



South Caribbean Conference
COMMUNICATIONS DEPARTMENT

GENERAL INFORMATION ON COMMUNICATION ISSUES

General Contact Information

Business Address

Corner Deane Street and Eastern Main Road, St. Augustine, Trinidad, Trinidad and Tobago

Mailing Address

P.O. Box 66, Port of Spain, Trinidad, Trinidad and Tobago

Phone and fax

Phone: 1 (868) 662-5356, 662-7024, 662-6121, 662-6122

Fax : 1 (868) 645-3551

LIST OF CONTENTS

- i) THE COMMUNICATION DEPARTMENT:
MISSION, VISION, OBJECTIVES, VALUES

- 1) INTRODUCTORY QUOTES 1 & II – SOURCE CHRISTIAN SERVICE BY
E.G. WHITE

- 2) COUNSELS ON PUBLIC RELATIONS – SOURCE: Breakthrough: A Public
Relations Guidebook for Your Church Revised Edition. Department of
Communication General Conference

- 3) THE CHARACTERISTICS OF THE CHURCH

- 4) THE CARING CHURCH STRATEGY
The Ministry of the Communication Secretary is vital to accomplish
the mission of your local church

- 5) ROLES OF COMMUNICATION SECRETARY/COUNCIL

- 6) THE CHURCH COMMUNICATION SECRETARY

- 7) ADVENTISTS BELIEFS

- 8) GUIDELINES FOR CHURCH
- Church's Corporate Identity Standards Manual
- Use of the Church Name
- The Logo and Its Meaning
<http://www.adventist.org/beliefs/guidelines/web-site-guidelines.html>

- 9) OFFICIAL STATEMENTS
<http://www.adventist.org/beliefs/statements/>

- 10) OTHER DOCUMENTS

SOUTH CARIBBEAN CONFERENCE OF SEVENTH-DAY ADVENTISTS
COMMUNICATION DEPARTMENT



MISSION: Building Bridges Of Hope

VISION: To create a favourable image of the Church, its mission, life, witness and activities by using the most effective means of communication.

OBJECTIVE: To reach society, both within the Church and externally, with an open, responsible, and hope-filled communication program through the effective use of contemporary technologies and traditional methods of communication.

VALUES:

- ▲ Our commitment to communicate hope by focusing on the quality of life that is complete in Jesus Christ.
- ▲ Our commitment to creative relevance.
- ▲ Our commitment to standards of excellence.
- ▲ Our commitment to express all communication in the context of the Church's strategic values of unity, growth and quality of life.

INTRODUCTORY QUOTES I
SOURCE: CHRISTIAN SERVICE BY E.G. WHITE

As His representatives among men, Christ does not choose angels who have never fallen, but human beings, men of like passions with those they seek to save. Christ took upon Himself humanity, that He might reach humanity. Divinity needed humanity; for it required both the divine and the human to bring salvation to the world. Divinity needed humanity, that humanity might afford a channel of communication between God and man. – *The Desire of Ages*, p. 296.

With almost impatient eagerness the angels wait for our co-operation; for man must be the channel to communicate with man. And when we give ourselves to Christ in whole-hearted devotion, angels rejoice that they may speak through our voices to reveal God's love. – *The Desire of Ages*, p. 297.

We must be laborers together with God; for God will not complete His work without human agencies. – *Review and Herald*, March 1, 1887.

A CALL TO THE INDIVIDUAL

Every true disciple is born into the kingdom of God as a missionary. He who drinks of the living water becomes a fountain of life. The receiver becomes a giver. The grace of Christ in the soul is like a spring in the desert, welling up to refresh all, and making those who are ready to perish eager to drink of the water of life. – *The Desire of Ages*, p. 195.

God expects personal service from every one to whom He has entrusted a knowledge of the truth for this time. Not all can go as missionaries to foreign lands, but all can be home missionaries in their families and neighborhoods. - *Testimonies*, vol. 9, p. 30.

INTRODUCTORY QUOTES II
SOURCE: CHRISTIAN SERVICE BY E.G. WHITE

“Every Christian makes an impression by his conduct, and witnesses either for one side or the other. His looks, dress, whole demeanor, make a constant impression on one side or the other. He cannot help testifying for or against religion. He is either gathering with Christ, or scattering abroad. At every step we tread on chords that will vibrate to all eternity. Every time you move, you touch keys whose sound will reecho all over the hills and dales of heaven, and through all the dark caverns and vaults of hell. Every movement of your lives, you are exerting a tremendous influence that will tell on the immortal interests of souls all around you.”

