

Communication

INFO

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Best of both worlds for “It Is Written Oceania”

A structural change for “It Is Written Oceania” (IIW), the weekly Adventist television program on mainstream TV in Australia, means that it will now reap the benefits from being a part of the management of the Adventist Media Network (AMN), while maintaining the independence of being a supporting ministry of the Seventh-day Adventist Church.



“Being a part of AMN, and hence the Seventh-day Adventist Church in the South Pacific, means that It Is Written Oceania will be fully integrated into the Adventist Church, thus increasing its credibility, integrity and financial accountability,” says Mr Neale Schofield, CEO of the Adventist Media Network. “However, it will retain its management independence and is still fully self-funding and reliant on donations.”

Prior to the integration, IIW has already been utilising AMN’s video production services and Bible correspondence school for its programs. Dr Daniel Livingston has been appointed the new manager of IIW Oceania.

More about IIW can be found at <http://www.itiswrittenoceania.tv/>

You can also watch an interview with Daniel at <http://www.vimeo.com/2060950>

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Making virtual real

adapted from Trendwatching September 2008 <www.trendwatching.com/>

There is a growing trend where the online world is slowly merging with the real one and many organisations are already incorporating this interactivity.

How can a church create more interest and connection using both their website and in real life?

1. Incorporate online symbols into one of your next designs.
2. Have the public design something from scratch online, then bring it into the real world.
3. Add any kind of online functionality or access feature to existing physical products.
4. Study and then incorporate winning characteristics of living and doing business online into your offline processes.
5. Infuse your campaigns with the language of the online-versed.
6. Give your online brand an offline presence.
7. Partner with any kind of relevant meet-up venture.
8. Hop on the mobile-meets-web bandwagon. Start with introducing an iPhone app. Check out how British Airways does it at <http://www.ismashphone.com/2008/08/british-airways.html>



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9. Look beyond the next 6 to 12 months and dive into leading online gurus' visions. After all, even if their exact timing is sometimes off, their predictions so far have all come true.

Trend watch

Orewa Church event success

The Seventh-day Adventist Church in Orewa, New Zealand, organised a successful banquet in conjunction with World Vegetarian Day on October 1.

85 people from the community, including helpers, turned up for the evening to enjoy a vegetarian meal organised by Orewa church member Noeline Cutts.

Ms Cutts successfully publicised the event with the help of the local paper and created some positive relationships between the community and the Seventh-day Adventist Church.

Banquet guests were invited to attend the church's vegetarian cooking classes, attend the upcoming CHIP Programme, or even visit Orewa Seventh-day Adventist Church on Saturday mornings.



Vege banquet

By Caralise Moore

World Vegetarian Day has provided Orewa resident Noeline Cutts with a perfect opportunity to act on an idea that has been brewing in her head for a while.

Noeline wants to transform Orewa into a Blue Zone region – a geographic region where small populations are living remarkably long, full lives, according to a National Geographic book, and she thinks a vegetarian banquet may be one step towards it. The book titled Blue Zone is written by Dan Buettner who found that a community of Seventh-day Adventists in California is what he called a 'blue zone region'. The church world-wide encourage it's members to lead a healthy lifestyle, which includes a lacto-ovo vegetarian diet. Ms Cutts is a member of the Orewa Seventh-day Adventists has been a vegetarian for 46 years. She will throw a vegetarian's banquet called 'Candelight and Blossom' on World Vegetarian Day tomorrow for the community.

The meal will cost \$20 per ticket at the Gulf Harbour Yacht Club. Juice cocktails on the menu include apple to tango, champagne naturale, and grape delight. A selection of mains including minted mock lamb, walnut nut rissoles, indian mixed Dahl and stir fried Thai noodles will satisfy the taste buds. Vegetarian desserts to top it off include carob cream pie, tofu cheesecake, steamed fruit pudding or fresh fruit salad followed by hot drinks. Ms Cutts says this lifestyle also prevents diseases prevalent in the Western diet like diabetes, heart disease, diet related cancers and osteoporosis. To book a reservation phone Noeline Cutts. 027 297 6402.

Modern man statistics

adapted from church relevance <<http://churchrelevance.com/modern-man-statistics/>>



Trying to figure out how to reach the modern man in secular society? The first place to start would be to find out what's important to them.

AskMen.com recently polled their readers to investigate who and what is "the modern man." The results offer valuable insights into the lifestyle and psyche of the men who need church the most. Some highlights include:

- 69% are concerned about the effects of global warming.
- 66% say a man should never stop playing video games.
- 24% consume 0 alcoholic drinks each week.
- 13% never send text messages.

What makes a man a manly man in 2008?

- 52% say, "Being a good father and/or husband who takes care of his family."
- 19% say, "Being a leader and motivator."

Do you believe in marriage?

- 70% say, "Yes, I believe it is a necessary institution, and one that I will participate in to help preserve."
- 20% say, "No, I don't believe in it strongly but I'll probably end up getting married anyway."

Should a couple live together before marriage?

- 60% say, "Yes, it is a good test to put the relationship through before marriage."
- 21% say, "Yes, living together is pretty casual."

If there was no chance your partner would find out, would you cheat on her?

- 37% say, "No, I might be tempted, but I love and respect her too much."
- 32% say, "No, I might be tempted, but cheating violates my morals."

How old were you when you lost your virginity? (67% as a teenager)

- 15% at 17
- 15% at 18



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