

SO

You Are a



Communicator...



Rocky Mountain Conference
of Seventh-day Adventists

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RMC COMMUNICATION:

VISION, MISSION, VALUES, FUNCTIONS, AND GOALS





VISION

To create a favorable image of the church, its mission, life, witness, and related activities by using the most effective means of communication.

MISSION

Building bridges of hope

VALUES

- Our commitment to communicate hope by focusing on the quality of life that is complete in Jesus Christ
- Our commitment to creative relevance (1 Cor 9:19)
- Our commitment to standards of excellence (1 Cor 3:13)
- Our commitment to express all communication in the context of the church's strategic values of unity, growth, and quality of life





FOUR VALUES OF ADVENTIST HOPE

HOPE! COMMUNICATING TOGETHER

Sometimes there is confusion about the work we do as a church. If the local church would do this, or if the corporate church wouldn't do that ... Everybody has a job to do. And, whether you are part of the corporate leadership or the lay leadership, you are working toward the same goal—making our message of hope complete and real to those around us.

1

HOPE! COMMUNICATING EFFECTIVELY

Good communication is always two ways and it always includes sensitive listening skills. We have the hope, now it's time to concentrate on being more effective communicators of it.

2

3

We can communicate a living hope in God by many of the superficial expressions of our faith. Our lifestyle stands out. But when the deeper quality of life issues are met head on—do people see in us a living faith, a dependence on the most mysterious and powerful presence on the planet—the Holy Spirit? And do they see the strength and resolve in our attitude that can only be obtained in a prayer life that's vital and alive? Quality of lifestyle, perhaps—quality of life, for certain, this is how we will communicate.

HOPE! COMMUNICATING QUALITY

4

Who are Seventh-day Adventists? These are people who have cut through the religious facade. These are people who must have met God, because they are genuine—they make mistakes like anybody—but they always return to center, to their very real and precious hope. They are people of hope. And they are beacons of light in their communities.

HOPE! COMMUNICATING EVERYWHERE



Your conference communication director is looking for stories to share with the larger church community. Stories about community service projects, evangelistic meetings, community recognition, and outstanding members are examples of the types of news conference communication directors seek. Depending on the story, it may be used in a print publication, an email newsletter, or featured on the conference of union website.

A selection of articles is provided to several church publications within the North American Division, including the **OUTLOOK** magazine. The **NEWNUGGETS** deadline is on **WEDNESDAYS AT NOON**.

Below is the basic structure you can follow for news stories. The goal is to tailor articles to grazing readers:

- 1. BASIC HEADLINE**
(subject, verb, descriptor)
- 2. CREATIVE SUMMARY INTRO**
(who, what, when, where)
- 3. QUICK BACKGROUND OR CONTEXT**
(why this story matters to readers)
- 4. QUOTE FROM LEADER**
- 5. MINISTRY/EVENT DETAILS**
(how)
- 6. QUOTE FROM PARTICIPANT/VOLUNTEER**
- 7. NON-EDITORIAL WRAP-UP OR CALL TO ACTION**

24 JUN **NETWORK OF SPACES CREATED TO FOCUS ON NEWDAY MINISTRY FOR FAMILIES**
AGAPE HAMMOND NEWSNUGGETS JUN JUNE 2021



RMCNews with Agape Hammond – Parker, Colorado ... Newday Adventist church has a four part mission that includes inviting, connecting, growing, and serving. By strongly focusing on family and our youth we are creating connections that will grow into eternity.

Preschool through 5th grade students at Newday meet on the first Sabbath of every month for a special service called KIDVENTURE. Guided by middle and high school students, the groups, divided by age, go through interactive stations learning about Jesus and His love for them.

"The church and the family have an opportunity to create a network of spaces for our children to grow in their faith," commented Anika Engelkemelr, kids' and students' pastor.

This focus on families aims to instill a Christian lifestyle as church members connect with the community, advancing the work of discipleship outside of weekly church gatherings.

