

Multi-Ministry Quarterly Report - Winter, 2006-07
Greater Works Ministries
553 Rosedale Road PO Box 319 Kennett Square, PA 19348

March 4, 2007

The first meeting of the new Multi-Media Ministry was held, Thursday, January 25, 2007 at 7:00pm. Presiding over the meeting was Pastor Mark Avery and in attendance were Deacon Ervin Warren, Leslie Tinnin, K. David Katzmire and Tacie J. Himelright. Minutes of this meeting and meetings to come can be found in the secure section of the web site. Copies of this and subsequent Ministry Reports can likewise be found on the secure section of the site.

Our Mission statement currently reads as:

The Mission of the Multi-Media Ministry is to utilize various avenues of communications outreach to bring the Word to more people.

Status of our 3 Methods of the Multi-Media Ministry Outreach:

1. The Written Word:

- a. **Our Fourth Newsletter** for February, 2007 was printed and posted on the web. Printed copies of the newsletter, which features photographs and articles of visiting ministers who joined us in Fellowship recently, have been mailed to the respective ministers along with our respects and appreciation for their visits.
- b. **GWM Business Cards** are still available to in the Church lobby so that we may hand to them to people we meet and invite them to the Church.

2. Audio/Visual Media:

- a. **Doug Stirling of HCT Radio** is picking up taped sermons from the Church on a weekly basis and converting them into digital CDs which he plays on Internet radio on a daily basis from 7-8 am as he has done since the week of November 26, 2007. Doug is also supplying the Church with copies of these digitized sermons which we convert into .mp3 files and post on the web site.
- b. **We are Evaluating an Audio Equipment Upgrade** from analog to digital for future sermon recordings. Deacon Warren has researched specifications that may be submitted for approval.

3. The Internet:

- a. **The Newsletter Archive** on the web has been updated with the February, 2007 <http://www.gwministries.net/newsletter/index.htm> .
- b. **We Now Have Audio Files on the Web** of previous sermons as of the week of February 4, 2007. They can be heard on our Radio page at: <http://www.gwministries.net/services/audio/services.archives.htm> . Due to the size of audio files and current space limitations, we will maintain a posting of the three most recent audio files while archiving previous sermons.
- c. **New ministry member photographs** have been taken under the direction of Ministries Director Alicia Hicks and posted on respective pages of the Ministries section of the web site at: <http://www.gwministries.net/ministries.htm> .
- d. **Numerous New Events have been Added to the Photo Archives** of the web site at: <http://www.gwministries.net/events/past.htm> since our inception of the new Multi-Media Ministry on January 25 of this year.
- e. **Visitors to the Web Site is Up by 89% Over Last Year.** Since moving the web site to a new server on October 2, 2006, approximately unique 9 visitors per day during the course of a month for the last three months last year. In January of this year we averaged approximately 11 unique visitors per day. So far in this month of February we averaged 17 unique visitors per day, an 89% increase over our average last year.

- f. **We Rank No. 1 in Major Search Engines.** Many are the organizations with the name "Greater Works Ministries," and, as of last year, the search engines were listing others before us while leaving our site to trail behind in search results and rarely placing us on the first page. After optimization of the web site to make it more search engine friendly, our standing has improved. Current search engine results for "Greater Works Ministries" place GWMinistries.net at No. 1 with Google.com, MSN.com, AOL.com, Answers.com and A9.com. We rank No. 2 with Yahoo.com and AllTheWeb.com. We still trail in other search engines where we stand at No. 4 with Clusty.com, No. 5 with AskJeeves.com (a.k.a. Teoma.com), No. 9 with HotBot.com, No. 42 with Gigablast.com and No. 77 Lycos.com. We are not listed with Wisenut.com. More optimization of the site will be done by your webmaster.

Warren, Tinnin, Katzmire, Himelright.