**The Alabama Baptist
(TAB Media Group)**

**2021 Report to Annual Associational Meetings**

Thank you for the continued and much appreciated support of The Alabama Baptist newspaper and media ministry, also known as TAB Media Group.

The staff of The Alabama Baptist works hard to be good stewards of all its resources and seeks to maintain an efficient and effective working environment as well as stay connected to the heartbeat of Alabama Baptists.

We strive to produce content and resources that help strengthen, inform and build up people of faith, specifically Christians who connect with each other through Alabama Baptist churches. The past two years have not been easy for our churches, and we’ve been proud to tell the stories of your perseverance, faith and resourcefulness during this trying time.

This season also has illuminated a need for a unifying communication tool in Baptist life that reaches across state lines. After much prayer and preparation, we stepped out on faith in May 2021 to expand our mission and ministry offering information, inspiration and connection for all Baptists through a new publication — The Baptist Paper.

Along with the now 178-year-old weekly print edition of The Alabama Baptist, TAB Media Group also offers a variety of ways for Alabama Baptists to receive content through email news updates, daily stories posted at[www.thealabamabaptist.org](http://www.thealabamabaptist.org) and an active social media presence. We also produce two weekly podcasts — Amplify: Conversations about Life + Faith and TAB News — as well as a seasonal podcast series, TAB Stories. Amplify also airs on Birmingham’s WXJC 101.1 FM/850 AM. The podcasts can be found at [tabonline.org/podcasts](http://tabonline.org/podcasts).

Another important aspect of our ministry offers those who are visually impaired or have any situation in which they are unable to read the newspaper a complimentary audio cartridge featuring an abridged version of each issue of The Alabama Baptistand The Baptist Paper*.*

Your support and personal engagement with the various platforms available through TAB Media Group and *The Alabama Baptist* newspaper truly makes us a better team as we strive to serve our Lord and each of you with excellence.

**Jennifer Davis Rash**President and Editor-in-Chief
*The Alabama Baptist*