



# The Canadian Church Press

## 60<sup>th</sup> anniversary re-think



1155 Yonge St, Toronto  
12 September 2017  
11:30 a.m.-12:30ish p.m. Eastern time

Join toll-free 1-855-344-7755  
(or local 416-933-3852)  
conference code is 480 018 4

For how to add live video or connect with a  
videoconferencing system, visit  
[http://canadianchurchpress.com/ccp-town-hall-  
meeting/](http://canadianchurchpress.com/ccp-town-hall-meeting/)

# Welcome members and friends



- The Canadian Church Press association has served Christian communications professionals since 1957
- In the 20<sup>th</sup> century this mainly meant an annual conference for editors and some staff of print periodicals and a member-only awards contest
- CCP has membership categories for Internet periodicals and freelancers, but few takers
- Today we'd like to discuss perceived needs and if/how CCP could change to meet them

# Today's industry landscape



- More digital delivery than print
- Communicators wear many hats crossing traditional divides between
  - Public relations -- Marketing
  - Fundraising -- Design
  - Journalistic writing -- Broadcast
- Is there a need for this Canadian Christian professional association?

# Needs the CCP could meet



## Canadian-specific, cross-denominational:

- Community: professional, spiritual, one-to-one
- Peer advice, mentoring, continuing education
- Advancing the needs of members
  - Annual awards contest (visibility, excellence)
  - Lobbying on behalf of members' unique needs (to government, Canada Post)
  - Relations with academia, other industry bodies (Mags Canada, CAJ, etc.)
  - Joint projects such as research

# Association challenges today



- Financial squeezes can make annual national conferences less viable (replaced by online?)
- Peer advice and community are accessible in various places online, encouraging people to drop in/out instead of long-term community
- Association mergers and consolidation
- Closures of print periodicals make current structure increasingly ineffective
- Communications work may be only part of job descr.

# Widen membership?



- If the community more clearly welcomed communications officers, fundraisers, marketers, audio/video producers, social media workers, etc., would anyone join?
- CCP currently offers only two options:
  - *Periodical Membership*: “published in Canada which serve church constituencies”
  - *Associate Membership*: “former editors of member publications, journalists specializing in religion reporting,” etc. (rather narrow)

# Increase partnership?



- Would it be better for a small group like the CCP to cooperate more closely and regularly with another organization such as:
  - The Word Guild -- Magazines Canada or CSME
  - Asso Roman CCC -- News Media Can (Newsp)
  - Evang Press Asso -- Editors Canada
  - Associated Ch Pr -- Cdn Assoc of Journalists
- How far should such partnership go (even to discussing a merger)?

# Discussion: cdnchurchpress@hotmail.com



- In May we circulated a report:  
<http://canadianchurchpress.com/ccp-mission-and-structure-60/>
- We received supportive feedback so far on:
  - more inclusive membership (part-timers, volunteers, communications workers, communications, marketing, fundraising)
  - partnering with ACP
  - abandoning membership criteria tied to print publication
  - new name that doesn't include the word "press" or "publish," e.g., Canadian Church Communicators
  - Creating regional chapters
- Opposition so far on:
  - partnering with TWG
  - joining mainstream associations

# Discussion: [cdnchurchpress@hotmail.com](mailto:cdnchurchpress@hotmail.com)



- Widening membership criteria was voted down in 2014 but consensus seems to have shifted since then as closures have accelerated
- The CCP exec welcomes opinions on cooperating with various other groups (e.g., binational but predominantly US-based ok? Mainly single-tradition Catholic or evangelical ok?)