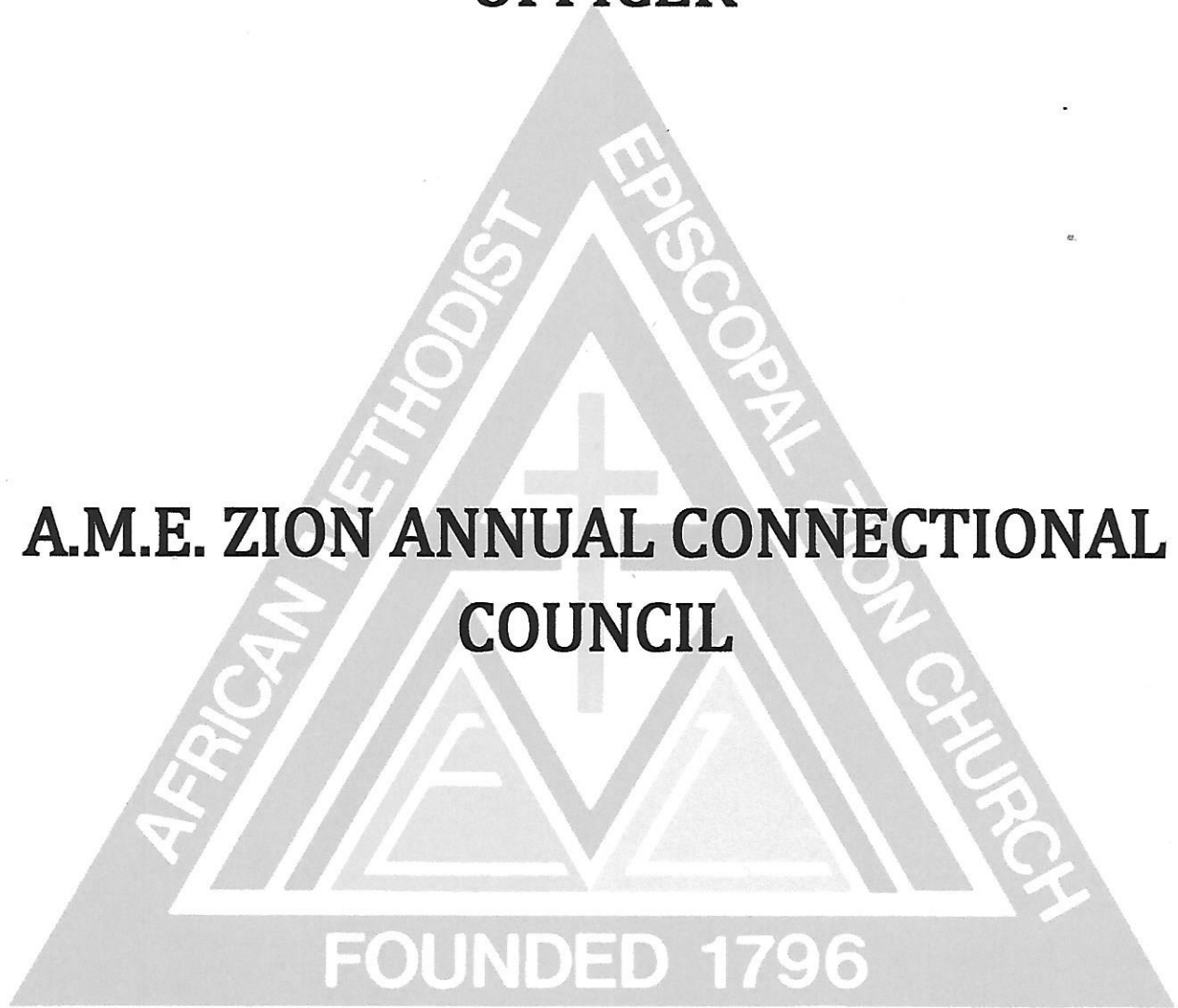


**CHIEF COMMUNICATIONS
OFFICER**

**A.M.E. ZION ANNUAL CONNECTIONAL
COUNCIL**



JULY 10-12, 2019

President Frencher and Members of the Connectional Council

I greet you in the only name that matters, Jesus Christ, our Lord and Savior by whose grace and mercy I am able to serve this great church and give an account of my labors as the Chief Communications Officer (CCO) and 17th Editor of the Star of Zion, the Official Voice of the African Methodist Episcopal Zion Church (A.M.E. Zion). Our desire as the Star of Zion Communications Department is to “Magnify God’s Message Thru Media” in order to edify this great body of believers by highlighting breaking urban religious news, by colorfully displaying religious events, by digitally and photographically exhibiting regional progress, and by providing paramount technology and web application services and thereby strengthening the brand of the A.M.E. Zion Church. I am truly thankful to all of Zion for your unwavering trust and support of this Communications Department in all of its endeavors to make this multimedia department a paramount production.

The Star of Zion Communications Department is fully in the “restructuring” season of this multimedia communications department. It is our desire to provide communication services with passion, and excellence using the most up to date media vehicles available to us. The department will continue to provide and implement communication standards by which the church must utilize in order to maintain integrity in this media driven culture. The Star of Zion Communications Department has or is in the process of:

- Held quarterly prayer meetings focusing on Health, God’s Power, God’s Presence, God’s Protection, God’s Provisions, and Unity of the team.
- Providing onsite coverage of connectional and regional events via WSOZ, our YouTube news channel, per request.
- Published the Quarterly Review (QR) for 2018.
- Completed the copyright and trademark packages for SOZ & QR and submitted to Ms. Tina Wheeler/Accion Group for processing.
- Assisted General Officer Departments and Connectional Departments in preparation of their respective copyright and trademark packages.
- Completed Website Registration and Certification Process for soznews.org
- Completed Communications Policy and Procedure Manual for the A.M.E. Zion Church to include policies that will provide protocol for communicating official information such as: bereavement form, campaign advertisement packages, copyright process, trademark process, periodical submission guidelines, press release form, services provided by the SOZ Communications department, website asset registration and certification process for all web assets under the A.M.E. Zion Church banner, and social media etiquette for A.M.E. Zion social media pages. (*See Communications Manual @ soznews.org*). This manual is located on the soznews.org website and is downloadable at no cost.
