

Report to the 124th Diocesan Convention

From the Canon for Communications

INTRO

There is much to note and celebrate in the last twelve months of communications ministry. There is growth in our reach in nearly all aspects of digital ministry. Stability of staff means greater efficiency and gratifying collaboration. Our current and ongoing challenge is supporting the work of the episcopal transition—profile, search and transition.

Ministry of Communications Assistant

Alison Gamache is celebrating eight years on staff. She has the distinction, since 2020, of being the first fully remote member of the Bishop's Staff. We meet via Zoom 3-4 days a week for project management and the ongoing work of communicating Jesus' mission. Alison is on the floor at Diocesan House as needed and is an indispensable member of the staff at our annual Diocesan Convention. I continue to lean on Alison to handle many of the day-to-day tasks. This enables me to spend approximately 30% - 40% of my time on areas that fall under my responsibilities as canon.

As site-builder of our diocesan website, Alison continues as webmaster. The new site created with Webflow™ continues to be a blessing. It has streamlined workflow, maintenance, and accessibility. We no longer require ancillary platforms for Diocesan Convention. She continues to be content manager for humantohuman.org.

Alison maintains our databases and oversees the certification of delegates to Diocesan Convention. She is also lead on SimplyVoting™, our online voting platform. As layout editor of ABUNDANT Times magazine, her design skills in Adobe InDesign are strong. Each issue is more beautiful than the last. To say that she has grown in the scope of her responsibilities and skillset would be an understatement.

Alison's Portfolio

- *ABUNDANT Times* magazine: responsible for consistent style and tone; copy & layout editor; moves magazine content to ISSUU for online access
- Webmaster & Content Manager: diocesewma.org
- Content changes for Human To Human; Creation Care, BCC pages, Diocesan Council portal)
- Curate "Mission Matters," our bi-monthly communication to diocesan leadership
- Database Manager: update all the diocesan databases
- The assistant is also trained on every platform we utilize: Eventbrite, Survey Monkey, Issuu, etc.
- Certification of delegates to Diocesan Convention
- SimplyVoting™ platform
- Presence at annual Episcopal Communicators Conference, if possible

Ministry of Canon for Communications

Vicki's Portfolio

- Collaborate with Communications Assistant
- Content manager for social media feeds: Facebook, Twitter, Instagram
- Support and format The Bishop's Blog
- Coverage of Bishop's ministry
- Videographer for Bishop's Office
- Videographer for convention videos
- Managing editor, and contributor for ABUNDANT Times magazine
- Announcements from: the Bishop, Social Justice Commission, Stewardship, Clergy Resources, YAMN (Young Adult Ministry Network), Diocesan Convention, Search & Transition
- Presence at annual Episcopal Communicators Conference, if possible
- Communicate content changes to our webmaster for homepage slider, videos, new builds and updates
- Make minor website adjustments, as needed

Parish support for digital ministers, communicators, wardens

- Consult with parish communicators, as needed
- Assistance/advice on website issues, as requested
- Press Releases for Bishop's visitation, as requested
- Lead communications workshops for 2-3 parishes, as invited
- Website and Digital Ministry audits as requested
- Member, WMA Disaster Preparedness Team & liaison to US Disaster Program at Episcopal Relief and Development
- Administrator of the Episcopal Asset Map

Duties as Canon

- Bishop & Canons meeting weekly
- *Ex officio* member of the Social Justice Commission
- Convener, Province 1 Indigenous Peoples Justice Network
- Liaison, Indigenous People's Day with Diocese of Massachusetts
- Coordinate Wardens and Clergy Formation Opportunities
- Coordinate Clergy Days, Clergy Conference with the Bishop's Executive Assistant
- Meet monthly with Bishop & Deans
- Other duties, as assigned by the Bishop

Trends

I. *ABUNDANT Times* magazine

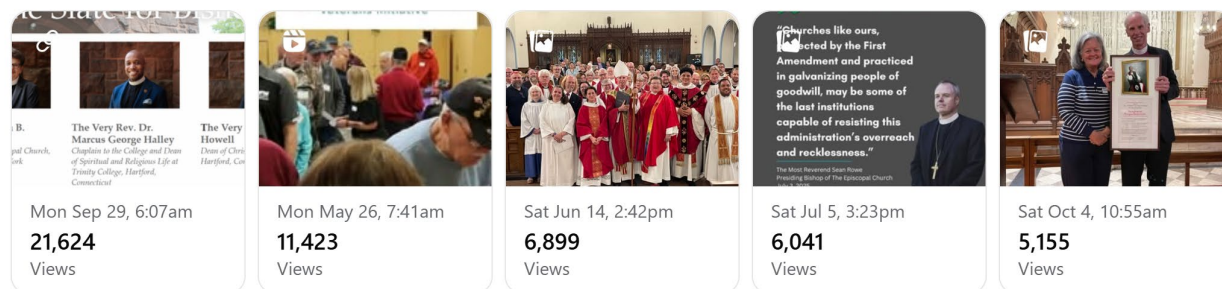
- We produce two issues each year
- AT is our biggest reach delivered directly to **7,192** Episcopalians and Lutherans
- All issues are housed on ISSUU – a digital platform for storing, paperless access and transition to social media content
- Printer, Tiger Press, Inc. was purchased by **dccppg.com**. We've been assured that it is still very much a local business (East Longmeadow). dcc continues to speed distribution and upgrade sustainable practices.
- In spite of rising paper costs, *ABUNDANT Times* continues to be a ministry requiring no subscription fee to members of our 50+ congregations

