

# Communications Unit

Report to Conference 2021  
Mokala Montle Synod- Kimberley

# Introduction

- Great content lies at the heart of everything communication does
- Covid-19 has forced our hand and shown us all the cracks that exist in our content production and therefore in our communication as a whole.
- The pressure to create RICH- Relevant, Inspirational, Current and Holistic content for all our platforms including websites, social media platforms, sermons, bulletins, newsletters etc. is huge!

- Our **relevance** and **effectiveness** as an organisation moving forward will be highly dependent on the **quality of content** we produce and how we **package** it!

# Content Production

- The production of content for our media channels continues to be a challenge and needs to be a collaborative effort. No one individual can do this
- A creative programming team is integral to keeping the content relevant, fresh and engaging

# Content Marketing

- Easter 2020 revealed that we are already churning out valuable content but we need to make it work for us
- Our content is known as ever-green content because the message of hope found in Jesus Christ never loses its favour
- How do we use this content to further the mission of Gods Church?

# New Dimension

- Suspended initially because of lock down – then unsustainable costs during a financial crisis
- Dearth of articles from the synods

# Recording & Editing Equipment

- For the unit to meet the current and future communication needs of the church more equipment and human resources will be necessary.
- With such equipment, the unit can also become self-sustaining by providing livestreaming services at church events at a nominal fee

# Towards the Future

- As we reimagine the future, the Communications Unit may need to be reconfigured into an Information & Communication Technology Unit in line with the evolving needs of the church in a changing world



# Online radio

- The Unit is exploring the possibility of an MCSA Online Radio Station. A digital radio station could be operated on the internet and cost approximately \$50 a month.

# MCSA Mobile App

- The Framework for a Connexional App already exists- but has not been published
- As part of the research, the Unit will send out a survey to all units, departments and organisations of the church to ask the questions: 1. Is there need for a mobile app? 2. What would be the functions of this mobile app and what would its users expect of it? 3. What value would such an app be anticipated to add to our current communication systems?

# Rallying around critical social causes

- The Freedom From Fear Campaign
- Cabo del Gado
- What other social issues do we need to rally around?

# Child Safeguarding

- Consent
- Protection of the vulnerable
- Protection of identities

# The POPI Act/ MCSA Popi Policy

- The POPI Act applies to every business or Organization in South Africa (including the MCSA) that collects, uses, stores or destroys personal information

# Purpose of the Policy

1. To ensure that all personal information held by the MCSA is:
  - a. securely processed
  - b. used relevant to the purpose intended and
  - c. protected as required by the Protection of Personal Information Act

**2. To provide a  
framework to the  
MCSA to ensure  
compliance with the  
Act**



**3. Give effect to the constitutional right to privacy, by safe guarding all personal information processed by the MCSA.**

# Definition of Terms

## **Responsible Party**

- A public or private body or any other person which alone or in conjunction with others *determines the purpose of and means for processing* personal information.
- The MCSA as a body is a Responsible Party

# Operator

- A person who processes personal information for a Responsible Party in terms of a mandate or contract.

Operators in the MCSA include:

- a. Employees of the MCSA, Clergy, Society and Circuit Officials, MCSA Organizations Officials (at all levels of the Connexion) and
- b. any other Member of the MCSA who has a mandate to process Personal Information in an official capacity.

# Data Subject

- A person to whom the personal information relates.
- The owner of the personal information we work with
- Data Subjects in the MCSA include:
  - a. Clergy, Employees, Members, Society and Circuit Officials, MCSA Organizations Officials (at all levels of the Connexion) and
  - b. Children (under 18 years).

