

No. 8362

RESOLUTION CONCERNING A MAJOR PRESENCE IN MEDIA

ADOPTED by the General Assembly

WHEREAS, communication of the Good News springs from response to God's grace, from obedience to Christ's mandate to his disciples in Matthew 28, and from the prompting of the Holy Spirit, and

WHEREAS, television, communications satellites, cable, home video, computers and other technologies are revolutionizing the way we communicate, and

WHEREAS, the General Assembly of the Christian Church (Disciples of Christ) has called "discriminating and effective" use of media one of the ten continuing "mission concerns" for the future, and

WHEREAS, the Administrative Committee of the General Board has called on the church's Office of Communication to initiate a "Major Presence in Media" aimed at providing new opportunities to proclaim the Gospel, developing a name recognition for the church among the general public and helping Disciples secure a better self image, and

WHEREAS, in response, the Office of Communication has developed a 10-year plan centering on (1) advertising, (2) television programming, (3) providing radio resources to congregations, (4) sharing ideas with media creators, and (5) establishing regional distribution/education/production centers, and costing in the range of one million dollars per year, and

WHEREAS, communication staff is committed to making the Major Presence in Media supportive of church growth efforts and priorities such as Church Advance Now, Growth for Witness, and Peace with Justice, and

WHEREAS, the Administrative Committee has urged that resources be promoted from committed individuals and other non-congregational sources;

THEREFORE, BE IT RESOLVED, that the General Assembly of the Christian Church (Disciples of Christ) meeting in San Antonio, Texas, September 23-28, 1983, express its strong support of an effective Disciples Major Presence in Media that would make a significant Disciples witness to the World, that would enhance Disciples' identity among the public, and that would promote Disciples' commitment to their church and its presence on the front line of ministry.