- Maintained amez.org website utilizing Sirius Networks - Mr. Chris Bowen.

- Developed list of Communication Services and Cost to enhance the budget of the department. (*See Communications Manual @ soznews.org*)
- Keynote Speaker at the Commission on the Status of Women62 Conference at the United Nations March 2018 for the World Federation of Methodist and Uniting Church Women.

BRANDING FOR THE AME ZION CHURCH

The purpose of our brand is to expose the church, mission, and emphasis on ministry and social change in the United States and abroad. The A.M.E. Zion Church brand should be consistent with the legacy and history of the church with an inclusion of the various innovative approaches utilized to guide spiritual development.

Copyright and Trademark Service

We have continued to work with the Accion Group Enterprises for obtaining copyrights and trademarks for all of the AME Zion Church logos, emblems, and printed materials. It should be noted that any organization that will create a logo and tagline and its planned usage will be greater than 6 months, will need to have that logo and or tagline trademarked. Also if that trademark and tagline will be used on products that will be sold that there is an additional cost to legally do that. If organizations would like to secure their copyright and trademark protection utilizing other resources outside of the Accion Group, they may do so, however they must provide the Communications Department and the General Secretary Auditor' Office with a copy of their certificates once they have obtained the necessary protection. The process for obtaining copyright and trademarks are provided in the Communications Manual (*See Communications Manual @ soznews.org*). It is vital that you know that the U.S. Copyright office and the U.S. Patent and Trademark office are the only 2 entities that can legally provide copyrights and trademarks.

The CCO has held individual work sessions with the General Officer Departments and the two Connectional Departments, per request , to assist those departments in preparing their respective copyright and trademark packages to be submitted to the Accion Group. The following are the packages that have been completed and submitted:

1. Department of Church Growth and Development
2. Zion Benefits Services
3. Global Missions
4. The Star of Zion
5. The Quarterly Review
6. The Connectional Lay Council
7. *The AME Zion Publishing House

* Denotes - *the Publishing House has completed their package and that information is inclusive in COO's report.*

WEB APPLICATION SERVICES FOR THE AME ZION CHURCH

As the dissemination of the good news continues to evolve, the church must keep up. While the message does not change, its means of delivery does – and at a rapid pace. The Star of Zion Communications is proud to say we are striving to utilize various avenues of media in a constant effort to reach Zion with the latest in technology.