-RMCNews with Agape Hammond is director of social media and communication at Newday; photos supplied

SHARE THIS:
Print | Email | Share 0 | Tweet



Rules for Good Writing:

- The simple word is the best word.
- Keep headlines short and present tense. Study newspapers for examples.
- Avoid excessive “to be” verbs: is, are, was, were, have, has, and had.
- The simple sentence is better than the complicated sentence.
- Vary your sentence and paragraph length.
- Cut needless words, sentences, and paragraphs.
- Don’t begin a sentence with a date. The date is less interesting than the event that happened on that date.
- Don’t editorialize. Never write, “A good time was had by all.” Instead, get a quote from someone explaining why they enjoyed the event.
- Get lots of quotes and identify each speaker.
- Be culturally sensitive. Instead of using “crusade,” consider “evangelistic event” or “evangelistic meetings.”
- Revise and rewrite.
- Never quote yourself in an article for which you are listed as the author. Get a quote from someone else. If that’s not possible, remove your name from the byline.
- Reread your work or find a good copy editor.



STORY IDEAS FOR YOUR CHURCH NEWSLETTER

7 Ask a question of the month. And run answers with photos of members of different ages, ethnicities, church positions and genders.

8 Recap camp meetings, retreats, graduations, and other annual events. Provide many pictures ... members love to see themselves.

9 Set up great stories. Talk to your ministries leaders and help them plan creative events that may lead to a great story. Network wherever you go to find story leads.

10 Anticipate, Anticipate, Anticipate. Consider your deadline, consider the date of your event, and decide whether to run the story before or after. If before, get a photo of the intended speaker and musicians and share a short profile of them. If after arranging for a good photographer and writer to be present.

Other Ideas:

[Reprinted with permission from *Communication Handbook: A Practical Guide for Adventist Communicators & Ministry Leaders*, Celeste Ryan Blyden, Editor. Published by AdventSource, Lincoln, Nebraska, 2019]



COMMONLY USED ADVENTIST WORDS AND AP STYLE

ASI (Adventist-laymen’s Services and Industries), ASI International; in subsequent mentions: ASI International, ASI Northwest Chapter, or just ASI when location/scope has already been defined



Bible

biblical, biblically

Breath of Life (TV series)

Breath of Life (the organization)



camp meeting, not campmeeting. Proper names capitalized: Wyoming Camp Meeting.

CHIP (Complete Health Improvement Program) in first mention; CHIP in subsequent mentions

church communication leader, no “s” (NOT communications, NOT church communications director or secretary) *Campion Church communication leader* is the preferred usage in bylines following articles.

Littleton church pastor when referring to the pastor of a specific church (This usually follows the pastor’s name)

church pastor without reference to a specific church

conference communication director

cross lower case when referring to the cross of crucifixion



e-book

Earth referring to the planet; earth referring to dirt

Ellen G. White is the *Ellen G. White Estate’s* preferred first usage for her name—rather than EGW, E.G. White or Ellen White, though all are registered.

email

end times, no caps

enewsletter

evangelism is a noun.

evangelistic is an adjective.

evangelistically in an adverb.

evangelize is a verb; variants include evangelizing and evangelized.

evangelization is a noun.



Faith For Today (TV series)

Faith For Today (the organization)

Faith For Today’s Lifestyle Magazine (TV series)





1

THOU SHALT Compose Thy Shots Using the Rule of Thirds



Imagine drawing a tic-tac-toe board over your shot. Now make sure your subject is lined up where the lines intersect. Why? The mind is a funny thing and without going into a bunch of psychology, your viewers like your photos better. Trust me.

2

THOU SHALT Orient Thyself to Use Available Light Most Effectively



As a photographer, imagine yourself an artist and the light as your brush. Take control of your art. Don't be afraid to move your subject, yourself, or your light source so that your subject is bright enough, and to avoid weird shadows.

Note: Fluorescent lights are generally the enemy of good photography because of their unnatural color and straight down light that creates unnatural shadows on your subject's face. If you're inside, try to use the light from a window (behind you) or another light fixture (such as a lamp) to help fill in the shadows. Sunlight generally creates the most natural and pleasing photos. However, direct noonday sunlight can also be your enemy because it will make your subject squint and create extremely harsh shadows on the face. Sunlight filtered by clouds is generally the best or find a spot in the shade if possible.

3

THOU SHALT Use Light, Color, and Focus to Highlight Your Subject



The best photographs use a variety of elements to draw the attention of the viewer to the most important part of the image (hint: the eyes). Here are three you can use with any camera.

