

# Proposed Legislation from United Methodist Communications to General Conference 2008

1 Page Number: 1 of 1  
2 Suggested Title: UCom to steward Official UM Insignia  
3 Discipline Paragraph: 807  
4 Financial Implications:  
5 Agency Name: United Methodist Communications  
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7 **Amend Par. 807.10 as follows, then move to Par. 1806:**

8 To supervise the use of the official United Methodist insignia and preserve the integrity of its  
9 design, in cooperation with the ~~General Commission on Communication~~ **General Council on**  
10 **Finance and Administration**. It shall maintain appropriate registration to protect the insignia on  
11 behalf of the denomination. The insignia may be used by any official United Methodist agency,  
12 including local churches, to identify United Methodist work, programs, and materials. In order to  
13 preserve the integrity of its design, the insignia should not be altered or modified by those  
14 official United Methodist organizations that use it. Any commercial use of the design must be  
15 explicitly authorized in writing by an appropriate officer of the ~~General Council on Finance and~~  
16 ~~Administration~~ **United Methodist Communications**.

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18 Rationale: The responsibility of stewarding the use of the denominational insignia (cross and  
19 flame) is an appropriate function of United Methodist Communications as it oversees "a  
20 comprehensive communication system for the Church" (Par. 1806.8) and leads the Church in  
21 understanding and interpreting the proper uses of all media representations for the  
22 denomination.

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27 Signed



President, United Methodist Communications

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32 Signed



General Secretary, United Methodist Communications


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1 Page Number: 1 of 1  
2 Suggested Title: Registration of the Name United Methodist  
3 Discipline Paragraph: 807  
4 Financial Implications:  
5 Agency Name: United Methodist Communications  
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7 **Move Par. 807.11 to Par. 1806.**

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9 Rationale: The responsibility of stewarding the use of the words “United Methodist” is and  
10 appropriate function of United Methodist Communications as it oversees “a comprehensive  
11 communication system for the Church” (Par. 1806.8) and leads the Church in understanding  
12 and interpreting the proper uses of all media representations for the denomination.  
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15 Signed   
16 President, United Methodist Communications  
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20 General Secretary, United Methodist Communications  
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1 Page Number: 1 of 1  
2 Suggested Title: Registration of the Name United Methodist  
3 Discipline Paragraph: 2502  
4 Financial Implications:  
5 Agency Name: United Methodist Communications  
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8 **Amend Par. 2502**  
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11 The words ~~Methodist~~ or “United Methodist” are not to be used as, or as a part of, a trade name  
12 or trademark or as a part of the name of any business firm or organization, except by  
13 corporations or other business units created for the administration of work undertaken directly  
14 by The United Methodist Church. ~~The General Council on Finance and Administration is~~  
15 ~~directed to register as a service mark the names~~ *United Methodist*. **United Methodist**  
16 **Communications is charged with the registration, supervision, and stewardship of the**  
17 **term “United Methodist” and the denomination’s insignia.**  
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19 Rationale: The church cannot register the word “Methodist” because many groups with  
20 Wesleyan origins use it. The responsibility of stewarding the use of the words “United  
21 Methodist” and the denominational insignia (cross and flame) is an appropriate function of  
22 United Methodist Communications as it oversees “a comprehensive communication system for  
23 the Church” (Par. 1806.8) and leads the Church in understanding and interpreting the proper  
24 uses of all media representations for the denomination. (See also suggested changes to  
25 Par. 807.10, 807.11, and Par. 1806)  
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28 Signed   
29 \_\_\_\_\_  
30 President, United Methodist Communications  
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