Web Technology and Branding

The Communication Department's function and two of its top organizational related jobs are corporate communications and corporate branding. The CCO's responsibility is to shape and safeguard the Church's reputation CCO's functional mandate. One of the highest priorities of the CCO's function is to manage, monitor, and protect the communications including the brand of the church and the protection of its reputation. The balance of managing communications, brand, and reputation as indivisible assets is essential. This has led to the integration of our technology, marketing, and corporate communications.

Managing, Monitoring , and Protecting Communications and the Brand of the Church.

- **Web Asset Registration-** The CCO has partnered with the Church's current technology partner, Sirius Networks (SN) to create a site database where churches, annual conferences, district conferences, organizations that are in some way representing the church or utilizing its logo in any way or its brand will be required to submit information for registering their website, social media sites, blogs, mobile apps, online digital print media, web podcasts, and digital video casts with the SOZC Department. This will provide a database inventory of users operating under the brand of the AME Zion Church. The General Officer Departments and Connectional Departments that have registered are as follows:
 1. www.amezpublishinghouse.com - Adm. Mr. Herbert Watkins
 2. www.ameziongsa.com - Adm. Ms. Kenya Clea
 3. www.soznews.org - Adm. Mr. Dempsey Mills
 4. www.ameziondevelopment.org - Adm. Rev. Nicole Harris
 5. www.zionbenefits.org - Adm. Mrs. Eddyce Hobson
 6. www.cedamezion.com - Adm. Ms. Jennifer Ruffin
 7. www.globalmissionszion.org - Adm. Mr. Steven Mullis
 8. www.connectionallaycouncil.org -Adm. Dr. Mary Matthews
 9. www.WHOMS.org - Adm. Jacqueline Anthony
 10. www.imlaamezion.org - Adm. Ms. Lakesha Womack

- **Web Branding Certification Program Criteria - (*See Communications Manual @ soznews.org*)** The CCO partnered with SN to design and develop a certification program that churches, district and annual conferences, episcopal districts, general office departments, connectional organizations that are representing the church or utilizing its logo or brand in any way will receive a certified certificate once the respective certification has been completed. This certificate will signify that those brands have met the requirements. This certification will require a recertification every two years for a cost of \$150.00. The process began in December of 2018. The following websites have been certified:

1. amezpublishinghouse.com
2. zionbenefits.org
3. soznews.org
4. connectionallaycouncil.org
5. WHOMS.org
6. globalmissionszion.org
7. ameziondevelopment.org (*in progress*).

- **Social Media Etiquette - (*See Communications Manual @ soznews.org*)** The SOZC Department recognizes the important and benefits of communicating thru social media; therefore, the SOZC department has developed a policy in place to protect the brand of the A.M.E. Zion Church when using social media to disseminate information related to the the A.M.E. Zion Church. Please note that these policies cannot be fully enforced without the appropriate personnel, a Social Media Compliance Officer.

- **Web Brand Monitoring, Auditing, and Reporting - (*Process to begin Fall of 2019*)**. The CCO proposes to partner with SN or other IT vendor to provide brand monitoring services to ensure that all registered churches, groups, departments, and organizations that are in some way representing the church or utilizing its logo in any way or its brand, are abiding by the policies and guidelines set by the CCO. The SN or other IT auditing vendor will audit and report on both registered authorized and non-authorized users as well as those that are not registered but continue to misuse the brand of the church as determined by the policies and guidelines created by the SOZC Department .

