

# Coordinated Response on Racial Justice

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**Objective:** The UMC will lead a sustained and coordinated effort beginning now and continuing through General Conference, August 29 to September 7, 2021, to actively engage in the ministry of dismantling racism and promoting racial justice.

## Messaging

### Advertising campaign

- A media plan has been developed with placements that will push our messaging out via Billboards, social media, and digital advertising across a wide array of channels.



- Ad message created by UMCOM with input from GCORR, GBCS, SBC21, Bishop Harvey, Junius Dotson and other leaders across the connection is action oriented, directing people inside and outside the church, at individual and institutional level, to stand against racism. (Creative is available in multiple sizes.)
- The message posted the graphic on Facebook in the evening of 6/4. By 7:30 the next morning, it had 8.2K likes, 750 comments and 2.8k Shares. It has also been posted on UMC Instagram, Instagram story, Facebook story and Twitter, as well as ResourceUMC and UMCom FB and Twitter.
- The graphics are available from this dropbox:  
<https://showcase.dropbox.com/s/United-Methodist-Stand-Against-Racism-9FUqleG5BrEF4kqjOvxS6>
- An accompanying video is being created that uses the names of the victims from the last ten years and ties action to our baptismal vows.

### Media pitches

UMCom PR team will continue to work on getting placements for the UMC to play a more visible and prominent role in the national and international news media

- [Bishop Easterling at St. John's Episcopal Church](#) June 3 for a public witness. Pitched to ABC, NBC, CBS, CBS News Radio, Fox News, Good Morning America, the Today show, Religion News Service, CNN, the Washington Post, AP, NPR, WSJ, People magazine, interfaith Voices, and Reuters. Secured interviews with the Associated Press, Fox News, Interfaith Voices radio program and CBS News Radio (with the possibility that CBS will also use on television) and worked with the annual conference communicator to schedule.
  - The [Associated Press article](#) was picked up by the [NYTimes](#), [Washington Post](#), [ABC News](#), [US News and World Report](#) and many other major daily papers and TV news websites.
  - CBS News Radio reports that they sent out a number of cuts to their affiliates around the country. The decision how and when to air the cuts rests in the hands of the local affiliates.

- Awaiting links for other articles
- Working on trying to get a follow-up interview with The Kojo Nnamdi Show in Washington, DC
- Sent Bishop Easterling's remarks and a Facebook video clip as a follow-up to other journalists who did not attend event
- Pitched Bishop Ough as a spokesperson to CNN, Associated Press, NPR, Minnesota Public Radio, and World Christian Radio. Connected with the annual conference to get information about what they are doing to aid affected communities in Minneapolis and we are pitching that angle as well. A national AP reporter acknowledged that he will share info with a colleague covering the religion angle in Minneapolis.
- Pitched Bishop Harvey's idea of a side-by-side interview with Bishop Easterling and Bishop Farr to Joe Iovino for Get Your Spirit in Shape; this interview is scheduled for 6/5.
- Will continue to look for additional pitching opportunities

## Galvanizing Events

### June 10: A Time of Prayer and Reflection

- GCFA is coordinating a time of prayer scheduled for Monday, June 8, 10am. We have invited several to offer prayer. Those speaking will be on Zoom. Others can join/listen on FB: @GCFAUMC. We invite everyone to attend and hear the prayers of those seeking justice. We are all in this together and this is one way GCFA can be active as well.

### June 14: Day of Worship

Day of prayer, fasting and lament culminating in online worship service at 6pm CT on June 14th

- COB, GCORR and DM to plan the event
- UMCOM to support, with production and promotion of the event.

### Aug/Sep, 2021: Worship at General Conference, Minneapolis

A worship service to remember George Floyd and recommit ourselves to the work of ending racism.

- GCORR to lead planning

## Town Halls & Conferences

Denominational Town Hall and other virtual events to offer local action steps everyone can take, followed up by Town Halls in each Episcopal area.

### June 9: Navigating 2 Viruses: Regathering in the Midst of Racism and Pandemic

- Discipleship Ministries is hosting a virtual conference
- June 9, 10am CT
- More at [Navigating 2 Viruses](#)

### June 15: Denominational Town Hall

- Council of Bishops and GCORR, to take lead in planning a denominational event
- UMCOM to provide support through technology and promotion

- First Town Hall scheduled for the week of June 15
- Follow up to denominational day of worship

#### TBD: Local Town Halls

- Follow-ups to the denominational town hall
- COB commits to hold virtual town halls in each episcopal area/annual conf.

