

Report of Addie L.H. Lisby
Chief Communications Officer
and 17th Editor, The Star of Zion



to the
**Board of Bishops and
Connectional Lay Council**
July 19-21, 2017

at the Knoxville Marriott Hotel • Knoxville, Tennessee
Clinton Chapel AME Zion Church, Host Church • Mid-West Episcopal District
Host Presiding Prelate: **Bishop Darryl B. Starnes, Sr.** • Host Missionary Supervisor: **Sis. Camille C. Starnes**

President Proctor and Members of the Connectional Council ,

I greet you in the only name that matters, Jesus Christ, our Lord and Savior by whose grace and mercy I am able to serve this great church and give an account of my labors as the 1st newly elected Chief Communications Officer (CCO) and 17th Editor of the Star of Zion, the Official Voice of the African Methodist Episcopal Zion Church (AME Zion). I count it an honor to share with the communicative masterpiece of the AME Zion Church, which seeks to change and chronicle virtuous living for life today. Our desire as the Star of Zion Communications Department is to “Magnify God’s Message Thru Media” in order to edify this great body of believers by highlighting breaking urban religious news, by colorfully displaying religious events, by digitally and photographically exhibiting regional progress, and by providing paramount technology and web application services and thereby strengthening the brand of the A.M.E. Zion Church. I am truly thankful to this Board of Bishops and the General Church for your unwavering trust and support of the Star in all of its endeavors to make this multimedia department a paramount production.



Since the close of the 50th Quadrennial General Conference, the Star of Zion Communications Department has grown deeper and stronger as we are fully in the “restructuring” season of this multimedia department. This season has been filled with thought provoking news, media challenges, and new responsibilities as the Quarterly Review has become a part of the Communications Department. As we are moving into the 21st century with a media expansion program, it is apparently clear that there will be major, as well as sensitive decisions that will have to be made to maintain the integrity of the department. The Star Communications Department will continue to make every effort to publish both periodicals with passion and excellence, as well as publish news from our domestic and overseas areas and we are grateful for the news and information that Zionites send us on a regular basis. The Star of Zion Communications Department has or is in the process of:

- Changed monthly prayer meetings to quarterly prayer conferences focusing on Health, Power, Presence, Protection, Provisions, and Unity.
- Providing onsite coverage of connectional and regional events via WSOZ, our YouTube news channel.
- Providing contracted video live stream coverage for connectional meetings when requested.
- Developed and implemented the new AME Zion Periodical Subscription Form and Instruction Letter. It is essential that your periodical personnel utilized this form correctly in order for restructuring of this department to take place successful. (**see Attachment A & B**).
- Successfully merged with the Quarterly Review (QR)
- Worked with Rev. Dr. Brian Thompson on the development of the AME Zion brand and in development of branding strategies.
- Began the process of obtaining 501c3 status, utilizing the Accion Group, Ms. Tina Wheeler, Charlotte.
- Established and registered the Articles of Incorporation for the Star of Zion Communications Dept. with the State of North Carolina via the Accion Group, Ms. Tina Wheeler, Charlotte, NC.
- Began the process of obtaining copyright and trademark protection of The Star of Zion and Quarterly Review. Provided the copyright and trademark process information to the other general officer departments and to the WHOMS and Connectional Lay Council Department.
- Established relationship with Sirius Network to redesign the current site into a secure high functioning website that will be future-proof, meaning that the redesign will make the corporate website more scalable in the future as more functions are needed.
- Writing Communications Policy and Procedure Manual for the AME Zion Church to include policies that will provide protocol for governing official information; protocol for periodical submission; protocol covering credentialing photographers/media agencies and their responsibilities during Zion meetings; process for registering and certification of local church, conference, and episcopal websites; social media etiquette; and the process for obtaining copyrights and trademarks of all AME Zion written materials, logos, and websites developed.

THE STAR OF ZION NEWSPAPER (SOZ)

Already unique because of our stature as the second oldest African American Continually printed newspaper in the country, and just recently celebrated its 140th birthday, our staff continues to concentrate on being the BEST religious news media vehicle available with critically acclaimed breaking news and information.

