

**Report of the Igniting Ministry Committee  
General Commission on Communication  
September 16, 2005**

**Present**

Bill Norton, Chair  
Luther Henry  
Greg Nelson

Ava Berry  
Allison Mitchell

**Staff**

Susan Crawford  
Jackie Vaughan

Luther Henry was excused due to health reasons. All other members present.

**ACTION ITEMS**

1. NONE

**INFORMATION ITEMS**

1. Ministry Updates

- a. Partnerships with GBOD: Division on Ministries with Young People; New Church initiatives with Fitzgerald Academy
  - Partnering with the GBOD's Division on Young People for Igniting Youth
  - Establishing a New Church initiative at UMCom as well as an Igniting New Congregations model for the Foundation of United Methodist Communications
- b. Test conferences for 2005-08
  - Working closely with 20 churches from each of 11 annual conferences in a quadrennial partnership to spearhead the agency's work on healthy churches.
- c. Media contingency plan for national emergency/natural disaster
  - Developed a national media crisis contingency plan that includes options for disaster messages and terror alert messages. Executed disaster messages during Back-to-School flight related to Hurricane Katrina.
- d. Study on the state of TV advertising for the denomination
  - Commissioned external and internal expertise to study the state of TV advertising for the denomination.
- e. UMCom's Healthy Church initiative
  - UMCom is beginning to identify the goals, measurables and objectives for a new Healthy Church initiative; will tie closely to IM's 2006-08 training plan and test conferences.

- f. Television value-add sponsorship partners
  - Extended hundreds of free television value-add sponsorships enabling other agencies to advertise during the national cable advertising campaign.
  
- g. Expression Packages
  - Released *The Journey* and *The Gift* Expression Packages, first in a new series of eight. Each package contains a complete collection of customizable advertising based on the same unique biblical foundation as its coordinated television message. Next releases will be *Prayer* and *Faith*.
  
- h. Updated research with seekers
  - In November 2004, Igniting Ministry conducted its quadrennial seeker research by commissioning a Harris Interactive Study and a Barna research study which tested the Harris information with a broad sample of seekers. In August 2005, IM tested the three new commercials produced this year with an online seeker panel to assess their effectiveness.

## 2. Questions/answers with Committee

Track the impact of the USA Today ad as measured at “methodistrelief.org”.

Track value ad impact on giving for hurricane relief.

Include 60 second ads as worship aids if they already exist

Get the price of the product (Expression packages) down; suggest “cluster” buying to share the cost between several churches

Be sure District Superintendents are given up-dates on new products, ads; suggestion that a District or Annual Conference purchase products for multiple use.

Annual Conference resource pak to use as gathering tools for Annual Conference sessions (set of commercials DVD/CD; web graphics to incorporate into announcements times; large/small format poster; materials for display area; table top display; ask Cokesbury to have the kits at Annual Conference stores)

Note: Many Annual Conferences will be celebrating the 50<sup>th</sup> anniversary of the granting of full clergy rights for women in 2006

Adjournment –5:30 p.m.