

who visited a church furthest from home? To the parishioner who brings back the oddest-looking service leaflet? We'll report back when we know more!

❖ **Separation of church and baseball? Maybe not.**

From the newsletter of St. Stephen's in Waretown: "Did you know that the 1955 World Series championship banner won by the Brooklyn Dodgers was recently restored by textile experts at the Cathedral Church of Saint John the Divine in New York?"

❖ **It's July. Do you know where your survey is?**

Parishes that haven't returned the Music Commission questionnaire please do so as soon as possible. (A stamped, self-addressed envelope was provided.) Your responses will give the commission a sense of what it can do for the music in our parishes. Questions? Email Brent Miller: bfmiller@earthlink.net

TAKE NOTE: DATES TO KEEP IN MIND

Meetings, events, and other stuff too good to miss. All are at Diocesan House unless noted otherwise.

- ❖ **9 July** Anti-Racism Commission, 10 am–3 pm
- ❖ **11 July** Recovery Ministries, 1 pm
- ❖ **13 July** Diocesan Trust Fund Trustees, 9:45 am
- ❖ **14 July** Diocesan Investment Trustees, 2:30 pm
- ❖ **22 July** International Seafarers' Center in Port Newark. From 5 to 9 pm, join seafarers, port workers, truckers, and special guests at the only "block

party in a port." Talk to seafarers, eat barbeque, dance, win prizes, and participate in games. \$10 adults, \$5 children, \$20 for a family. Parking is free. All proceeds benefit the maritime mission. SCI chaplains visit 90% of all ships coming into the port—nearly 4000 each year. More info: seamenschurch.org or phone 973 589-5828.

BISHOPS: WHERE AND WHEN

❖ **Saturday, 16 July**

Bishop Council: 3 pm at St. Clement's, Belford. *A Celebration of New Ministry* of the Reverend Dr. Gina Walsh-Minor, Priest-in-Charge, St. Clement's, Belford and St. Mary's, Keyport

❖ **Sunday, 17 July**

Bishop Council: 9:30 am, Ortley Beach, St. Elizabeth's Church *Bishop Pettit:* 11 am, Lumberton, Church of St. Martin-in-the-Fields

❖ **Sunday, 24 July**

11 am, Cape May Point, *125th Anniversary of the founding of St. Peter's by-the-Sea.* Bishop Council will celebrate; assisting will be the Rt. Revd. Vincent K. Pettit, retired Suffragan Bishop of New Jersey, and the Rt. Revd. Carol Joy Gallagher, former Suffragan Bishop, Diocese of Southern Virginia (to be Assistant Bishop, Diocese of Newark as of 1 September).



❖ **Tuesday, 26 July–Sunday, 31 July**

Bishop Council: At the national Episcopal Youth Event (EYE), this year in Berea, Kentucky. More info: eye2005.org.

2 ^{NEW JERSEY} Times a month

News of the people, parishes, and places of the Diocese of *New Jersey*

STAY TUNED: THE EPISCOPAL CHURCH ON TV

The Episcopal Church has developed new seasonal cycles of broadcast and print advertising for media markets church-wide. The first national airings are planned for August 26 through 29 and September 9 through 12 in a series of television ads called "Monitors".



Each ad is targeted to Gen-X viewers, ranging in age from early 20s through early 40s, who are unaffiliated with *any* church. Produced in English and Spanish, the ads portray — on a series of television monitors — the memories and prayers of four persons. One deals with realities of military deployment, another with a hospitalized child, another with overdue bills, and another is haunted by an automobile accident.

According to the Episcopal News Service press release about the campaign, the ads subtly invite

viewers to address their anxieties in the context of prayer and church attendance.

The ad concepts are based on some two years of market research, including focus-group testing conducted in May 2005 by an independent Indiana firm. The Office of Communication teamed with the Boston-based Partners and Simons agency in producing the spots.

You can watch the 30-second spots online via streaming media, but you'll need to have Windows Media Player or Real Player on your computer to do so. The ads are here: comeandgrow.com/tvspots.htm.

Those of us who are active and involved Episcopalians should remember that these spots aren't aimed at us, but the young and unchurched.

It's possible for dioceses and congregations to advertise locally, in concert with the national airtime buys funded by the 2003 General Convention. Advice on strategy and placement is offered free of charge to dioceses and congregations by the Episcopal Media Center in Atlanta. Your parish can contact the EMC directly. See episcopalmedia.org for more information or phone them toll-free at 800 229-3788.

Here's a rough timetable for the airing of ads, their venues, and content:

Back-to-school 2005 (August 26–29 and September 9–12): Gen-X television, radio, and print advertisements in English and Spanish.

