

Members, Seattle First Baptist Church Diaconate
1111 Harvard AVE
Seattle, WA 98122
RE: Romney Grant Proposal

Dear Members of the Diaconate,

Partners in Peacemaking Task Force respectfully submits a proposal for the Romney Grant to support the establishment of an expanded media ministry at Seattle First Baptist Church.

The effort seeks to empower members and facilitate the production of a broad range of media content right here in our church, thereby greatly extending the ministry of our congregation into the wider Seattle and surrounding communities.

We believe that media technology will be a cornerstone of any community organization such as ours in the 21st century. While SFBC has made great strides in using Web technology over the past few years, much more can and needs to be done. We hope to move the congregation's various task forces and commissions into a new phase of basic media production education and content development and distribution.

This proposal has in broad terms been discussed with members of several other task forces at SFBC, with Outreach Chair, Andre Champoux and with Kellie Whitlock, SFBC Webmaster.

Thank you for considering our request.

Kenneth Dugan and Gordon Harper
on behalf of the Partners in Peacemaking Task Force

December 19, 2007

Summary

We are requesting \$5000 from the Romney Grant for 2008 to fund a pilot program focused on expanding the media ministry at Seattle First Baptist Church. While Partners in Peacemaking is taking the lead in requesting this support, we see the project being overseen by a broad based group made up of representatives of the various task forces and commissions. Overall supervision of the program might best fall to the Outreach Commission.

A. Overview

This group's mission will be to provide a broad range of media services at SFBC , allowing many members of our community to learn basic media production skills, collaborate in creating fresh media content related to their groups' activities and to assist in a greatly expanded distribution of media content through web streaming, manual distribution and live presentations.

B. Purpose

Currently, media production responsibly falls on the shoulders of a very few individuals on the staff. The result is that our proclamation of the good news, information of what small groups are doing in our congregation and in the broader community and invitations to a wider audience of multiple opportunities for engagement in these fall short of what is clearly possible in this time of exploding media communications. We believe it is time for the establishment of a more ambitious and inclusive media ministry at Seattle First Baptist Church.

C. Objectives

Outreach and Membership

How beautiful upon the mountains
are the feet of the messenger who announces peace,
who brings good news,
who announces salvation,
who says to Zion, 'Your God reigns.' Isaiah 52.7

This pilot project seeks to expand outreach and increase membership using media technology. Through a process of continuous media content production and distribution, a virtual lighthouse will be created that guides those persons hearing the messages into a relationship with us.

Education

We seek to increase our congregation's competency in media production at SFBC and the greater diversity of content this will provide. Through a grassroots approach to media education, each member will bring knowledge to the table and learn accordingly.

The media content produced seeks to:

- Expand the impact of the adult, youth and children's learning community
- Act as an educational medium for the various groups at SFBC to educate both the membership and larger public according to their mission
- Showcase various artistic print, audio and video projects
- Highlight special guests and events

Collaboration and Community Building

Media production requires a high degree of collaboration and is an excellent way for members to work together for the good of the church and larger community.

D. Implementation

A phased approach will be used for implementing this expanded media ministry at SFBC and includes adhering to a schedule for effective management of the phases described below.

Phase One: Collaborative Planning

The three task forces, Eco-Spirituality, Partners In Peacemaking and Undoing Racism will discuss ways to work together on this effort. The first meeting to explore this as well as other collaboration options is scheduled for January, 2007. Media projects will be formed from these ideas with a firm commitment from each group to work independently and collaboratively to produce media content on a regular basis.

Phase Two: Acquisition and Education

We expect most of the equipment and furniture needed will be purchased used or obtained through donations. SFBC will need to provide a modest production room space for training and production as well as a storage space for equipment. Furniture will be obtained through donations or purchased used.

Internal media education will include:

- Media content creation that includes basic techniques in audio and video capturing and editing
- Interviewing design and techniques
- A youth media education program
- Print and Web design
- Resources for other congregations desiring to increase their media production

External education will be determined as needed.

Equipment

Production equipment that initially includes:

- At least one computer audio and video editing station
- Field recording device, either a mini disc or flash drive and microphone
- Video camera
- Printer

Media Delivery and Archiving

The ongoing cost of delivering the media includes:

- Additional costs to store and stream our media content on the web
- Print costs and distribution
- Hard-drive storage devices to archive our content for reference

Phase Three: Production

The three groups begin initial production of media content on a finalized schedule. The finished content is distributed according to the plan developed for it.

Phase Four: Expanded Participation

With the SFBC Media Ministry fully operational, other congregational and community groups can be invited to use the media production room, resources and equipment to produce media content.

E. Evaluation

The process for evaluating the objectives of the media ministry will be established in dialogue with the Diaconate. Some criteria might be:

- An annual report of the media content produced that includes audience statistics
- A record of the media skills obtained by individuals through the program
- An opportunity for consumers of SFBC media content to provide comments using online and written surveys

F. Future Plans

Once this program is fully established, we will continue to increase the quality and volume of our media content. Two larger areas also come to focus in thinking of the future of our media ministry. They are:

Low Power FM (LPFM) Radio Broadcasting

Currently, many non-profit organizations, churches and community groups are working around the nation to establish LPFM radio stations in their community. We seek to explore this as a possible future venture for SFBC's outreach to our community.

Film Production

Other future possibilities include the production of films of interest to our members and the larger community. These include documentary films, as well as short and full-length storytelling films.

Media Networking

Formation of a nationwide media network with other congregations in order to exchange content and increase independent media within a larger scope.

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