

New Media Advisory Committee Charter

Overview

The New Media Advisory Committee supports staff in discovering, defining and implementing agency and denominational strategy regarding New Media channels.

Purpose

The members of the New Media Advisory Committee will study potential and developing technology driven media channels and recommend strategies to implement presence among these channels to further the mission of The Church. This may cover various channels and medium, such as computer technology (e.g., Web, Internet), television (e.g., HDTV), radio (e.g., Satellite, Internet Radio) and telecommunications (e.g., Mobile Devices, Texting), in addition to any subsequent media that may be developed.

Responsibilities

Review previous and ongoing portfolio of the agencies capabilities and media strategies.

1. Keep abreast of national and global communications trends and consider what new media channels are developing that should be integrated in to the communications platform for The United Methodist Church.
2. Determine what level of engagement the agency needs to be in particular media channels, from complete assimilation/integration, partial integration or outsourced.

Deliverables

Provide insight, strategic direction and recommendations to staff regarding new media outlets and channels that should be in the Denomination's communications portfolio; and provide connections and recommendations to make implementation feasible.

Task Force Members

Marshall Bailey
Paul Black
Martha Folsom
Larry Hygh
Paula Shrock

Rebecca Kohler
Mike McCurry
Arnold Parks
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Staff Representative

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