As usual our thrust has been to provide on the scene coverage of events and breaking news, then rush back for quick dissemination through the proficient publishing professionals at the SOZ. The SOZ team has:

- Continued to operate in the BLACK.
- Maintained our bulk drop shipments to 25 churches (**see Appendix A**).
- Maintained our overseas bulk drop shipments on a quarterly basis (**see Appendix B**). We are still in need of email addresses for those designated to retrieve the overseas shipments.
- Continued to provide Campaign Advertisement Packages for individuals seeking Episcopal, General, or Connectional Offices.
- Produced the New 2016 Bishops Posters.
- Continued to interact and connect with over 1700 individuals in 15 countries on a daily basis via Star of Zion Facebook Page (**see Appendix C**).
- Maintained Star of Zion Twitter Page (#officialsoz)
- Maintained SOZ APP
- Launched new SOZ website: soznews.org
- Maintained all other SOZ websites: littlestarsofzion.com, and risingstarsofzion.com



The advertising resource at the Star of Zion has proven to be very beneficial, especially during our periods of lagging income. We solicit each bishop to continue to allocate a page of advertising for annual, regional, and Episcopal area news for a cost of \$375.00. Due to increased postal charges and other constraints beyond our control, we have implemented new price changes for items to be published in the SOZ and those price changes were published in the January 2017 issue on page 4. They will also continually be found on the new website (soznews.org) and in the SOZ newspaper on page 4. As we strive for communicative excellence, the Star office has implemented a new policy that requires that all information to be published in the Star of Zion MUST BE SUBMITTED VIA EMAIL ONLY! Your assistance in making our proactive conception of this media vehicle a virtual snapshot of Zionites locally and globally is crucial to making the Star of Zion even better as we strive for communicative excellence.

SOZ Challenges

- Not receiving Annual Conference Subscription List with payment in a timely manner. (With the merger of QR, it is imperative that we receive this information within 45 days after Annual Conferences).
- Annual Conferences MUST use new AME Zion Periodical Form and FOLLOW INSTRUCTIONS for completion. Periodical list that are not placed on the new form will be returned.
- Annual Conferences NOT AUDITING periodical list quarterly NOR annually.
- Deceased subscribers remaining on subscription list.
- Duplicate names on subscription list.
- Names left off of annual conference list.
- Non-payment for printed advertisements and/or spreads in SOZ newspaper
- Computer database glitches.
- Lack of timeliness by individuals for reporting address changes
- Lack of readership auditing their mailing labels for minor errors that will cause paper not to be delivered or thrown away by USPS (apt. number miscues, P.O. Box inadequacies, incorrect zip codes).
- Postal Problems that continue to plague the SOZ are as follows:
- Undeliverable addresses
- No forwarding address or forwarding address expired

- No mail receptacles
- Lack of Children's News for Little Stars of Zion Section.
- Lack of effective use of the RisingStarsofZion.com website.

While complaint calls have diminished to an all time low of our daily calls, disgruntled readers continue to call expressing dismay over not receiving their Star and after researching their problem one of the aforementioned challenges is usually the culprit. It is vitally important that our office is given VERBAL or WRITTEN NOTIFICATION of changes regarding a subscriber's address, change of conference, or change in subscription status (conference or individual) immediately in order to avoid interruption/cancellation of subscription.

The Independent Review Report and Financial Statement for the Star of Zion will be provided at the end of the report.



THE QUARTERLY REVIEW

The AME Zion Quarterly Review (QR), formerly under the auspices of the Department of Historic Preservation and Scholarship, was restructured into the SOZ Communications Department (SOZC) by action of the 50th Quadrennial Session of the AME Zion General Conference. This action called for the Chief Communications Officer (CCO) to hire the Editor of the QR as an independent contractor.

The editor of the Quarterly Review re-envisions the mission of the journal as disseminating the best scholarship in religious thought, pertaining to ecclesial, racial, national, and global matters critical to the advancement of the Black church and its ecumenical witness. Our purpose is, accordingly, to secure for publication the best theological, biblical, historical and religio-cultural insights from men and women of various denominations, theological disciplines and races. We contend that a scholarly publication of such can serve not only as an ecumenical witness, but also as a teaching tool for the pulpit and the laity.