Episcopal Communication Team Services

To aid the SOZC Department in providing Zion with accurate and efficient communicative services, we would ask that each Bishop would appoint an **Episcopal Communication Team**. The team members should possess great people skills, media and IT knowledge & experience, excellent writing skills, and photography experience, staging, videography, and audio skills. The Episcopal Team would enhance consistent

branding efforts, as well as work with the communications department to better serve Zion. The work for this team would include the following:

- Work with the SOZC Dept. to ensure accuracy of information involving that Episcopal District (ED).
- Manage media relations and maximize media opportunities for the ED.
- Create and Launch press releases after approval from CCO office and marketing campaigns regarding events and news in the ED.
- Submit new dates, articles, and information electronically to the SOZC Department. The CCO will determine and approve those items that should be placed on the corporate web portal and will submit all images and details to SN, who will update the corporate site.
- Develop strong relationships with media reps. in the respective ED.
- Promote Churches of ED as features on various media vehicles (i.e. AMEZ.ORG, soznews.org, radio, TV, internet, livestream, WSOZ, SOZ newspaper) when availability presents itself.
- Ensure that the media throughout the ED is in compliance with the policies set forth by the SOZC Department.
- Provide media services for conference meetings within the ED.
- The team for each ED will need to be identified by **February 2020**.

Moving Forward: As the Department of Communications continues to grow, and in order for the department to provide excellent service in this media driven culture, we recognize that there is an ever growing need to identify new personnel that will strengthen the departments performance in meeting the communicative needs of Zion. It is our desire to have identified the appropriate personnel by February 2020. We have also purchased new software that will enhance the departments services by yielding the department the capability of providing a higher level of quality of videography, design, photography and the web.

THE STAR OF ZION NEWSPAPER (SOZ)

Already unique because of our stature as the second oldest African American Continually printed newspaper in the country, and just recently celebrated its 140th birthday, our staff continues to concentrate on being the BEST religious news media vehicle available with critically acclaimed breaking news and information.

As usual our thrust has been to provide on the scene coverage of events and breaking news, then rush back for quick dissemination through the proficient publishing professionals at the SOZ. The SOZ team has:

- Maintained our domestic bulk drop shipments to 25 churches (*See Appendix A*).
- Maintained our overseas bulk drop shipments on a quarterly basis (*See Appendix B*).

- Continued to interact and connect with over 1700 individuals in 15 countries on a daily basis via Star of Zion Facebook Page (*See Appendix C*).
- Maintained Star of Zion Twitter Page (#officialsoz).
- Maintained all SOZ websites: soznews.org , littlestarsofzion.com , and risingstarsofzion.com.
- Published the largest edition in the history of the Star of Zion - December 2018 issue, 48 pages.
- Secured Partnership with the NAACP for a new section in the SOZ Newspaper entitled “News from the NAACP”.
- Launched new section in the SOZ Newspaper entitled “Street Law” by Mr. Joseph King Davis, Jr.
- Secured over \$21,000 in advertising (\$3000 increase from 2017).

The advertising resource at the Star of Zion has proven to be very beneficial, especially during our periods of lagging income. We solicit each bishop to continue to allocate a page of advertising for annual, regional, and Episcopal area news for a cost of \$375.00. Submission guidelines for the SOZ Newspaper are located on page 4 each month, except December, when space permits. These changes will also appear on soznews.org and are located in the Communications Manual. As we strive for communicative excellence, your assistance in making our proactive conception of this media vehicle a virtual snapshot of Zionites locally and globally is crucial to making the Star of Zion even better as we strive for communicative excellence.

SOZ Challenges

- Annual Conferences NOT AUDITING periodical list quarterly NOR annually.
- Deceased subscribers remaining on subscription list.
- Duplicate names on subscription list.
- Names left off of annual conference list.
- Non-payment for printed advertisements and/or spreads in SOZ newspaper
- Computer database corrupted.
- Database Manipulation 4 times before going out into the mail.
- Mailing Company omitting mailing labels on the newspaper.
- Lack of timeliness by individuals for reporting address changes
- Lack of readership auditing their mailing labels for minor errors that will cause paper not to be delivered or thrown away by USPS (apt. number miscues, P.O. Box inadequacies, incorrect zip codes).
- Postal Problems that continue to plague the SOZ are as follows:
 - USPS Mailing bundles of papers to incorrect facilities for mailing
 - Undeliverable addresses
 - No forwarding address or forwarding address expired
 - No mail receptacles
- Lack of Children’s News for Little Stars of Zion Section.
- Lack of effective use of the RisingStarsofZion.com website.

