

April 6, 2015

TO: Pastors in Transition

FROM: Conference Communication Team

The Communications team of the Texas Annual Conference is looking for every opportunity to reach out to media throughout the conference to help make the public more aware of our local churches. A new preacher in town is just such an opportunity. Small local papers often don't have the resources to develop stories to fill their pages. They are more than willing to accept articles and photos that are pertinent to their communities. Even in Houston, there are local neighborhood papers/minority papers that are willing to print our stories if we provide this news in a timely way that makes their job easier.

We need your help to take advantage of this opportunity. We are asking that each new appointee prepare a simple article with a photo for your local paper. The photo should be a fairly recent head shot. The purpose of the article is two-fold: 1) to introduce you to your new community and 2) to highlight something about your local church.

The article should be two paragraphs or less, and it should include this information in approximately this order:

- The church name and location
- Your name
- The date and time of your first service
- Where you graduated
- Previous assignments
- Why you are excited about this appointment
- Something about the church's goals and activities that fits with your goals and interest
- Family information, if you're married and number of children.  
(If you're not married, you might leave that out.)
- Times for your current worship schedule and any upcoming events you could promote (referencing your website for more info)

When the article is printed, we would really appreciate a copy. Please send to Communications Dept., Texas Annual Conference, 5215 Main St., Houston, Texas 77002. If you have questions, please call Paula Arnold 713 521 9383 ext. 326.

A sample press release is attached as a reference - with fill in the blank areas noted for substitution of your information.

## (CHURCH STATIONARY)

Press Release with PHOTO

For immediate release

Information: Contact Pastor Justin Goldman

(Headline)                    **New Hope UMC welcomes new pastor to Clearlake**

(Your city/state) Clearlake, TX – Pastor Justin Goldman has just been appointed to serve at New Hope UMC at 12345 Sunny Street beginning with the worship service at 11 a.m. on June 2, 2012. Pastor Goldman, a graduate of Southern Methodist University and Duke Divinity, is transferring from Baytown UMC and has also served as a youth pastor in San Marcos, Texas prior to this appointment in Clearlake. Pastor Goldman is married to Keri Goldman and they have three children, ranging in age from 3 -11 yrs of age.

“I look forward to being an integral part of the Clearlake community as New Hope UMC actively helps meet local needs, provide wholesome environments for families and invest in young people with a sensitivity to the changing world around them,” says Rev. Goldman. “I am particularly excited about our upcoming Vacation Bible School and Young Adult Ice Cream Social and would like to invite families and individuals to enroll by checking out the details at www. NewHopeUMC.com.

New Hope UMC has been a part of the Clearlake area since 1925 (insert pertinent church facts).