

The Continuity of The Eternal Word in New Media

Outline

- Building a Relationship
 - The Eternal Word...
 - ...calls us to a New Evangelization
- Sharing the Relationship
 - Social Media is not Broadcast Media
 - Engage Your Audience with a Relationship

The Eternal Word...

I. PROLOGUE*

CHAPTER 1

1 In the beginning* was the Word,
and the Word was with God,
and the Word was God.^a

2 He was in the beginning with God.
3 All things came to be through him,
and without him nothing came to
be.^b

What came to be* 4 through him was
life, and this life was the light of the

human race;^c
light shines in the darkness,^d
darkness has not overcome

10 He was in the
and the
him,
but the

11 He came
but hi
him

12 i But
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14

The Eternal Word...

- Our task: Continue proclaiming this Word.
- Our goal:
 - Attract an audience
 - Instruct the audience
 - Sanctify the audience
(not through our action or power, but with our help)

The Eternal Word...

- First we must nurture our own souls by:
 - Receiving the Sacraments
 - Learning our Faith
 - Personal Prayer
 - “Jesus preached by day, by night he prayed.”

The Eternal Word...

- “No one can give what he does not personally possess.” (Pope Benedict XVI)
- Our entire mission, as Catholic communicators, derives its meaning and purpose from our personal relationship with Christ.

...calls us to a
New Evangelization

New Evangelization

- It's all about a relationship.
- What is it **not**?
Immediately attracting large audiences with new methods of communication.
- What is it?
The organic growth of the Church, built on individual relationships rooted in Christ.

New Evangelization

- What does this mean to us today?
- You will not have immediate success using new media!
- Individual relationships are still the foundation of growth.

New Evangelization

- Personal spiritual life = utmost importance.
- Google+ will fade. Facebook will fade.
- The Eternal Word will never diminish. He is the foundation of our communication.

Sharing the Relationship

Social Media ≠ Broadcast Media

- People are not ‘information receptors’.
- Communicate ‘with’ and not ‘at’.
- People aren’t attending liturgies, picking up bulletins, visiting our websites... why?
- We’re not building a good relationship!

Relational Media

- People want something to which they can relate.
- We're lucky, because we have Christ!
- We need to do better, though:
 - No ‘throwing Christ at people’.
 - No talking about Christ without knowing the Truth.

Engaging an Audience

- Switch from ‘broadcasting a message’ to ‘engaging an audience’.
- Never compromise who you are.
- Don’t stake ego on how many people hear your message.
- Broadcast is only effective once you’ve established a relationship (e.g. Liturgy).

Engaging through Relationship

Engaging through Relationship

- Keep your message *clear* and *simple*.
- You are your organization's filter.
- Respect your audience's time/attention.

Making Do

- With limited budgets, we must make do.
- Make incremental, measurable changes in communication strategy.
- Monitor website with Google Analytics.
- Know your limits! DIY is not always good.



Image Source: theplumbinginfo.com

Build a Consistent Brand

- People should recognize your organization everywhere they look.
- Color, Design, Content.
- Jesus' brand is love. What is yours?

Improve Signal-to-Noise

- World Communications Day 2012 Theme: Silence.
- “Silence, precisely because it favors habits of discernment and reflection, can in fact be seen primarily as a means of welcoming the Word.”
- Silence in your own life can help you filter the noise in your communication.

Timeline

Nice heads up! Thanks. RT @barnabyte PJ on Jimmy Fallon tonight.

currenttime
9:30pm Pacific • 10:30pm Mountain • 11:30pm Central • 12:30am Eastern
1 min

alwayscatholic
My Special #FF's: @CatholicLisa @Sr_Lisa @MatthewJLB @lexy315
@CarrieKHutchens @ekklesia7 @nursemom90 @Laddiecat @StDeclan
@Speramus
2 mins

SrHelenaBurns
Watch opening scene of courageousthemovie.com Toldja Sherwood
Pictures has a way with action scenes.... :]
3 mins

AlexU_A
Reading: Scientists Confirm That Doing Mushrooms Makes You More
Awesome [Drugs] zivte.ch/r5ll3q
6 mins

SrHelenaBurns
When's the last time you saw TV / film really dealing with what it means to be
a good Dad? I thought so. courageousthemovie.com Go. Now.
6 mins

YIMCatholic
880 Likes by Oct 1! Remember when my fancy calculator projected 850?
7 mins

Communicate for Comprehension

- Speak in a language people understand.
- ~~RCIA, CRHP, CCD, PSR~~, etc.



Communicate for Comprehension

- Jesus teaches in a relational manner.
 - Example: Mt 21:33-43
 - What we say should not be too wordy, drawn out, or technical.

Communicate for Comprehension

- My guidelines for comprehension:
 - Embrace brevity.
 - Avoid acronyms.
 - Respect your audience.
 - Test your message (not on yourself).

Good News and Bad News

Bad News

- People are not paying attention to your message.

Good News

- God already has a plan to fix this problem.
- Spreading the word of God simply requires prayer, self-knowledge, and ability to relate.
- We have all the tools we need.
- People are hungry for Christ; Christ wants to feed people!

Summary

- Respect your audience, build a relationship with them.
- Don't get discouraged.
- It's all about a **relationship**.

Recommended Books

- Outspoken: Conversations on Church Communication (Schraeder)
- The Church and New Media: Blogging Converts, Online Activists, and Bishops Who Tweet (Vogt)
- Prophets on the Digital Continent: Guidance for Spreading the Gospel Today (Signalness)

More Info & Slides

- For more information about this talk, to download this presentation, and for links to everything mentioned:
<http://www.lifeisaprayer.com/cnmc-word>