- Costly shipping expense to overseas areas quarterly
- Overseas areas wanting the Star of Zion Newspaper more frequently.

Moving Forward (*Note: The information in the following paragraph also applies to the QR*)

Disgruntled readers continue to call expressing dismay over not receiving their Star and after researching their problem one of the aforementioned challenges is usually the culprit. It is vitally important that our office is given VERBAL or WRITTEN NOTIFICATION of changes regarding a subscriber's address, change of conference or change in subscription status (conference or individual) immediately in order to avoid interruption/cancellation of subscription. In order to serve the church more efficiently, the SOZ office has implemented the following new practices to ensure that our readers receive their papers:

- Implemented a publication watch service for readers who have experienced a continual problem.
- Purchased and downloaded the latest version of the database subscription program
- Re-entered all names of sscribers into the database
- Lake Printing will assess our addresses in the database and provide the Department with a list of non-deliverable addresses prior to mail out. This action will cut down on amount of returned postage.
- Alpha Mailing will verify data files when files are transferred.
- Will begin a pilot electronic distribution program of the SOZ Newspaper utilizing our small representation of our current subscribers (1 from each state side episcopal district equaling 9 subscribers) and 1 from each overseas conference (designated by the Presiding Prelate of the overseas area).

The Independent Review Report and Financial Statement for the Communications Department to include the Star of Zion Newspaper, and the Quarterly Review, will be provided at the end of the report.

Appendix A

Domestic Bulk Drop Shipments

Cameron Grove AME Zion Church, Broadway, North Carolina
 Columbus Avenue AME Zion Church, Boston, Massachusetts
 Daniels Chapel AME Zion Church, Phoenix, Illinois
 First AME Zion Church, Pasadena, California
 First Good Samaritan AME Zion Church, Erie Pennsylvania
 Greater Centennial AME Zion Church, Mt. Vernon, New York
 Greater Unity AME Zion Church, Sharon, South Carolina
 Greater Walters AME Zion Church, Chicago, Illinois
 Greater Warner Tabernacle AME Zion Church, Knoxville, Tennessee

Greenville Memorial AME Zion Church, Charlotte, North Carolina
Rev. James Jackson, Cosada, Alabama
Liberty Hill AME Zion Church, Clover, South Carolina
Lomax Temple AME Zion Church, Detroit, Michigan
Martin Temple AME Zion Church, Chicago, Illinois
Logan Temple AME Zion Church, Knoxville, Tennessee
Saint James AME Zion Church, San Mateo, California
Saint Matthews AME Zion Church, Sewyckley, Pennsylvania
Simon Temple AME Zion Church, Fayetteville, North Carolina
Stoner Memorial AME Zion Church, Louisville, Kentucky
Trinity AME Zion Church, Washington, D.C.
Wallace Chapel AME Zion Church, Summit, New Jersey
Walls Memorial AME Zion Church, Buffalo, New York
Washington-Metropolitan AME Zion Church, St. Louis, Missouri
Wesley Union AME Zion Church, Harrisburg, Pennsylvania

Appendix B
Overseas Quarterly Bulk Drop Shipments

Bahamas
Ghana
London England
Manchester/Midland England
Nigeria
Trinidad/Tobago
Central Southern African Episcopal District

Appendix C
Facebook Page Global Connections

Barbados
Cyprus
Ethiopia
Ghana
India
Indonesia
Madagascar
Nigeria
Philippines
South Africa
Togo
Tunisia
United Kingdom

QUARTERLY REVIEW

The A. M. E. Zion Quarterly Review publishes scholarly articles exclusively. Articles and sermons written by prominent national figures and the Bishops of the A. M. E. Zion Church may preempt the journal's scholarly publication guidelines.

We still have not been receiving enough scholarly articles to engage a highly selective screening process attributable to peer-review journals. The journal's editor, however, has researched intensively submissions with questionable content. One such article was declined because its writer demonstrated a lack of knowledge on his chosen subject. Moreover, the editor consulted with the author and suggested several scholarly resources that could strengthen his knowledge of the subject for writing a more informed article. The subject matter of this potential article is of great interest to The Quarterly Review. The editor has also, for publication purposes, rewritten structural deficiencies in what would otherwise be good substantive articles.

