

Communications & Media Commission:

COMMUNICATIONS COMMISSION SUMMARY:

Following a productive meeting at PCCNA's conference, the Communications Commission has a good road map of next steps still ahead of us. COVID-19 sharpened our responses, enabled some new agility (in the midst of global chaos), but the danger is to fall back into pre-pandemic patterns of rigidity. With that in mind, we know we need to lay some groundwork that will enable more significant future PCCNA Comms action. The following are high-level next steps for the remainder of 2022 and into 2023.

1. Make connections with all member denominations and movements to facilitate more cooperation.
2. From this effort, develop a complete directory of communications professionals serving at the denominational level in Pentecostal and Charismatic churches.
3. Create and distribute a quarterly email to connect those leaders to one another and compile a list of issues of concern to our churches, in order to facilitate future discussion. Social media groups (such as the SMS group begun by Mark Forrester) will also help.
4. Plan a webinar to discuss a key topic
 - a. Such a webinar lays the foundation for a future online conference to engage with these or other essential topics:
 - i. The wise use of social and other new media
 - ii. Effective gathering and distribution of statistics
 - iii. Virtual reality: Theology and best practices
 - iv. How to plan and carry out a new venture or national campaign
 - v. Gathering credible stories of healing
 - vi. Re-presenting the Spirit-filled life to an interested world
 - vii. And many more
5. Consider the possibility of cooperative messaging within and from PCCNA that is not specifically campaign related (such as the He Gets Us campaign)

We also identified and discussed a number of communications-related trends that will require wider discussion in and among our movements:

1. Appropriate use of media for ministry
2. Online safety, generally, as well as
 - a. Safe and responsible online interaction with minors