



PUBLIC RELATIONS DEPARTMENTAL REPORT 2018

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Greetings

To our awesome International President, Dr. Princess A. Pegues, Executive Board, and my sister missionaries. I express my deepest greetings on this 100th Centennial Celebration of the Women's Missionary Executive Board and much love for 2018. It is a pleasure to present to you my 2018 report.

Thanks again for affording me this privilege and honor to serve in the area of Public Relations.

Celebrating 100 Years And Embracing The Future

As we have ushered in 2018, we can expect a lot to continue to change in the area of media and other news cycles. Media Outlets will be looking for the "authentic" and not fake news. With new things approaching, new opportunities arise too. The same is the for the Public Relations division. Since meeting in South Carolina, we have been involved in preparation for the Centennial Celebration as well as continuing to do things that cannot just better how we increase public awareness about the Women's Missionary Council, but also how what we do continues to better our communities.

In preparation for this board meeting, we have communicated with media outlets that include, tv, radio and newspapers in the entire Tri-cities area to come and see what the WMC is doing not only in the United States but around the world. However, it is often said that if it doesn't happen on the local level it doesn't happen. So it is critically important also that each local society continue in sharing your news about the mission work that you are doing in your community.

As a marketer active in the ever-changing world of digital marketing and social media, we understand that the Public Relation's role has evolved and should become more integrated into the WMC's overall marketing and communications efforts. The Public Relations department will continue to develop new ways to expose the Women's Missionary Council.

We are asking that every Missionary will continue to promote positive public relations by:

- 1 - Being fully informed about the mission of the WMC, church programs, and other outreach activities;
- 2 - Seeking opportunities to further the aims and accomplishments of each missionary unit through personal and professional contact; and,
- 3 - Informing the media of newsworthy stories that relate to our missionaries of the Local, District and Annual Conference level.

The Public Relations Department would like to make sure that all newsworthy events and/or projects are presented to media outlets on the local and national level.

Respectfully Submitted,

Dr. Pene' G. Woods