

Communications Report

Dr. Steve McNeil

The Communications team of the State Convention of Baptists in Indiana (SCBI) seeks to communicate the stories of our churches to our state and beyond. We use the following tools to tell these stories.

- The **Indiana Baptist Magazine** - this print edition of the work of SCBI is printed and mailed out four times per year to over 10,000 subscribers. The magazine is also available on our web page.
- The **SCBI Web page** - is a focal point of our communication strategy. We utilize the magazine, cards, email blasts and other means to encourage people to go to www.scbi.org to learn about new programs and resources that are available through our convention staff teams. The Indiana Baptist Magazine which is available on our web site has a subscription of 165.
- **Facebook** - is another means we use to tell the story, to promote upcoming events and to inform and educate our SCBI family.
- **Twitter** - and Facebook are linked together so that what is sent out via one also goes out on the other.

During our SCBI Executive Board meeting in August of 2018, the board voted to discontinue printing of the quarterly Indiana Baptist Magazine and move that to a digital format.

Replacing the printed copy will be a monthly digital e-newsletter to pastors and gradually move this to a subscription process as well. This will allow SCBI to tell its story more often and more inexpensively. The SCBI team would like to see the e-newsletter become bi-monthly and also make available a PDF download for those in the SCBI family who want to have something in print. A person or church can download the Indiana Baptist in the PDF format and print it out for members.