



Joint Media Roles

A Representative's Role

VITAL TO THE SUCCESS OF THE COMMITTEE!

- ▶ Each branch church or society in SoCal may appoint one representative and an alternate to the JMC. Information is requested in early February with any changes to be updated throughout the year.
- ▶ Gives metaphysical support and serves as a liaison to the CSJMCSC.
- ▶ Attends CSJMCSC quarterly business meetings; available on Zoom and held on the third or fourth Saturday of January, April, July and October.
- ▶ In consultation with the branch/society Executive Board, presents a recommendation for contribution(s) to the CSJMCSC and follows through to confirm that contributions are sent.
- ▶ Works with branch/society Executive Board, Clerk, Lecture Chair, Reading Room Librarian, and Sunday School Superintendent to familiarize them with services offered by CSJMCSC that will attract, bless and bring about healing in the local community.
- ▶ Ensures valid Google listing for church and Reading Room, adds photos, and encourages reviews.
- ▶ Ensures branch/society website has good photos and current information. Works with Clerk, Lecture Chair, Reading Room Librarian, and Sunday School Superintendent to add information.
- ▶ Regularly visits the JMC website(s) to become familiar with updates.
- ▶ Encourages local & TMC members to record video testimonies for websites and sends contact info to contact@prayerthatheals.org.
- ▶ *BE A HERALD!*

A Clerk's Role

- ▶ Stays in contact with Representative to JMC.
- ▶ Serves as a major messenger to the membership – an important herald!
- ▶ Becomes familiar with the services of the JMC.
- ▶ Early in the calendar year, watches for the JMC mailing with donation information and confirms or sends new information regarding the branch/society representative's name and contact information.
- ▶ Coordinates with the Representative and Treasurer to verify that donation is sent.
- ▶ Distributes flyers, desk announcements, and other communications from the JMC as needed. Stays in contact with Representative to JMC.
- ▶ Distributes the JMC quarterly newsletter to membership. (Takes care to remove the "unsubscribe" tab so a member does not inadvertently remove church/society email.)
- ▶ Verifies Google listing for church and coordinates with RR Librarian if RR has separate listing.
- ▶ Clicks on "Info for Churches" link at bottom of every page on PrayerThatHeals.org for information and helpful resources.
- ▶ Checks Master Calendar on website regularly to be informed of area wide activities.
- ▶ Coordinates with the Representative to see that a supply of bookmarks is available for distribution by the membership, at church services, at lectures, and in the Reading Room.
- ▶ *BE A HERALD!*

Executive Board Members' Role

- ▶ Become familiar with the services of the JMC.
- ▶ Coordinate with your Clerk/Treasurer and JMC Representative to approve and send regular contributions to the JMC.

Executive Board Members' Role (Continued)

- ▶ Help expand the branch/society presence in the community.
- ▶ Assess community contacts; attend other organization meetings; identify relationships that may be deepened; work with your church committee chairs to solidify relationships. Be aware of community activities where participation and support may be offered.
- ▶ Visit the JMC websites to see current information.
- ▶ Click on "Info for Churches" link at the bottom of every page to take you to pages providing valuable internal information.
- ▶ Be aware of the ad campaigns possible for branch/society activities.
- ▶ Make use of the Master Calendar on the website to list any special event or CS lecture you are sponsoring.
- ▶ Try out the 24/7 phone line and know what services it offers.
- ▶ Ask questions.
- ▶ *BE A HERALD!*

Lecture Chair's Role

- ▶ Familiarize yourself with the JMC services that will extend your lecture outreach.
- ▶ Decide if you want to contract for a Facebook ad campaign and at what level, e.g. \$300, \$600, \$900. You will be given a report of responses by the JMC following your lecture.
- ▶ Subsequent Facebook ad campaigns can target "engagement" from previous ads.
- ▶ Reply to JMC email about Facebook advertising with the amount of your ad budget and a PDF of your flyer at least one month before lecture.
- ▶ List your event on the PTH Master Calendar as soon as you know the date. Send the information to contact@prayerthatheals.org.

- ▶ If you wish to film your lecture, email contact@prayerthatheals.org to see if film crew is available. Having your lecture posted on YouTube significantly increases the people benefiting from your lecture.

- ▶ *BE A HERALD!*

Reading Room Librarian's Role

- ▶ Be familiar with the websites and opportunities to use JMC social media to attract the public to the Reading Room.
- ▶ Check your RR Google listing. Do you own it? Upload photos. Encourage reviews.
- ▶ Use Weekly CS Monitor covers, book covers, products, pamphlets, events, your window displays, etc. Go to "Info for Churches" on PTH.
- ▶ Have PTH and LOQS open on a computer in the Reading Room.
- ▶ Display 24/7 phone line on poster.
- ▶ Distribute bookmarks.
- ▶ *BE A HERALD!*

Sunday School Superintendent's Role

- ▶ Be familiar with the websites and their info that can attract youth to Sunday School.
- ▶ Set up a computer before Sunday School begins with the websites displayed.
- ▶ Show short videos (under 60 sec.) to students, & 12, 15 and 20-minute talks on Christian Science.
- ▶ Familiarize youth with prayer tips, mental health podcasts, camps, internships, educational opportunities on websites.
- ▶ Promote youth activities through websites.
- ▶ Use the Master Calendar for your events. Join forces with another branch/society for events.
- ▶ *BE A HERALD!*