While the actual contractual agreement between the SOZC Department and Dr. William McKenith, Editor, went into effect on January 1, 2017, Dr. McKenith continued to perform the duties of Editor of the QR since the adjournment of the General Conference. The complete merger of the two departments was completely satisfied on January 31, 2017, with the closing of the QR checking account. The purpose of this report is to provide the details of those activities from August 1, 2016 thru December 31, 2016.

Dr. McKenith and the CCO met on several occasions to discuss job description for the Editor of the Quarterly Review, the deadlines in the production process, annual conference subscription status, and financial picture of the QR to include printing and mailing vendors and cost annually.

From August 1, 2016 thru December 31, 2016, the Editor of the QR operated as it had prior to General Conference (excluding maintaining database integrity) under the supervision of the CCO. During this period, the Editor published two issues of the QR: the October 2016 issue, and the January 2017 issue. The October 2016 issue cover feature was a memorial to Bishop Richard Keith Thompson, and the January 2017 issue cover featured the newly Consecrated Bishops of the AME Zion Church. Each issue featured scholarly, practical articles, and sermons. The editing process for some articles required extensive rewriting of major sections to ensure thesis and structural integrity along with grammatical correctness. Furthermore, the January issue published part one of the Board of Bishops' Quadrennial address.

The Editor of the QR researched and wrote "The Call to Holiness" as an exegetical and hermeneutical treatise, requiring extensive biblical, historical, and socio-psychological research. This article was published in our October issue. He has also been conducting additional scholarly research on topics for upcoming publications. The financial independent review and financial statement of the QR for 2016 in its entirety will follow this report.

Quarterly Review Challenges

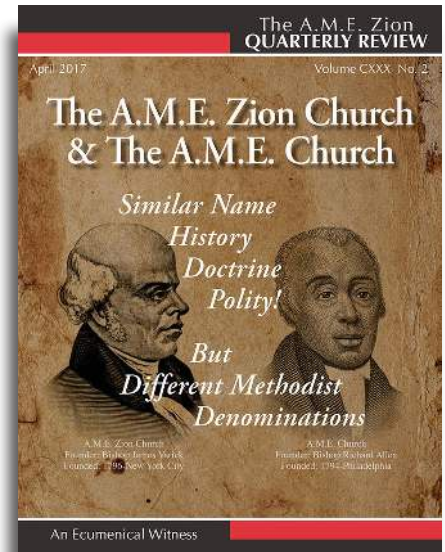
- Printing, mailing and salary is too expensive for budget of \$90,000, therefore no padding included for changes in printing or mailing cost. Postage increased on January 22, 2017, which may cause difficulties for this arm of communications
- No extra revenue value (only annual conference clergy and 12 library subscriptions)
- Negative cleric feedback on content.

Moving Forward: As the CCO's job description states, the this position will coordinate and provide design oversight for the publications issued by the Church to ensure the highest caliber of communications with both content and images consistent with a standard of excellence. Therefore, below are proposal to offset the existing expenses, to prevent operating difficulties, to increase readership of the Quarterly Review, and to generate funding for the SOZC Department to provide top notched 21st century operated media to the AME Zion Church.

Restructuring of the Quarterly Review

1. Increase the cost of the QR to \$25.00 per year. This would generate the SOZC Department an additional \$29,275.00 per year and \$117,100 over the quadrennium. This proposal has the capability of going into effect immediately.

The new Star of Zion Communications Policy and Procedure Handbook will include a section on the new policies for publishing in the Quarterly Review.



