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1 OBJECTIVES OF THE COMMUNICATION DEPARTMENT IN THE SEVENTH-DAY ADVENTIST CHURCH

OBJECTIVES

Briefly stated, the objectives of the Department of Communication are to use, and promote the use of, all modern communication techniques and media in the most effective manner for the swiftest promulgation of the everlasting gospel, and through a sound program of public relations to create a favorable climate for acceptance of the message of salvation through Christ as taught by the Seventh-day Adventist Church.

TO ACHIEVE THESE OBJECTIVES

Believing that with or without a knowledge of any organization, people tend to form opinions on the basis of what they may see or hear, the department has committed itself to a program of positive, accurate presentation to establish in the public mind these characteristics of the church and its message:

A Christian church	A respectable church
An active church	A friendly church
A progressive church	A personally helpful church
A humanitarian church	A growing church
A responsible church	A global church

Such a program requires an awareness and sensitivity to the currents and undercurrents of the times and events, both internally and externally, as they relate to the organization. It requires recognition that the church is in the world, not set apart from the world, in order that it might bear a greater, more effective witness to God's love.

The Department of Communication does not ask that it multiply programs for the local church to engage in. Rather it extends its hands to help the pastor, the local church, and the multiplied organizations of the denomination make more effective their presence in the world community, their witness to that community, and their thrust in the accomplishment of the gospel commission given by the Son of God while He walked with men in everlasting brotherhood. To this end those who are engaged in the work of the Seventh-day Adventist Department of Communication are totally committed.

2 JOB DESCRIPTION OF THE COMMUNICATION LEADER

B. ROLE OF THE CHURCH COMMUNICATION LEADER

“The church communication secretary is responsible for the gathering and dissemination of news. As opportunity presents, the secretary will place on the air persons of interest in interview-type programs, and arrange for news features on such persons. Every effort will be made to maintain a friendly, cooperative relationship with editors and other communications-media personnel.

The communication secretary will assist in organizing support for the denomination’s broadcast and Bible correspondence school ministries. This may include the placement of announcements and advertisements for broadcast and Bible correspondence school courses, the promotion of the radio and television offerings, and participation in field days for the distribution of radio, television, and Bible correspondence school materials. The communication secretary in carrying out the plans of the conference and reporting as requested and will also present periodic reports to the church business meeting.” *Seventh-day Adventist Church Manual*, p. 112

C. RESPONSIBILITIES OF THE CHURCH COMMUNICATION LEADER

The responsibilities of the local church communication leader are great, for they touch the public. They require a special kind of person, one who can work well with others, carry responsibility and represent the church in the proper light before those not of the Adventist faith. Fortunately, not all the following items need to be done simultaneously or continually. But enough of them do require constant attention to keep one person very busy. It is therefore helpful in larger churches to elect also an assistant or even a communication committee.

Keep Church Activities in the Secular Press

1. Report church activities to the secular press.
2. Watch secular press for opportunities for church to participate in discussions on matters of current concern.

3. Cover church activities for radio and television.
 - a. News Releases
 - b. Public service announcements of church programs
3. Placement of special people on interview programs where possible.
4. Write and help with the writing of letters to the editor on matters of church concern as opportunity permits.
5. Serve as a source of information about the church for the communication media.
6. Become acquainted personally with newspaper editors and station program directors, news editors, and public service officers of stations.
7. Encourage good station relations, especially where a location station is carrying one of the church's radio or television programs.
8. Discover feature possibilities in the local church and make them available to the press.

Promote Denominational Radio and Television Ministries

9. Assist in promotion of annual radio and television offerings.
10. Work with Church Ministries Council in planning follow-up for interested persons discovered through the radio and television programs of the church.
11. Encourage members to view and/or listen to the denomination's broadcasts.

Monitor the Appearance of the Church and Highway Signs

12. Check appearance of church and bring problem spots to attention of church board. You will even want to promote an annual Church Beautification Month.
13. Make sure church is identified by exterior sign appropriate to architecture of church.
14. Make sure church can be found, through listings in local directories and use of church highway direction signs.

Assist With Special Events

15. Help with special events, giving special attention to the public relations aspects.
16. Lead out in the planning, production and operation of exhibits at local fairs or elsewhere when the church can fit in effectively.

17. Serve on church board and Church Ministries Council.

Send Reports of Church Activities to Conference

18. Report special church events to the conference communication director for possible use in the union paper.

19. Take or arrange for photo coverage of church activities.

20. Report before 10th of each month to conference on the communication activities of the church for the preceding month.

21. Consult with pastor and departmental leaders of the church before releasing matters in which they are involved.

Provide Internal Communication for Local Church

22. Produce a small church newsletter giving announcements and activities of the church, which can go to former members as well as to present.

23. Take the lead in organizing an annual Community Relations day.

24. Maintain a church bulletin board, if not assigned to the church secretary.

25. Cooperate with the church clerk, in encouraging members to have their current address on file with the conference or union so as to receive the union paper and other communication.

D. QUALIFICATIONS OF THE COMMUNICATION LEADER

In the election of a Communication Leader, it is of paramount importance that he be a loyal, confident Christian. Among other characteristics and skills that should be considered are the following:

1. *A sound judgement*, that he might know what should or should not be released to the world of news, and that he might tackle problem situations wisely and guide church and/or institutional activities in the best channels.
2. *An understanding of denominational programming* and follow-up in communication evangelism.
3. An ability to counsel with and assist ministers and laymen in meeting the objectives of the church in communication evangelism.
4. *An understanding of the principles of broadcasting* and an ability to assess successfully approaches through broadcasting, film and other audio-visual techniques.
5. *An ability to write well*, having a solid foundation for writing and dealing with the communication media.
6. *An ability to express himself well* in public.
7. *An understanding of denomination procedures* and a thorough knowledge of its organizations.
8. *A working knowledge of the procedures of printing and preparation of printed materials*, that he might assist in the planning of brochures and leaflets in the most economical and efficient way.
9. *A working knowledge of photography* and the principles of enlarging, cropping, and printing pictures with an understanding of what makes good news pictures.
10. *An understanding of the elements of an effective exhibit*.
11. *A sensitivity to public problems and ability to interpret public opinion*.
12. *An understanding of and an appreciation for people*, enabling him to work well with people on all levels.
13. *An ability to empathize* and yet be objective.
14. *A willingness to work at any task day or night* that will advance the cause of God, and to *work when necessary without personal public recognition*.

3 SUPPORT TEAM

A. Local Church Communication Team

The Communication Committee

In a large church a communication committee may more adequately handle the many facets of the public relations and communication program of the church than can a secretary working alone. This committee, with the communication secretary as chairperson, will be elected at the time of the general election of church officers. Individual members of this committee may be assigned specific responsibilities such as working with the press, with radio and television, with Bible correspondence school ministries, and with the internal media of the church. Where there is an institution in the area a member of its public relations staff should be invited to sit with the committee.

Other communications activities that fall within the sphere of interest of this committee include planning for special church events and ceremonies, the preparation of churches exhibits and parade floats, placement of church advertising, providing public libraries and other information centers with information on the Seventh-day Adventist Church. The division of responsibilities will depend largely on the abilities of those comprising the committee. All activities of the committee will be coordinated by the chairperson.

The pastor, who is primarily responsible for the communication program of his church, will work closely in an advisory capacity with the communication secretary and/or the communication committee.” *Seventh-day Adventist Church Manual*, p. 113

Relation to Other Departments of the Church

To serve the church properly the communication secretary should be alerted regarding plans and scheduled events. Any auxiliary unit of the church organization may appoint an individual to furnish the communication secretary or communication committee with news of that particular department’s activities. *Ibid.*, p. 113

The Pastor

The pastor, who is primarily responsible for the communication program of his church, will work closely in an advisory capacity with the communication committee.” *Seventh-day Adventist Church Manual*, p. 113

B. CONFERENCE COMMUNICATION DEPARTMENT PERSONNEL

The Conference Communication Department will provide the following services to communications secretaries.

