

**TOWARDS A MORE EFFECTIVE PUBLIC  
RELATIONS MINISTRY IN THE CHURCHES OF  
THE NIGERIAN BAPTIST CONVENTION**

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## ABSTRACT

The purpose of this research work – **TOWARDS A MORE EFFECTIVE PUBLIC RELATIONS MINISTRY IN THE CHURCHES OF THE NIGERIAN BAPTISTY CONVENTION** is to examine the whole spectrum of Public Relations from Christian perspective and its contributions to local churches. However, public relations could said to be relevant to all human endeavours.

The importance of public relations actually emphasizes communications with the public both internal and external if set goals and objectives are to be achieved.

This research work examines some fundamental challenges as they affect the effectiveness of public relations ministry of the local churches.

First chapter deals with the introduction aspect of the research work, statement of the problem, thesis statement, motivation, the relevance of the study, methodology and definition of key terms.

Chapter two reveals foundations for Christian Public Relations with emphasis on historical development, biblical perspective and contemporary views on the subject matter.

The methodology employed is basically the use of secondary source i.e. textbooks, journals, interviews and questionnaire.

The third chapter looks at fundamental challenges to public relations effort of the local church. They include theological, socio-cultural and ethical challenges.

Whereas chapter four presents the church as public relations institution where the roles of church office, pastor, church officer and the entire congregation are to compliment each other for meaningful, and deliberate public relations results in empowering local churches for kingdom expansion..

## RECOMMENDATIONS

Having briefly discussed some basic points that may help the local church in reaching out more than ever, the following recommendations are suggested for the growth of the church.

- That the local church needs a public relations approach that will be at first understood and then appreciated by the common people.
- That local church pastors should take seriously what must be done to meet the challenges of communication because to business community good and effective communications spells life whereas, to churches it means the same thing.
- That there is a definite techniques to Christian public relations ministry and pastors, church officers and other members who would be worthy of proclaiming the gospel by modern techniques or approaches must school himself in the art.
- That if the Christian communicator is to be effective, he must understand the philosophy of public relations.
- Distinguish between Public Relations and publicity may help clarify some misunderstanding. Public Relations is making oneself understood. Publicity is making oneself known. Both terms are applicable to churches as well as to individuals; to institutions as

well as to industries. This philosophy needs to be understood for effective church public relations ministry.

- The how of reaching the unchurched in a community is a communication problem requiring new thinking by church leaders. It is recommended that local churches get involved in effective communication that will improve their public relations. If this is done it will help increase the church membership and discovery of new talents.
- There is need for organizational relationship. The public relations of each group in the church must be carried out after decisions and resolution have been made in a cooperative manner for the expansion of the Kingdom of God.
- That public relations ministry should be used to present best side of Christianity rather than its negative-emphasizing life, moral, salvation and victory. The time has come to demonstrate what Christianity does for the individual, the family, the community, the nation and the world.
- Budget and budgeting is necessary for the entire church life whereas public relations budget will enhance effective public relations ministry of a local church.

- That local church can use public relations to interpret the church and its message to people and people's needs and thinking to church in such a way that the central mission of proclaiming the gospel can be achieved.
- It is also recommended that local church evolved public relations policy, formulating of church public relation policy, attitude and practice that will help in reaching out to those who may never come unto Lord's fold without some special invitation.
- Public relations should be planned, deliberate and sustained effort towards reaching all for Christ. It ought not to be fire brigade approach.
- That the pastor be a spark plugs that fires the church for evangelism and growth rather than permits the congregation to rest. He should cultivate sensitivity about where the church wants to go so he can lead in that direction.
- That the congregation themselves be versed in human relations skills projecting the image of Christ as well as the local church.
- Above all, public relations efforts, campaign, practice and policy must gear toward making sure that the church remains the church. Whatever is to be done to promote the cause of Christianity must