Appendix A

Domestic Bulk Drop Shipments

Cameron Grove AME Zion Church, Broadway, North Carolina
Columbus Avenue AME Zion Church, Boston, Massachusetts
Daniels Chapel AME Zion Church, Phoenix, Illinois
First AME Zion Church, Pasadena, California
First Good Samaritan AME Zion Church, Erie Pennsylvania
Greater Centennial AME Zion Church, Mt. Vernon, New York
Greater Unity AME Zion Church, Sharon, South Carolina
Greater Walters AME Zion Church, Chicago, Illinois
Greater Warner Tabernacle AME Zion Church, Knoxville, Tennessee
Greenville Memorial AME Zion Church, Charlotte, North Carolina
Rev. James Jackson, Cosada, Alabama
Liberty Hill AME Zion Church, Clover, South Carolina
Lomax Temple AME Zion Church, Detroit, Michigan
Martin Temple AME Zion Church, Chicago, Illinois
Mount Pleasant AME Zion Church, Rockford, Tennessee
New Mt. Olivet AME Zion Church, Rock Hill, South Carolina
Saint James AME Zion Church, San Mateo, California
Saint Matthews AME Zion Church, Sewyckley, Pennsylvania
Simon Temple AME Zion Church, Fayetteville, North Carolina
Stoner Memorial AME Zion Church, Louisville, Kentucky
Trinity AME Zion Church, Blacksburg, South Carolina
Trinity AME Zion Church, Washington, D.C.
Wallace Chapel AME Zion Church, Summit, New Jersey
Walls Memorial AME Zion Church, Buffalo, New York
Washington-Metropolitan AME Zion Church, St. Louis, Missouri

Appendix B

Overseas Quarterly Bulk Drop Shipments

Bahamas
Ghana
Guyana/Suriname
India
London England
Manchester/Midland England
Nigeria
Trinidad/Tobago

Appendix C

Facebook Page Global Connections

Barbados
Cyprus
Ethiopia
Ghana
India
Indonesia
Madagascar
Nigeria
Philippines
South Africa
Togo
Tunisia
United Kingdom
United States of America
Zimbabwe

BRANDING FOR THE AME ZION CHURCH

In today's global market, it is critical to stand apart from the crowd. The AME Zion Church is no longer competing on the local stage, we are competing in the global economy. People tend to do worship with churches that they are familiar with. If our branding is consistent and easy to recognize, it can help people feel more at ease at our worship experiences. People love to tell others about the brands they like. People wear brands, eat brands, listen to brands, and they are constantly telling others about the brands they love. On the flip side you can't tell someone about a brand you can't remember. A strong brand is critical to generating referrals or viral traffic. However, keep in mind that a brand is more than a logo and a tagline. Our logo and tagline reinforce your brand. Our brand is the sum of all we do and it is reflected in our corporate culture, the way we communicate, the relationships we build, and the promises we make.



Why Does the AME Zion Church Need a Stronger Brand?

Purpose of the Brand: to expose the church, mission and emphasis on ministry and social change in the United States and abroad. The AME Zion brand should be consistent with the legacy and history of the church with an inclusion of the various innovative approaches utilized to guide spiritual development.

Who is the AME Zion Church?

A global conglomerate of churches highly structured and organized in a manner that provides open disclosure to its members and includes a system of checks and balances for ultimate accountability in terms of finances and leadership.

How Does the AME Zion Brand Distinguish Us from Others?

The AME Zion brand should encapsulate all of our core values and should be readily recognizable to other organizations, businesses and potential new members. The brand has to be more than a logo, or a tag line and should evoke a sense of recognition and clear understanding of the purpose and mission.

Where is the AME Zion Church already Successful in Branding?

- Logo – clearly identifiable logo for the AME Zion Church
- Mission Statement – clearly published mission statement explaining purpose
- Website – clearly established webpage with logical navigational buttons

Where Are We Missing the Mark?

Brand Recognition
Instilling a lasting Impression
Clearly Defining Ourselves

Examples of Successful Branding:

The Potter's House: the phrase alone represents more than the name of the church, or the logo, but it connotes an image of books, movies, and conferences all under the umbrella of T.D. Jakes Ministries

- Church of God In Christ – "COGIC": the phrase COGIC, although an acronym, elicits an image of deep spirituality and praise & worship
- United Methodist Church: UMC "Open Hearts, Open Minds, Open Doors"
- Chick-fil-A – "Eat Mor Chikin": what began as a frequently used sign held by cows in commercials is synonymous with the chain and can now be seen on various CFA products.

