



# James Blount

Church Communications Director • Author • Strategist

James Blount spent years in corporate marketing before losing an argument with God and landing in full-time church ministry. He is the author of *Unraveling Your Church's Brand: 7 Rules for Effective Communication to Build a Brand Worth Belonging To*, a member of MMCA, and a communications director based in Colorado Springs, CO. He speaks from the work, not from the sidelines.

## AVAILABLE SESSIONS

### For, Not From

60 min • Keynote or Breakout

Every communication your church sends is built around one of two postures: what you want from people, or what you want for them. Most church communications default to the wrong one — borrowing urgency tactics and guilt-driven appeals that confirm every negative assumption people already have about the church. This session gives communicators the FOR vs FROM framework, live rewrite exercises, and a filter for evaluating every ask before it goes out.

*Best for: Church communications conferences, all-staff days, ministry leadership retreats.*

### A Seat at the Table

60 min • Keynote or Breakout

Before any communications director can implement a strategy that unifies a church's voice around its mission, they need a seat at the leadership table to launch from. This session covers what it actually takes to build the kind of trust that puts you there — the pastoral heart, the character required, and why the seat finds you rather than the other way around.

*Best for: Communications conferences, executive leadership training, creative team development days.*

### Redeeming the Art of Storytelling

60 min • Keynote or Breakout

The church has access to the most powerful stories in human history — and most churches aren't telling them. This session covers the StoryBrand framework applied to church storytelling, the seven elements every testimony needs, how to find and capture stories before they disappear, and the pre-interview questions that unlock what people won't say on camera until you ask the right thing.

*Best for: Conference breakouts, creative team workshops, all-staff training days.*

### The Ethical Use of AI

60 min • Keynote or Breakout

AI is already in your church's communications whether you chose it or not. This session builds a theological framework for what AI can and cannot do in ministry — drawing on the Imago Dei, the irreplaceable nature of testimony, and what faithful stewardship of your church's voice looks like when content generation has become almost effortlessly easy. Includes a practical framework for developing your church's AI policy.

*Best for: Communications conferences, staff training days, leadership teams navigating AI policy.*