

**DIANNE H. BATTLE**

PRESENTS THE CLO  
DIRECTOR OF  
PUBLIC RELATIONS  
REPORT:



To: Bishop Wicker, President Makiti, the CLO Executive Board Members, Bishops of the AME Church, General Officers, Connectional Officers, YAR'S Clergy, and Laity Globally.

I greet you in the Joy of Jesus, and I am honoured to make my report "TO" this Executive Board Meeting as your Director of Public Relations.



# ROLES AND RESPONSIBILITIES

- 1. To oversee all official publication of the organization, editing, and publishing a By-monthly periodical containing news of general interest to the laity and news regarding the organization.
- 2. To solicit and edit articles for the publication on topics that will be appealing too, inspire and motivate subscribers;
- 3. To oversee the entire publication process, including seeking bids from publishers;
- 4. To provide for promotion, circulation, subscription fulfillment, and advertising solicitation;



# ROLES AND RESPONSIBILITIES CONTINUES

- 5. To prepare an annual and Biennial line-item budget for the magazine's publication for submission to the Budget Committee.
- 6. To seek to bring about harmony of understanding between the church and public through the channeling of information to various media.
- 7. To be responsible for all press releases and public relations for and during any Lay Organization meeting, such as the CLO Executive Board Meeting April 7-9, 2022.
- 8. To disseminate news items of interest received from the Episcopal districts through Newsletter and/or multi-media processes.
- 9. To oversee the CLO website and any internal or external documents, including all social media networking.

# GOALS IN LINE WITH THE PRESIDENT'S VISION

- ▶ Our Goals as outlined and discussed during my “one on one” meeting with the CLO President are self evident of inclusion, cooperation, integrated, manifested, and proven to be shared globally as results became justified and rewarding.
- ▶ Together with Districts 1-20 we “Consistently” held monthly scheduled meetings with PR’s from each district extending open invitations to the CLO President and District Presidents.
- ▶ Reached out and involved “Young Adults” from various districts to become active in the working process of communications via the Director of Public Relations Office.

# GOALS CONTINUED

- ▶ **Maintains and continues to update the CLO Website with information of importance. Continues to update elected officers, and president district pages with current information.**
- ▶ **Receive articles from district presidents for publication for the Electronic We Speak By-Monthly Magazine**
- ▶ **Distribute the “We Speak By-Monthly” Magazine on a consistent, intentional process via e-blasting through the CLO Website Database, and working in a collaborative effort with the CLO Corresponding Secretary making sure the CLO Executive Board Members are the first to receive all information first hand.**



# GOALS IN LINE WITH THE PRESIDENT'S VISION

- ▶ The strategy must be simple, clear and easy to articulate. Looking at the President's Vision it was clear to me that we set "Goals" with specific targets that would move us towards any vision either by the CLO president or myself.
- ▶ Accomplishing our goals gives us long-term visions, allowing us to focus our acquisitions of knowledge obtained by utilization of the process that have been put in place, helps us to organize our time and resources so that we can make the most of where we see the office of the Director of Public Relations in the next five years, and future years to come.

