

Workshop 5: Great Communications

Context

- National communications is here to amplify and support diocesan communications addressing national communications outlet (like the mainstream media and organisations like the BBC) that benefit from a focused targeted approach.
- At a national level we have adopted a strategy which is designed to create *awareness, respect, engagement and commitment* with as broad an audience of 53 million people as possible. The primary goal is to evangelise but we recognise that people can be anywhere on a spectrum of completely secular to very spiritually involved. Successful communication means meeting them where they are on that journey. For the vast majority of people our priority is to take as many as possible from being simply *aware* of the Church of England and Christianity to a position where they hold it in high regard and consider it with *respect*. This can be a consequence of building understanding of the common good. From a position of *respect* individuals can then choose to *engage* with Christianity on a personal basis which for many means adopting some religious practice, like observing Lent. An important transition point is when someone chooses to undertake regular or weekly worship, at that stage they may consider themselves to be Christian. A smaller minority may choose to progress further to deeper *commitment*, what is sometimes called 'discipleship'. Everyone at whatever point they are at on this journey is potentially affected by the Church of England. Wherever possible we should be engaging with the broadest possible community to maximise the life changing impact of the gospel. Consequently, while it is tempting to focus on media consumed by the church bubble (*Christian Today, The Church Times*) other news outlets with broad appeal (BBC Radio 2, *The Daily Mail*) also matter.
- We have many imaginative ideas of campaigns that can be used to capture public interest in the Church: some of them can be seen on this diagram attached.
- The questions we asked in the session included:

Who do you want to reach and why?

Which audiences are you currently addressing in your communications? Who is missing?

What do you want to achieve locally with your communications?

What are you doing digitally? What barriers are you facing and what are the opportunities?

How could the national team support you more?