

## Communication Team

### Purpose

The Indiana Communication Team connects clergy, laity, congregations, clusters, annual conference members and the general church through a full range of media – both within and beyond the church. In 2009, a new Indiana Conference Web site ([www.inumc.org](http://www.inumc.org)) was designed to become the primary communication tool for the conference. The broadest audience remains with the nine-issue *Hoosier United Methodists Together* newspaper mailed to more than 13,000 clergy and congregational lay leaders, as well as 1,000 paid subscribers, and the electronic version of *Together* posted on the conference Web site. External communication includes media alerts and releases, and interviews with public media reporters. Your Communication Team also advises pastors during a crisis by coaching them on their responses to public media.

The Team is composed of Director Dan Gangler, Communication Assistant Erma Metzler and half-time Assistant Roscel Carandang.

### Publishing/*Together*

During 2009, the team:

- Implemented the new Indiana Conference Web site as a center of information and resources for the 1,200 United Methodist congregations of Indiana;
- Published nine issues of the *Hoosier United Methodists Together* newspaper;
- Published a weekly Friday e-newsletter, e-vents, a Monday Mission Opportunities listing, a weekly E-pistle column by Bishop Coyner, plus announcements sent to online subscribers;
- Published the *Daily HUM News* at annual conference sessions, notified media and provided photos for the Conference Journal. Daily session reports were posted on the Conference Web site.

### Public Relations

- Special events are promoted internally and through public media. We continued coverage of anti-gambling advocates and organizations who support a comprehensive smoke-free workplace law statewide.
- WICR includes a Sunday, 60-second United Methodist Newsbreak program that I write.
- The communication team creates both print and electronic promotional materials for the Bishop's Christmas Offering for Children.

### In the next year the Communication Team will:

- Continue publication of the *Hoosier United Methodists Together*.
- Assist other conference ministries in videography and uploading video clips onto the conference Web site, and in Web casting events including the plenary sessions of annual conference.
- Continue to publish *e-HUM*, an electronic weekly Friday e-newsletter, e-vents list, Monday Mission Opportunities (now in conjunction with Mission and Advocacy Team) and upload Bishop Coyner's weekly E-pistle.
- Expand and promote the use of the new Indiana Conference Web-site [www.inumc.org](http://www.inumc.org).
- Host one-day communication workshops on welcoming and marketing.
- Continue production of a one-minute weekly news brief for WICR at UIndy.
- Work with the new conference directors in serving the 10 new districts and their congregations with a Web presence on the conference Web site.

Daniel R. Gangler, Director