



INTERPROVINCIAL BOARD
OF COMMUNICATION

Report to the Synod of 2014 From The Interprovincial Board of Communication (IBOC)

Why We Are Here (our mission, purpose and structure)

The purpose of the Interprovincial Board of Communication (IBOC) is to **promote** the image, ministry, heritage, doctrine, life and mission of the Moravian Church; to **provide information** about its activities and opportunities; and to **inspire and equip** individuals within the Moravian Church and beyond to grow in their personal relationship with Jesus Christ and to serve as his disciples. The IBOC provides resources in print, audio-visual and electronic media to make this possible. It carries out its own goals and works in cooperation with other ministries of the denomination.

The IBOC board of directors includes five members from each Province. Current members include Paul Knouse (chair), Jane Carmichael, Gary Kniskern (PEC representative), Adam Pristas and the Rev. Rick Sides from the Southern Province; and Jane Burcaw, The Rev. Lance Fox, Dr. Paul Peucker, Valerie Wagner and Jill Westbrook (PEC representative) from the Northern Province.

Office staff includes Mike Riess, executive director; Renee Schoeller, communication assistant; and Arlene Clendenning, customer relations/business assistant. Financial and accounting services are provided by the Northern Province Controller's office, led by Tina Giesler.

What We Do (our key responsibilities)

The IBOC represents the communication and publication ministry of the Moravian Church in North America. We support both the Southern and Northern Provinces.

Key responsibilities of the IBOC include:

- ***The Moravian Magazine***, the official journal of the Moravian Church in North America. We publish 10 issues per year, chronicling and sharing the life, faith, people and happenings of the North American Church. Every Moravian household in North America receives the magazine.
- **The North American editions of the *Moravian Daily Texts***, one of the oldest continuously published daily devotionals in the world. Each year, we compile, edit, design, produce and ship four editions of this daily devotional, along with the Directory & Statistics of the North American Church. Digital editions for the Amazon Kindle and other tablets are also available, and more than 14,000 people subscribe to the Daily Texts online and on Facebook.
- **www.moravian.org**, the Moravian Church in North America's main web presence. Redesigned and relaunched in 2012, the site is a central promotional and informational resource for those interested in learning more about the Moravian Church. It is also designed to help connect congregations and current members to the wider denomination. In addition, we manage Facebook pages for the *Moravian Daily Texts* and *The Moravian Magazine*.
- **Publications of the Moravian Church in North America.** The IBOC offers more than 40 titles, along with worship and congregational resources, sacramental certificates, Moravian gift items and the Sunday bulletin service.
- **Communication resources for the Church.** We provide communication counsel and expertise, design options, workshops and other resources to congregations and church agencies in both provinces.
- **Church member database/official Directory & Statistics maintenance.** In partnership with the Moravian Ministries Foundation in America, the IBOC processes changes to the church member database for the two provinces. We also compile and publish the official Directory & Statistics of the Church in North America.

How We Do It (a summary of activities)

The 2010-2014 intersynodal period coincides with my tenure as executive director of the IBOC (I joined the IBOC in May 2010). During the past three-plus years, the IBOC has accomplished much toward its goals and purposes. Here are some examples of work completed and results achieved.

The Moravian Magazine

- Implemented a new full-color design without increasing printing costs
- Focused on improved reporting, editing, photography and layout to make the magazine more readable, accessible and valued by readers
- Ensured a solid balance of spiritual, historical, congregational and event-focused content, with emphasis on featuring the entire North American church
- Established an improved online presentation, allowing those who prefer to get their information online to access the magazine at www.moravian.org
- Worked to control costs in the face of increased printing, postage and design fees

Moravian Daily Texts

- Continued management of the *Daily Texts* process, including assigning writers, compiling and editing, production and worldwide shipping of more than 18,000 copies in four different editions
- Implemented new full-color covers for 2012, 2013 and 2014 editions
- Produced digital editions of the *Daily Texts* for the Amazon Kindle beginning in 2012 (we sold more than 500 copies on Amazon in 2013)
- Reduced production costs
- Began efforts to increase *Daily Texts* readership beyond the Moravian Church

