
RESEARCH

Doctoral Dissertation

Hygh, L. (2008). *A Qualitative Leadership Study of the Four Female African American Bishops of The United Methodist Church*. Doctoral dissertation in preparation, Pepperdine University, Graduate School of Education and Psychology.

PUBLIC RELATIONS CAMPAIGNS

Cal-Nev Imagine – Director of Communications

(Spring 2013 to Spring 2015)

Cal-Nev Imagine was a regional campaign that was part of The United Methodist Church's global Imagine No Malaria campaign. The United Methodist Church had a four-year \$75 million goal. The California-Nevada Conference (which is where this regional campaign took place) had a goal of \$2 million towards the \$75 million goal. This campaign was aimed at and targeted the 360 churches and 78,000 United Methodists in Northern California and Northern Nevada. Imagine No Malaria is a global partnership to beat malaria by improving the ways people fight the disease using bed nets, providing access to diagnostic tests and medicine, draining standing water, and improving sanitation. Imagine No Malaria combines integrated health infrastructure, education and advocacy to address death and the debilitating effects of malaria in sub-Saharan Africa. The campaign helped to reduce malaria deaths by half. The largest single gift by an individual to the campaign of \$1.1 million came from the California-Nevada Conference as a result of the Cal-Nev Imagine campaign. The campaign included a website, videos, and resources for interpretation in the local churches.

Ministry *With – Director of Communications

(Fall 2011 and Spring 2012)

One of the four areas of mission focus for The United Methodist Church is alleviating and overcoming poverty together. United Methodists have sought to improve the quality of life and opportunities for all people. I was Director of Communications for the global mission agency for the 12-million-member denomination. The agency was tasked with taking the lead on this focus area. During my tenure we developed the "Ministry *With" campaign. The focus was on walking "with" persons in poverty to lead towards eradication. The church engages in ministries to eradicate poverty by partnering with, and empowering, those in need. We developed a website, www.ministrywith.org, with resources to learn how others have been effective advocates and partners with the poor, and to find resources and ways to get involved.

10-Fold – Director of Communications

(October 2010 and October 2011)

10-Fold was an internet-based campaign launched on October 10, 2010 (10/10/10), and also took place in October of 2011. The campaign was designed to educate and raise funds for the hundreds of mission projects of United Methodists around the world. A website was set up to

promote the initiative as well as host daily webcasts highlighting the programs around the world. When you users logged on, they could click and button and generate a donation directly to the campaign from one of the sponsors. They could also donate directly to various projects. The campaign took place for 10 days both years.

Igniting Ministry – National Trainer
(2001 – 2008)

I served as a national trainer for the Igniting Ministry for The United Methodist Church's 12-million-member denomination. I led more than 30 trainings across the nation training more than 30,000 church leaders. Some of the cities in which these trainings took place include Washington, D.C., Los Angeles, CA, Richmond, VA, Atlanta, GA, Denver, CO, Montgomery, AL, Macon, GA, and Chicago, IL. Igniting Ministry was a national advertising campaign launched by The United Methodist Church's national communications agency, United Methodist Communications (UMCom) in 2001 with a \$22 million budget and a memorable promise: "Our hearts, our minds, and our doors are always open. The people of The United Methodist Church." Focused on 25- to 54-year-olds, the campaign was a new kind of multimedia evangelism, comprising television, print, digital, and outdoor advertising tools. Local churches were equipped with the tools, grants to help finance their placement, and a renewed emphasis to live out a welcoming environment in their congregations. Welcoming training began with "training the trainer" events, followed by 33 regional training sessions across the country. The hope was that all congregations would be prepared for the first-time visitor influx, people who had seen the advertising and were seeking to learn more about The United Methodist Church. Comprehensive training kits were available so that local churches could bring their congregations on-board with the national efforts.

Igniting Ministry Campaign Southern California and Hawaii – Director of Communications
(Fall 2005)

Igniting Ministry was a national advertising campaign launched by The United Methodist Church's national communications agency, United Methodist Communications (UMCom) in 2001 with a \$22 million budget and a memorable promise: "Our hearts, our minds, and our doors are always open. The people of The United Methodist Church." The California-Pacific Conference was awarded a matching grant to run television commercials during the Back-To-School (September) time of year. As the Director of Communications for the California-Pacific Conference, I worked with the Nashville based Buntin Group to place television ads on cable in the Los Angeles, San Diego, and Honolulu television markets.

