

**APPENDIX E**

**CENTRAL COMMUNICATIONS BOARD**

The Annual Report of this Board incorporates reports from the Broadcasting, Internet and Literature Committees from March 2007-February 2008.

**MEMBERSHIP**

Most Rev AET Harper (Chair)	(House of Bishops)
Very Rev JFA Bond	(Standing Committee)
Most Rev RL Clarke	(House of Bishops)
Rev EV Cremin	(Chair- Broadcasting Committee)
Very Rev RD Harman, Deceased December 2007)	(Hon Secretary)
Ven RG Hoey	(Chair – Internet Committee)
Mrs J Leighton	(Representative Body)
Dr K Milne	(Chair – Literature Committee)
Mr DC Reardon	(Church House Senior Management)
Dr R Refaüssé	(Hon Secretary – Literature Committee)
Head of Synod Services & Communications	( <i>ex officio</i> )

**EXECUTIVE SUMMARY**

The Board made progress to develop the redesigned Church of Ireland website, although much of this input was unseen as resources were directed to support the work of the Liturgical Advisory Committee in developing the worship section content and in assisting it to resolve issues relating to copyright. A website was launched for the Church of Ireland Publishing imprint improving promotion of the publications list. In Broadcasting, the Committee secured an assurance that religious broadcast services would be maintained as part of the public service remit and that further development of religious programming was to be funded. The Hard Gospel Project received direct support, and objectives to develop its work on communications have been identified.

**OBJECTIVES 2008-09**

- Train new communications staff and focus their work around the key objectives of the Board and its sub-committees.
- Implement distribution, marketing and promotional structures for Church of Ireland Publishing.
- Publish and promote the new parish handbook.
- The Liturgical Advisory Committee to complete its work on the material for the Worship Section of the website.
- Work with committees to encourage greater and more creative use of the website to promote and communicate their work.

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- Promote the Hard Gospel Project communications objectives to the wider Church, and continue to provide support to the project as a whole.
- Provide media training to senior Church personnel.
- Continue to lobby broadcasters in respect of maintaining and developing religious programming within the public service remit.

#### **Report March 2007- February 2008**

Between March 2007 to February 2008 the CCB made further progress on the objectives outlined in last year's report.

#### **Publishing – development of management structures**

The Literature Committee has undertaken the major project of a new parish handbook, updating the information to take account of current Church and state regulations. The Royalties Fund remains healthy. A website containing the publishing list of the Church of Ireland Publishing imprint marks progress on the objective of introducing more formal management of the publishing activities.

#### **Broadcasting – maintaining religious programming at RTÉ**

Concern over the future of religious programming at RTÉ led the Committee to create a specific objective to lobby for this provision as the broadcaster moves towards a digital platform. RTÉ's Medium Wave service closed in March, but the Committee has secured an assurance from the broadcaster that the current schedule and format of broadcast religious services remain a long term commitment within its public service remit. The Sunday morning radio services are now being broadcast on Long Wave, but will eventually be accessible in digital format and via the internet also. The Committee extends its thanks to those clergy and diocesan personnel who helped to tell listeners about the change of location of the services. The Committee welcomed the appointment of a new Head of Religious Programming for TV & Radio at RTÉ, Mr Roger Childs. The move to digital broadcasting will result in many changes and the Broadcasting Committee objectives aim to prepare the Church for these developments.

#### **Internet – development of Church of Ireland website**

The redesigned website was launched in May 2007. During the year, Church House has facilitated the Internet Committee to address teething problems and to assist the Liturgical Advisory Committee with the development of the Worship section. The Committee wishes to thank the Chief Officer and the staff involved. Work is ongoing on these two items and the Committee plans to work with committees to encourage greater use of the website to promote their activities.

#### **Accessible Communications**

The Board continues to remind the Church of the work done to create accessible communications. *The Church Hymnal* and the *Book of Common Prayer* are both available in

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large print and Braille formats. Advice on the creation of alternative formats for minutes, reports, service sheets or other materials is available from the Synod Services and Communications staff in Church House, Dublin. Parishes and dioceses are encouraged to develop their use of alternative formats to increase participation in Church life and worship.

