

Talking Points 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

What is the Advocate?

- The *South Carolina United Methodist Advocate* is the oldest continuously published newspaper in Methodism.
- It started in 1837 (180 years old).
- The *Advocate* is a newspaper ministry committed to journalistic excellence and 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.
- The *Advocate* is an independent publication, but it receives conference funding.
- It has won 94 awards for journalistic excellence since 2010.
- It works closely with the conference and Communications Office to help tell the stories of the UMC in this state.
- It has a staff of two United Methodist laity—Editor Jessica Brodie and Assistant Editor Allison Trussell—and a board of trustees.
- It has an estimated 50,000 diverse readers in UMCs across South Carolina.

Three important things you should know:

1. The “new” Advocate is top-notch.

- Last seven years have seen much change: new outreach, bolder design, new relevance/excellence.
- Trying to balance traditional models (print publication) with new innovations (award-winning website, online subscriptions, Facebook and Twitter)
- Editor Jessica Brodie is accessible and passionate. Email anytime: jbrodie@umcsc.org
- It's all to glorify Christ and increase disciples.

2. Your church news is wanted.

- Free news submissions, as well as paid display and classified ads, are always welcome.
- Churches/pastors/individuals can submit news every month.
- Submissions include press releases, high-resolution photos, letters to the editor, calendar of events items, classified or display ads, story ideas, etc.
- Deadline is the 10th of every month for the following month's edition (except for July paper, which is June 1 because of Annual Conference).
- Email is preferred: advocate@umcsc.org or jbrodie@umcsc.org. Also phone: 803-786-9486. Fax: 803-735-8168. Mail: 4908 Colonial Drive, Columbia, SC 29203.

3. Many ways to read the Advocate; please subscribe.

- Individuals: Subscribe to the full version (online \$8/year; print \$15) at AdvocateSC.org.
- Churches: Enroll in a church plan (print plan \$10/person; online plan for the full church \$1/member based on average weekly attendance).
- Read the scaled-down version for free at AdvocateSC.org.
- Engage on Facebook at facebook.com/advocatesc or Twitter [@advocatesc](https://twitter.com/advocatesc).
- Many stories on UMC.org, distributed via United Methodist News Service and in various denomination magazines, e.g. the Interpreter and Response magazine.