



ANNUNCIATION GREEK ORTHODOX CHURCH

Rev. Fr. Angelo Maggos, Presbyter

962 East Ave. Rochester New York 14607

Communication Ministry Strategy Objectives

VISION: To create a quality path of discovery and learning for all things Orthodox on the digital frontier and to capture the historical moments of our parish.

- **Annunciation Orthodox Church Service Livestreams**
 - Our service livestreams continue to gain an international audience and growth at an exponential rate. Many of our viewers have expressed that this is their first exposure to Orthodoxy and, of those, many have continued on the path of conversion and catechism. Last year, we upgraded the studio tech and cameras allowing our services to stand alongside the most professionally produced Orthodox presentations on YouTube.
 - **1 Year Plan**
 - As per many requests, we are in early preparations to expand our presentation with an additional alter camera allowing the viewers to experience and be educated about the Orthodox Liturgy from new perspectives. Practically, this also allows a more dynamic presentation.
 - New microphones will be installed soon to limit noise and increase the quality of the choir audio.
 - New wireless microphones. Our current wireless microphones are a decade old and are beginning to show signs of decay.
 - Budget: \$10,000 (estimate)
 - **3 Year Plan**
 - The addition of a fourth camera opposite the chanter camera to capture more angles of the Church and to allow smooth transition between the priest, choir, and chanters. Plus, it will allow more closeups and variety to capture our youth presentations and plays. [Note: as a cost-saving installation measure, we may consider this option with the addition of the third camera].
 - Upgraded microphones for the chanters and youth presentations. We are currently limited in sound capture for presentations and plays. These plays are important moments in the development of our youth and we will strive to capture them in the best quality possible.
 - Tech education opportunities for our youth – *see Youth Director Strategy*
 - **5 Year Plan**
 - Implementation of our internship program (*see Youth Director Strategy*) to help educate and create opportunities for the next generation.
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- **Orthodoxy Questions Answered (OQA)**

- Our weekly live chat show continues to grow in popularity and is the driving factor for revenue growth on our YouTube channel via SuperChats.
 - 1 Year Plan
 - We are currently upgrading the show tech for a better, more professional viewing experience. We have outlined a plan and will be focusing better audio and visual quality via new microphones and an additional camera.
 - BUDGET: \$2,000
 - 3 Year Plan
 - The upgraded viewer experience will allow us to integrate more guests on the show, providing more variety and stimulating growth. We have had requests to invite other notable figures on the show for interaction. Based on the viewer response, we may decide to create a complementary series solely focusing on theological discussion between the guest and Father Maggos which will be followed by the traditional OQA session focusing on the specific topics discussed.
 - Expansion to other platforms beyond YouTube to future-proof our digital footprint in the ever-evolving social media landscape.
 - 5 Year Plan
 - As we continue to grow, we will be exploring various techniques to maintain relevancy in addition to future-proofing our content as platforms ebb and flow in popularity. Technology and communication evolution is rapid and change can be dramatic; thus, through research, collaborations, and educational seminars, we will strive to be on the forefront of appropriate new technologies and platforms.

- **Greek Orthodox 101 (GO 101) & Greek Orthodox Fact vs Fiction (FvF)**

- GO 101 is our premiere educational series about all things Orthodox. This is evergreen content that will continue to be relevant and everlasting and is one of the main sources of new viewer growth on the platform. GO 101 includes our most popular videos reaching views in the hundreds of thousands.

Our FvF series consists of short, explanatory videos based on viewer submitted questions that necessitate more nuance than our OQA talk show. They will be released intermittently to provide variety from our GO 101 multi-part series.

- 1 Year Plan
 - we are currently in postproduction on a 12-part series on vestments which will be released soon and through the first half of 2023.
 - We are currently in preproduction of a follow-up 15-part series on the Orthodox wedding process which will start release in the second half of 2023



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- Currently, there are 6 FvF videos in postproduction which will be released throughout 2023. Another six are in preproduction.
- 3 Year Plan
 - We are in early preproduction planning for more multi-part series focusing on specific Orthodox topics for 2024 and 2025 including: Christian apocrypha, the baptismal process, and historical religious origins.
- 5 Year Plan
 - We will continue our multi-part examinations which will be augmented with on-location videos to correlate with Tartan Priest explorations. Early versions of this long-term plan may come to fruition much sooner as the Church begins to expand its overseas trips (such as Mt. Athos and Jerusalem).
- **Tartan Priest**
 - Tartan Priest is our latest addition to YouTube featuring Father Maggos travelling around the world to share inspirational messages and unique locations. We crafted this series for two purposes: to take advantage of easily sharable YouTube Shorts and to attract viewers with algorithmic interests beyond religion.
 - 1 Year Plan
 - We are currently in postproduction of 13 Tartan Priest episodes which we filmed internationally in the last two years. Due to the intense editing process of these episodes, they will be released on a monthly basis throughout 2023
 - 3/5 Year Plan
 - Continued production to more locations such as: St. Anthony's Monastery in Arizona, Mt. Athos in Greece, Jerusalem, etc. For budgetary purposes, we will coincide many of these videos with planned Annunciation Church trips.
- **Virtual Sunday School**
 - Our Virtual Sunday School program has been working in conjunction with our Sunday School program for the last two-and-a-half years and has been operating on its own 5-year plan. The Sunday School curriculum has been based on our release strategy having already covered the life of Jesus and the Five Books of Moses.
 - 2022-23 Plan
 - Old Testament Historical Books (Joshua through Elijah)
 - 2023-24 Plan
 - New Testament Parables of Jesus / Old Testament Historical Books Cont. (Elisha through Maccabees)
 - 2024-25 Plan
 - Old Testament Wisdom and Prophet Books (Job through Malachi)



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- 2025-26
 - Orthodox Saints / Beyond the Bible
- 2026-27
 - Pick Ups – stories and Biblical figures we haven't covered yet
- **Annunciation Website and Social Media**
 - 1 Year Plan
 - Minor website refresh to improve user experience and highlight our active ministries and services (*see Youth Director Strategy*).
 - Complete refresh of our Education and Resources pages to showcase our youth organizations and new Youth Director programs (*see Youth Director Strategy*).
 - Expansion of our photo gallery including historic photographs and stories (many of which have been painstakingly restored over the last year).
 - Increase of social media integration to highlight and market our expanding programs and activities.
 - 3 Year Plan
 - Implementation of our long-in-development marketplace
 - Future proofing of our social media presence to adapt to changing technologies and platforms.
 - 5 Year Plan
 - Website refresh to maintain website dynamism and to stay current with contemporary trends and technology.