Rev. Dr. Brian Thompson and the CCO have worked together to provide you with a new modified brand for the AME Zion Church. (**See Attachment C and Special Report Footage**).

Recommendation:

To vote in favor of the modified version of the AME Zion logo which would allow the church to be promoted with ease through social media and in online and printed materials, as well as continue to use our current AME Zion logo.

Copyright and Trademark Service Process

As was stated earlier in this report, we have begun working with the Accion Group Enterprises for obtaining copyrights and trademarks for all of the AME Zion Church logos, emblems, and printed materials. Therefore this report includes the process for which each department will need in order to legally protect the printed materials, logos, and or emblems for their respective departments. The process includes services provided by the Accion Group as well as the cost. After this meeting, this information will be passed on to the General Office Departments and Connectional Departments.



ACCION GROUP ENTERPRISES COPYRIGHT PROCESS

Copyright is a form of legal protection provided for original works of authorship by the U.S. Copyright Office once the work is transformed into a tangible form. Only the original author of the work claims the right to ownership, unless the rights of work were transferred through an agreement with the author. Copyright covers both published and unpublished works. The copyright process requires the submission of the creators completed Intellectual Property. Works include but are not limited to: books, textbooks, directories, magazines, computer programs, compilations, art work, music/audio recordings, performing arts (plays), films and audio visual work.

Traditionally, the manual copyright process using paper forms (TX, PA, MP, VA, and SR) can take approximately to 13 months to secure final approval. By using Copyright Essentials, LLC this process can be approved in 6-8 months for the copyright examiner to confirm the works authenticity.



If your intellectual property is in need of expedited services Accion Group Enterprises can expedite your work and will receive final approval within 14 business days.*

*Additional fees will apply for this service.

For all completed work(s) you must submit an electronic copy (.jpg, .mp3, .doc, .pdf, .mov) etc, from our acceptable file extensions with the copyright application. All submitted information by Accion Group Enterprises if pre-examined by our USPTO in- house Copyright Specialist.

Copyright Registration Fees:

Bundle Price: A.M.E. Zion Special Corporate Rate: \$160 per completed application. This does not include the filing fees. (see below) Typing/scanning services are also available if needed.

Single Application

Type of Filing: Single author, same claimant, one work, not for hire) Filing Fees: \$35

Standard Application (all other filings)

Type of Filing: Multiple versions of work, collective works – serial publications, collections, works for hire, joint works, multiple authors, websites, etc.

Filing Fees: \$55

Copyright Cost per body of work for Single Application including fees: \$195.00 Copyright Cost per body of work for Standard Application including fees: \$215.00

A.M.E. Zion Copyright Services

www.theacciongroup.com

Confidential

ACCION GROUP ENTERPRISES TRADEMARK PROCESS

Trademarks identify the source of goods, while service marks identify the source of services. Words, symbols, letters, slogans, designs, features of packaging, color combinations, animations and even sounds may be used as trademarks or service marks. Some marks may qualify as a collective mark because they identify membership in an organization or, if they identify goods or services that meet certain quality control standards, as a certification mark. The rights in a mark are a business brand asset that can be sold or licensed to others. You can also use the mark to maintain yourself as the exclusive source of a product or service.



If your intellectual property is in need of expedited services Accion Group Enterprises can expedite your work and will receive final approval within 14 business days.* *Additional fees will apply for this service.

Federal protection may be available for the name of your product and/or service, a logo or any other mark that identifies you as the source of a product or service. Common law and state registration rights will be enhanced by the benefits associated with federal registration. Federal registration rights can be renewed and can last forever.

A trademark search is a vital first step when contemplating the filing of a trademark application. Our services include confidential and comprehensive trademark research of the relevant domestic databases available at the United States Patent and Trademark Office (USPTO). In addition, we conduct a common law search that is provided at no additional charge. The trademark research will be completed in fifteen (15) business days (excluding holidays) from the date your payment processes and we will summarize our findings to you via email shortly thereafter. In lieu of exorbitant hourly rates, we assess a flat fee for each federal word or design mark search.