### **Communications Support for the Hard Gospel Project**

The Board welcomes the work done during the year by the Hard Gospel Project. At a central level, the values and objectives of the Project have been actively promoted. A sample survey of the Church of Ireland news items posted over a 10-week period revealed that fully two-thirds distinctly reflected the values and issues promoted by the project. The Board also notes the extensive, positive coverage obtained by the Hard Gospel project in the mass media. However, the Board is concerned to note that one of the negative findings of the *Living with Difference – a reality check* report indicated that in general the Church is not seen as communicating these important values effectively. Focusing on the Key Principles outlined on pp 71 - 72 of the report, the Board urges all decision-making bodies at every level of the Church to consider the issues raised in the report, to evaluate all aspects of how their work is communicated and to take action to make the 'intentional communication' referred to in the report a reality.

### **Media training**

Although media training had not been set as a specific objective for 2007-08, the Board was pleased to be able to access funding in the latter part of the year to offer focused broadcast media training to senior Church personnel and spokespersons, including the bishops and staff working in the areas of education, child protection and suicide prevention, and to the newly-appointed Director of the Theological Institute. The importance of mass media is growing, and the development of digital and internet platforms increases the opportunity to use these communication skills effectively. The training offered is specifically tailored to individuals and their areas of work. It is costly to deliver, but of great benefit to the organisation. The Board intends to continue with this form of training while resources permit.

### **Personnel**

The Board was saddened by the death of the Very Revd Desmond Harman on 18<sup>th</sup> December 2007 and pays tribute to the contribution he made to the work of the Board over many years.

Progress was made on all of the objectives identified in March 2007. The Board welcomes the appointment of Mr Paul Harron as Press Officer and looks forward to him taking up this post at the beginning of June.

The Board thanks Mrs Jenny Compston for her work in the Press Office and also Ms Michelle Carter, Ms Charlotte Howard and Mr Alastair Graham for their work on the website and internet services.

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**BROADCASTING COMMITTEE**

**MEMBERSHIP**

Rev EV Cremin (Chairperson from February 2008)

Ms R Buchanan

Most Rev Dr RL Clarke (Acting Chairperson until February 2008)

Mr R Childs

Appointed: February 2008

Rev DI Gillespie

Resigned: January 2008

Rev TW Gordon

Rev TKD Graham

Resigned: January 2008

Head of Communications (*ex officio*)

Press Officer (*ex officio*)

**Purpose Of The Committee**

The Committee reviewed its objectives and identified four objectives for the next three year period.

- Broadcast training
- Monitoring
- Preparing for the digital future
- Media sector engagement – lobbying, maintaining links, responding to consultations.

**Executive Summary**

Technical and legislative changes driving the move towards digital media are altering the shape and cost structure of broadcasting. The Broadcasting Committee has set three-year objectives to monitor changes, identify threats and opportunities and to train church personnel to operate effectively in the new broadcast environment. The committee continues to maintain active industry links and to engage in policy debate relevant to religious programming in the public service sphere.

**Training**

Broadcasting training is required for clergy in respect of broadcast services and for senior Church personnel, DCOs and spokespersons in respect of engagement with the media to represent the views of the Church. The Revd TW Gordon is responsible for training clergy in respect of broadcast services.

Targeted media training for mainstream media has been carried out for the Bishops and Honorary Secretaries and for a number of senior personnel to refine their broadcasting skills. This training will be extended to a further group during 2008/09. It is hoped to offer similar training over the next five year period to those individuals who engage with broadcast media at a senior level.

### **Monitoring**

The Committee attempted to develop a monitoring function among its members, but found that this was difficult to sustain. Monitoring is important to maintain an understanding of what topics the media industry currently finds interesting in terms of religious coverage, and also helps the Church to engage most effectively in terms of quality inputs. This function has therefore been written into the job description of a new Communications Officer, who will monitor on an ongoing basis, drawing the key items to the attention of the Committee for further consideration.

### **Preparing for the digital future**

The emergence of digital technology and its adaptation by mainstream broadcasters, the switchoff of analogue and the emergence of new multi-media platforms represents a massive change in the media world. For the Church, this has wide ranging implications for how Christians engage with the new media environment as consumers and as producers.

The pressures on public service broadcasting are greater in this new situation, so that the Church must increase its lobbying to maintain provision for religious programming.

