

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 was founded in 1836, and the first edition was in 1837 (great historical perspective!).
- The *Advocate* is a news ministry committed to journalistic excellence and shining the light of Christ throughout South Carolina.
- It is the voice of the people of The United Methodist Church in South Carolina. It fosters discipleship within South Carolina United Methodism by providing relevant news in various formats to unite followers in Christ.
- The *Advocate* is an independent publication, but it receives conference funding (one-sixth of budget).
- It has won more than 150 awards for journalistic excellence.
- It works closely with the conference to help tell the stories of the UMC in this state.
- It has a staff of three United Methodist laity—Editor Jessica Brodie, Assistant Editor Allison Trussell, and Marketing Coordinator Katy Renfroe—and a board of trustees.
- It has an estimated 50,000 diverse readers in UMCs across South Carolina.

Five things to know:

1. The Advocate strives for high-quality journalism that serves our readers

- It strives to offer both traditional models (print publication) with new digital innovations (website, app, video, more)
- New website, new app, new logo and design all launched and thriving
- Active on social media with posts and video news reels
- Fair and balanced news; all viewpoints and perspectives welcome
- Editor Jessica Brodie is eager to help. Email anytime: jbrodie@advocatesc.org

2. Your church news is wanted.

- Free news submissions always welcome; send press releases, photos, calendar items, story ideas
- Paid display ads and classified ads available
- Deadline is the 10th of every month for the following month's edition
- Email preferred: news@advocatesc.org
- Phone: 803-726-6743 Mail: 4908 Colonial Drive, Suite 207, Columbia, SC 29203.

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

- Individuals: Subscribe to the full version (online \$20/year; print \$30) at AdvocateSC.org.
- Church group plans available (group print plan \$15/each (10+ people); online plan \$1.50/member based on church's average weekly attendance)
- Website is AdvocateSC.org

4. Donations needed

- Advocate is a 501(c)(3) nonprofit; donations are tax-deductible
- We need the support; apportionments are down and conference support only comprises 1/6 of budget

5. Advocate has a book publishing division called Advocate Press

- On sale at www.advocatesc.org/books.
- 41 titles released to date; book signings available at your church.
- Children's books, Bible studies, devotionals. Christian living, more