

## CHAIR

James Cain

## MISSION

The PCCNA Communications & Media Commission seeks to facilitate communication and networking and to provide support for PCCNA members' communications and media teams.

## VISION

Discover, develop, and deploy Spirit-empowered communicators in all forms of media PROCLAIM the Good News of Jesus Christ to the church and to the culture. Encourage and equip Spirit-filled writers, broadcasters, and film makers to widen the witness of God's grace, hope, and peace

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# Communications & Media Commission News



## THE POSSIBILITIES OF MEMBERSHIP: CREATIVITY IN THE PCCNA

One of my favorite authors, Wendell Berry, describes the people in and around his fictional Port William, Kentucky, as a “membership.” In a [reflection](#) on Berry’s novel *Jayber Crow*, pastor Matt McCullough explains membership this way: “To belong to a community is to be at its disposal, to have given over all you have to be used for whatever your community needs. . . . It is a submission of yourself—your identity, your interests, your ambitions—to the needs of those to whom you’re bound.”<sup>1</sup> Those key ideas, giving and submission, have made the PCCNA what it is today—and those same values can strengthen our community and our individual institutions in the future.

And we *need* one another in new ways, especially where communication is concerned. To a church already in the middle of “the biggest communication shift in 500 years,” the COVID-19 pandemic presented even more significant challenge. As more churches moved online in 2020, church and ministry leaders first scrambled to answer *how* questions. How do we stream our services? How do we leverage social media for connections? How do we provide opportunities for online giving? Before long, as some churches began gathering again in the US and worldwide, some leaders began asking *why* or values-oriented questions about new media (e.g., TikTok). And I imagine that some of the most difficult questions lie ahead.

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<sup>1</sup> <https://www.thegospelcoalition.org/article/wendell-berry-and-the-beauty-of-membership/>

## POSSIBILITIES OF MEMBERSHIP

Members of the PCCNA's Communications and Media Commission have been wrestling with these and other questions—primarily in their areas of influence. But I was reminded in a recent Commission meeting that we are fundamentally *better together*. As an “informal organic network,” we can support the efforts of our members to engage with difficult questions. Our members will benefit individually from the experience and resources of others, and our collective work will benefit the ministry of the kingdom in the US and around the world.

And I imagine a still more powerful possibility. The shift in communication is not just about *quantity*. We certainly have more information available than ever before. But the *quality* of our communication—particularly in our Pentecostal/charismatic community—can create new and vibrant gospel opportunities. The quality of Pentecostal theology has never been better, in part because of the consistent work of the Society for Pentecostal Studies (SPS). Could we see a similar renaissance among Pentecostal/charismatic creatives? I believe we can, and perhaps our Commission membership can get it started.

—Jamie Cain, Commission Chair

If you are interested in connecting with the  
Communications & Media Commission,  
please email your contact information to  
Jamie Cain via [jcain@iphc.org](mailto:jcain@iphc.org).

## NEW COMMISSION CHAIR



The newly selected chair of the Communications and Media Commission is James “Jamie” Cain. Jamie serves as the Director of Communications for the International Pentecostal Holiness Church. He enjoys talking about #theology, #communications, #culturebuilding, and #christianeducation.

A storyteller with extensive experience in teaching, writing, and editing a variety of media, Jamie was formerly the Head of Vision and Advancement for Oak Hill Classical School, following his tenure as Campus Pastor and Instructor with Emmanuel College, Inc., teaching courses in English composition, literature, and creative writing. Having also worked as an editor with Tyndale House Publishers, his gifted writing skills are complemented by his servant heart and desire to see the truth of the gospel effectively communicated in this generation. He lives in Oklahoma City with his wife, three children, and a lazy dog.