

Media Relations & General Conference Coverage Team

October 20, 2019 @ Planning Meeting

Against a present media landscape saturated with fake news, false facts and deep-fakes, ***The African Methodist Episcopal Church*** has a tremendous responsibility and opportunity to model integrity by reshaping our narrative based on:

Truth, Transparency and Tenacity

#GC2020Relations will focus on working with media representatives for the purpose of informing the public of our organization's mission, policies and practices in a positive, consistent and credible manner. Working closely with **The Christian Recorder's** leadership, we will coordinate directly with the journalists, reporters and story-tellers responsible for producing news coverage and social media postings related to the **51st General Conference** with emphasis on three specific areas.

- † **Internal:** Providing information to our Bishops, delegates and observers in a timely and relevant manner.
- † **External:** Coordinating access for and contributing to mainstream media outlets in the Central Florida Region market along with international wire services such as AP, Reuters and Getty Images.
- † **Online:** Publishing and curating content via live distribution via social media and our website.

Mr. John Thomas, III, Editor of www.thechristianrecorder.com, expects our team to “play a vital role in partnership with the General Church staff with regard to managing local media interactions through the sharing of daily press releases, promotion and access.”

Our Goals:

- Elevate the AME Church's profile on a day-to-day basis during the general conference by regularly pitching relevant content to our local audience, virtual viewers and interested parties who are important in the media space.
- Maintaining consistent and high quality standards in our products: print, audio, photography, video and online media
- Forge and collaborate relationships with local news assigning editors and producers with advance planning and notice updates.
- Communicate widely and loudly all GC's news of the day via features, profiles and exciting projects.

- Build out a schedule of internal and external communications to create a steady drumbeat of conversations about GC work and connectional endeavors.
- Manage all media inquiries, engaging our Bishop's and General Officers into the discussion when appropriate.
- Manage the scheduling of interviews and media requests with the help from the operations team as needed.
- Generate press releases and create content as appropriate.
- Staff the media filing center at the headquarters hotel.
- Work closely with the Website/Technology Team to create an effective digital work space for our Team and working media representatives.

Respectfully submitted,

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