Igniting Ministry Campaign in Washington, D.C. and Northern Virginia – Associate Director of Communications
(Spring 2002)

Igniting Ministry was a national advertising campaign launched by The United Methodist Church's national communications agency, United Methodist Communications (UMCom) in 2001 with a \$22 million budget and a memorable promise: "Our hearts, our minds, and our doors

are always open. The people of The United Methodist Church.” The Baltimore-Washington Conference in cooperation with Metropolitan United Methodist Church in Washington, D.C. and the region in Northern Virginia, was awarded a matching grant to run television commercials during the Lenten time of year leading into Easter. As the Associate Director of Communications for the Baltimore-Washington Conference, I worked with the Nashville based Buntin Group to place cable television ads in the Washington, D.C./Northern Virginia (Beltway) market. Church attendance rose by 55 percent.

Holy Boldness Saving Stations – Associate Director of Communications
(Spring and Summer 2002)

This was a comprehensive advertising campaign to raise awareness of The United Methodist Churches in Baltimore, MD, and get addicted folks off the street and into rehab through what were called “Saving Stations” (tent ministries). At the time it was estimated that 60,000 Baltimore city residents were addicted to illegal chemical substances/drugs. The campaign included ads on television, in newspapers, radio, and appearances by regional leaders on radio programs, direct mail, and door hangers that were distributed in the neighborhoods that hosted the Saving Stations. The ads were produced by United Methodist Communications (UMCom) and were called “Diversity.” They featured a number of diverse faces and voices speaking about religion and closed with the tagline, “The people of The United Methodist Church believe in Baltimore.” The ad campaign ran from June 10 to September 3. Ads appeared 100 times each week on news programs throughout the summer. Twenty radio ads ran on five stations each week. Ads also appeared on the religion page of the Saturday issue of the *Baltimore Sun*.

Mississippi United Methodists – Director of Communications
(Spring 2000)

I worked with the Mississippi Association of Broadcasters in the Spring of 2000 to place United Methodist television ads on local news across the state to raise awareness of the 970 churches and 170,000 United Methodists.

BOOK CHAPTERS

Hygh, L. (2017). ‘The African American Church’, in Taylor, G.D. (ed.) *Finding Friends: A Seminal History of the Zeta Tau Chapter, an Unincorporated Affiliate of the Omega Psi Phi Fraternity, Inc.*

Hygh, L. (2016). ‘Held By The Power of God’s Word’, in Greenwaldt, K., (ed.) *Disciplines: A Book of Daily Devotions 2016*. Nashville: Upper Room Books, pp. 33-40.

Hygh, L. (2011). ‘Living Intentionally: Personal Code of Ethics’, in Towns, J., (ed.) *Reverse Mentoring Critical Journeys: What My Students Taught Me*. Nacogdoches: SFASU Press, pp. 123-127.

SELECTED NEWS ARTICLES PUBLISHED IN NEWS OUTLETS

Hygh, L., Black Women Unite for Healthy Sex as Essence Celebrates 25th. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/black-women-unite-for-healthy-sex-as-essence-celebrates-25th/>

Hygh, L., Q&A with Black Women's Ambassador Derinthia Williams. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/qa-with-black-womens-ambassador-derinthia-williams/>

Hygh, L., Coleman Returns to BAI. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/coleman-returns-to-bai/>

Hygh, L., Black AIDS Institute Celebrates 20th Anniversary. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/black-aids-institute-celebrates-20th-anniversary/>

Hygh, L., Toni Robinson Named Director of Development. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/toni-robinson-named-director-of-development/>

Hygh, L., Bruce Smail Named Deputy Director. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/bruce-smail-named-deputy-director/>

Hygh, L., My Brother's Keeper Exemplifies Black Excellence. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/my-brothers-keeper-exemplifies-black-excellence/>

Hygh, L., One BAI Team Member's Journey. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/one-bai-team-members-journey/>

Hygh, L., #ForOurOwnProtection Aims to Protect the Lives of Black Gay Men. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/forourownprotection-aims-to-protect-the-lives-of-black-gay-men/>

Hygh, L., BAI Ends 2018 with Southern Health Department Tours. *Black AIDS Institute e-newsletter, website, and social media*. 2019

<https://blackaids.org/blog/bai-ends-2018-with-southern-health-department-tours/>

Hygh, L., Black AIDS Institute Names New President and Chief Executive Officer. *Black AIDS Institute e-newsletter, website, and social media*. 2018

<https://blackaids.org/blog/black-aids-institute-names-new-president-chief-executive-officer/>

Hygh, L., Jussie Smollett to Host 2018 Heroes in the Struggle Gala: BAI Announces 2018 Honorees. *Black AIDS Institute e-newsletter, website, and social media*. 2018

<https://blackaids.org/sample-page/heroes-in-the-struggle/press/>

Hygh, L., St. Mark's Sacramento Builds 'Tiny House'. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/11258706>

Hygh, L., 'Testify to Love. Do All The Good Your Can!' Annual Conference Session 2018. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/11525622>

Hygh, L., Annual Conference 2018 Theme Announced and Offering to Benefit Puerto Rico. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/11101864>