1. Help you publish news of activities at your church or school in one of the denominational news magazines.
2. Assist with advertising evangelistic crusades
3. Send Communicators Resource Packet to all communicators periodically.
4. Assist with ordering church lawn and highway signs.
5. Provide advice on the preparation of radio and television programs and spots.
6. Conduct Communication Workshops
7. Serve as contact for advice on desktop publishing systems and audio visual equipment selection and purchase.
8. Provide crisis management counsel.

C. CENTRAL COMMITTEE IN MULTI-CHURCH TOWNS

“If several churches in a city arrange for a central communication committee, each communication secretary should be a member and should work in harmony with any general plan that will better coordinate the handling of news and other media activities for the several churches. The establishment of this committee would be initiated by the conference communication director. Meetings of such a central committee would be called and presided over by a chairperson selected by the group.” *Ibid.*, p. 113

D. COMMUNITY MEDIA PERSONNEL

The news media in your local town can be effective team members in your effort to get the news of your church and conference to the community. The persons include newspaper editors and radio and television station staff persons. The instructions in the next chapter will tell you how to relate to each of these persons.

4 WORKING WITH YOUR COMMUNITY'S NEWS MEDIA

NEWSPAPER EDITORS

A. DEALING WITH EDITORS

Just as in any other type of work, there are definite do's and don'ts connected with dealing with editors, writers, photographers, and other members of the press.

1. Check the names of the people for whom your material is intended. If you cannot obtain the name, at least address it to Religion Editor, Women's Page Editor, City Editor, etc.
2. Avoid asking for special favors, trying to "pull rank" by name-dropping to making comparisons with other churches. If your story is news, the editor will use it (space permitting); if not, he won't.
3. Don't ask the editor to tell you when he plans to use your story. Keep checking until it appears.
4. Don't ask the editor or writer to send you tear sheets. Buy the copies you need on the news stand, from back-copy stores, or through the paper's circulation department.
5. Never complain or criticize if your story was cut, relegated to a minor position, or not used at all. And do not make comparisons between what one editor has done for you and another. The decision is the editor's and berating him will only antagonize him.
6. Don't play cagey with the press when someone phones for information on any new development, good or bad. Relay the request immediately. If necessary, be sure the pastor gets in touch with the caller as soon as possible.
7. Observe press deadlines. Check by telephone to determine when morning, afternoon, or weekend papers go to press-and have your material there in plenty of time.

8. Be accurate in every detail. Names, addresses, dates, times, and figures are vital, when saying “today” or “tomorrow” in your release, include the exact date in parentheses so there will be no misunderstanding.
9. If you discover an error after sending out a release, immediately notify the press by telephone, with apologies. The same applies if any new development arises after your release has gone out.
10. Don’t thank the editor for using your story. His business is news, not favors. You may tell him you like the way the story was handled, and relay any favorable reaction from the public.

B. EDITORS WANT FACTS

It is not enough to tell an editor, “We’re remodeling our church next month.” He or she (and the readers) will also want to know the most important details. How much will it cost? What facilities will be added? What color will new paint be? Previous remodeling? Work being done because of growing congregation?...and in other points of information. The editor calls these **FACTS**. There are several kinds of facts

1. *Obvious Fact*: like the address of the church.
2. *Authoritative Statements of Fact*: like the reason for remodeling or the number of people planning to work on the job.
3. *Authoritative Statements of Opinion*: like the pastor’s assertion that too many churches are “behind the times” in architecture. What he says may not be a fact but it is a fact that he said it.
4. *Authoritative Statements of Speculation*: like the pastor’s guess that the remodeling will take about three weeks.

All important statements or qualifying phrases not *obvious* or *generally accepted* should have an authority, either stated or implied.

C. GO TO THE SOURCE

Hearsay is not necessarily fact. Be sure your information comes from the person in the best position to know.

D. GET THE STORY

1. Be Prepared Before the Interview Begins

- a. Is there some current event or trend to which this church activity may be related? What are possible story “angles”?
- b. What are some of the details needed to build this story?
- c. What facts, already known, should be verified?

2. Be Alert

- a. Concentrate on what is said, the facts there given. Is there some point of significance you hadn't thought of previously.
- b. Are interesting minor points made that will brighten up the story?

3. Be Persistent

- a. Accept no answer as final if it raises a question or is not specific.
- b. Don't close the interview until you have enough solid information for adequate treatment of your subject.
- c. Be sure to get the six essential points: What? Who? Where? When? Why? How?

4. Be Accurate

- a. Facts must come from a qualified source who know whereof he speaks.
- b. If an opinion is expressed, records it as such, not as a fact.
- c. Check the smallest details-time, place, initials, ages.

RADIO STATION PERSONNEL

A. HOW TO APPROACH YOUR RADIO STATION

1. Visit the people who work at your local radio station. Introduce yourself to the general manager, program manager, announcers, and engineers.
2. When you hear of an interesting visitor (in a religious or secular capacity) coming to town let the station know.
3. Also keep the station informed of local events of interest to the community, e.g. Vacation Bible School, Cooking School, Five-Day Plan to Stop Smoking, Health Education Program.

B. NOW YOU ARE READY FOR THE NEXT STEP

4. Have a simple program idea-and be able to state it to the program manager at your local station in clear language.
5. Your program title should be short-not more than five words. e.g.: FOCUS, FOCUS ON FAITH, REACH OUT FOR LIFE
6. Be able to say which type of audience the program is intended e.g.: Youth, young married, women, children, religious or
7. Know the purpose of your program-why it should be heard by this particular audience.
8. Plan your format-order of procedure, music introduction, announcer, special

effects-on each program. Use the suggested arrangement or substitute your own.

9. Have a complete script of the first program. Better still, have a recording of it-an audition tape to be left with the staff for their evaluation.
10. List the steps you intend to follow in publicizing the program.
11. Now after prayerful preparation select the major station in your area and make an appointment with the station manager or program director.
12. Do not ask for time. Offer the station a quality program. If you are a member of a ministerial association whose members are behind you, this will give your suggestion added weight.
13. Remember to beam your program to include the nonchurchgoer. Why use one of the mass media to reach a minority of a minority?
14. Purchase from our Adventist Book Center quantities of any literature you are going to offer your listeners, or offer a Bible Study course, either by correspondence or lessons delivered by church members. Use a local telephone number, as well as an address. Be sure that you can promptly deliver any offer you make on your broadcast.
15. Remember not to make the mistake or expecting your listeners to write to you 99½% of your listeners are much too busy. But arrange a survey by your members after you've been on the air six months. You may be surprised at the number of good contacts for Bible studies or Bible lessons they are able to make.

C. RADIO NEWS RELEASES, ANNOUNCEMENTS AND INTERVIEWS

1. News Releases

- a. Condense. Usually only 30 to 50 words. Use short sentences. Like lead.
- b. Type double space in center of one sheet of paper.
- c. Source and contact phone number at top of their use if needed.
- d. Ascertain from local station how many copies are desired.
- e. Give or mail to news editor of station unless station indicates otherwise.

2. Spot Announcements

- a. Not straight news, but often carried as a courtesy by special arrangement with program director beforehand.
- b. Come at station breaks.
- c. Copy is same as for news release. Not more than 30 to 50 words.
- d. May be incorporated in chit-chat type of program if not in station break.

3. Interviews

- a. Returned missionaries or other interesting people make good material.

- b. Study types of programs on radio in your area.
- c. Query the possibility to either the station's program director or the star of the program. State what you have to offer. Be specific.
- d. If appointment is made, see that it is kept.

4. Feature Programs

- a. If you have material for a full-length program--15 or 30 minutes-query the possibilities to station program director.
- b. Be sure program is well in hand. Be specific.

TELEVISION STATION PERSONNEL

1. News Releases and Spot Announcements.

- a. Copy for these would be the same as for radio.
- b. When possible supply 8 x 10 glossy pictures on the subject of your news release to be shown while release is read. Kodak slides are also acceptable.