2 Times a month produced by the Diocese of New Jersey, twice a month, for digital printing by the 161 churches of the diocese. Back issues: newjersey.anglican.org/2times/archive/
Publisher: The Right Reverend George E. Councill, Bishop of New Jersey
Writer, editor, designer: Cynthia McFarland, Canon and Director of Communications
Questions, corrections, comments?
Email: 2times@newjersey.anglican.org
Toll free: 877 394-5281, extension 34

NEXT ISSUE OF 2 Times: THIRD WEEK in JULY

FIRST WEEK of JULY 2005



Groundwork: Find the info at
episcopalchurch.org/groundwork

every church at the beginning of Lent 2005. *Groundwork* "encourages personal and congregational transformation and asks congregational members and leaders to do serious and joyful learning about evangelism, invitation, and welcome." The *Groundwork* initiative includes demographic information for every parish and diocese in the Episcopal Church, along with online resources for evangelism and congregational development. You can find all of the materials online here: episcopalchurch.org/groundwork

Thanksgiving 2005: CNN Airport Channel and Headline News *Grow in Gratitude* spots for an inter-generational audience, featuring a webcast, a proposed telecast, and on-site services at Washington National Cathedral; print ad in *USA Today*.

December 2005: CNN Airport Channel and Headline News *Grow in Peace* spots targeted to inter-generational audiences.

Fall 2006: Release of updated *Groundwork* evangelism resources for Lenten study in congregations.

If you have general questions about this new advertising initiative, contact Canon Cynthia McFarland, Director of Communications, and she'll be glad to as-

sist you. Email: cmcfarland@newjersey.anglican.org. Phone: 609 394-5281, extension 34.

KEEPING UP WITH THE NEWS

If you'd like to keep current with news of the Episcopal Church nationally and internationally — or news about the provinces and national churches of the Anglican Communion — there are many ways to do just that on the Internet.

Official news about the Episcopal Church: If you'd like to receive press releases, news, and announcements from the Episcopal News Service (ENS), you can subscribe to the ENS list and have materials emailed to you directly, as they're produced. To subscribe, go to (yes, it's an odd address, but it's correct): episcopalchurch.org/3577_11458_ENG.HTM.htm

If you'd rather read the news when you feel like it, rather than have releases appear in your inbox, visit the Episcopal News Service website and read press releases online. Go to: episcopalchurch.org/ens.htm

Official magazine of the Episcopal Church, "Episcopal Life": If you'd like to read *Episcopal Life* but don't care to subscribe to it (bargain though it is), you can find a large proportion of the contents of each issue on the web. There's also a substantial online archive going back to the late 1990s. Read EL here: episcopal-life.org



Official mailing list for bishops, lay, and clerical deputies of General Convention: Interested in listening in to wide-ranging discussions among the men and women who will take part in the 2006 General Convention? Subscribe to the mailing list for the House of Bishops and House of Clerical and Lay Deputies as a listener (or "kibitzer", in the language of that list). The information you need is on the list's website: hobd.org

Official news about the churches of the Anglican Communion: You can access Anglican Communion news in similar ways to what we just described for the Episcopal Church. If you'd like emails sent directly to your in-box, subscribe to the Anglican Communion News Service (ACNS) here: aco.org/acns/acnslst.HTML

If you prefer to read ACNS press releases online, you can do so by going here: aco.org/acns

Sermons and speeches by the Archbishop of Canterbury, as well as press releases from Lambeth Palace: You can find all this material on Dr. Williams' official website: www.archbishopofcanterbury.org

There are many unofficial sources of Anglican and Episcopal news on the Internet, some reliable and some, well, not so. Interested in exploring what's out there? Type "Anglican" or "Episcopal" into your favorite search engine and you'll find all manner of places to begin.

"MANY WATERS CANNOT QUENCH LOVE"

It was only a year ago, in July 2004, when record-breaking rains seriously damaged a number of churches in the Diocese. Trinity Church, Vincentown, sustained critical damage to the church and the parish hall, with more than five feet of water in both buildings. The Church of St. Martin-in-the-

Fields, Lumberton, had more than three feet of water in the parish hall and parish office. The basement was flooded; all heating and air-cooling equipment ruined. The rectory suffered structural damage as well. And St. Bartholomew's Church, Cherry Hill was damaged by water in the parish hall and classrooms.

Fast forward a year. Through generous gifts from people and parishes in the Diocese of New Jersey, along with aid from Episcopal Relief and Development, all that rains and water could do was made right — and in many cases made better.



Trinity Church, Vincentown

On 17 July, Bishop Vincent Pettit, retired Suffragan Bishop of New Jersey, will visit St. Martin-in-the-Fields to consecrate the reborn church and in October Bishop Council will make a visitation to Trinity Church in Vincentown.

We'll bring you the full story of the floods — and their aftermath — in the first issue of the *Jersey Episcopalian*, the new quarterly magazine for and about the Diocese of New Jersey.

AROUND THE DIOCESE (AND SOMETIMES OUTSIDE)
News, notices, and interesting ideas from Gladstone to Cape May Point.

❖ **Wish you were here.**

Churches often encourage members to bring back service leaflets from churches they visit in the summer. Calvary Church in Flemington takes it further: they post the collected service leaflets on a bulletin board. And they add intriguingly: "Prize awarded in September." Could it be a prize to the parishioner