

National Black Church Initiative

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This is the program outline for the two-day conference to be held on April 18-19 in Atlanta Georgia on How to Effectively Utilize the Internet and Social Media to Advance your Organization or Ministries. This conference will be sponsored by the National Black Church Initiative and the National Black Religious Broadcasters.

Conference Title:

How to Effectively Utilize the Internet and Social Media to Advance your Organization or Ministries: Understanding how federal telecommunication policies impact church-based broadcast entities.

Target Audience:

We hope to attract 200 large and medium faith broadcast communities whose ministries depend on understanding what they can do and what they cannot do and who are unaware of the impact that federal telecommunication policies can have on their ministries.

Day 1: Day 1 will consist of three particular panels.

Panel 1: Key federal telecommunication rule making decisions or issues that everyone must be aware of if they are going to be effective in broadcast ministries.

Panel 2: Why advocacy from the black Christian broadcast ministries is critical in determining industry standards.

Panel 3: The promises of broadband and new technologies: Why you should be concerned on how much the spectrum is controlled by what industry – telephone, cable or free TV.

Day 2: There will only be two panels and lunch.

The first panel will consist of teaching church leaders and technicians' ways in which they can increase their ministries through the use of Google, Yahoo, Social Media and Video.

The second panel will be on how smart phones with the increase of broadband technology will revolutionize giving in the church and how parishioners will change their ways of participating in the church service.

About NBCI

The National Black Church Initiative (NBCI) is a coalition of 34,000 churches working to eradicate racial

disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. NBCI offers faith-based, out-of-the box and cutting edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at www.naltblackchurch.com.