2. Interviews and Feature Programs.

- a. Approach is the same as for radio.
- b. Provide visual aids to enliven interviews-pictures and objects of interest, conversation pieces that enable one interviewed to tell his or her story.
- c. "Live" feature programs should be worked out the thought in mind that they are seen as well as heard.
- d. A video tape is acceptable if good. Submit it to program director for approval.

6 How To DEVELOP YOUR COMMUNICATION PROGRAM

Use this form to develop your Communication Plan. Ideas can be drawn from the sample Communication Plan shown on the next page.

A. Assess the Current Local Communication Program (Strengths, Weaknesses, Opportunities, Resources)

B. Plans for New Year

C. Check Calendars
1. Check Conference Calendar
2. Check Church Calendar

D. Review Plans with Pastor and seek his suggestions.

E. Make Monthly Implementation Plan (Use Monthly Planner)

F. Work Your Plan (Do It!)

**Sample Local Church Communication Plan
Seventh-day Adventist Church
Anytown, TN**

I. Current Local Communication Program

- a. The Pastor's 30 minute radio broadcast, "The Bible Speaks" - Sundays on WOCC
- b. Four articles about church appeared in Union paper
- c. 26% of membership or 87% of our families receive union paper
 11 households need to be added to Union paper subscription list
- d. Yard Sign - good condition
- e. Highways - two installed need 5 more.
- f. church has yellow page listing
- g. Church observed church beautification month.

II. Plans for Coming Year

- a. Radio spots during drive time
- b. Church ad in local newspaper
- c. Article in union paper each quarter.
- d. More news in local newspaper
- e. Order five highway signs
- f. Order subscriptions for 11 households that do not receive union paper.
- g. Church listing on Houses of Worship website
- h. Develop website for church and encourage school to do the same.
- i. Update Union paper subscriptions quarterly.
- J. Promote Adventist Review

III. Check Calendars

- Evangelistic Crusades
- Communication Workshops
- Community Relations Day
- Conference and Church Calendars

IV. Review Plans with Pastor

V. Make Monthly Plan (*See Monthly Planner on next page*)

VI. Begin to Work!

*"I can do all things through Christ
which strengtheneth me." Philippians 4:13*

Monthly Planner

For Communication Leader's

Month _____, _____

Instructions: Review your conference and church or school calendar and plan what articles you will write or public relations activity you will be involved in this month.

Conference and/or Church Newsletter

- Sabbath School
- Church School News
- Witnessing Activities
- Community Service News
- Pathfinder News
- Youth News
- Weddings
- Obituaries

Union Magazine

- Sabbath School
- Church School News
- Witnessing Activities
- Community Service News
- Pathfinder News
- Youth News
- Weddings
- Obituaries
- Classified Ads

Local Newspapers

- _____
- _____

Advertising

- Radio Spots
- TV Spots
- Newspaper Ad

Other

- Community Relations Day
- SDA Auto Tag Sale
- Church & School Sign Maintained
- Church Beautification Month
- Website for Church & School
- _____

50 WAYS TO MAKE YOUR CHURCH VISIBLE

Beautification Month	Parades
Bereavement Ministry	Pastor Farewell Article
Bookmarks	Pastor Installation Article
Booth at State Fair	Pencils
Breath of Life	Phone Book Covers
Brochures	Picture Story in Newspaper
Bumper Stickers for Your Church	Profile on Member's Accomplishments
Calendars	Public Access Channel
Car Tags	Quick Look at Adventists
Church Pictorial Directory	Radio Broadcast
Church Bulletin	Radio Spots
Church Calendar in Newspaper	Signs, Identification & Directional
Community Relations Day	Television Broadcast
Exhibit at Mall	Television Spots
Gift Book to Public Officials	Union Paper
Healthwise	Videos to Sick and Shut-in
Holiday Billboard	Website for Church
Hotel Listing	Wedding Announcements
Houses of Worship Listing	Welcome Neighbor Program
Join Local Communicator's Association	Welcome Baby Program
Missionary Magazines (Signs, Message)	White House Anniversary Greetings
News Releases	White House Birthday Greetings
Newsletter to Public	Yellow Page Ads
Newspaper Column	Yellow Page Listings
Newspaper Ad	
Write Obituaries that Witness	

6 WORKING WITH DENOMINATIONAL NEWS MAGAZINES

A. The Conference Newsletter

- a. Submit articles about your church to your conference newsletter.
- b. See that all households in your church receive the conference newsletter.

B. The Union Magazine

- a. Update Your Church's Subscription List Quarterly using the Union Magazine Subscription Update Form found in the Communication Tools section.
- b. Submit news articles about your church to your union paper.

C. Adventist Review

The official news magazine of the Seventh-day Adventist church.

- a. Promote the Adventist Review in your church during the month of September.
- b. Some unions provide the NAD Edition Adventist Review with the monthly Union paper. If your members would like to receive the weekly edition you may encourage them to do so.
- c. Visit the new Adventist Review website at:

D. Adventist View

Adventist View, a quarterly Christian life-style magazine created by, for, and about young adults ages 18 - 35, was founded in 1992. It provides young adults with a forum for discussion of issues, interests, needs, and experiences all to learn from each other. Each quarter, Adventist View covers the issues, the action, the views, the news, and interviews—all from the young adult viewpoint.

Encourage your church or AYS to provide a subscription for each family with youth or young adults.

Subscription: \$8 for 4 issues. To get a FREE sample copy, call 800-328-0525. For more information or to submit articles and ideas, contact the editor, Celeste Ryan, at 301-680-6315 or e-mail 74617.1575@compuserve.com. Check it out!

TEN TIPS FOR TAKING PUBLICATION QUALITY PHOTOS

1. Have subjects doing something. Good photos capture motion and/or emotion.
2. Make picture tell the story.
3. Select people carefully.
4. Take pictures up close.
5. Pose subjects for effect.
6. Watch the background. Avoid cluttered backgrounds that distract from the main subject when possible. Also watch out for mergers.
7. Use a 35mm or medium format camera.
8. Provide adequate captions. A complete caption tells the name/s, event, location and a clear description of what was happening.
9. Provide Photo Credit . Give name of photographer, phone number. It is also important to give your address if photo must be returned you.
10. If all else fails invite a photographer to take the pictures for you.

Other Resources

The Joy of Photography, Kodak Eastman Company

The Joy of Photographing People, Kodak Eastman Company

7 SPECIAL DAYS AND ACTIVITIES

A. Community Relations Day

Community Relations Day is an opportunity for your church to strengthen its relationship with the community. Plan a program with the community in mind. Program ideas include:

- a. Ask all members to invite their non-sda family and friends.
- b. Present a plaque to a person in the community that deserves recognition for some contribution or heroic act.
- c. Give *Hands of Hope, Quick Look at Adventists* to every non-sda guest.

B. Church Beautification Month - (March)

Does your church have curb appeal? For years March has been considered church beautification month in some conference in the Southern Union. This month provides an opportunity for the congregation to review the appearance and condition of its building, lawn, and parking lots.

Choose a month that works your area and church and proclaim it Church Beautification Month. Encourage all of the members to come out to the church and fix up, paint up, and clean up!

C. Promotional Days

1. Adventist Review (September)
2. Union Paper Subscription Update Drive (February & September)
3. Television and Radio Evangelism Day (Breath of Life, Faith for Today, It is Written, Voice of Prophecy, etc.)

D. Society of Adventist Communicators Convention

The Society of Adventist Communicators is open to all Adventist Communication professionals. This organization holds a convention each September or early October. Call the Southern Union Department of Communication for information at 404-299-1832.

8 **INEXPENSIVE WAYS TO ADVERTISE EVANGELISTIC CRUSADES**

Radio

Place free announcements on the Daily Community Calendar (leave a handbill or a typewritten announcement on an index card with the radio station one week in advance.)

Use 30 or 60 second radio spots during drive time or the gospel hour on your local radio station.

Promote your meeting during your radio broadcast.

