

## How to Tell Our Story in a Post-Truth World

We live in uncertain times. In a culture of rolling news cycles, click bait, and fake news, there is deep distrust of institutions and the messages they present. However, the story of the church is more important than ever. In a post-modern, post-Christian, post-truth world, the story of the church can provide hope, meaning, and transformation. This session will explore how the church can engage with media to tell its story to people across the world in relevant, captivating ways.

**Gareth Russell** graduated from Strathclyde University (Glasgow) before becoming the label manager for Authentic Media. After working in India, Gareth became managing director of Authentic Media, a publishing and music company based in Milton Keynes. Gareth and his wife founded Jersey Road PR, an agency focused on telling the story of the church through national, regional and sector media and reframing the way the church has historically been positioned. Drawing on his experience of working in the USA, Australia, UK and India, Gareth's passion is to help individuals and organisations tell their story, to equip leaders, and to see genuine change through great communications.

### I. Does The Church Still Matter?

A. How do we communicate the story of the church, when Christianity is perceived to be irrelevant or extreme?

B. Is there a story to tell?

### II. Why engage with media?

A. Is media engagement a strategic tool or an unpredictable risk?

### III. Who are the media?

A. How has media changed?

IV. How do you engage with media?

A. Clarity, consistency and compelling

B. How to effectively engage media