

THE TRUSTEES OF THE SOUTH CAROLINA UNITED METHODIST ADVOCATE

"It has a great shelf life"...were the words recently used by a reader to describe the Advocate. It has a great shelf life because the Advocate now has stories that our readers want to keep for referral, or as a keepsake of recognition of themselves, their church or activity, or district. There is excitement in the air over the new direction of the Advocate.

There is excitement because there is a lot to write about in our churches across the Conference. If your church is on the cutting edge, making a difference, or you have a significant story to tell, please get in touch with the Advocate and let them know. You may be the next feature. Coverage is not just about the churches but missions in South Carolina and around the world. There are also issues being addressed: issues that make us think, issues that stir our social conscience, issues that make us examine our theology. Front page stories since the 2008 Annual Conference have been about the Methodist Oaks, Payday lenders, Rural Mission, child abuse, Epworth's Early Intervention Center,

General Conference, education, older adults, a human interest story, and our South Carolina United Methodist related Colleges. Inside stories have featured UMVIM, Salkehatchie, Safe Sanctuary, small churches, youth basketball, prison ministries, soup kitchens, gun protests, after school programs, camps, and retreats to just name a few. When feasible the Advocate is covering clergy and laity events as they are happening. Health tips and resource center aids are featured monthly. The new advanced Web page for the Advocate is drawing more and more readers daily.

The staff continues to seek ways to make the Advocate a paper that is pleasant to the eye through the use of design. They are keeping up with technology available to newspapers today. Better editing is always a priority. They seek out training and participate in order to produce the best newspaper possible

The board has updated its bylaws, produced a policy manual, and is in the process of updating the employee handbook. Business, finance, and management practices have been examined and improved. A new procedure manual also is in place.

If you are reading this, you are a church leader. If you are not taking the Advocate, you are missing out on the best opportunity to know what is going on across our conference so that you can become a more informed leader.

*Marilyn Murphy, Chairperson Board of Trustees
South Carolina United Methodist Advocate,
Connecting United Methodists in South Carolina Since 1837*