

Communication INFO

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Boost for mission of AMN

The Adventist Media Network (AMN) exists to utilise all media available to maximise the ability of the Seventh-day Adventist Church in the South Pacific to inspire, resource and connect people to Jesus Christ.

The mission of AMN received further assistance recently as two received bequests have made it possible for the communication entity to launch new radio and TV initiatives.

The audio studio, which was originally built in the early 1960s, has had a serious makeover, and new equipment installed.

Programs for three radio channels will be recorded and mixed here including traditional hymns, contemporary music and islander songs.

And the TV studio has been outfitted with new sets for a collection of four programs, all produced by the AMN video production department, to be seen on Hope TV, Australian Christian Channel and Shine TV in New Zealand. The programs are:

- Mission Brother: features the times and trials of a group of Adventist young people, who recently travelled to Thailand to assist an orphanage in the northern part of the country.
- South Pacific Classics: a rare look at some archival films produced in past years by the church, mostly about church activities in the South Pacific region.
- InFocus: filled with news and current affairs.
- Courage to Cope: hosted by Garth Bainbridge, filled with interviews with Christians who find the courage to cope in various situations.

In this issue

Boost for mission of AMN	1
7 poor communication skills to avoid	2
Trend watch	2
The power to reach and move people...	3

7 poor communication skills to avoid

adapted from Monday Morning Insight <<http://tinyurl.com/35fe5p>>

1. Contacting others only when you need something.
2. Not following up, or closing the loop.
3. Not returning telephone calls or email messages.
4. Foregoing basic courtesy.
5. Not listening.
6. Telling lies.
7. Spewing chronic negativity.

Which of these areas do you have the biggest problem with? Have you ever been misunderstood? Have you ever suffered greatly because of one of these seven areas?

Visit the website at <http://tinyurl.com/35fe5p> to find out how to “fix” the issues.

Trend watch Free love

adapted from Trendwatching.com, March 2008 <www.trendwatching.com/trends/freelove.htm/>

FREE LOVE: the ongoing rise of free, valuable stuff that’s available to consumers online and offline. From AirAsia tickets to Wikipedia, and from diapers to music.



* Any excuse to advertise

The most visible manifestations of free love are businesses offering goods, services and experiences to consumers for free.

Suggestion: Local churches could produce good quality newsletters on practical topics such as health and family and distribute it to the local community for free.

* Courting saturated customers

What if you have to sell your own products to consumers? Instead of stalking potential and existing customers with unwanted, hollow advertising slogans, why not assist them in smart, relevant ways, making the most of your products and whatever it is your brand stands for, for free?

Suggestion: The church is already doing this rather well with free health checks and seminars. What else can we offer for free that the public would want?

* Swapping, not spending

Hundreds of millions of consumers own assets that enable them to swap, temporarily or permanently, everything from cars and (holiday) homes to books, furniture and DVDs, without spending a cent. Only hurdle: matching supply and demand. Which is—surprise surprise—where the online world comes in: swapping marketplaces are not only thriving, they’re also increasingly going niche.

Suggestions: Christian-based house swap, book swap, or even a Christian Ebay site? The options are endless. Find out what your community needs and offer it!

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The power to reach and move people...

adapted from an article by Gail White, as published in the July 2003 issue of Marketing magazine

Public opinion: it humbles presidents, topples regimes and turns unknowns into global celebrities. It can create, it can destroy - and most often, most cuttingly, it can ignore. No organisation can achieve any worthwhile objective unless it can get people to pay attention, to agree - and to act.

Whether it's fundraising or social change, you must reach people's hearts. And the most important influence on what people think and do is not advertising or even the media. It's what they hear other people say. Public opinion.

What's in it for supporters?

The first, essential component of any attempt to influence other people, to gather their support, to encourage action, is to look at the situation from their point of view. Imagine you are them and ask yourself, "Why should I care? What's in it for me?"

You'll often hear people talking about the increasing cynicism of our society. Cynicism doesn't mean people won't respond to a worthwhile proposition, it just means that you have to demonstrate genuine value.

What's in it for me?

Most people want to know what's going on in their community. They want to be involved with other people and feel they are a part of something. They want to make a difference. They actually respect people who do make a difference.



If what you do is worthwhile, if your organisation makes a difference, then you have a value proposition that most people will be interested in.

PR Strategies

The most reliable way to build the most solid image is via direct community contact. How do you do that? Never in just one way. Your strategy mix must reflect your organisation.

Be active in your sector. Send representatives to any umbrella or industry group even vaguely relevant. Plug yourself in. Person to person connections are the absolute foundation of lasting public esteem.

Extend your client reach

Look closely at your clientele. Look to see if you are excluding anyone, not deliberately of course, but simply by not providing appropriate services or by not reaching out.

**For help on public relations or training, contact Melody Tan, public relations officer, Adventist Media Network
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It's too easy for an organisation itself to become demographically homogenous, and that leads to an inward-looking, 'clean hands' attitude, reducing relevance and declining public esteem. If you've got a mission, get your hands dirty pursuing it. Public opinion respects real work.

If I can summarise what I've said, it's about building community links. This is the most basic, most important, most effective part of public relations and image building.

Any inquiries regarding articles published or suggestions for future articles may be directed to:

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