Competition between broadcasters is increasing and revenues are under pressure. As a result, there is a move towards cheaper content, and the more demanding type of programming that religious content has traditionally fallen into is being reduced.

On the other hand, multi-media platforms are opening up new, and non-traditional windows where religious content is beginning to appear (e.g. YouTube). However, this is quite unregulated and is not, so far, a space where the religious bodies have ventured.

How the mainstream Churches will engage with this new environment is not yet obvious. As a first step, the Broadcast Committee is reviewing the use of the televised slot on RTE on Sunday mornings.

The Broadcasting Committee has set as its purpose for the next three year period, to monitor developments in this area, to gain understanding of how the industry is changing and to develop links with other bodies in the Church and ecumenically, to develop opportunities and to help the Church to be ready for these changes as they happen.

### **Media sector engagement**

The rapid pace of change in the media industry has led the Committee to refocus its purpose under the heading of industry engagement to focus on:

- Lobbying in respect of preservation of the religious component in public service broadcasting.
- Responding to consultations on future regulation of this sector with the objective of ensuring access by citizens and also the possibility of engaging effectively with

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producers to ensure that religious content continues to find a space in this important area of public infrastructure.

- Recognising and developing relationships with producers and programme-makers who have an interest in incorporating religious content in their work.

The Committee maintains regular links with the BBC, UTV, RTE, Ofcom, ICCTRA, The Churches Media Council, the Westminster Media Forum, the Voice of the Listener and Viewer and the Religious News Network.

#### **RTÉ**

This year has seen highly significant developments in religious programming within RTÉ. One of these important changes comes with the retirement of Fr Dermot McCarthy as Editor of Religious Programmes. Fr McCarthy has maintained a high profile for religious broadcasting throughout his 16 years and has presided over some of the most turbulent and challenging years for the Irish churches. He has successfully maintained Religion as a separate brand category within RTÉ and has continued to foster warm links across the ecumenical spectrum. The Church of Ireland has benefitted greatly from Fr McCarthy's tenure within RTÉ. We record our deep appreciation of his work and also wish him well in his retirement.

The Committee also welcomes Mr Roger Childs as the new Editor of Religious Programmes. Mr Childs comes to the appointment from the BBC and brings with him a wealth of experience. He was Series Producer in BBC religion and ethics which included *The Heaven and Earth* programme. Mr Childs is also committed to new aspects of training for religious programmes which will be undertaken in conjunction with the churches. We wish him well in his new position and look forward to continuing the Church of Ireland's warm relationship with RTÉ.

This year has also seen difficult decisions in relation to RTÉ MW transmission. The prohibitive cost of upgrading and maintaining the MW transmitter has necessitated a move to LW for religious services (radio). This change has been widely publicised by RTÉ and the churches. RTÉ has underlined that this is a technical issue and does not imply any change in its policy and commitment to religious services. The Church of Ireland has voiced strong concern about this development.

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**INTERNET COMMITTEE**

**Membership**

Ven RG Hoey (Chair)  
Ms M Carter (IT department, RCB)  
Mr A Clements (Head of Finance - RCB)  
Rev P Heak  
Mr N Hutchinson  
Mr P Neill  
Rev A Ruffi

Head of Communications (*ex officio*)

**Role of the Internet Committee**

The Internet Committee advises the Central Communications Board on the use of the Internet in the Church of Ireland.

The Internet Committee works in two main areas:

- maintaining and developing the Church of Ireland website and the General Synod website
- encouraging and developing the use of the Internet among Church members

**Executive Summary**

The Internet Committee's objectives during 2006-2007 were focused around the redesign of the Church of Ireland website, which was undertaken by RT Networks and supported by the IT staff in Church House.

The Committee has been addressing issues relating to the facilitation of the Liturgical Advisory Committee's (LAC) plans for content on the Worship section of the Church of Ireland website.

This has required considerable input from staff within Church House and members of the LAC, and the Internet Committee expresses its gratitude to the Chief Officer and the staff of Church House/the IT Department for accommodating the work involved. The Committee intends to progress this work during 2008.

In addition, work continued on the other objectives of encouraging internet use for Church purposes, and supporting internet users in the Church. A related development was to promote increased use of electronic communications by committees, and this is proving popular as it reduces the need for travel upon occasion.