Television

Place an announcement on the Community Calendar and on the Weather Channel. The average cost for this service is \$25 to 50 per month.

Invite the television stations to send a news reporter to cover a news making event associated with you meeting. In the interview you can speak of the event as well as your evangelistic meeting.

Handbills

Handbills still work. One way to cut printing costs and increase the number of handbills you are able to distribute is to make your own handbills with a desktop publishing programs such as Pagemaker, Freehand, Illustrator or QuarkExpress.

Direct Mail

Print postcard invitations to send to all interests. You can mail 200 of these for \$19.00 or 1000 for \$190. Your price will be even less if you have a bulk mailing permit. Use these for first week and each time you keep the Sabbath during your meeting. These work!

Order the names of interests from the Adventist Media Center.

Telephone

Organizing a team of pleasant tactful persons who have good telephone skills to call all the persons who have visited your church, former SDA's and interests can also help your attendance. Give each caller a list of names and numbers with cards to keep a record of the responses.

Newspaper

Purchase an ad in the local newspaper that is most read by your target audience. Insist that your ad to be placed on the upper right side of an odd numbered page. This position will place your ad where the it is most likely to grab the reader's attention.

Write news stories about your meeting, and a story about each guest that will appear, and other news worthy events associated with your meeting. This gives you repeated FREE exposure.

ORDER FORM

Evangelistic Advertising Service

Pastor _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Church Phone _____

Meeting Information

Evangelist _____

Location: Tent Auditorium Church

Address _____

City _____

Opening Date _____ 199__ Number of Weeks 2 3 4 5 6

Time of Meeting _____ Meeting Days: Su Mo Tu We Th Fr Sa

Posters

Doorknob Hangers

Handbills

Radio Advertising

Television Advertising

Notes:

TIPS FOR DESIGNING AND OPERATING EXHIBIT BOOTHS

Purposes of Exhibit

1. Gather Leads
2. Awareness
3. Sell products
4. Reinforce relationships
5. Market testing

Pre-convention Promotion

- Invite primary prospects, and colleagues to visit your booth
- Mail follow-up reminder to each invitee
- Offer incentives such as free gift, or tickets for them and their friends

Pre-convention Review and Orientation

- Be sure all materials are present and equipment is working
- Meet with all booth staffers
 - Review mission and goals of exhibit with all booth staff
 - Review assignments and schedules

Operating the Booth

- Arrive early so booth is ready
- Greet all visitors with a smile
- Listen, listen, listen
- Remain at booth until relieved

Nightly Aftershow tasks

- Clean booth, replenish supplies, store valuable equipment
- Sort lead cards
- Update prospect database in computer

Convention Follow-up

- Send thank to invitees who attended
- Call on each prospect
- Direct mail

8 FORMS FOR EFFECTIVE COMMUNICATIONS

Forms

- A. Media Survey
- B. Union Paper Subscription Update Form
- C. News, News, News
- D. Obituary Form
- E. Wedding Form

News Media Survey
Department of Communication
_____ **Conference of SDA**

We would like to know the name and address of all the major radio and television stations and newspapers in our conference territory. This information will be used for the following purposes:

- a. To help us assist you in making your community aware of the SDA Church.
- b. Enable us to send them information about the SDA Church.
- c. Help us develop a directory of major news media in the South Central Conference territory.
- d. Allow us to make quicker contact with the news and advertising media when the Communications Department Evangelistic Advertising Service is selected to assist with advertising evangelistic meetings.

Television Stations

ABC Affiliate

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

NBC Affiliate

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

CBS Affiliate

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

Cable

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

MAJOR RADIO STATIONS

(List the ones that reach the most people in your target market)

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

Call Letters _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

NEWSPAPERS

General Newspapers

Name _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

Name _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

Ethnic Newspaper/s

Name _____ Phone () _____

Address _____

City _____ State _____ Zip Code _____

UNION PAPER UPDATE LIST

_____ 19 ____

Church _____

Address _____

City _____ State _____ Zip Code _____

Clerk: _____ Daytime Phone Number: () _____

Communication Leader _____ () _____

DIRECTIONS: Kindly write in the name and address of each person or family in your church to be on the conference periodical list for the Union Paper. Please do not include the names of students away at school or members away in the military. Feel free to make copies of these this sheet if you need extra pages. (If your church membership list is on computer you may simply send a family mailing list printout in place of this form. However, be sure to include your name and a daytime phone number where you may be reached.)

ADDITION: New household in _____ Union, member transferring to your church from outside the _____ Union, newly baptized, or member not receiving the union paper.

CHANGE: Name, address, or errors
Needed: if account no. _____ plus name and address.

DELETION: In case of apostasy, death, membership transfer, household consolidation or duplicate.

TRANSFER: When transferring between Southern Union churches.

	ADDITIONS, TRANSFERS, DELETIONS	
Name	Address	Zip Code
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		
_____	_____	_____
Add [] Delete [] Transfer [] from what church _____		

Name

Address

Zip Code

Add [] Delete [] Transfer [] from what church _____

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Add [] Delete [] Transfer [] from what church _____

CHANGES

Name	Address	Zip Code
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		
New name and address Former name, address or the error		

News! News! News!

Conference Communications Department

Name _____ Position _____

Church / School _____ Daytime Phone (_____) _____

Address _____ City _____ State _____ Zip Code _____

We want to include news from your school, church or department in one of our denominational publications. When something happens in your area please take a moment to answer the following question to help us.

What happened or what will happen?

Who was or will be involved?

When did or will it happen?

Where did or will it happen?

What was or will be the result?

Photo/s:

#1 -

Caption:

#2 -

Caption:

Obituary Form

Conference Communications Department

Name _____ Position _____

Church / School _____ Daytime Phone () _____

Address _____ City _____ State _____ Zip Code _____

Directions: Please fill in the information below and attach a funeral program and if one is available.

Full Name of Deceased:

Date of Birth:

Birthplace:

Date of Death:

City of Death:

Member of what Church:

City of Church:

Officiating Pastor:

Denominational Service:

Survivors:

Photo included [] yes [] no (We cannot promise the return of photos that are sent to the Southern Tidings.)

Wedding Form

Conference Communications Department

Name _____ Position _____

Church / School _____ Daytime Phone () _____

Address _____ City _____ State _____ Zip Code _____

We want to include wedding announcements for members of the Southeastern Conference in the Southern Tidings. To announce a wedding that HAS ALREADY OCCURRED please fill in the following information:

Name of the Groom:

Name of the Bride:

Date of the Wedding:

Name and City of Church:

Groom's Parents:

Bride's Parents:

Officiating Pastor/s

The Couple's Address and Phone Number:

Photo: (Photos cannot be returned)

1 -

Caption:

9 RESOURCES FOR EFFECTIVE COMMUNICATIONS

Tools

- A. The Fascinating World of Communication
- B. Seventh-day Adventist Logo Sheet
- C. Adventist Church Signs - North American Division
- D. Southern Union Sign Program
- E. *J. M. Stewart* Custom Identification Sign Order Form
- F. Adventist Communication Network
- G. Tagnet and Free Homepage Listings on the Internet
- H.

The Fascinating World of Communication

This powerful tool is an eight-lesson video course for church communication leaders. Journalism and electronics pioneer Benjamin Franklin is portrayed by Ralph Archbold, your host for this guided tour of "The Fascinating World of Communication."

Energize Your Church's Image

Each 25-35 minute information-packed lesson deals with an aspect of the work of the local church communication leader, orienting him or her to the complicated, fast-moving world of journalism, public relations, and media production. Although the videos are geared to local church communication leaders, pastors, as well as conference and institutional communication personnel will also find them informative and invaluable.

Printed Materials

Each lesson is accompanied by a syllabus containing additional information, a quiz, references to books by well-known Seventh-day Adventist communicators for further study, and practical exercises to get the reader started. Each syllabus has three exercises geared to beginner, intermediate, and advanced communication leaders. Extra copies of the syllabus are available for \$1.00 or feel free to make additional copies from your set.