Hygh, L., Disaster Response Director Named for California-Nevada Conference. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/10962513>

Hygh, L., Missionary Assigned to the Western Jurisdiction for Hispanic/Latino Ministry Work. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/11675465>

Hygh, L., Black Methodists for Church Renewal Look to the Future. *United Methodist Insight*. 2018

<https://um-insight.net/in-the-church/umc-global-nature/black-methodists-for-church-renewal-look-to-the-future/>

Hygh, L., General and Jurisdictional Apportionments Paid 100% in 2017. *California-Nevada Conference e-newsletter, website, and social media*. 2018

<https://www.cnumc.org/vimnewsdetail/10884660>

Hygh, L., Religion and Race Executive to Keynote Annual Conference Session. *California-Nevada Conference e-newsletter, website, and social media*. 2017

<https://www.cnumc.org/vimnewsdetail/7626345>

Hygh, L., Northern California Churches Help Resettle Refugee Families. *California-Nevada Conference e-newsletter, website, and social media*. 2017

<https://www.cnumc.org/vimnewsdetail/7493808>

Hygh, L., Global Mission Fellow Works with Jubilee Initiative to Combat Predatory Lending. *California-Nevada Conference e-newsletter, website, and social media*. 2017

<https://www.cnumc.org/vimnewsdetail/7389252>

Hygh, L., Bishop Carcaño Convenes Prison Ministry Consultation. *California-Nevada Conference e-newsletter, website, and social media*. 2017

<https://www.cnumc.org/vimnewsdetail/9769243>

Hygh, L., California-Nevada Ordains First Fijian Elder in the Denomination. *California-Nevada Conference e-newsletter, website, and social media*. 2017
<https://www.cnumc.org/vimnewsdetail/8794101>

Hygh, L., Watsonville First UMC Tithes \$200K in Support of Africa University and Conference Mission. *California-Nevada Conference e-newsletter, website, and social media*. 2017
<https://www.cnumc.org/vimnewsdetail/8448463>

Hygh, L., Conference Leadership Gathers to Explore Foundational Goals. *California-Nevada Conference e-newsletter, website, and social media*. 2017
<https://www.cnumc.org/vimnewsdetail/7437873>

Hygh, L., A Conversation with Bishop Karen Oliveto. *California-Nevada Conference e-newsletter, website, and social media*. 2016
<http://steviumc.blogspot.com/2016/07/a-conversation-with-bishop-karen-oliveto.html>

Hygh, L., BMCR Told 'It Takes Two' to Challenge Racism and Improve Communities. *National United Methodist Church website*. 2015
<https://www.mississippi-umc.org/newsdetail/1022458>

Hygh, L., Laywoman Gives \$1.1 Million Gift to Malaria Initiative. *California-Nevada Conference e-newsletter, website, and social media*. 2014
<https://www.pnwumc.org/news/laywoman-gives-1-1-million-gift-to-malaria-initiative/>

Hygh, L., Civil Rights Leader Lowery Urges United Methodist Seminarians to Vote. *National United Methodist Church website*. 2012
<http://www.umc.org/news-and-media/blogs-commentaries/post/civil-rights-leader-lowery-urges-united-methodist-seminarians-to-vote>

Hygh, L., Leadership Lessons from Bishop Kelly. *National United Methodist Church website*. 2012
<http://www.umc.org/news-and-media/blogs-commentaries/post/leadership-lessons-from-bishop-kelly>

Hygh, L., Will We Catch on Fire or Tear Each Other Down. *Global Ministries website*. 2012
<http://gbgm-umc.blogspot.com/2012/04/dr.html>

Hygh, L., CBS Studios Named for United Methodist Layman. *California-Pacific Conference website and e-newsletter*. 2004
<http://archives.gcah.org/bitstream/handle/10516/7393/article23.aspx.htm?sequence=2&isAllowed=y>

Hygh, L., D.C. Church Named As National Model. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002
<https://www.bwcumc.org/archives/dc-church-named-as-national-model/>

Hygh, L., Offering Fuels Disaster Response. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/offering-fuels-disaster-response/>

Hygh, L., Song Benefits UMCOR. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/song-benefits-umcor/>

Hygh, L., Stewardship Group Seeks One-Stop Shopping. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/stewardship-group-seeks-one-stop-shopping/>

Hygh, L., Native American Awareness Sunday to Be Observed on April 14. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/native-american-awareness-sunday-to-be-observed-on-april-14/>

Hygh, L., Saving Stations Seek Empty Parsonages in Baltimore, D.C. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/saving-stations-seek-empty-parsonages-in-baltimore-dc/>

Hygh, L., Addicts Delivered at Saving Stations. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/addicts-delivered-at-saving-stations/>