**Future Objectives**

- Continue to encourage the development of the Worship section on <http://ireland.anglican.org>

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- Work with committees to encourage greater creative use of the website to communicate with the Church and wider audience.
- Increase the pictorial input to the website.
- Expand other areas of the site - e.g. Board of Education, Bishops' Appeal, Central Office information.
- Address feedback regarding navigability of the site.

### **Websites & Hosting Services**

The main website is to be found at <http://www.ireland.anglican.org>. The site had 998,773 visitors ("sessions") between May 2007 and March 2008, which generated over 5,389,011 "hits" (or page/image views).

The General Synod site is to be found at <http://synod.ireland.anglican.org> and continues to prove popular with Synod members and visitors as a valuable source of information. The General Synod website had 80,465 visitors ("sessions") between May 2007 and March 2008, which generated over 293,720 "hits" (or page/image views).

The hosting services that are offered by the Internet Committee provide web space and email forwarding facilities for the Church of Ireland. Currently there are 170 parish and 11 diocesan websites hosted on the anglican.org domain.

The technical aspects of the Committee are managed by the IT department of Church House. An outsourced technical support service provides technical assistance to those who have an anglican.org e-mail address or a website hosted by the anglican.org domain. This support service may be reached by emailing [tech@ireland.anglican.org](mailto:tech@ireland.anglican.org). Hosting enquiries should be addressed to [hosting@ireland.anglican.org](mailto:hosting@ireland.anglican.org).

## **LITERATURE COMMITTEE**

### **MEMBERSHIP**

Dr K Milne (Chairman)	
Professor R Gillespie	Canon RB Rountree
Rev PK McDowell	Revd B Treacy OP
Canon JW McKegney	Ms C West
Dr R Refaüssé (Honorary Secretary)	Very Rev SR White
Mrs J Maxwell ( <i>ex officio</i> )	

Canon JW McKegney resigned in November.

### **EXECUTIVE SUMMARY**

The functions of the Committee are to

- Promote church related publication within and beyond the Church of Ireland
- Manage Church of Ireland Publishing



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- Evaluate applications and make recommendations as appropriate for support from the General Synod Royalties Fund

In pursuit of these functions the Committee met on four occasions with the Publications Officer, Dr Susan Hood.

#### **Future Objectives**

- Implement a formal promotion and marketing, sales and distribution management structure with a new Communications Officer assuming day to day responsibility.
- Complete content for a parish handbook. This is a major project to provide an updated reference work for current use based on the earlier publications.
- Promote the use of electronic publishing as well as traditionally printed material to maximise the use of resources.

#### **Church Of Ireland Publishing**

The Literature Committee has continued to devote much of its time to furthering the work of Church of Ireland Publishing (CIP), the publishing imprint for the Church of Ireland.

The CIP website ([cip.ireland.anglican.org](http://cip.ireland.anglican.org)) was updated.

A new publications strategy was agreed with the Church in Society Committee whereby its publications would be issued simultaneously in electronic form and in hard copy but with a reduced print run.

The following titles were published in 2007:-

Patrick Comerford, *Embracing difference: The Church of Ireland in a plural society*.

Committee for Christian Unity & the Bishops of the Church of Ireland, *Guidelines for interfaith events & dialogue*.

Brian Mayne (ed.), *Sunday and weekday readings 2008*.

Kenneth Milne (ed.) *Journal of the General Synod 2006*.

Peter Thompson, *The journey so far: Working out the covenant*.

#### **Publications Officer**

The Publications Officer attended an Irish Book Publishers' Association (Cumann Leabharfhoilsitheoirí Éireann, or CLÉ) seminar on marketing and continued to work with the designer, Mr Bill Bolger.

In addition to preparing the CIP titles for publication the publications officer typeset the text for the marriage regulations for the Republic of Ireland which have been approved by the Standing Committee.

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**General Synod Royalties Fund**

The Committee recommended the following grants:-

- £9,795, over three years, to the Liturgical Advisory Committee for the publication of *Let everything that hath breath: Psalms for the Church's year*.
- €1,000 to Canon David Crooks for the publication of *Clergy of Kilmore, Elphin & Ardagh*.
- €1,000 to the Revd Iain Knox for the publication of *Clergy of Waterford & Lismore*.