

Script: About the Advocate

For people speaking on behalf of the South Carolina United Methodist Advocate's newspaper ministry on Advocate Awareness Day (May 21, 2017) or any other time

Time: 3 minutes

Today, I'd like to share for just a couple of minutes about an important but not very well-known ministry of The United Methodist Church in South Carolina: our conference's monthly award-winning newspaper, the Advocate.

The South Carolina United Methodist Advocate is the oldest continuously published newspaper in Methodism. It started in 1837, and this year, it turns 180 years old.

The Advocate is a newspaper ministry committed to journalistic excellence and to shining the light of Christ throughout South Carolina. All it does is prayer-based. Its mission is to inform and connect South Carolina United Methodists by independently reporting relevant news, engaging readers, providing a forum for dialogue and sharing the Gospel of Jesus Christ.

It's also a first-rate publication. Since 2010, it has won 94 awards for journalistic excellence, and that is impressive considering it only has two staffers: Editor Jessica Brodie and Assistant Editor Allison Trussell, who are both United Methodist laity.

The Advocate is an independent publication, but it receives some conference funding. It works closely with the conference to help tell the stories of the UMC in this state. The newspaper goes free to every United Methodist pastor in South Carolina, and other readers are invited to subscribe to the Advocate for a small cost, or connect for free on its website or on social media, like Facebook and Twitter.

The Advocate is a great way for you to know what is going on in The United Methodist Church outside of this congregation. It not only has front-page critical news articles and feature stories written by its staff, but it also contains news that is submitted from churches like this one, and districts across the state. In fact, the Advocate invites all United Methodist churches and individuals to submit their news; they have a goal of getting in the paper everything they receive in one way or another, whether that is photos, press releases, letters to the editor, or calendar items. They also have ads.

If you are interested in subscribing to the Advocate, or submitting news, you can do that through their website, or you can also call or email them. They're really receptive and accessible, and they want to do all they can to help. Subscriptions cost \$15 a year for the print edition or \$8 a year for the online edition. If you're submitting news, you'll want to do that 1-2 months in advance.

Here is their information:

- Their website is www.advocatesc.org
- Their email is advocate@umcsc.org
- Their phone number is 803-786-9486 (just ask for the Advocate)
- If you want to connect on Facebook and Twitter, they're at [advocatesc](https://www.facebook.com/advocatesc)
- You can also Google them and find them at advocatesc

Thank you!