## Worship Resources

Church & Society

Discipleship Ministries

- **Seasonal Worship resources** (Advent, Lent, etc.) to maintain focus on ending/disrupting racism  
<https://www.umcdiscipleship.org/worship-planning>
- **Prayers for the Healing of a Nation:**  
<https://www.umcdiscipleship.org/articles/prayer-for-the-healing-of-the-nations>

Global Ministries

Higher Education & Ministry

Religion and Race

SBC21

Status & Role of Women

UM Men

UM Publishing

UM Women

Wespath

## Advocacy Resources

Church & Society

Council of Bishops

Discipleship Ministries

- **Suggested Resources for Becoming Anti-Racist:**  
<https://www.umcdiscipleship.org/articles/suggested-resources-for-becoming-an-ti-racist>
- **It is Enough: Reflections and Songs on the words of Martin Luther King:**  
<https://www.umcdiscipleship.org/articles/it-is-enough>
- **Courageous Conversations about Race:**
- <https://www.umcdiscipleship.org/resources/courageous-conversations-about-race>

- "Whiteness" and Understanding Racism  
<https://www.umcdiscipleship.org/blog/whiteness-and-understanding-racism>
- The Insanity of Killing Young Black Men:  
<https://www.umcdiscipleship.org/resources/the-insanity-of-killing-young-black-men>

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## Education Resources

Archives & History

Church & Society

Council of Bishops

Discipleship Ministries

- **Race, Faith, and Wholeness: Healing Conversations for an Anti-Racist Church**
  - Project by DM and GCORR

Finance and Administration

Global Ministries

Higher Education & Ministry

Religion and Race

SBC21

Status & Role of Women

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- [Diversity and Inclusiveness on RresourceUMC.org](#) aggregates resources from across the connection for leaders to use in addressing the issue.

UM Men  
UM Publishing  
UM Women  
Wespath

## Member Resources

- [UMC.org's Racial Justice page](#) aggregates content around racial justice for members and also people outside the church who might be seeking information.
- [UMC.org/EndRacism](#) will point to a more succinct page, directly connected to Ad Campaign, with prominent link to the Racial Justice page.
- New content from UMCCom and across the denomination will continue to be added.

## UM News

News coverage is an ongoing education and information tool for this cause. Below is the upcoming planned content as well as links to the pieces released just since May 25th For a view of all news content including pieces aggregated from across the connection, visit [umnews.org](http://umnews.org):

### Stories in progress

- Follow-up story or stories on churches responding to support protesters, helping organize protests
- Story about the impact of having the protests during the COVID-19 pandemic, noting the disparities in how racial-ethnic communities are being treated during the outbreak
- How the church is resourcing local congregations to engage with issues of racism and justice
- Commentary by a United Methodist pastor on what it means to put your body on the line as a protester
- Commentary by a United Methodist pastor and former academic on the historical roots of racism and how the church must respond
- Ask The UMC FAQs on what The United Methodist Church says about racism and advocacy for social justice
- Additional stories planned in English, Korean, Spanish, French, Portuguese

### Content since May 25

- [Moving beyond protests to stamp out racism](#)
- [Pastor connects through protest hymn](#) – story about Rev. R. DeAndre Johnson's hymn, "It Is Enough!"
- [United Methodists preach, protest and decry racism](#)
- [Statements against racism](#) – including statements from the Council of Bishops and individual bishops
- [Commentary: The risk the white church must take to address racism](#)
- [Commentary: Chance meeting leads to understanding about reparations](#)
- [Korean: COB supports Minnesota bishop in call for Christians to fight racism](#)
- [Korean: Lamentation and bitter weeping](#) – Bishop Jung commentary
- [Spanish: Declaración del Obispo Ough sobre la muerte de George Floyd](#) (Bishop Ough)

- [Portuguese: Declaração do Bispo sobre a morte de George Floyd](#) (Bishop Ough)
- [Georgia shooting sparks call to end racism](#) (in English, Spanish, Portuguese)

## Legislation

### Quadrennial Focus

The General Secretaries, lead by GCORR, are considering legislation to present to General Conference to make ending/disrupting global racism a focus for the next quadrennium.

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All of the above will be promoted through all UCom digital and social channels reaching hundreds of thousands with constituents appropriate messaging