The Quarterly Review has published scholarly articles covering a variety of academic disciplines in theology and church history, with one article written by Bishop W. Darin Moore: "National Council of Churches Rally to End Racism," 131.4 (October 2018): 1-2.

I. A.M.E. Zion Church History

1. William McKeith, "A Study of the James Varick and Peter Williams Controversy: Insights from William J. Walls and David H. Bradley, Sr.," 131.3 (July 2018): 7-24.
2. William McKeith, "Senior Bishops of the A.M.E. Zion Church," 131.3 (July 2018): 25-26.
3. William McKeith, "Timeline: Founding of the African Methodist Episcopal Zion Church," 131.4 (October 2018): 18-22.

II. Liturgical Studies

4. Andre Resner, "An Apocalypsed Gospel: Anticipation, Participation and Contradiction," 131.3 (July 2018): 1-6.
5. Kristen J. R. Berry, "The Purpose of Christian Worship Using Reflections of Howard Thurman," 131.4 (October 2018): 3-6.
6. William McKeith, "Worship in The A. M. E. Zion Church," 131.4 (October 2018): 7-10.

III. Biblical Studies

7. Lamont Foster, Sr., "The Truth of the Matter: An Exegesis of Matthew 28.1-10," 132.1 (January 2019): 1-8.

IV. Historical Studies

8. Reginald W. Brown, “Why Is There a Seminary Called Hood?” 131.4 (October 2018): 11-17.

V. Ministerial Studies

9. Darwin D. Little, “The Fear of Congregational Abandonment Caused by Itinerant Ministry: Biblical Foundation,” 132.1 (January 2018): 9-20.

VI. Wesleyan Studies

10. Vincent Howell, “Book Review: A Year with John Wesley and Our Methodist Values,” 132.1 (January 2019): 21-22.

Quarterly Review Challenges (Same as SOZ Newspaper)

- Annual Conferences NOT AUDITING periodical list quarterly NOR annually.
- Deceased subscribers remaining on subscription list.
- Duplicate names on subscription list.
- Names left off of annual conference list.
- Computer database glitches due to merger of databases and development of one unified periodical database.
- Lack of timeliness by individuals for reporting address changes
- Lack of readership auditing their mailing labels for minor errors that will cause paper not to be delivered or thrown away by USPS (apt. number miscues, P.O. Box inadequacies, incorrect zip codes).
- Postal Problems that continue to plague the SOZ are as follows:
 - Undeliverable addresses
 - No forwarding address or forwarding address expired
 - No mail receptacles
 - Lack of Scholarly Articles

Moving Forward: Due to the high volume of returns for the Quarterly Review, the Communications Department has implemented the same measures to address this issue that were stated under the SOZ Newspaper. Therefore, the SOZC Department will continue to remain Faithful, Focused, and Fruitful in providing excellence to all of our readers. Publishing guidelines for the Quarterly Review are included in the Communications Manual (*See Communications Manual at soznews.org*).

As the leader in information about the Freedom Church, we will continue to operate in the mode of excellence by providing up to date web news summaries that are traditionally left out of the mainline news dissemination process, as well as provide the church with accurate and well formatted communications. It is my hope and desire to “MAGNIFY GOD’S MESSAGE THRU MEDIA”, and provide the kind of growth and communicative leadership that will help to secure Zion’s legacy as a church where integrity is our highest value and excellence is our mode of operation. I solicit your prayers and support to this end.

The CCO would like to thank God for His amazing grace and mercy that He has shown the Department of Communications; Bishop George D. Crenshaw, Chairman of the Communications Board, and the entire Board of Communications; my General Officer Colleagues, and the best Communications Team that God has divinely connected!

To God Be the Glory!

Humbly Submitted With A Grateful Heart and Excited About Service!!

Mrs. Addie L.H. Lisby, Chief Communications Officer

&

17th Editor of The Star of Zion Newspaper