LESSON ONE

The Fascinating World of Communication

- The Roots of Communication
- The Theory of Communication
- The Technology of Communication

LESSON TWO

Awareness: Creating a Visible Church

- The Need to Let People Know Who You Are
- Using the Media to Create Awareness

- Defining Goals and Target Audiences

LESSON THREE

Newswriting: the Communicator's Basic Tool

- What Qualifies a Story as News?
- The Structure of News
- Interviews with Newspapers and Tv Journalism

LESSON FOUR

Writing for Church Publications

- Union Paper Philosophy, Style, and Reporting.
- Interviews with Editors.
- Conference Newsletters, *Adventist Review* and Other Church Periodicals

LESSON FIVE

Internal Church Communication

- Using Multiple Media to Make Sure a Busy, Forgetful Congregation Gets the Message.
- The Effective Communication Committee

LESSON SIX

The Magic of Photography

- 35-millimeter Cameras and Films.
- Composition, Lighting, and Exposure.

LESSON SEVEN

Electronic Media: the Sky Is Not the Limit

- Free Announcements and Cable Tv Time
- Utilizing General Conference Programming.
- Broadcasting Your Church Service

LESSON EIGHT

Putting it All Together

- A Review of Previous Lessons
- Organizing an Effective Strategy for Relating to the Community, the Larger Adventist Family, and Within the Congregation Itself.

ORDER FORM

Please send me _____ set of "The Fascinating World of Communication" video course at the price of US\$99.95, plus US\$5.00 shipping and handling for each set.

No. Sets _____ (times \$99.95) _____

Shipping (no. Set times \$5.00) _____

Extra sets syllabus (\$1.00 each) _____

Total Enclosed _____

PAL for is also available (Australia, New Zealand, South Africa, and United Kingdom).

Name _____

Shipping Address _____

City _____ State/ Province _____

Postal Code _____ Country _____

Send this form with check payable to: Southern Union Conference Communication/ Marketing Department, P. O. Box 849 Decatur, GA 30031. For more information or a brochure please call (404) 299-1832.

SEVENTH-DAY ADVENTIST
LOGO SHEET



SEVENTH-DAY
ADVENTIST
CHURCH



SEVENTH-DAY
ADVENTIST CHURCH



SEVENTH-DAY
ADVENTIST CHURCH



SEVENTH-DAY ADVENTIST CHURCH

The official logo set and graphical standards may be ordered from
AdventSource, 5040 Prescott Avenue, Lincoln, NE 68506, (800) 328-0525.



Church Signs

North American Division
Communications Department



Highway Directional Sign



Marquee (top) and custom (bottom) yard signs

How to Order a Church Sign Info Packet

Request a Church Sign Info Packet from the NAD Communication Department.

By Phone

Phone: 301-680-6428

Fax: 301-680-6464

Online

Website: <http://northamerica.adventist.org/signs/>

You can also receive...

- 10-minute video "That's the Way We Do Things"
- "A Design Your Own Sign" CD ROM (IBM formatted)

Be ready to provide the following information:

- Church name
- Street Address
- Street Address (city, state, province and zip)
- Name of Contact Person
- Contact persons day phone (include area code)
- Please allow 7-10 days for delivery.

A booklet entitled "Church Signs: Identifying Your Church" may be ordered from AdventSource (800) 328-0525



Southern Union

Sign Program

"A full-service church sign program"



Why Use the Southern Union Sign Program?

- Free Installation*
 - Free Annual Maintenance*
- * The Southern Union churches only.

Directional Sign Prices	
24"x30"	
Single	\$64.00
Double-face	\$102.00
30"x38"	
single	\$90.00
Double-face	\$144.00
18" x 22" - Arrow Directional	
Single	\$47.00
Double-face	\$77.00
These prices include lettering and arrows when the sign is erected.	

How to Order:

Southern Union Conference Churches should call their Conference Communication Department and request "The Pastor's Church Signs Manual."

Danny McDonald
Southern Union Sign Engineer
Southern Union Conference
3978 Memorial Drive
Decatur, GA 30032

(404) 299-1832, Ext. 310

The Southern Union Sign Program handles highways signs only.

J.M. STEWART Signs



J. M. Stewart has provided signs at an affordable price for churches throughout the Southern Union.



For information about Church signs
J. M. Stewart Corporation
2201 Cantu Court, Suite 217-218
Sarasota, FL 34232
1-800-237-3928

ADVENTIST COMMUNICATION NETWORK



What is ACN?

The Adventist Communication Network (ACN) is a resource for local churches—a linkage that uses satellite technology to bring together and improve communication within the Seventh-day Adventist Church in North America. In short, ACN links local churches with resources for ministry and is bringing the church together—one uplink at a time.

Purpose of ACN

ACN applies unprecedented, cutting-edge technology to meet the needs of local Seventh-day Adventist churches across North America. Through satellite linkage, we can now conceivably communicate simultaneously with all local churches through down-linked facilities. This makes it possible to provide each local church with the very best denominational resources for spiritual growth, congregational revitalization, member mobilization, evangelism, nurture, outreach, and training for more effective ministry. In short, ACN aims to empower local congregations with up-to-date information and access to the best resources for church growth.

Benefits to Local Churches

- ACN provides training events for church leaders, pastors, and members.
- ACN links evangelistic meetings to all churches who wish to participate and minister to their communities.
- ACN provides outreach seminars on health, family life, and spiritual topics for local churches to invite members of their communities to participate.
- ACN makes it possible for local church members and leaders to participate in major events (GC Session, ASI Convention, Year-end Meetings, Annual Council).
- ACN delivers news and mission reports and other inspirational and informational reports for use in local churches on Sabbath or during mid-week meetings.



ACN Program Descriptions and Schedule

FIRST WEDNESDAY

A monthly program providing inspirational and informative news and mission reports about the worldwide Seventh-day Adventist Church and its members. The program includes five eight-minute segments of OnLine Edition, WorldStory, WorldNews, ADRA Report, and North American Report. Program aired the first Wednesday of each month, 7:30 - 8:30 p.m., Eastern Time (ET).

LIFESTYLE LIVE

An educational series providing churches with outreach programs that win people in their communities to Christ. Focuses on health, family, finances, and spiritual life topics.

CROSS TRAINING

A workshop series to train local church leaders and volunteer ministry coordinators that provides job descriptions, creative ministry ideas, and cutting-edge resources. (Sat., 4:00 - 6:00 p.m., ET)

TOGETHER

A compassionate and inclusive discussion between pastors, leaders, and members about reaching, reclaiming, and retaining former members. The quarterly interactive program features guests who share successful soulwinning methods. (Sat., 4:30 - 6:30 p.m., ET)

Special Events

A front-row seat at major events of the Seventh-day Adventist Church where members can participate via satellite from their churches and homes. Past uplinks include GC Session from Holland, ASI Conventions, Year-end Meeting from Battle Creek, Mich., Annual Council, Florida and Northeastern Conference camp meetings, our 150th Anniversary Commemoration, and Net '96, the largest evangelism initiative in the history of the Seventh-day Adventist Church in North America.

ACN Technical Support



General Information

On October 1, 1997 ACN took the first steps necessary to begin installing digital equipment. Anyone planning to purchase a satellite system specifically to get ACN broadcasts should read the Digital Faqs pages before making that purchase. The specific digital platform has not been determined. When the official equipment package is put together it will appear on this site.

At the current time ACN is an occasional broadcast Network. It uses standard analogue C-Band technology. It is not scrambled and requires no special equipment to receive, assuming you have a satellite dish available. It is not available on any digital network at this time so the "small dish" will not allow reception of ACN broadcasts. Normally dishes 7 ft. or larger are needed, depending on your location in the country. ACN anticipates that the digital broadcasts will begin in September, 1998, while the analog broadcasts will continue through the year 2000.

Technical Support

ACN offers extensive technical support to sites that purchase the equipment package we offer. Technical support is available weekdays from 9-5 p.m. Pacific Time and by appointment evenings and Sundays. Technical support is also available during all ACN broadcasts.