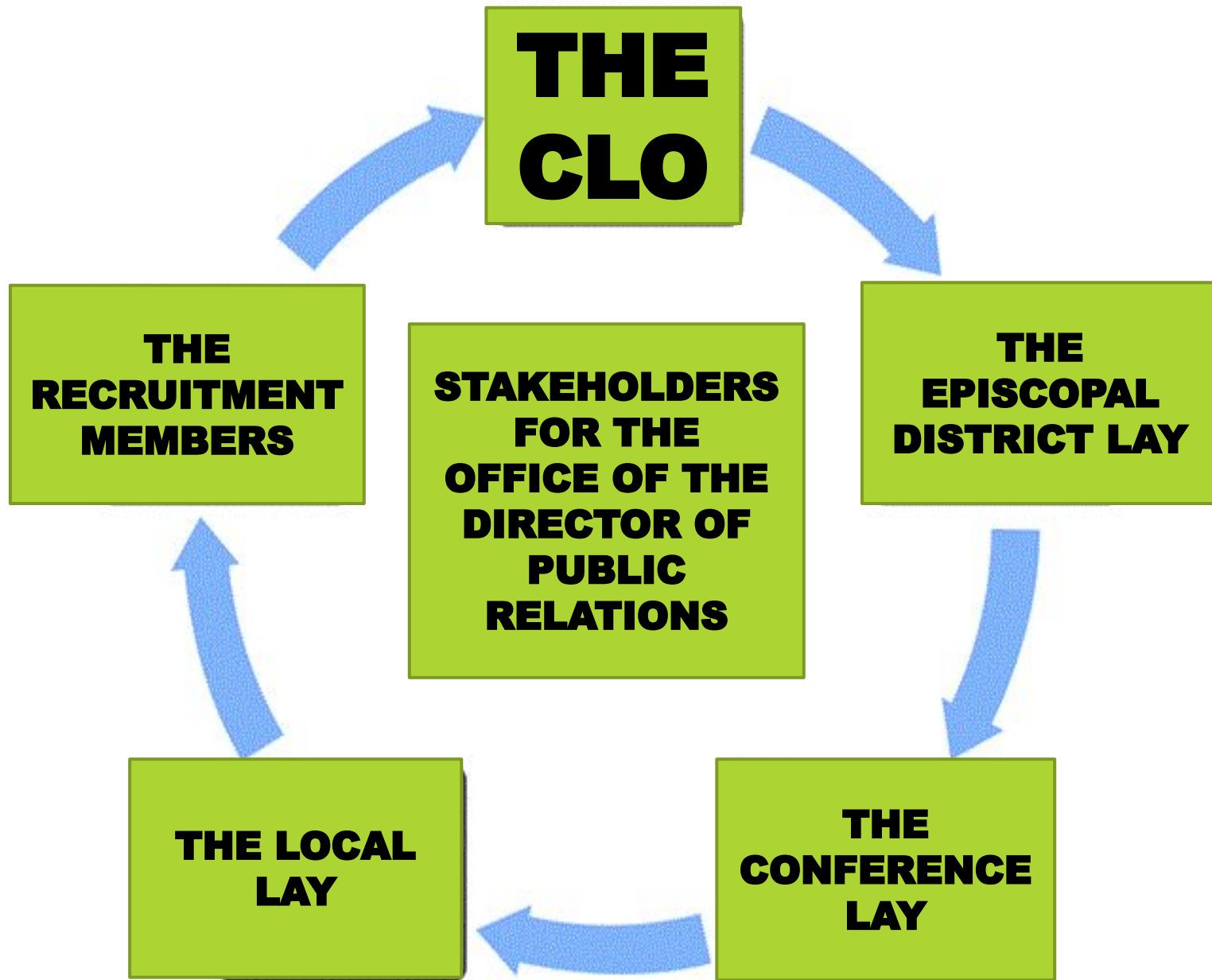


# FINAL GOAL ALIGNMENT

- ▶ Lastly, in line with the President's Vision, places a purpose upon our goal-setting activities. Therefore, without a goal or destination in mind, then there is no direction. Visions provides this direction. At the on-set of setting small, attainable goals as stepping stones.
- ▶ Proper goal alignment forced us to see greater clarity in our own expectations and responsibilities in this office to further motivate us to continue the intentional process of achieving our goals and the vision set forth by the President.







**STAKEHOLDERS ARE THOSE THAT HELPS TO: ORGANIZE LAITY BY TEACHING, TRAINING, SUPPORTING, AND REMOVING BARRIERS FROM PROGRESSION OF THE OFFICE.**



# STAKEHOLDERS BENEFITS

**The Stakeholders will benefit from our efforts by becoming the beneficiaries of the vision set forth of our projects, products, or ideas made into reality as a usable document for future references. They will also, gain a visual representation of all information received, and the impact and influence of a project shared globally. The CLO's Website has become our "NEW DRIVING DIRECTIONS FOR THE CLO." For all information you must use the [ameclay.org](http://ameclay.org) to reach your destination. If you miss your turn and can't find your way please type in [clodopr16@gmail](mailto:clodopr16@gmail.com) and you will be "Re-routed to reach your destination.**

# THE MARCH 2022 EDITION OF “WE SPEAK”

- ▶ Following the Directions of the CLO President.
- ▶ 1. Review and approval of the Advisory Board to approve the WE Speak before sending too
- ▶ 2. Sending to the CLO President for “Final” Approval and Distribution.
- ▶ 3. Working with the CLO-CS to make an intentional effort of sharing the We Speak with members of the CLO Executive Board Members.
- ▶ This Magazine will be the first of our knowledge that will come out in three different languages.

▶ **AFRIKAANS**

▶ **PORTUGUESE-PORTUGUL**

▶ **SPANISH**