We will review, prepare and file your trademark application electronically to the USPTO office. As a special service to you we will provide you with a customer specific Cease & Desist letter that you can further customize if someone is infringing on your mark. All work submitted will be the ownership of A.M.E. Zion Church.

TRADEMARK SERVICES

- Comprehensive Search of Federal and State databases
- Filing of Trademark Applications
- Response to Office Actions
- Opposition Proceedings
- Trademark portfolio analysis
- Provide Cease and Desist customer letter
- Trademark / Patent Attorney application review prior to submission.

Trademark Registration Application and Filing Fees:

A.M.E. Zion Church Special Corporate Rate: \$350.00 per completed application for 10 or more trademarks. This does not include the filing fees. (see below) Typing/scanning services are also available if needed.

Trademark Filing Fees: \$225.00

Type of Filing: Name, service marks, logos, slogans, words, letters, designs, and color combinations. (Protecting Your Brand)

Total Cost: \$575.00 each for 10 or more trademarks or \$700 each including fees.

TECHNOLOGY & WEB APPLICATION SERVICES FOR THE AME ZION CHURCH

Star of Zion Communications Media Expansion for the 21st Century Church

As the dissemination of the good news continues to evolve, the church must keep up. While the message does not change, its means of delivery does – and at a rapid pace. The Star of Zion Communications is proud to say we are striving to utilize various avenues of media in a constant effort to reach Zion with the latest in technology.

Technology and Branding

The Communication Department's function and two of its top organizational related jobs, corporate communications and corporate branding, are taking on greater strategic importance in this new landscape. Historically these roles tended to operate within predictable organization silos, but this is shifting as technology and the rapid adoption of new media have disrupted the channels. Against this backdrop, the role of the CCO is evolving rapidly.

The CCO's responsibility is to shape and safeguard the Church's reputation which is today a point of particular vulnerability in this era of websites and social media, which is also an extension of the CCO's functional mandate. Because of the rise and rapid adoption of new media/technology, information moves more quickly requiring more technological resources to manage. One of the highest priorities for my function is to manage, monitor, and protect the communications including the brand of the church and the protection of its reputation. The balance of managing communications, brand and reputation as indivisible assets is essential. This has led to the integration of our technology, marketing, and corporate communications.

Managing, Monitoring, and Protecting Communications and the Brand of the Church

- **Web Asset Registration**-The CCO proposes to partner with the Church's current technology partner, Sirius Networks (SN) to create a site page where churches, annual conferences, district conferences, organizations that are in some way representing the church or utilizing its logo in any way or its brand will be required to submit information for registering their website, social media sites, blogs, mobile apps, online digital print media, web podcasts, and digital video casts with the SOZC Department. This will provide a database and inventory of users operating under the brand of the AME Zion Church.
- **Web Brand Usage Guideline and Policy Creation** - The CCO proposes to partner with SN to create technology and web usage policies that all local churches, departments, and organizations must adhere to in order to gain acceptance and approval to utilize the logo and brand of the church as well as continue ongoing usage.
- **Web Brand Monitoring, Auditing, and Reporting** - The CCO proposes to partner with SN to provide brand monitoring services to ensure that all registered churches, groups, departments, and organizations that are in some way representing the church or utilizing its logo in any way or its brand, are abiding by the policies and guidelines set by the CCO. The SN office will audit and report on both registered authorized and non-authorized users as well as those that are not registered but continue to misuse the brand of the church as determined by the policies and guidelines created by the SOZC Department.
- **Web Branding Certification Program** - The CCO proposes to partner with SN to design and develop a certification program that churches, district and annual conferences, episcopal districts, general office departments, connectional organizations that are representing the church or utilizing its logo or brand in any way will receive a certified CCO emblem and certificate to add to their respective media to include websites, social media sites, blogs, mobile apps, online digital print media, web podcasts, digital video casts, online digital music media. This certified emblem and certificate will signify that those brands have met the requirements. This certification will require a recertification every two years.