Website

- Launched the redesigned denominational web presence at www.moravian.org in 2012. The new site offers richer content, easier navigation, a Congregation Finder, daily presentation of the *Daily Texts*, *The Moravian Magazine* online and more.
- Worked with the Board of Cooperative Ministries to integrate their web presence into the www.moravian.org structure, allowing a seamless presentation within the denominational site. The Northern Province and Eastern District have also been added.
- Implemented a modern, accessible online store to offer IBOC publications and products to a broader audience. The new store allows better product presentation, more customization and secure credit card processing.
- Continued our expansion into social media, including Facebook Fan Pages for the Moravian Daily Texts (now sharing the texts every day) and the Moravian Magazine
- Provide the Daily Texts e-mail each morning to more than 14,000 subscribers

Publications

- Introduced *Sing to the Lord A New Song: A New Moravian Songbook*, in association with the Moravian Music Foundation
- Maintained church documents and worship resources and managed reprints of important church publications
- Produced a new leatherbound edition of *The Moravian Book of Worship*
- Explored opportunities to provide digital editions of titles to meet changing reader preferences
- Explored opportunities to repurpose and/or republish out-of-print resources for the church

Communication Resource Work

- Taught communication strategies, tactics, technology and message development to ministries, congregations and individuals in both provinces
- Provided cost-effective design services for church agencies, ministries and congregations
- Introduced video and audio recording capabilities, allowing us to capture and share training sessions, church events and more
- We continue to be available for counsel to the PECs and other church agencies to provide assistance in communicating issues important to the denomination

Interagency work

- The IBOC has worked closely with the Southern Province Board of Cooperative Ministries (BCM) to assist with communication strategies, website development, training programs and more. We are also partnering together with BCM and the Northern Province/Eastern District Christian Education Commission to develop Moravian-specific education materials for Sunday Schools.
- We worked with Moravian Theological Seminary to provide communication sessions to students. We are also partnering with Rev. Dr. Craig Atwood to record his course in Moravian Theology for potential future online use.
- The IBOC partners with other interprovincial agencies including the Moravian Music Foundation, The Board of World Mission and The Moravian Ministries Foundation in America to identify ways to work together and support each other's efforts:
 - Moravian Music Foundation: We are partners in publishing *Sing to the Lord a New Song*; we designed and managed advertising in outside publications for the 2013 Moravian Music Festival; recorded and covered events, and more.
 - Board of World Mission: For the past three years, the IBOC has designed the BWM Annual Report, resulting in cost savings while producing a quality publication. We have also assisted with letterhead and logo design.
 - Moravian Ministries Foundation in America: We partner on Raiser's Edge (the database of church members); assisted in their marketing planning work and recorded and shared the Adamson Forum event.

Where We Go From Here (future direction and opportunities)

For 2014 and beyond, the IBOC will undertake a number of initiatives designed to strengthen and improve our ministry's reach and effectiveness and positively impact the Southern and Northern Provinces. These include:

- Expanding the use and availability of the *Moravian Daily Texts* in new media and among non-Moravian audiences.
- Evaluating key Moravian Church identity materials that help promote the church, its faith, its congregations and its work, and developing and implementing improved materials.
- Continually improving current Church communication vehicles, including *the Moravian Magazine* and www.moravian.org website, to meet the needs of church members and those seeking to know more about the church.
- Exploring creative new communication venues (online, social media and emerging technologies) that can help improve communication effectiveness within the church.
- Continuing to expand opportunities like training, workshops and online resources to help ministries, agencies and congregations improve their communication capabilities.
- Investigating new and/or renewed publications (books, videos, and other resources) to address the needs of the Moravian Church, spark audience interest and enhance readers' connection with their faith.
- Increasing partnerships with Moravian Theological Seminary, Moravian Music Foundation, Board of World Mission, Board of Cooperative Ministries and other agencies to share expertise and resources.
- Continuing to offer consultation to PECs and other church leaders to assist in meeting communication challenges.
- Managing all of these activities in a strategic, cost-effective way to best use resources and minimize the financial burden on the church.

In Closing...

The entire IBOC team – the board, the staff and our partners – understand that the church today is in a constant state of change. Financial challenges, cultural and demographic shifts and the changing face of Christianity today will all impact our work in the years to come. We look forward to continuing to champion the communication needs of the Moravian Church and helping the Church chart these new waters.

Please contact me with any questions. Thank you for your ongoing support of our efforts.



Respectfully Submitted,

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