# Personal Information

**Any information  
related to an  
identifiable, living  
natural person**

**Includes race, gender,  
sex, pregnancy, marital  
status, age, physical or  
mental health, religion,  
language, belief**

# History of education, medical, financial, criminal, employment

**Any identifying numbers,  
symbols, email addresses,  
ID or online ID, physical  
addresses, cell or telephone  
numbers**



**Biometrical  
information i.e. blood  
type, DNA,  
fingerprints**

**The name of the person and  
any other personal  
information relating to the  
person or if the disclosure  
of the name itself would  
reveal information about the  
person**

**Correspondence sent by a person that is explicitly or implicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence.**

# Public Record

- A record that is accessible in the public domain
- For us Public Records include the Annual MCSA Yearbook, MCSA website / digital platforms, photographs, recordings and videos of MCSA services/ events and Synod Bluebooks.

# Information Officer

- The head of a private or public body.
- In our case the Information Officer is **The Presiding Bishop of the MCSA**

# Processing

- Means any operation or activity or any set of operations, whether or not by automatic means, concerning personal information, including;
  - (a) the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation or use;
  - (b) dissemination by means of transmission, distribution or making available in any other form; or
  - (c) merging, linking, as well as restriction, erasure or destruction of information;

# Transfers of Personal Information Outside South Africa

- The Responsible Party ( MCSA) may not transfer Personal Information about a Data Subject to a third party in a foreign country unless certain protections are in place:

1. The foreign country has a law that provides adequate protection for the information shared
2. There are binding corporate rules that provide adequate protection



3. There is an agreement between the sender and receiver that provides adequate protection
4. The Data Subject consents
5. The transfer is necessary for the Responsible Party to perform her duties

# VIOLATING THE POPI ACT

- The POPI Act has strict regulations that every organization must comply with and depending on the nature of the offense, organizations as well as individuals can be punished.
- Offenders can be fined up to R10 million and can even be jailed.

# KEY RISKS

- To mitigate risk the MCSA will conduct annual audits to identify and manage risks as well as ensure compliance to the POPI Act.
- The Presiding Bishop and or Deputy Information Officer(s) may appoint any capable Members of the MCSA or delegate the auditing function to the relevant Operators to conduct the audits in the:
  1. Methodist Connexional Office
  2. Synods
  3. Circuits & Societies
  4. Connexional Organizations

# Review

The MCSA will regularly review its procedures for ensuring that its records remain accurate and consistent and, in particular:

1. ICT systems will be designed, where possible, to encourage and facilitate the capturing of accurate data.
2. Data on any individual will be held in as few places as necessary, and all staff are discouraged from establishing unnecessary additional data sets.

3. Effective procedures will be established so that all relevant systems are updated when information about any individual changes.

4. Staff who keep more detailed information about individuals will be given additional guidance on accuracy and security in record keeping.

## Photography & Videos Notices

**“Photography and filming may be taken at this event for documentary and publicity purposes. If you are not happy with your image being used in this way, please contact the organisers”**

- **By Attending this convention/ conference /meeting you enter an area where photography , audio and video recording may occur. By entering the event premises ( physical or online) you consent to such recording media and its release, publication, exhibition or reproduction for use on websites, news articles and inclusion on social media. You further waive all rights you may have to any claims in connection with the use of these materials . If you have any concerns about waiving these rights please contact:**

# Conclusion

- Now, more than ever, the church needs to invest in efficient and effective communication systems and resources to unite us during this time when we are physically apart.
- As we begin to re-imagine new funding streams and models let us repurpose what we already have and ensure that our intellectual property, brand and content work meaningfully for us in funding the mission of the church



# Thanks

- To the PB and Gensec
- Other unit leaders
- Edward who does the units finances
- Thobelani Ncapai who has given invaluable technical support

- *Through the love of God our Savior,  
All will be well;  
Free and changeless is His favor;  
All, all is well.  
Precious is the blood that healed us;  
Perfect is the grace that sealed us;  
Strong the hand stretched out to shield us;  
All must be well.*



*Though we pass through tribulation,  
All will be well;  
Ours is such a full salvation;  
All, all is well.  
Happy still in God confiding,  
Fruitful, if in Christ abiding,  
Holy through the Spirit's guiding,  
All must be well.*

- *We expect a bright tomorrow;  
All will be well;*