Communications and Technology Services

Centralized communication and technology services can help large organizations become more efficient and deliver faster and more responsive solutions throughout its infrastructure. Whether Local District-to-Episcopal district, Episcopal District-to-Connectional Departments and offices... all of these interactions can be



analyzed and optimized to benefit the denomination as a whole. Therefore the Star of Zion Communications Department will offer the following services beginning January 2018:

- **Centralizing Church Website Quote and Project Development Requests**
- **Centralizing New Application Development Quotes & Project Management**
- **Centralized Web Update Management** – This ensures the end user that the website will always be up to date, it ensures that the end user will not have to learn website coding in order to implement a new website and it will always ensure that their website is compliant according to the guidelines and policies that will be provided in the Star Communications Policy and Procedure Handbook.
- **Episcopal Communications Team** - To aid the SOZC Department in providing Zion with accurate and efficient communicative services, we would ask that each Bishop would appoint an Episcopal Communications Team. This team would:
 - Work with the SOZ Corporate Office to ensure accuracy of information involving that Episcopal District (ED) and to ensure that policy and procedures set by the SOZC Corporate Office are implemented in each ED.
 - Manage media relations and maximize media opportunities for the ED.
 - Create and launch press releases and marketing campaigns regarding events and news in the ED.
 - Submit new dates, articles, and information electronically to the SOZC Department.
 - Develop strong relationships with media reps. in the respective ED.
 - Promote Churches of ED as features on various media vehicles (i.e. radio, TV, internet, live stream, WSOZ, SOZ newspaper) when availability presents itself.

The CCO will determine and approve those items that should be placed on the corporate web portal and will submit all images and details to SN, who will update the corporate site. (**see Attachment D**)

- **Centralized Hardware/Software Consultant and/or Fulfillment**

As the leader in news about the Freedom Church, we will continue to operate in the mode of excellence by providing up to date web news summaries that are traditionally left out of the mainline news dissemination process. It is my hope and desire to provide the kind of growth and communicative leadership that will help to secure Zion's legacy as a church where integrity is our highest value and excellence is our mode of operation. I solicit your prayers and support to this end.

To God Be the Glory for His Coddling Grace and Mercy!

Humbly Submitted,

Mrs. Addie L.H. Lisby,
Chief Communications Officer
&
17th Editor of The Star of Zion

THE STAR OF ZION
COMMUNICATIONS



Attachment B

THE STAR OF ZION

Official Voice of the Freedom Church

THE AFRICAN METHODIST EPISCOPAL ZION CHURCH

Addie Lisby, Chief Communications Officer

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February 2, 2017

To Whom It May Concern,

As we begin the restructuring process, the Communications Department is providing you with the instructions for completing the new AME Zion Periodical Form. It is one continuous table that your periodical designee can type on and when printed it will automatically break up at the page's margin. This new form will allow up to 500 names and addresses for the conference. When printing the hard copy for mailing, the "fit to page or fit to margin" option should be checked. It also should be printed out horizontally on letter size for this copy to be mailed with the check

1. Use this form ONLY! Any other format will be returned.
2. All entries MUST be in ALPHABETICAL ORDER.
3. Mark the appropriate box by the subscribers name for the appropriate periodical that is being purchased by the subscriber.
4. Print the listing, following the above directions
5. When drafting the checks, the checks should be made out in the following manner:
 - a. 1 check made payable to Star of Zion Communications for the Star of Zion Newspaper and Quarterly Review.
 - b. 1 check made payable to the Missionary Seer.
 - c. 1 check made payable to the Church School Herald.

If done properly a conference should have 1 list and 3 checks. See example below:

Number of subscribers x \$38.00 = amount for SOZ

Number of subscribers x \$20.00 = amount for Quarterly Review

These 2 combined will = Total amount of check made payable to Star of Zion Communications.

Number of subscribers x \$30.00 = amount for Missionary Seer

Number of subscribers x \$20.00 = amount for Church School Herald

If you have any questions please contact our office at 704-599-4630, ext. 2577

Blessings!

