

## **"60-Second E-News for You" - from Presbyterian Media Mission (PMM)**

**Monday, August 10, 2009**

### **End of Summer Media Ministry Ideas!**

#### **Creatively Connecting with the Community**

**Young people in Fisher, IL** had concerns about their church's lack of outreach to the community. They took into account that the community has a very popular Labor Day Weekend holiday celebration and parade.

They decided that they were going to make a statement about their faith to the community via this event. A small garden tractor-and-trailer unit was used. They used the college fraternity style of float creation. The high school students worked on the float. They titled the artistic design and concept "Have You Heard from God lately?" They used their cell phones having friends and family call them on the float during the parade as they were dressed in angel outfits manning God's prayer lines. They promoted the church phone number because it had an extension to leave a message or prayer concern that the prayer team would add to the prayer list. They handed out refrigerator magnets with the church phone number along the parade route.

#### **Phone Use in Church Increases**

**Every Session member and committee members bring cell phones to church** in case of needing to be reached for whatever reason. Well one pastor decided to creatively use this new opportunity by taking 20-30 minutes in meetings to have each elder or committee member to take time to call 3-4 people in the congregation to see how they are doing and if there were any joys and/or concerns for the prayer list. Members really liked it because no one was calling to ask a favor or to do church work. They were calling to actually see how they were doing!

#### **Attention to Hospitality**

**A church in San Bernardino, CA** found several couples who were especially good in providing hospitality. They agreed to offer a special act of hospitality to strangers who visited their church to worship. These folks would befriend the new face or family. They then asked if they would come home with them after worship for dinner! The experience has been amazing for those being asked to dinner and for those hosting this extension of Christian hospitality. Just about everyone who goes home for this table experience joins the church. In a high-tech society there is a great need for high-touch!

#### **Young People and Cell Phones**

**Young people are converging media rapidly** as their cell phones are a third arm or hand as they use it to connect with friends via text messaging and other social networks connected by wireless phone to the Internet.

How many of you experienced young people text messaging during family reunions this summer? Isn't it crazy to see their fingers quickly using the keyboards on their phones like playing a fine musical instrument at a recital or concert? Then to discover that they were text messaging not someone half way across the state or back home but just a young friend or relative across the picnic grove or shelter. It is the new language that is discrete and non-auditory. Wonder what their saying about Uncle Joe's Hawaiian looking shirt? Aunt Mildred's bake beans that always tastes interesting? How about the prayer that Grandpa recites every year, you know, the same one about the importance of family?

There are all sorts of coded or shorthand messages flying through the air known as texts and if you don't know the language you need to get someone under 18 to decipher it.

These are interesting times from when phone companies didn't know what they were going to do in having to be deregulated and broken up to today being one of the most explosive and expanding industries in the world as voice, text, music, and television converge in the palm of your hand on the cellular phone.

**Connect to [www.pmm4u.org](http://www.pmm4u.org) for more ideas on media ministry!** Listen to a new story of faith and hope each day by people from all walks of life out of the faith community on "Passages" our daily radio short feature heard on over 500+ radio stations.

**Today's new Passages feature is ....** David sharing about going back to find his family history! [www.passages.org](http://www.passages.org) scroll down to the media center at the bottom of the page for stories of faith and hope.

### **About Presbyterian Media Mission (PMM)**

Presbyterian Media Mission (PMM) is committed to relationship oriented marketing. Our mission combines the personal service and cost-efficiency needed for the Church and non-profits with award-winning quality in these times of limited budgets. Our two founding principals from over 25 years of experience are: First, the most under utilized resource of the church today is our stories; Secondly, receiving 19 local and national awards of recognition for producing media and implementing relationship marketing processes makes this a most effective ministry benefiting the Church and community.

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