Hygh, L., Offering Focuses on the Poor. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/offering-focuses-on-the-poor/>

Hygh, L., Bishop and Pastors Call for Saving Station Volunteers. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/bishop-and-pastors-call-for-saving-station-volunteers/>

Hygh, L., Offering Unites Church and Community. *UM Connection newspaper and Baltimore-Washington Conference website*. 2002

<https://www.bwcumc.org/archives/offering-unites-church-and-community/>

Hygh, L., Science As Christian Vocation. *Now on Ministry Matters website, originally published in Circuit Rider Magazine*. 2001

https://www.ministrymatters.com/all/entry/330/advanced_search.html

SELECTED VIDEO PRODUCTION (PRODUCING/ANCHORING/REPORTING)

2017 Bishop's Welcome to ACS 2017 (Executive Producer)

<https://www.youtube.com/watch?v=rPIYSXXOPhE>

- 2016 Cal-Neve Welcomes Bishop Carcaño Interview (Executive Producer and Host)
<https://www.youtube.com/watch?v=BQHIYAdtWyI>
- 2016 General Conference Interview with Bishop Warner H. Brown, Jr. (Executive Producer and Host)
<https://www.youtube.com/watch?v=9IAT5Idfsg>
- 2016 General Conference Interview with Emily Allen (Executive Producer and Host)
<https://www.youtube.com/watch?v=P0fPXUL7YIY>
- 2016 General Conference Interview with Rev. Dr. Greg Bergquist (Executive Producer and Host)
<https://www.youtube.com/watch?v=3SoeC2w90Cg>
- 2014 The Power of *With – Congregational Development (Executive Producer)
<https://www.youtube.com/watch?v=cOxKtcJpcKk>
- 2014 Imagine No Malaria – Good Samaritan UMC (Executive Producer)
<https://www.youtube.com/watch?v=mlfkuLx9R1g>
- 2014 The Power of *With – Leadership Development (Executive Producer)
<https://www.youtube.com/watch?v=GxEqLDWfDfQ>
- 2014 Committee on Native American Ministries Call to Repentance (Executive Producer)
<https://www.youtube.com/watch?v=pbC2Aa1p0hc>
- 2014 The Power of *With – Compassion and Justice (Executive Producer)
<https://www.youtube.com/watch?v=qtU89js7nZk>
- 2014 Imagine No Malaria – Uganda (Executive Producer)
<https://www.youtube.com/watch?v=L1buE048wVk>
- 2014 Imagine No Malaria: \$100K District Challenge (Executive Producer)
<https://www.youtube.com/watch?v=6Q1C5LYzkUc>
- 2012 Welcome to New Day (Executive Producer and Videographer)
<https://vimeo.com/60206336>
- 2012 How to Become a Missionary (Executive Producer and Host)
<https://vimeo.com/search?q=how%20to%20become%20a%20missionary%20larry%20hygh>
- 2011 Mission Initiative Overview (Executive Producer and Host)
<https://vimeo.com/50761005>

- 2011 What is 10-Fold? (Executive Producer and Host)
<https://vimeo.com/49026458>
- 2010 Crown City News Interview with Marilyn Nobori about Suicide Grief and Healing (Anchor and Interviewer)
https://www.youtube.com/watch?v=TRdY5VtYn4I&feature=emb_logo
- 2010 Crown City News Interview with Jackie Knowles from Friends Indeed (Anchor and Interviewer)
<https://www.youtube.com/watch?v=PnTTKxSksSw>
- 2009 Crown City News Interview with Pasadena Police Chief Phil Sanchez (Anchor and Interviewer)
https://www.youtube.com/watch?v=hyigF_WFSFA
- 2009 Crown City News Interview with Ann Erdman and Martin Gordon about the Selection of Pasadena Police Chief (Anchor and Interviewer)
https://www.youtube.com/watch?v=KQyo_mvdiRw
- 2009 Crown City News Interview with Adriana Sanchez about Healthy Summer (Anchor and Interviewer)
https://www.youtube.com/watch?v=pA-XIIRSbKI&feature=emb_logo
- 2009 Crown City News Interview with Ed Robinson about Energy Devices (Anchor and Interviewer)
<https://www.youtube.com/watch?v=kbbtMTnrMWE>
- 2009 Crown City News Interview with Stephen Rockwell from A Noise Within Theater (Anchor and Interviewer)
<https://www.youtube.com/watch?v=O4t-iRvrlng>
- 2009 Crown City News Interview with Dr. Morgan Page about Chile Earthquake (Anchor and Interviewer)
<https://www.youtube.com/watch?v=YPmSOpHhFso>
- 2008 Crown City News Interview with Tom Purnell about Pasadena Half Marathon (Anchor and Interviewer)
https://www.youtube.com/watch?v=C_biMQPI920