To talk with someone about equipment compatibility or for technical assistance call 800-ACN-1119, #4.

To order the equipment package from ACN call 800-ACN-1119, #3.

RADIO, TELEVISION AND INTERNET RELATED RESOURCES

Adventist Radio Network

The Adventist Radio Network is a non-profit organization which was founded in the 1960's and formally incorporated in 1992. The Adventist Radio Network consists of 32 Seventh-day Adventist owned (institutional and private) radio stations, full-service repeaters, and translators in North America and Guam.

Three Angels Broadcasting Network

3ABN, P.O. Box 220, West Frankfort, IL 62896 (618) 627-4651

is a 24 hour Christian Television Network with a mission to reach the world with the gospel. 3ABN began in 1984 when Danny Shelton was impressed to build a television station that would reach the world. Today, unexpectedly surrounded by the rolling farmland of Southern Illinois, 3ABN beams its signal across North and Central America as well as Europe and North Africa.

Adventist World Radio

AWR, 12501 Old Columbia Pike, Silver Spring, MD 800-337-4AWR

Adventist World Radio is the international radio broadcast arm of the Seventh-day Adventist Church. Created in 1971, AWR has been using shortwave radio and other forms of media to fulfill the great proclamation of our Lord and Savior, Jesus Christ.

Adventist Media Center

101 West Cochran St., Simi Valley, CA 93065 (805) 373-7777

In 1974, Voice of Prophecy, Faith for Today and It Is Written, along with Breath of Life and La Voz de la Esperanza, were brought together under one roof to form the Adventist Media Center.

AMC is the home for Adventist Media Productions. AMP handles the production and creative needs of three television ministries, two radio broadcasts, hundreds of commercials, public service announcements, church-related instructional, educational and promotional videos and the majority of Adventist Communication Network's continuing live satellite uplinks.



The Voice of Prophecy

P. O. Box 2525, Newbury Park, CA 91320 (805) 373-7611

is an international, Christian audio & video broadcaster. It was founded by H. M. S. Richards in 1929. The audio program is presently aired by more than 1500 radio stations across North America and around the world.



It is Written

P. O. Box O, Thousand Oaks, CA 91360 (805) 373-7733

was founded in 1956 by George Vandeman, and is now hosted by Mark Finley, the program continues its pattern of award-winning excellence. IT IS WRITTEN's unique semi-documentary format has given it a distinctive niche in Christian broadcasting that appeals to a wide audience of many faiths.



Faith For Today / Lifestyle Magazine

P. O. Box 320, Newbury Park, CA 91319 (805) 373-7700

Since April, 1950, Faith For Today has brought family values to television . . .

Faith for Today produces "Lifestyle Magazine" and "McDougall, M.D. talk shows the bring quality to your lifestyle!"

Other Radio and Television Programs

Breath of Life, P. O. Box 744, Newbury Park, CA 91319 (805) 373-7600

The Quiet Hour, 630 Brookside, Roseville, CA 92373 (714) 793-2588

Amazing Facts, P. O. Box 1058, Roseville, CA 95678-8058 (916) 434-3880

Adventist Information Ministry

AIM (Adventist Information Ministry) operates under the direction of the North American Division of Seventh-day Adventists. a soulwinning operation of the North American Division. AIM is the 24-hour central phone answering and coupon processing service for Seventh-day Adventist media outreach in the NAD.

AIM assists the church's evangelistic outreach by

- forwarding media interests to their source
- processing requests for extra literature
- upgrading interested persons for further studies
- referring interests to the local church
- seeks donations over the phone for selected evangelistic outreach agencies.

FREE HOMEPAGES

TAGnet - www.tagnet.org

TAGnet provides free webhosting for any Seventh-day Adventist church, school, organization or supporting ministry worldwide.

Tagnet offers Free Accounts and Domain Accounts: All basic accounts on TAGnet in the www.tagnet.org domain are free of charge. For example: www.tagnet.org/yourministryname/. If you want to have TAGnet run a domain there will be a slight charge.

A domain is something like www.yourministryname.org. TAGnet will charge \$60.00 per year for domains run on TAGnet. The Internic will charge \$35.00 per year for your Domain Name Registration. The initial bill at the Internic is \$70.00 and includes the first two years.

There are currently four categories of accounts on TAGnet: schools, churches, SDA Organizations, Supporting Ministries.

To apply for publishing on TAGnet go to www.tagnet.org

ForMinistry.com (Formerly Houses of Worship) - www.ForMinistry.com

Formerly known as "Houses of Worship," is one of the Internet ministries of the American Bible Society. It provides churches with:

- Free starter web sites.
- Links to more than 15,000 ForMinistry.com church web sites in North America, and growing daily.
- Increased traffic on your church web site.

Other Interdenominational WWW Church Directories

African American Churches www.aawc.com
Christianity.net Church Locator www3.christianity.net/churchlocator
Church Directory of the United States www.churchangel.com
Church Online.Com www.churchonline.com
ChurchSurf www.churchsurf.com
Net Ministries www.netministries.org

Get Ratings On Websites

Nielsen Media Research and NetRatings, Inc. - www.nielsen-netratings.com

Nielsen Media Research and NetRatings, Inc. jointly offer Nielsen/NetRatings audience measurement and analysis services, These services provide site publishers, media buyers, e-commerce companies, Internet marketers and the financial community with the most accurate and reliable Internet research information available today.

ADVENTIST COMMUNICATION RELATED INTERNET LINKS

3A B N	www.tagnet.org/3abn
Adventist Connections	www.andrews.edu/inst.html
Adventist FaxPlus (Phone Only)	800-474-4SDA
Adventist Global Communication Network	www.adventist.org/agcn
Adventist Media Center	www.adventistmedia.org
Adventist Radio Network	www.adventistradio.net
Adventist Review	www.adventistreview.org
Adventist World Radio	www.awr.org
Adventist Communication Network	www.acnsat.org
Amazing Facts	www.amazingfacts.com
Bible Information Online	www.bibleinfo.com
It Is Written	www.iiw.org
La Voz de Esperanza	www.lavoz.org
Liberty Magazine	www.libertymagazine.org
Lifestyle Magazine (TV)	www.lifestyle.org
PlusLine	plusline.adventist.org
Rede Novo Tempo de Radio	www.novotempo.org.br
SDASource	www.tagnet.org/SDASource
TAGnet	www.tagnet.org
Voice of Prophecy	www.vop.com

10 TOOLS FOR COMMUNICATION DIRECTORS

Tools

- A. Public Relations for Schools
- B. Preliminary Marketing Profile for Schools
- C. Communication Mini-workshop Lesson Plan
- D. Communication Workshop Schedule
- E. Communication Secretary Directory Form
- F. We're Hunting for News Articles
- G. Orientation Guide for New Pastors

PUBLIC RELATIONS FOR SCHOOLS

The most important work of our educational institutions at this time is to set before the world an example that will honor God. *Counsels to Teachers*, p. 57.

I. Are Your Public Relations Showing?

A. Questions to Consider?

1. Does your campus commend or condemn you?
2. Why should a prospective student attend your school?
3. Do you tell your story to the constituency?
4. How does your program look to the school board?
5. Is the community proud of your school and its students?

II. Do You Have a Planned PR Program?

A. Analyze your objectives

- Add to the schools good reputation
- Encourage contributions
- Win the support of the constituency
- Point out advantages of your school
- Increase enrollment
- Retain students now enrolled
- Admit a higher type of student
- Earn the cooperation of your school board
- Prevent misinterpretation
- Interpret school to community
- Build and maintain teacher and student morale
- Keep adventist education before the public eye
- Interpret the reality of our faith
- Win souls to Christ

III. Know and Speak to Each of Your Publics

A. Know Your Publics

1. Internal Public - Students, Faculty, Other Employees, Board Members, Alumni

2. External Adventist Public - Parents, Prospective students, Prospective faculty, Visitors, Conference workers, Church members, Sister Schools

3. External Non-Adventist Public - Accrediting groups, Community, Home towns, Clubs and Societies, News Media

Excerpted From:

Public Relations for Schools and Colleges: A Manual for Educational Administrators

Preliminary Marketing Profile for Schools

Name of School _____ Phone _____

Street Address _____

City _____ State _____ Zip Code _____

Grades:

What are some of the significant achievements of your school and/or its students?

