

*East Tennessee Conference Media and Public Relations Report*

*September 6, 2018*

*St. Paul AMEC, Chattanooga, TN.*

Bishop Jeffrey Nathaniel Leath, Presiding Prelate; Dr. Susan Jones Leath, Episcopal Supervisor; The Reverend Dr. Eva M. Settles, Host Presiding Elder, Chattanooga-Knoxville District; The Reverend Dr. Terence L. Mayes, Associate Presiding Elder, Fayetteville-Pulaski District; The Reverend Kenneth D. Love, Sr., Host Pastor; guest Presiding Elders, Connectional, Episcopal District and Conference officers, pastors and members of the 118th Session of the East Tennessee Annual Conference.

We stand to present the following report of the Committee on Media and Public Relations.

In the eighteenth thru twentieth centuries, the African American population was challenged to connect with each other to form a comradery to weaken the captivity of their families and community. In so doing, they did walk-outs, marched, formed organizations such as the Free African Society, the Divine Nine, the National Association for the Advancement of Colored People, among many others.

We developed “Public Relations” being the practice of managing the spread of information between individuals and/or organization in order to gain exposure, however it is imperative that we as a people stay in touch and utilize the various media outlets to stay abreast the issues at hand.

We must also respect the media outlets by dissimulating information that is advantageous to our people.

Facebook and Twitter has been the most prominent in this era. We’ve seen so much negativity in tweeting by way of our political leadership. Be sure that when you tweet and post, that you understand that once it’s out there, it can’t be taken back.

Therefore, be wise and intelligent in your online communication; use it to edify ALL of God’s children.

Humbly submitted,

Rev. A. J. Holman, Sr., Chair

Rev. Andrea Brabson

Sis. Lula Massengill

Sis. Sharon Daniels