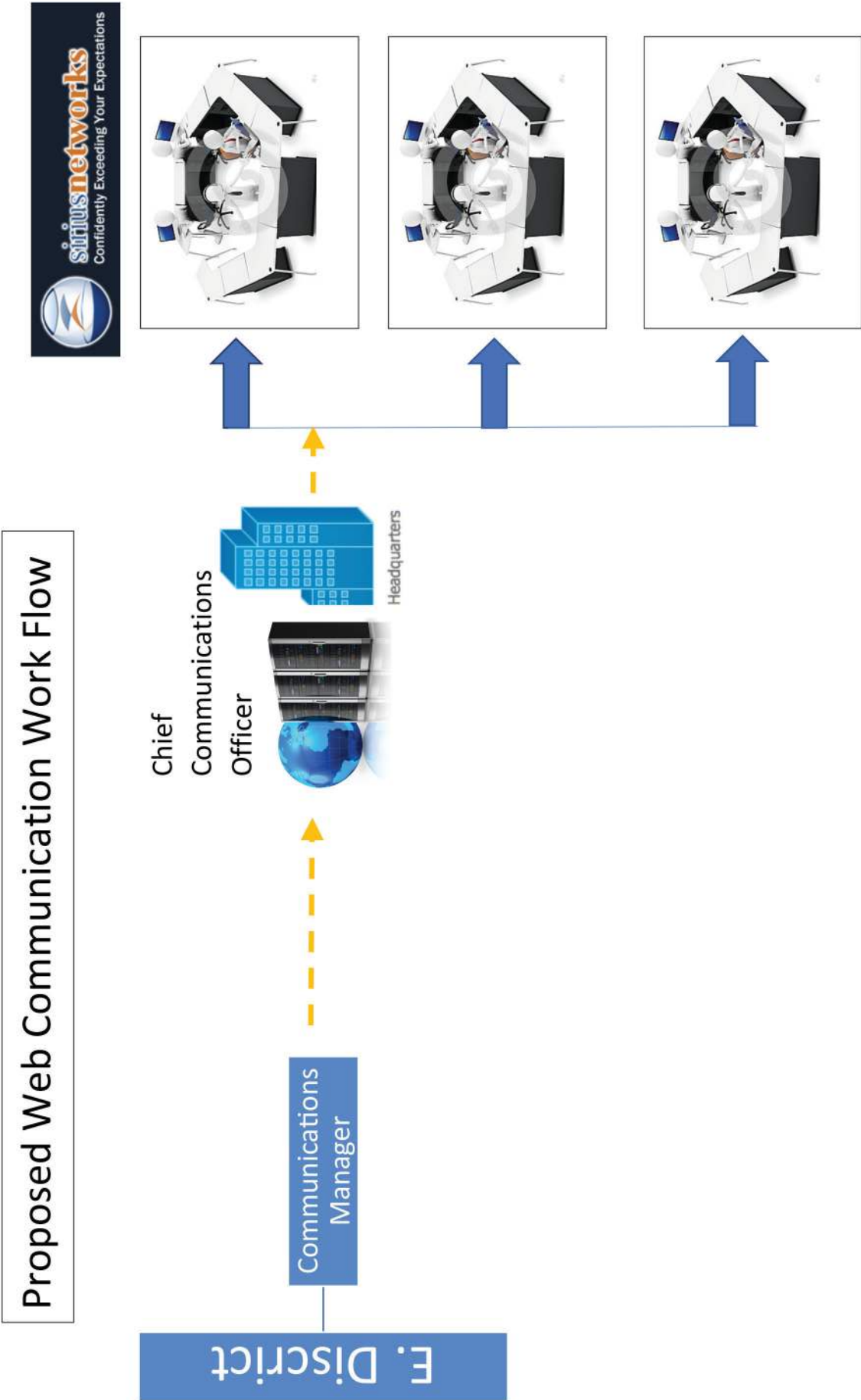
Sis. Addie Lisby, Editor
Chief Communications Officer

ZION



THE AME ZION CHURCH

The Freedom Church



Proposed Web Communication Work Flow



E. District

Communications Manager

Chief Communications Officer



Headquarters