1.

2.

3.

4.

5.

Special Qualifications of Faculty:

Marketing Information

1. What services or products do you offer?

2. What are the benefits of attending your school?

3. Who comprises your target market? (Please describe. Give average age, income, religious background, race, portion of the county, etc.)

4. Does your target market include students with special needs? (Describe the special needs that you are able to accommodate. List needs that you cannot accommodate.)

5. Who are your competitors? (Please list both the public and private schools in your target area. Collect their brochures, handbooks, etc.)

6. What services do your competitors have to offer?
School Service

7. What services do you have to offer that are different from the services of your competitors?

8. What is your maximum enrollment potential?

9. What recruitment and advertising methods are currently used?

10. What has been your most effective means of getting new students? Describe in detail. And give approximate results.

11. Why do students return to your school?

SAMPLE COMMUNICATION MINI-WORKSHOP LESSON PLAN
South Central Conference of Seventh-day Adventists
R. S. Norman, III, Communication Director

(This serves as my outline for a typical four-hour Sunday seminar.)

Registration:

Have registration forms available that will gather the names, addresses, phone number and church. Give each student a folder with notepaper and a name label.

- Prayer and Welcome
- Agenda (Program)
- Writers' Workshop Promotion
- Adventist Review Promotion (Coupons)

I. "Getting Organized for an Effective Church or School Communication Program"

Make 11 Folders (The folder titles are:

Handouts:

- Fascinating World of Communication
- Tools for the Communication Secretary

II. Making Your Church Visible - 50 Ways Communication Evangelists Win Souls

Handouts

- Making Your Church Visible
- Beautification Month Brochure
- Bookmarks
- Breath of Life Supplies
- Brochures (sample church brochures)
- Car Tag (demo)
- Church Bulletin (sample)
- Church Pictorial Directory (sources for)
- Healthwise
- Hotel Listing Address
- News Release form
- Obituary form
- Houses of Worship info
- Phone Book cover
- Quick Look At Seventh-day Adventists, A
- Radio Spots (samples)
- Signs, Church Highway Manual
- Southern Tidings / Adventist Review
- Television Spots
- Wedding Form
- White House Birthday Greetings - Address
- White House Anniversary Greetings
- "You in the News" Clippings - Newspaper clippings collected from churches.

III. The Magic of Photography: Taking Pictures for Publication*

Show Video - 26 min.

Quiz Review (Supplies: Quiz Sheets) - 10 min

IV. Newsletters People Will Read*

Designing a Good Newsletter - 15 min

Handout: Paper from "Communication Resources"

Video - News Writing: The Communicator's Basic Tool - 35:47 min.

Quiz Review: (Supplies: Quiz Sheets) - 10 min.

V. Planning Your Communication Program

Plan Your Program (Supplies: Calendar Sheets, Monthly Planner) - 30 min.

Review Plans

Plan vs. Performance Check-up - 5 min.

VI. Let's Bust Some Buttons!

Awards available to communication evangelists

Church Communicator of the Quarter Certificate (sample)

School Communicator of the Quarter Certificate (sample)

Communication Secretary Award (sample)

Communication Award

VII. Questions and Answers

* These videos are from the Fascinating World of Communication series. This excellent training video set is available from the Southern Union Conference Communication Department for \$99.00. Call 404-299-1832.

Communication Workshop Schedule (Sample)

9:00	Prayer and Welcome
9:10	Getting Organized
9:30	Making Your Church Visible
10:20	BREAK
10:30	The Magic of Photography
11:30	Newsletters People Will Read
12:30	LUNCH
1:00	Planning Your communication Program
1:50	Let's bust some Buttons!
2:00	Dismissal

Communication Secretary Directory

Pastor _____

Communication Secretaries in My District

Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Church _____

Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Church _____

Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Church _____

Name _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Church _____

We're Hunting for News Articles...



Please send us news articles about the activities of your...

- Church
- AYS
- Pathfinders
- Women's Ministry
- Sabbath School
- Community Service
- Health department
- School
- Choir
- Pastor
- Etc.

Orientation Guide
for
Interns and New Pastors
COMMUNICATION DEPARTMENT

Our Services to You...

- a. Submit articles from your church or school to the Union paper or Adventist Review
- b. Evangelistic Advertising Services
- c. Periodic correspondence that will assist you and your Communication Leader to develop and carry out an effective communications program for your church or school.
- d. Conduct regional communication Mini-workshops to train you and your Communication Leader.
- e. The sale and maintenance of official church yard and directional signs.
- f. Conduct seminars at camp meeting that teach pastors and laymen the skill necessary to serve the church as effective communicators.

What This Department Expects From You...

- a. To submit articles and other news items about activities and the accomplishments of the people in your district and/or school.
- b. Erect and maintain directional signs for each church in your district.
- c. Send your Communication Leader to all training workshops.
- d. Submit an obituary form and a funeral program for all deceased members.
- e. Submit a wedding form after all SDA weddings.
- f. See that every family in your district receives the Southern Tidings.
- g. Promote the Adventist Review and Adventist View (The news magazine for youth) in your district.
- h. Meet and know the media personnel in your district.
- i. Observe the following dates
 - 1.) Community Relations Day
 - 2.) Church Beautification Month
 - 3.) Adventist Review Promotion Day
- g. An up-o-date portrait of yourself for our photo files.

Materials Provided:

Communication Leader's Manual, By R. S. Norman, III

11 APPENDIX

- A. Communication Representative Ministry Description
- B. How to Produce a "Good-News" Release
- C. What Does the Public Think of Us

COMMUNICATION REPRESENTATIVE MINISTRY DESCRIPTION

Christ commissioned the Church to communicate the Gospel message to the world. This responsibility has been given to every member of the church. The Church has organized various ministries and the communication department is on the cutting edge of these ministries. An essential activity of the department is to make the world community aware that there is a church dedicated to fulfilling Christ's commission.

Communication has become a "high tech" activity with the invention of radio, television, newspaper, magazines, and direct mail. Cameras, tape recorders, telephones, fax machines and computers have made it possible for the communication media to spread more information over large territories rapidly.

The Church's communication department takes these tools and uses the media outlets to make a favorable impression on the local community. Of course, a church must look at itself to see if the Church and its activities can make a favorable impression. If not, the communication department must work with the other departments to make the Church appealing. Every member has a responsibility to be sure that the Church is putting its best foot forward. The Bible teaches that every member is called to serve the Church in some way. (Eph. 4:11,12) As communication specialist for your church you are encouraged to use the communication tools for the benefit of your local church.

Your gift will enable the community, as well as the membership of the Church to know how God is leading in the lives and activities of your church family.

Duties of the Communication Representative

The ministry to which a person is called when he or she becomes a communication specialist for a local church can best be described as follows:

1. A Spokesperson to the Media. This includes reporting church activities to the press, radio and television through both news releases and public service announcements, arranging for radio and TV interviews, writing letters to the editor on matters of church concern, discovering and developing possible feature stories, arranging for photo coverage of congregational activities, and serving as a source of information about the church for the communication media and for church members. The communication specialist will watch for opportunities to participate in matters of current community concern, and seek to become personally acquainted with newspaper editors, broadcast program directors, community relations professionals. This will include encouraging good station relations by suggesting that members express appreciation for Adventist pro-

grams being carried by the local media.

2. Public Relations. The communication specialist will insure that the church is identified by an exterior sign appropriate to the building's architecture, and check the church's appearance regularly for problems needing attention. He or she will arrange the identification of the church through listings in local telephone directories, Tourist publications, highway signs, and at motels and hotels, and leading in planning of exhibits at fairs or other events and representation in parades. He or she should suggest to suitable church members that they join local clubs.

