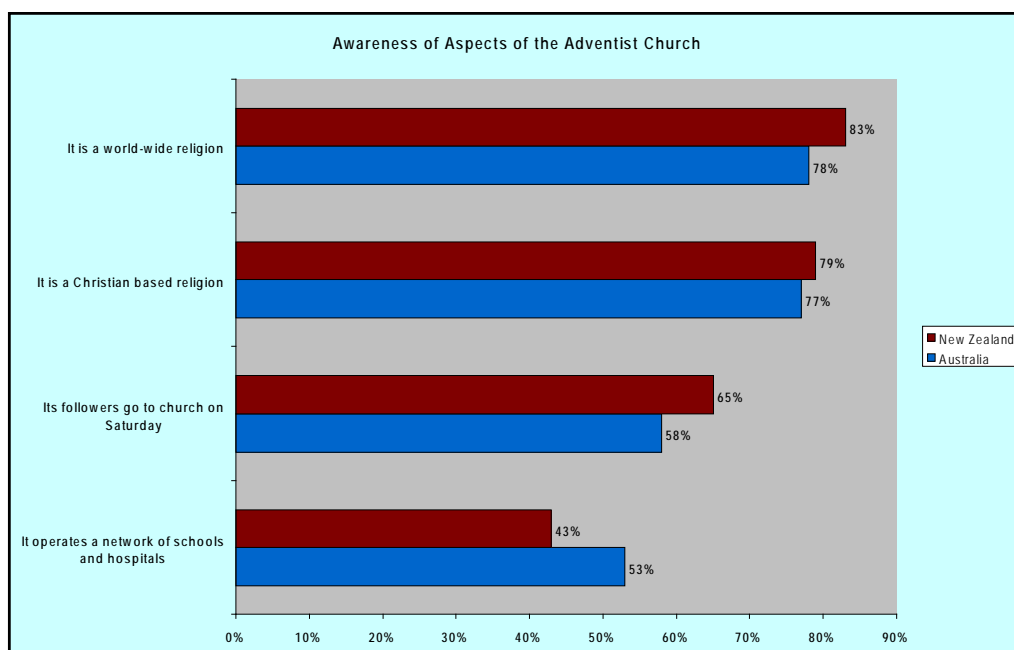


Communication INFO

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Who are Adventists?



A survey conducted by Newspoll has revealed that most Australians and New Zealanders have either heard only of the name of the Seventh-day Adventist Church or only know a little about it.

The survey was conducted nationally in Australia and New Zealand earlier this year among a total of 1720 respondents aged 18 years and over.

Interestingly, although close to 80% of the respondents knew we were a Christian based religion, only about 60% of them knew we go to church on Saturday.

Seventh-day Adventists however, are known to promote a healthy lifestyle (more than 50% of the respondents agreed), although respondents also mistakenly believe Adventists are not allowed to give blood or have blood transfusions (40%).

Adventist Media Network has created a new resource called **The Interactive Church**, to help local churches connect better with local communities.

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Four ingredients

adapted from radical Trust <<http://tinyurl.com/6psfka>>



As webmasters continue to develop their church websites, it's important to consider which tools and concepts foster a 'sense of community' and keep an online village from becoming a digital ghost town.

A sense of community can be broken down into four main categories:

Membership

Membership may offer boundaries, emotional safety, belonging and identification, a common symbol system or require a personal investment.

Fulfillment of Needs

Members should feel rewarded for their participation and contribution.

Shared Emotional Connection

Members must share some common history, or at least identify with that history. The emotional connection grows the more that shared-participation is enabled.

Influence

A community will only survive if there can be personal influence in the group, and influence by the group.

A neighbourhood of empty houses does not make a community; it's the people who live there that do. People in communities connect, relate, share and above all, exist together within a certain space. There are

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no exceptions in online communities. Developing a platform may enable visitation, but community is a sense that is founded through the members themselves, not the code.

Trend watch

Social networking websites

adapted from Wikipedia <http://en.wikipedia.org/wiki/Social_network_service>

A social network service uses software to build online social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others.

Most services are primarily web-based and provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, and so on. Social networking has revolutionised the way we communicate and share information with one another in today's society. Various social networking websites are being used by millions of people everyday on a regular basis and it now seems that social networking is a part of everyday life.

A reporter's wish

Church leaders of the Australian Union Conference (AUC) had the pleasure of meeting Nicole Swift, a broadcast and print journalist with over 16 years of experience in March this year.

Ms Swift shared insights and tips on how to handle interviews, create quotable quotes and use the media as a friend during the full day session. Here are some of her pointers on working with the media.

If you want what you say to be aired on television news, say it in 15 words or less (6-8 seconds).



Forming a message

- M**ain point
- E**vidence to support the point
- D**ivers - what's in it for the audience?
- I**ntent - why am I doing this interview? Is there anything in it for me?
- A**udience

Quotable quotes happen when

- you deliver a message from the point of view of your audience - answer their question: What's in it for me?
- you use metaphors, analogies and examples - paint good visual images and use powerful words.
- you create your own context - don't give yes/no answers and include the question in your answer.

If the interview gets difficult

- "That's an interesting point, but our priority at the moment is..." or "I'm more than happy to answer any questions put to me but I'm not fully aware of that issue..."
- You can record your interview with the journalist and use it as a backup in case you're being taken out of context. You can send the recording to the editor and take the journalist to task, but make sure you let the journalist know you are recording the interview.

**For help on media relations, crisis communication or training, contact David Gibbons, public relations director, Adventist Media Network
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Do's	Don'ts
<ul style="list-style-type: none">• Answer the questions you are comfortable with.• You can always clarify questions with the journalist as well. All it takes can be a simple "where did you get that question from?"• Pass on the responsibility if it is not your area of expertise. Don't feel like you have to answer everything.	<ul style="list-style-type: none">• Lie• Make guarantees• Speculate• Go off the record. Only talk about what you want them to write/broadcast.• Say "no comment"