

## **Telling the Story of General Conference: Steps for Communicators to Take *Now!***

- 1. Start walking—especially if you are coming to Pittsburgh.**  
General Conference is mentally and spiritually challenging—and physically demanding. Days are long, and you will likely do more walking than in your usual setting. The time to begin increasing your endurance is now!
  
- 2. Develop a General Conference Information Book for your delegates, alternates—and yourself.** Compile materials that will help orient the members of your delegation to Pittsburgh and the work they will be doing during General Conference. Place these in a three-ring binder and present them to the delegates and alternates at their next meeting.
  - Schedule
  - Materials on issues distributed at the News Briefing or excerpted from the General Conference Guide produced by United Methodist News Service
  - Reports on GC issues and proposals distributed by United Methodist News Service and United Methodist Newscope
  - Information about the on-line courses UM101 and Exploring General Conference
  - Your plans for covering GC—before, during and after
  
- 3. Attend delegation meetings, as you can.**
  - Begin developing your storytelling partnership.
  - Identify possible spokespersons on various issues.
  - Learn the issues of most concern to your delegates and conference.
  
- 4. Begin developing your General Conference communications plan.**
  - Work with your delegation chair(s) to determine how you'll respond to media requests.
  - Identify what resources your delegates will need for reporting back to the conference (video, print, etc.)
  - Begin developing your calendar of coverage during General Conference.
  
- 5. Identify the public media in your conference key to coverage of General Conference.**
  - Get acquainted with the reporters.

- Determine how you'll work with other conference communicators in shared media markets
6. **Begin developing the media kit you'll deliver in the 2-3 weeks before General Conference.**
    - Get delegates' photos and bios.
    - Develop brief explanations of major issues and issues of importance to your conference.
  7. **Inventory your conference media and determine how you are using each to tell the General Conference story.**
    - Include information about your delegation in your publication and on your Website—e-mail and postal service addresses, legislative committee assignments.
    - Include links to [umc.org](http://umc.org) and [www.GC2004.org](http://www.GC2004.org) on your Website
    - Publish stories on what your delegates are anticipating.
  8. **Identify congregations, other groups and individuals in your conference who have sent petitions to General Conference.**
  9. **Encourage people to enroll in the on-line courses, *Exploring General Conference and UM101*, <http://training.umcom.org>.** (If this is your first time to cover General Conference, consider doing so yourself.)
  10. **Order your copies of the *Daily Christian Advocate*—*Advance* edition and *Daily Christian Advocate* from Cokesbury.**
  11. **Order your tickets for the Bishops' Reception, Area night program and other special events.** Click on "General Conference Hospitality Team" at <http://www.GC2004.org>.

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