

Diocesan Communications

Report submitted by Janis Greenbaum, Director of Communications

The goal of our diocesan communications is to share the mission of our diocese with our members and the community at large. As the communications director, I work directly with the bishop and the bishop's staff, as well as our parishes and the community at large. I consider this an ongoing conversation with everyone in the Diocese of Missouri.

This conversation happens on a variety of platforms, including:

- Diocesan website: www.diocesemo.org
- Weekly newsletter: iSeek
- Weekly newsletter for clergy: Clergy Connections
- Social Media: Facebook, Instagram, Twitter, YouTube, TikTok
- Printed publications: SEEK! magazine, brochures, postcards, letters
- Convention publications: distributing information via the website and special emails to lay and clergy delegates and the diocese at large
- Photography: I take pictures everywhere I go and maintain a photo gallery on flickr.com (everyone in the Diocese is welcome to use these photos for their church publications)
- Media relations: local and Episcopal connections

We have engaged in several special communications projects this year, including:

- **Get to Know DioMO:** I visited all the parishes in our Diocese to take photos and write feature stories about each. The stories have been published on the website and featured in iSeek and social media during the week following that parish's Bishop visit. My goal was literally to get to know the people and personalities of all our churches and to share that insight with the rest of the Diocese.
- **First Fridays:** I began a virtual forum for any and all church communicators in the Diocese on the First Friday of each month. Sometimes I bring in guest presenters; sometimes we just talk about different topics of church communications. The goal is to build relationships so we can share our skills and ideas to build our individual communications "toolboxes" and help each other out. Topics included:
 - January: Church websites
 - February: Communications strategy
 - March: Hybrid church
 - April: Church announcements and newsletters
 - May: Content calendars
 - September: Sharing our stories
 - October: Open forum

- **BE Campaign:** We joined an ecumenical movement to make our communities and the world a little more like the Kingdom of God. This campaign ran in October and November, leading up to the midterm elections.
- **Diocesan Sabbatical Week:** Bishop Deon planned this campaign to allow everyone in the Diocese a chance to slow down and focus on our spirituality during Lent. We presented reflections, video prayer services, and online discussions.
- **Special Video Series:** Working together with lay and clergy members throughout the Diocese, we produced several special video series to present on social media for Lent, Advent, Women's Ministry Celebration, and Black History Month.
- **Livestreaming:** I oversee livestreams for special diocesan events led by Bishop Deon Johnson, including the Celebration of Women's Ministry, Absalom Jones Celebration, and multiple ordinations throughout the year.
- **Diocesan Shop:** I am building connections with online retailers to make diocesan items available for purchase. The Bishop commissioned an icon of Barbara Harris, which has sold dozens of copies this year. I've also established a connection with Baked T's in St. Louis to offer T-shirts with Diocesan branding for sale.

Conversations can't happen alone, so I value the team of people I am fortunate enough to work with on a regular basis, including:

- Bishop Deon Johnson
- The Bishop's Staff
- AhSa-Ti Tyhimba Ford – our contracted digital projects manager
- Communications Advisory Team (CAT) – These gracious communicators from around the Diocese meet with me once a month to discuss ideas and plan special events:
 - Jessica Gerth – Episcopal Church of the Advent in Crestwood
 - Eileen Klamer – The Episcopal Church of St. Michael & St. George in Clayton
 - Mimi Shipp, Emmanuel Episcopal Church in Webster Groves
 - Joshua Smith, Christ Episcopal Church in Cape Girardeau
 - Jacquelyn VanWeelden, St. Peter's Episcopal Church in Ladue
- The people of the Diocese of Missouri

In the year ahead, I look forward to continuing to build relationships throughout the Diocese and to providing communications that bring more people into our conversation.