



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 published on June 24, 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. The *Advocate* strives to foster discipleship within South Carolina United Methodists by providing a variety of relevant news in various formats to bring followers to Christ.
- The *Advocate* is an independent publication, but it receives conference funding (one-sixth of its 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 South Carolina.
- 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 20,000 diverse readers in UMCs across South Carolina.

Five Things to Know:

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

- a. It strives to balance traditional models (print publication) with new innovations
- b. Launched a new logo and design in spring 2025, plus new website coming soon
- c. Active on social media
- d. New media models rolling out: app, video, e-newsletters and a forthcoming podcast and vlog
- e. Fair and balanced news; all viewpoints and perspectives welcome
- f. Editor Jessica Brodie is eager to help. Email anytime: jbrodie@advocatesc.org

2. Your church news is wanted

- a. Free news submissions always welcome; send press releases, photos, calendar items, story ideas
- b. Deadline is the 10th of every month for the following month's edition
- c. Email preferred: news@advocatesc.org
- d. Phone: 803-726-6743 Mail: 4908 Colonial Drive, Suite 207, Columbia, SC 29203
- e. You can also advertise your event with us; print, classifieds and digital ads, inserts and sticky notes available – contact sales@advocatesc.org or 803.726.3105

3. There are many ways to read the *Advocate*; please subscribe

- a. Individuals:
 - i. Digital subscription - \$10 annually
 - ii. Print subscription - \$20 annually, \$35/2 years, \$90/5 years and \$180/10 years
- b. Church Leadership Plan: Five for \$75 (\$15 each)
- c. Church plans available:
 - i. Group print plan - \$10/each (6+ people)
 - ii. Online plan - \$1/member based on church's average weekly attendance in the UMCSC Journal
- d. Subscribe online at advocatesc.org/subscribe, emailing subs@advocatesc.org or by calling 803.726.6743

4. Donations needed

- a. The *Advocate* is a 501(c)(3) nonprofit; donations are fully tax-deductible (you'll receive a receipt for tax purposes)
- b. We need your support; apportionments are down, and conference support only comprises 1/6 of budget

5. The *Advocate* has a book publishing division called the Advocate Press

- a. Check out our catalog at advocatepress.org - nearly 40 titles released to date
- b. Children's, Bible studies, devotionals, Christian living, memoirs, poetry, social justice, history and ministry titles available
- c. Book signings available at your church/event – just email Katy Renfroe at krenfroe@advocatesc.org