Light: The human eye is naturally drawn to the bright spots in a photograph, so try to make your subject brighter than the rest of the scene if possible.

Color: The human eye is also drawn to bright colors. So, adjust your background or lighting to make sure the background colors do not detract from your subject.

Focus: Your viewer's eye will also be naturally drawn to areas of your photo that are in sharp focus. You can use this to your advantage by moving your subject away from the background. For example, when taking a photo of someone in front of a bunch of plants or trees, move your subject 15 -20 feet in front of the trees instead of one or two feet. That way, even if your camera is automatic, your subject will be sharp, and the background is likely to be a little blurry.



MEDIA RELATIONS



While media differ worldwide, some basic principles remain.

Developing media relations is an ongoing process. Understanding the type of news each media outlet covers and the stories they write, as well as the target audience they wish to reach, is vital. Before you do anything else, become well acquainted with the media you will deal with by reading, watching, or listening; if you don't have a particular periodical at hand, a local library or newsagent (newsstand) is a good place to start. This step is VITAL. By becoming familiar with your target media, you will be far better positioned to evaluate their needs-AND, you'll be ahead of the vast majority of others who are competing for the same media access you are seeking.

Your task is to bring the “news” of your organization to the attention of reporters and editors in a way that will compel them to cover it. They want to know timely information that is significant and of interest to their audiences. Get to know reporters from your local or national newspapers, radio, and television as well as magazines and trade journals. Knowing the reporters is one aspect of media relations.

Be creative in your relationships. Establish direct contact in person or by phone. Keep your media contact informed. Send press releases and story ideas out on a regular basis. Become a resource for feature stories that could impact the image of your church. Invite the media to special functions at your office, headquarters, or church. All your efforts should be a visible expression of the

vision and culture of your church. If you are good at expressing its values and beliefs, the message will stick with the media and their audiences, thus enhancing your public image.

Oftentimes the media will not be working on a story at the time you pitch it to them. Sometimes it takes six months to a year, but eventually they will have a story idea come up where they need your assistance. Once you have established your reputation with the media, they will respond, and even call you to help with breaking news stories.

And in the meantime, you can get news releases published detailing community meetings, special worship services, community or global mission work and other special events.

There are three tips to enhance your relations with the media, and thus become one of their valuable resources:

- be patient and consistent
- make information relevant and timely
- use a good and articulate spokesperson from your organization

When you begin your media relations program, make sure that those who answer the phone know how to treat the media and how to direct a media call to the proper person. Remember the “CPR” formula: Courtesy, Professionalism, Respect. Even if your caller is annoying, tactless, or demanding, be calm, cordial and as cooperative as possible. “A soft answer turneth away wrath: but grievous words stir up anger,” is, after all, what we read in Proverbs 15:1.



Jennifer Gray Woods, an associate general counsel for the GC, shares important tips on how to avoid copyright infringements in this video:

bit.ly/IsYourChurchViolatingACopyright



HOW TO AVOID VIOLATING A COPYRIGHT

During the life of a copyright, the copyright owner has the following rights to their works:

- The right to reproduce their work, such as in printed publications or by creating sound recordings of their work
- The right to distribute copies of their work
- The right to publicly perform and broadcast their work
- The right to make adaptations of their work, such as turning a book or manuscript into a movie

WAYS THAT MINISTRIES TEND TO VIOLATE COPYRIGHT

- Projecting lyrics on a screen during a church service without permission
- Using music or pictures on a website without permission
- Changing song lyrics or arranging without permission

THREE THINGS TO KEEP IN MIND

- Materials found on Google (such as pictures and music) are usually not in the public domain.
- Materials do not have to have the copyright symbol on them to be copyright protected.
- Using materials for religious or nonprofit purposes is not a justification to infringe on someone's copyright.

[Reprinted with permission from Mid-America Union Conference of Seventh-day Adventists, *Communication Handbook, A Practical Guide for Adventist Communicators in Mid-America*. Published by Mid-America Union Conference of Seventh-day Adventists, Lincoln, Nebraska, 2019]



THE OPEN BIBLE. The Bible forms the base of the design and represents the biblical foundation of our beliefs. It is portrayed in a fully open position suggesting a full acceptance of God's word.