II. Social Media Benchmarks

- Facebook “likes” and “follows” have gone from 2,150 to **2.6K**
- We manage 4 active FB Groups: Digital Ministry, Episcopal Diocese of WMA Group, Creation Care
- We manage 2 active FB Pages: Episcopal WMA official page, Social Justice
- Top posts in the last 12 months:

Top content

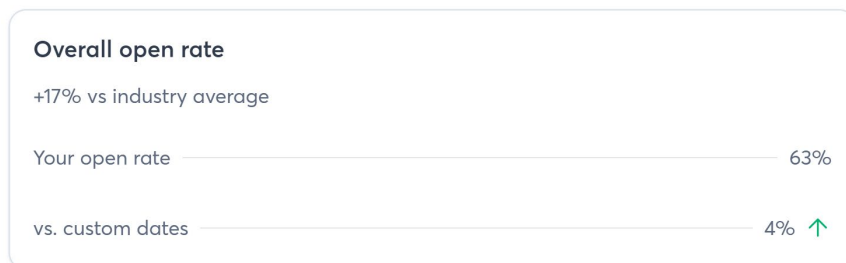
from last 366 days



- Instagram shows growth **945 (+9%)**

III. Constant Contact

- We have **2,645** subscribers to our email marketing platform
- **63%** open rate

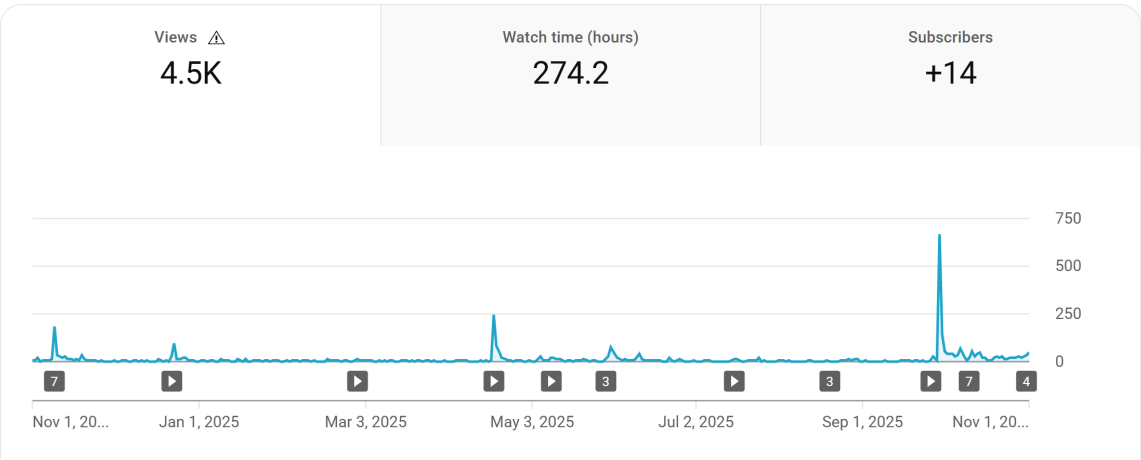


IV. YouTube Channel

We retain Vimeo for one-off videos that are not appropriate for YouTube.

- YouTube currently features all livestream events, Special Order videos and areas for Beloved Community Commission, Creation Care, Ending Gun Violence, Human To Human and Voices of Faith.
- We have **356** (+9%) subscribers.
- **4.5K** views in previous 12 months

In the selected period, your channel got 4,477 views



- Total content: **234** videos
- Top 5 videos in the past 12 months:

Top videos

Views · Nov 11, 2024 – Nov 1, 2025

	Marcus Halley (English)		440
	Miguelina Howell (English)		412
	The Bishop's Easter Message 2025		390
	Susan Fortunato (English)		385
	The Bishop's Christmas Message 2024		195

External Media

- Between November 1, 2024 and November 1, 2025, our congregations, ministries and diocese were featured in the following media:

Episcopal News Service, Greenfield Recorder, The Berkshire Eagle, Worcester Telegram & Gazette, Spectrum News, 22News, Masslive, Western Mass News, Community Advocate, The Gardner News, Worcester Magazine, The Hampshire Gazette

- Coverage resulting from diocesan press releases and pitches: **11** (This does not include coverage of Bishop's Visitations, which do not make the Daily Scan at 815.)
- Bishop's columns submitted and published: **2**
- Coverage resulting from congregational/ministry/clergy press releases and pitches: **11**

Goals for the Ministry of Communications: 2025-2026

- Continue to support the work of Transition Committee
- Lead branding of new episcopate in collaboration with Assistant for Communications
- Produce two issues of *ABUNDANT Times* that leverage current missional objectives and introduce the priorities of the tenth bishop
- Increase our coverage by external media – especially for the public witness of prayer and advocacy
- Pitch contributions from the Bishop in all three corridors: The Berkshire Eagle, The Recorder and Worcester Telegram and Gazette
- Support our congregations as they seek to improve digital ministry and online presence

Most importantly, and in every aspect of this ministry, I hope to follow where the Spirit is leading our congregations and our bishop. In this season of transition, we remain necessarily focused on the infrastructure for this change in leadership, but there is only one story to be told – the good news of God's love for us in Christ. It continues to be my privilege to serve in support of that mission.

Respectfully submitted,

The Rev. Vicki Ix