

Communication

INFO

Published quarterly by the Adventist Media Network 3rd Quarter 2008

Be an accredited news correspondent



Adventist Media Network's official media passes are now available to all communicators of the Seventh-day Adventist Church in the South Pacific.

The official media pass of the Adventist Media Network and the Communication Department of the Seventh-day Adventist Church in the South Pacific identifies the bearer as a registered and accredited news correspondent.

As a bearer of the card, you can use it to:

- introduce yourself to your local newspaper editors and journalists;
- introduce yourself to local radio station personnel;
- introduce yourself to key community persons you may wish to visit or interview; and/or
- gain admission to special functions at which you may be reporting or making comment upon

The media pass does not have the legal merits of government-issued cards, and they will not replace event-specific passes; the card only serves as proof of its bearer's status as a legitimate newsperson.

To apply for an official media pass, simply visit the Adventist Media Network website at <http://adventistmedia.org.au>.

Adventist Media Network is always on the lookout for interesting news from local churches. News stories can either be sent as articles or in point form.

In this issue	
Accredited news correspondent	1
Media appeal tips	2
Trend watch	2
Blogging tips	3

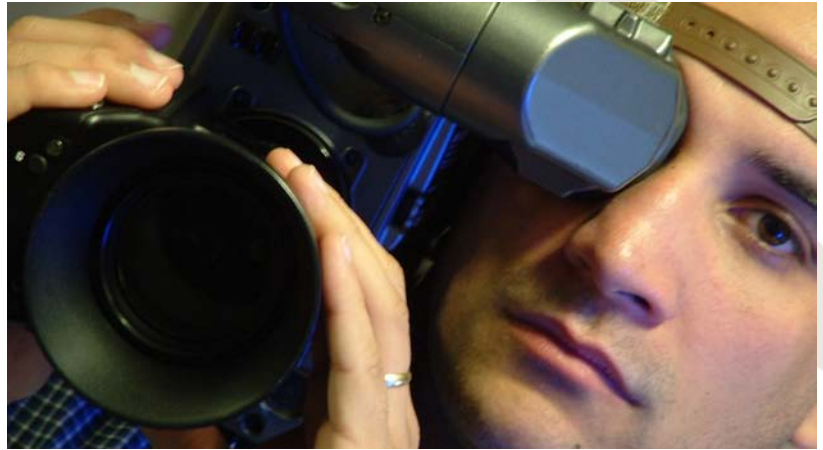
Media appeal tips

adapted from re:frame news, volume 2 issue 6 <www.reframe.info>

Whether you make your own video clips to share, or you just browse online to find good illustrations, these principles can help you select outstanding material that will be appealing to your audience.

Postmodern viewers are drawn to:

- sharp angles
- more rapid camera movement
- concise vocabulary, not long or wordy
- no long, rambling list of reasons why
- clean, spare, minimal visual style



Postmoderns typically want to:

- know who we are/what we do, not just what we say or believe
- see your passion for a subject, so speak from the heart
- hear the story more than the logic or proof texts
- use a more conversational tone
- have a choice, so be non-authoritarian
- find happiness, purpose in life, fulfillment, satisfaction
- conserve the planet and reject consumerism
- learn about life: marriage, parenting, physical/mental health, management, finance
- satisfy their curiosity as they search for ideas
- be seen as very open-minded
- experiment with new options
- connect and build relationships, often through blogs and social networking sites, where they find a sense of belonging (a family).

Wrapping up the visual message:

- leave things open-ended with a thought-provoking question rather than a clearcut answer.
 - Tell the story, then ask “how does this make you feel?” or
 - “What would your life be like if you changed XYZ and did ABC instead?” or
 - Just leave the idea floating there for them to think about, rather than wrapping it up in a neat box and tying the bow at the end, figuratively.

Trend watch

God is ok...but not religion

adapted from Australian Christian Channel <<http://www.acctv.com.au/articledetail>>

Australia is one of the least devout countries in the Western world, although two-thirds of its population identifies itself as Christian, an international survey has found.

Religion does not play a central part in the lives of many Australians: 48% of Australians surveyed said they did not partake in personal prayer and 52% said they rarely attended a place of worship. The survey questioned 21,000 adults. It found that levels of religious identity in Australia were on par with Germany and Switzerland, significantly less than the US but greater than Britain.

44% of Australians considered themselves religious but said religion did not play a central role in their lives, a third said they did not believe in a divine power or in life after death. Half the Australians surveyed considered religion the least important when compared with family, partners, work and career, leisure time and politics....more @ <http://www.acctv.com.au/articledetail.asp?id=6153>.



Blogging tips



Start writing

You're entering a system of writing and publishing that's purely natural selection. Be honest, talk straight and write well. If your blogs are intriguing and eloquent, you'll eventually attract readers.

Use good blogging etiquette

It's ok to give your honest opinion in a blog comment. Don't be surprised when people do on yours. When you're leaving a comment on someone else's blog, realise this is not objective journalism - it's a blog.

Write several times a week

When you don't update your blog frequently, readers move on.

Be aware - everything you say has consequences

In any church, pastors who write honestly about their struggles will have critics.

Don't preach

The blog world is particularly sensitive to agenda-driven blogs. Instead, think "conversation" and honestly share who you are. Blogs are a wonderful way to share with people you might never meet, but remember to respect the relationship you have with other bloggers.

Did you know that the leaders of the South Pacific Division office have a blog?

Visit <http://adventistchurch.blogspot.com>



Light of the world Media relations for local churches

Learn how to:

- get your church into your local paper
- identify news stories journalists will be interested in
- write a media release
- pitch a news story to your local paper

Seminar held on 22 January 2009

More information @ <http://tinyurl.com/6qr9u8>