ABSTRACT

RESEARCH PAPER: How churches in the Indianapolis area are embracing technology and public relations tactics as part of their communications plans.

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This research paper explores the changing world of church communications. Over the years, communications in many churches has been a secretarial function. Now, many churches are recognizing communications as a specialized area that requires more than a printed bulletin and announcements from the pulpit. Technology and public relations tactics, including marketing, are becoming necessary tools as churches take their messages to internal and external audiences. A growing number of tools are available for Indianapolis area churches to enhance their communications efforts. Also, churches are using many different tactics to communicate their vision and outreach. One Indianapolis marketing agency is specifically targeted to churches and ministry organizations seeking guidance and resources to achieve positive communications outcomes.