

# Talking Points about the Advocate

*For people speaking on behalf of the South Carolina United Methodist Advocate's newspaper ministry on Advocate Awareness Day or any other time*

## **What is the Advocate?**

- The *South Carolina United Methodist Advocate* is the oldest newspaper in Methodism.
- It started in 1837
- 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 100+ awards for journalistic excellence since 2010.
- It works closely with the conference 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.

## **FOUR important things you should know:**

### **1. The “new” Advocate is top-notch.**

- New outreach, bolder design, new relevance/excellence.
- Trying to balance traditional models (print publication) with new innovations (website, online subscriptions, social media)
- Editor Jessica Brodie is accessible and passionate. Email anytime: [jbrodie@umcsc.org](mailto:jbrodie@umcsc.org)
- Purpose to glorify Christ and increase disciples.
- Fair and balanced news. All viewpoints welcome.

### **2. Your church news is wanted.**

- Free news submissions are always welcome (even monthly).
- Paid display and classified ads available
- Send press releases, photos, letters to the editor, calendar items, 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](mailto:advocate@umcsc.org) or [jbrodie@umcsc.org](mailto: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](http://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](http://AdvocateSC.org).
- Engage on Facebook at [facebook.com/advocatesc](https://facebook.com/advocatesc) or Twitter [@advocatesc](https://twitter.com/advocatesc).

### **4. New Advocate Press publishes books for S.C. United Methodists**

- 40-day devotional “More Like Jesus” written by Advocate Editor Jessica Brodie.
- Racial narratives book “Stories of Racial Awakening” with foreword by Bishop Holston.
- On sale at [www.advocatesc.org/books](http://www.advocatesc.org/books).