3. Church Newsletter. The communication specialist will prepare a church newsletter or work with someone to do so. This is a powerful tool to keep the church family informed of information, people and activities. If the newsletter is a publication which can go to prospective and former members also, it becomes a vital evangelistic agency.

4. Advertising and Promotion. One of the most important responsibilities of the communication specialist is to work with the church evangelism or outreach council, health education committee, family ministry committee, and Adventist Community Services Center to promote attendance at programs. This means he or she will consult regularly with the pastor and departmental leaders of the church about events and activities which they are planning. This includes assisting them with the creation of brochures, posters, direct mail, broadcast spots, and other promotional materials. Professionally prepared advertising resources are available for many programs. At times the services of a public relations professional or advertising agency may be retained.

Resource Materials

A Quick Look at Seventh-day Adventists is a small brochure available from Conference communication department. It provides in capsule form basic statistics on the denomination, its history, and a review of its teachings. It is appropriate to give to editors and news directors as well as for use at exhibits. Available from AdventSource, 1-800-328-0525.

Building Bridges Video/Xerox Master. A 90-minute video seminar for the church communication director. Includes a participant guide and 130 page book for religious communicators. Available from AdventSource, 1-800-328-0525.

Conference-sponsored workshops and seminars are often planned to help the communication specialist perform his or her task effectively and with confidence. These will cover specific topics such as photography, marketing, and creative writing. Sometimes college credit is arranged for those desiring continuing education or degree electives. You are not confined to these stories, as they are meant only to be a help to you.

Adventist Awareness video spots. A 14-minute video presentation for church leaders explaining how to purchase television time and arrange for video spots to be aired. Available from AdventSource, 1-800-328-0525.

Adventist Witness is a new, quarterly magazine designed for local church

leaders who focus on soulwinning and outreach. It includes up-to-date information and creative ideas for evangelism and service in your community. Published by the Review & Herald Publishing Association and available through your Adventist Book Center at (800) 765-6955.

Information about additional resources and answers to your questions can be obtained through the denomination's "help desk" by calling (800) SDA-PLUS. A number of helpful fact sheets can also be obtained on the Adventist Forum on CompuServe or through the Fax Plus automated fax-back system. Dial (800) 474-4SDA.

How to Produce a "Good-News" Release

by Humphrey Walz

(Minister of Public Relations, United Presbyterian Synod of New York)

"Good news!" That's what the Gospel literally means. Whenever your church puts the Gospel faith, hope and love to work in service to-or struggle with - the corner of the world it serves, it's making news. And you can get it more of the news space it deserves if you'll master the rudiments of what publicists call their "basic tool"- the news release.

A release is a news article prepared for the news media by someone other than their own writers. In form it's so convenient for editors and publishers to handle that, when its contents are factual, timely, orderly, and concise, they welcome it as an aid to fuller coverage.

To produce a lively one you must include succinctly and engagingly, all those basic life ingredients which newsmen summarize as the "Five W's" - Who, What, Where, When and Why. The Bible opens with an inspired example: "In the beginning God created the heavens and the earth." There in ten words (seven in Hebrew) you have four of the W's: When? "In the beginning." Who? "God." What? "Created." What and Where? "The heavens and the earth." (The Why is woven through the balance of the chapter.)

Your first step is to collect all the W's involved in the story you want to share. Until you've developed the system most natural for you, try one of the following: Write each of the W's on a separate card and place the suitable facts beneath it. Or compose a letter to an imaginary, intelligent but completely uninformed friend telling everything that can possibly interest him in your news.

If you prefer the letter-writing approach-which we hardly need to illustrate - be sure to triple space. This will permit you to write the appropriate W boldly above each word, phrase or clause it applies to.

The "Lead" And the 'Pyramid'

In either case, scrutinize your Whys, asking yourself, "What's the big idea behind this event? Why tell the world? What purpose or motive do I consequently want to dominate my release?" Then underline the Why these questions spotlight as the most important. With its help, select the Who, What Where, and When which will best set the tone in your all-important opening paragraph or 'lead' (rimes with 'plead'). Let it also guide you in arranging those ingredients in a way that will make your lead good 'reader bait' to catch the attention and entice to reading further.

Let's see how this works: If #1 on the Why card (on page 64) is our chief concern, we'll start off something like this: "Bea Richards' who in 'The Amen Corner', nightly enacts an evangelist's struggle to love God while hating the world, will preach to one phase of that dilemma tomorrow morning at the Spencer Memorial Church

Why #2 would lead to a phrasing more like this: "'A Black Woman Speaks' will be the sermon theme tomorrow when Miss Bea Richards - the Harlem storefront evangelist in James Baldwin's play 'The Amen Corner' - addresses the interracial Spencer Memorial congregation

W H O ?

Bea Richards: Broadway star; plays Harlem storefront evangelist in "Amen Corner."
(With pastor, Wm. Glensky, former professional actor; and co-star Frank Silvera.)
Play's author: James Baldwin.

W H A T ?

Actress will preach.
Theme: "A Black Woman Speaks."
(How prejudice affects all races.)
Sermon Form: Poem; full text on file.
(Silvera to read Scripture.)

W H E R E ?

Brooklyn Heights, near Borough Hall.
Spencer Memorial Church (interracial arts conscious).
In pulpit in main sanctuary

W H E N ?

Mother's Day
"Tomorrow" (for Sat. Church page)
11:00 a.m. major weekly service.

W H Y ?

1. To stress "Amen Corner" theme: Problem of loving God when one hates the world.
2. To let all elements in a desegregating neighborhood know they are welcome.
3. To link the arts & the organized church in common mission.
4. To de-sentimentalize Mother's Day with challenge to feminine leadership.

Now take pencil and paper and see what you do to make the lead emphasize Whys #3 and #4.

In each case, the rest of your release should follow then Law of Diminishing Importance to produce what journalists call an "inverted pyramid." The less significant the fact, the further down it goes. This will enable the make-up editor, if he's squeezed for space, to knock off lines from the bottom up with minimum damage.

For getting into the swing of this, Edward Grief offers a practical suggestion: Look through your newspaper for a story like the one you're working on. Use it as a framework, simply replacing the W's with your own. "This is not plagiarism," Grief assures your conscience; "it is simply a matter of learning technique. If you follow the practice forever, you have missed the point" (The Silent Pulpit, p. 102).

Fitting the Format

When your copy is finally ready, you should type it up in standard release

form. This may strike you at first as arbitrary. Actually, it is an aid to simple thoughtfulness for the many people who will have to handle your item before its message can reach their readership.

Since the editor is responsible to his profession and to his public for accuracy, you must let him know how he can check quickly on the facts. So the first you put on your 8½"x11" paper is a 'source block' - your name, address and phone number, one under the other - toward the upper left-hand corner. Putting the release date (or "Release at will" or "For immediate release") on the upper right will tell him when your material will be most newsworthy.

For the newsroom staffer who has to write in the type directions, headline, subheads and whatever else is necessary, leave side margins and plenty of room at the top. For everybody's ease of reading and marking, and particularly for the linotypist's speed of accurate copying, type on one side only - and double space. If your text has to carry over onto a second page, write "more" at the bottom of page 1. In any case, type "-30-" or "####" to indicate the end. Carbons smudge in handling, so if you need any extra copies, use a duplicator or copier.

There are lots of variations and refinements that a seasoned publicist or journalist can help you with. If you don't already have a personal acquaintance in one of these professions, stop in at your newspaper's office - briefly, in a mood to welcome criticism and well ahead of deadline - to make a new friend by asking a deskman to look over your release and make comments. The pointers he gives you will prove lastingly valuable in all your newswriting - of items for your church bulletins and parish newsletter as well as for the public press. He'll also confirm the fact that most newsmen are as eager as you to get good news to their readers.

-30!-

Communications for the Local Church



COMPILED BY
R. STEVEN NORMAN, III

Communications for the Local Church

R. Steven Norman, III

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