Some people have complained that the abandonment of the "old" logo represents a departure from what we believe in, among other accusations. Nothing could be further from the truth. We don't reflect our logo; our logo reflects us, and if we are true to what we believe, that is what the logo will come to stand for.

As a matter of fact, the new logo more fully symbolizes the breadth of what we believe, as stated above, but is worth repeating. It starts with the foundation of the Word, centered on the Cross, the path to our salvation; it shows three flames encircling an implied globe, representing both the Godhead (Father, Son, Holy Spirit) and also the Three Angels' Message to all the world. And all of this is shown in a simple, yet elegant and contemporary style, all the things you ask for in a great logo.



THE FLAME
This shape is formed by [two sets of] three lines encircling an implied sphere. The lines represent the three angels of Revelation 14 circling the globe and our commission to take the gospel to the entire world. The overall shape forms a flame symbolic of the Holy Spirit.

THE OPEN BIBLE
The Bible forms the base of the design and represents the biblical foundation of our beliefs. It is portrayed in a fully open position, suggesting a full acceptance of God's Word.

THE SECOND COMING
The lines at the top of the design suggest upward momentum, symbolizing the resurrection and ascension to heaven at Christ's second coming, a central focus of our faith.

THE CROSS
The symbol of the cross, representing the gospel of salvation, is positioned in the center of the design to emphasize Christ's sacrifice, which is the central theme of the Adventist faith.

WHAT'S IN THE NAME?

There is only one correct usage of the name "Seventh-day Adventist." The correct spelling of the church name includes a hyphen between "Seventh" and "day" with the "d" for "day" being lower case. There are two identifying beliefs in our name. We are believers in the second advent of Jesus Christ and keep the seventh-day (Saturday) as Sabbath, the biblical day of worship.

Alongside the CI meaning and application, it was also established that the official abbreviation for the full name of the church is "Adventist." This establishes the use the full name or the abbreviation "Adventist" when referring to the church. Many local churches, leaders and members got accustomed to the abbreviation "SDA." * In practice, this actually hides the meaning of



ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS

be set before them judiciously, in its true dignity. There must be most earnest seeking of God, most thorough study; for the mental powers will be taxed to the utmost in laying plans which will place the work of God on a more elevated plat-

form. That is where it should always have stood, but men's narrow ideas and restricted plans have limited and lowered it."

Evangelism | pp. 562, 563.



PUBLICITY AND PROGRESS



WE MUST NOT BAR THE WAY BY OUR OWN ACTIONS.

"God is not pleased when by our own course of action we bar the way so that the truth is prevented from coming to the people."

Evangelism | pp. 304, 305.

USE EVERY ADVERTISING MEANS TO CALL ATTENTION TO THE TRUTH.

"We must take every justifiable means of bringing the light before the people. Let the press be utilized and let every advertising agency be employed that will call attention to the work. This should not be regarded as nonessential. On every street corner you may see placards and notices calling attention to various things that are going on, some of them of the most objectionable character; and shall those who have the light of life be satisfied with feeble efforts to call the attention of the masses to the truth?"

Testimonies, vol. 6 | pp. 36, 37.

TRUTH PUBLISHED IN NEWSPAPERS LIKE LIGHT ON A CANDLESTICK.

"The truth presented by the living preacher should be published in as compact a form as possible, and circulated widely. As far as practicable, let the important discourses given at our

camp meetings be published in the newspapers. Thus, the truth which was placed before a limited number may find access to many minds. And where the truth has been misrepresented, the people will have an opportunity of knowing just what the minister said.

"Put your light on a candlestick, that it may give light to all who are in the house. If the truth has been given to us, we are to make it so plain to others that the honest in heart may recognize it and rejoice in its bright rays."

Testimonies, vol. 6 | p. 37.

WE MUST GIVE PUBLICITY TO OUR FAITH.

"No matter what we have to meet, what opposition, what effort to turn souls away from the truth of heavenly origin, we must give publicity to our faith, that honest souls may see and hear and be convinced for themselves. Our work is to say, as did Philip: 'Come and see.'"

Testimonies, vol. 6 | p. 38.

NEED TO ACQUAINT PEOPLE WITH OUR DOCTRINES AND WORK.

"The forces of the enemy are strengthening, and as a people we are misrepresented. We desire the people to become acquainted with our doc-