

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 112 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 eager to help. Email anytime: 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 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).

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.