

August 2010

Presbyterian Media Mission

making Christ visible in today's media



[Now on the PMM website:](#)

Bringing Labor and Management Together

Faithful Road Race

Audio stories of Hope and Faith

PMM Project List:

Katrina 5-Years Later

is an NBC-TV special featuring some of the work of Presbyterian Disaster Assistance in the Gulf area. It will air on in Pittsburgh on PCNC (WPXI-TV Cable Channel) on Sunday, August 29, 2010 at 5:00 a.m. in the morning. Record it and play it back for your Mission Committee and interested members at a later date.

PMM is developing a DVD featuring the work of Presbyterian Men in Carlisle, Pittsburgh, and Beaver-Butler Presbyteries as part of the Synod Men's Network.

PMM and the Synod of the Trinity are working together to make maintaining a website easier for churches.

Getting the Word Out

5 Easy Ways to Promote Your Fall Programs

This fall, put as much time and effort into communicating about your programming as you do planning it! While the assurance "If you build it, they will come" may have worked in the movie [Field of Dreams](#), it can't work for you unless your community knows what your church has to offer. Here are five ways to get the word out:

Publicize. Many local papers, radio and TV stations will publish announcements for special services and events without charging a dime. Simply call the local papers and stations and ask who should get the church information and mail or email a prewritten story of your event. Local businesses may have space for a flyer about your events.

Send email. We all get those funny or inspirational email messages that "go viral," that is, ones that are forwarded along to friends and family. Create your own viral campaign by sending an email message or video to members of your congregation. Ask them to forward the message to friends and neighbors.

Socialize online. Encourage church members to post information or create an invitation on social networking sites like Facebook or Twitter. Or, encourage them to use their phone to text or call friends

and family about church happenings.

Practice being present. Participate in local events like community days, special festivals, sports events or wherever the community gathers. Be present where your community gathers online as well, whether it's Facebook, Twitter, or the church blog.

Give them something worth talking about. While you can plan a marketing or outreach campaign, the best ones occur naturally. When people get excited about a new restaurant or new car, they don't hesitate to tell others about it. Put time and effort into your church's calling.

Ministry Tips



Internet in the Sanctuary

Music & Video Enhance Worship

Each fall in October the session and the pastor challenge the Pleasant View Presbyterian Church congregation to reach beyond their four walls. One year Rev. Keith Conover used an uplifting music video from the Dave Matthews Band called "[Everyday](#)" to show how contagious love can be. This video has been viewed a half a million times on YouTube.

"[Hurt](#)" is a powerful song that has haunting lyrics about life and faith! Johnny Cash performed the song on his last CD and made a music video that captures the struggles and faith in his life. Gregg Hartung used it as part of a sermon he did at Clinton Presbyterian Church near Saxonburg, PA on Easter. It has been viewed almost nine million times.

Stewardship Outreach

A church in Detroit, MI, has an interesting way of reaching out to people concerning stewardship. They ask people to make their yearly pledge to support the ministry of the church on their birthday. On this day or close to it, a member of the session visits the person and extends thanksgiving with them for having lived out God's promise for another year. They then talk about stewardship! This method gives the church a flow of giving that typically increases all year long. It also enables the giving to keep pace with economic factors and doesn't base everything on the fall pattern of commitment which is traditional for churches.

Similar ministry tips for churches and individuals are updated each week with helpful stories from churches across the country and around the world at www.passages.org

Do you have a ministry tip to share with other churches? [Email us today!](#)

Plugging In Without Shorting Out

Oct. 18 - 22 2010

*Regional Presbyterian Communicators Network Conference
Slippery Rock, PA - Crestfield Camp/ Conference Center*

Communicating with congregation members is no longer limited to a Sunday bulletin or monthly newsletter. Digital technology is rapidly changing the way we communicate - with our family, neighbors, co-workers and even congregation members. The [Presbyterian Communicators Network](#) is offering regional conferences to help you learn how to effectively use the latest technology to communicate with your congregation, church neighbors and your community. Subscribe now to the [communicators](#)

[network newsletter](#) for regular updates and information.

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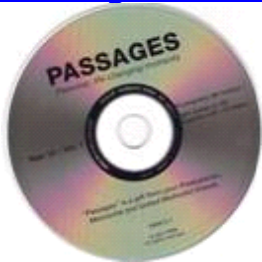
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PMM Mission

Dedicated to the practice of integrated marketing, PMM combines customized service and cost-efficiency for churches, with a dedication to reach out in making Christ's love visible in the world. Our founding principals are sharing stories of hope and faith with more than 25 years experience and to help churches be more visible through media ministry.