how to be good communicators in the 21st century, and to do that requires a staff of people who understand the medium to get the message out to the public as well as internally,” said Bishop Scott Jones.*

Much of the work focuses on communication with pastors, local church leaders and church members about shared ministry at the conference level as well as exciting and vital ministries happening at the district and local church levels.

Communicating on behalf of the conference isn't limited to communication with United Methodists. The department helps spread news by sending media releases to local papers and television stations to draw attention to what's happening in the church or give a faith perspective on issues facing the state.

Department staff members also are trained to help churches and conference leaders deal with potential media attention.

## Communications connect people and ministries



Increasingly, the conference uses video to tell those stories, but outsourcing video production can be very expensive.

To make that affordable, a video production specialist was hired to create specialized videos for the conferences. Projects include training and educational videos like Vital Congregations and the quadrennial Sexual Ethics training; event promotions; messages from the bishop; and video reports for annual conference like the annual Bridges to the Future updates.

The purchase of DVD duplication equipment makes it possible to save additional money, and often time, by making copies of materials in-house.

*“To me, it's really about articulating what God is doing in a given situation, and doing it so that you can share with others,” said Rev. Jeff Slater.*

To connect Kansans with what's happening in the global United Methodist church, stories from United Methodist Communications are shared through conference websites, the Kansas West Connection and weekly electronic newsletters.

*“We can't see what's going on in Zimbabwe from our windows, and so we need good communications so that we can see good pictures and good video and perhaps more importantly hear the one-on-one stories,” Slater said. ■*



### United Methodists at Work ...

You help make this work possible through your congregation's mission and ministry apportionments.

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