

PCCNA – COMMUNICATIONS COMMISSION MEETING

ALBUQUERQUE, NM – 2023

- SHALANE MACKAY – INDEPENDENT ASSEMBLIES OF GOD, CANADA | PCCNA SOCIAL MEDIA ASSISTANT | INTERIM CHAIR
 - MARK DREISTADT – INFINITY CONCEPTS
 - MARK FORRESTER – ASSEMBLIES OF GOD, PR AND COMMUNICATIONS.
 - APRIL BARNES – NEW SEASON, PASTOR SAM RODRIGUEZ MEDIA DIRECTOR AND PR, NHCLC
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SESSION PART 1

We spent the morning with round table introductions of who we are and our roles and scopes. We also took time sharing various best practices from those perspectives. This was a very insightful time and exchange of ideas.

- What's working and what's not
 - Best Practices
 - Communication Adjustments
 - Multi use of existing content
 - Let's talk TikTok
 - AI uses in Ministry and communications
 - Holy Spirit involvement in media and comms
 - Working with team members

SESSION PART 2

As things are in transition there is a large question mark around the original intent/vision purpose for this commission and while we discuss the list of possibilities it is apparent that executive input is needed to move forward. Further, support from denominational leaders in involving their communications heads at PCCNA will need to be relayed. There was great additional collaboration and input on what ongoing things could happen with the commission throughout the year, and what would like to be seen next year.

- What's Next
 - Clarifying PCCNA Social Media – Do we want growth or engagement? Currently built to inform not to grow
 - Direction from Commission from Executive team – Further consult and input is required as what is the vision from the PCCNA for this arm and what do they want to see happen. Peer Group of Pentecostal Media and Communications people? Communications section of PCCNA? Let's get the vision again and re-launch. We will need our Denomination and ministry leaders to specifically send/bring the communications leaders
 - Commission Meetings
 - Clarifying purpose of meetings
 - Emphasizing communication director involvement
 - Collaboration/Discussion/Topical Presentations
 - Facilitating conversation and collaboration on topics throughout the year. (Monthly/Quarterly)
 - Consider a shift – PCCNA is not just “CHURCHES” as the name implies, it also includes other ministries and leaders.