COUNSELS ON PUBLIC RELATIONS

SOURCE: BREAKTHROUGH:
A Public Relations Guidebook for Your Church
Revised Edition
Department of Communication General Conference

THE WRITINGS OF Ellen G. White provide some of the clearest insights ever published on the relationship of the church to the world. Human relations, public relations, right impressions, confidence and good will, effective communication—these are themes appearing again and again in her counsels to the church.

In this chapter some of these counsels are presented. They provide a context within which every church can develop the most effective possible program to reach the multitudes, win hearts and minds, communicate truth.

THE NEED TO DEVELOP AND PRESERVE GOOD WILL

Will Have Favor Before World Until Work Is Done.—“Let nothing be done to increase prejudice, but everything possible to make prejudice less, by letting in light, the bright rays of the Sun of Righteousness amid the moral darkness. There is a great work to be done yet, and every effort possible must be made to reveal Christ as the sin pardoning Saviour, Christ as the sin-bearer, Christ as the bright and morning star, and the Lord will give us favor before the world until our work is done.”—Evangelism, p. 65.

Seriousness of Arousing Prejudice.—“ ‘If it be possible, as much as lieth in you, live peaceably with all men.’ We can obey this admonition, and not sacrifice one principle of our faith. Satan and his host are at war with commandment keepers, and will

work to bring them into trying positions. They should not by lack of discretion bring themselves there.”—Testimonies, vol. 1, p. 356.

Must Take a Deliberate Course to Win Good Will.—“God is angry with those who pursue a course to make the world hate them. If a Christian is hated because of his good works and for following Christ, he will have a reward; but if he is hated because he does not take a course to be loved, hated because of his uncultivated manners and because he makes the truth a matter of quarrel with his neighbors, and takes a course to make the Sabbath as annoying as possible to them, he is a stumbling block to sinners, a reproach to the sacred truth, and unless he repents it were better for him that a millstone were hung about his neck and he were cast into the sea.”—Testimonies, vol. 1, p. 420.

Appearances Important.—“We should remember that the world will judge us by what we appear to be.”—Testimonies, vol. 6, p. 397.

World Is Watching.—“There must be no pretense in the lives of those who have so sacred and solemn a message as we have been called to bear. The world is watching Seventh-day Adventists because it knows something of their profession of faith and of their high standard, and when it sees those who do not live up to their profession, it points at them with scorn.”—Testimonies, vol. 9, p. 23.

Do All We Can to Remove Prejudice.—“We are to do all we can to remove the prejudice that exists in the minds of many against our work and against the Bible Sabbath.”—Testimonies, vol. 9, p. 238.

Do Not Invite Persecution.—“Let everyone bear in mind that we are in no case to invite persecution. We are not to use harsh and cutting words. Keep them out of every article written, drop them out of every address given. Let the word of God do the cutting, the rebuking; let finite men hide and abide in Jesus Christ. Let the spirit of Christ appear. Let all be guarded in their words, lest they place those not of our faith in deadly opposition against us and give Satan an opportunity to use the unadvised words to hedge up our way.”—Testimonies, vol. 9, p. 244.

Win the Confidence of the People.—“Those who labor for Christ should be men and women of great discretion, so that those who do not understand their doctrines may be led to respect them, and regard them as persons void of fanaticism, void of rashness and impetuosity. Their discourses and conduct and conversation should be of a nature that will lead men to the conclusion that these ministers are men of thought, of solidity of character, men who fear and love their heavenly Father. They should win the confidence of the people, so that those who listen to the preaching may know that the ministers have not come with some cunningly devised fable, but that their words are words of worth, a testimony that demands thought and attention. Let the people see you exalting Jesus, and hiding self.”—*Evangelism*, pp. 170, 171.

Lay Plans to Elevate Work in Eyes of Men.—“Too often the work has been so conducted as to impress unbelievers that it is of very little consequence—some stray offshoot of religious enthusiasm, entirely beneath their notice. Much has been lost for want of wise methods of labor. Every effort should be made to give character and dignity to the work.

“It requires much wisdom to reach ministers and men of influence. But why should they be neglected as they have been by our people? These men are responsible to God just in proportion to the talents entrusted to them.... If we can win to Christ and the truth souls to whom God has entrusted large capabilities, our influence will, through them, be constantly extending, and will become a far-reaching power for good.

“God has a work to be done which the workers have not yet fully comprehended. Ministers and the world’s wise men are to be tested by the light of present truth. The third angel’s message is to 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 platform. 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.

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.

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 doctrines and work. We want them to know what we are, and what we believe. We must find our way to their hearts.”—Testimonies, vol. 6, p. 40.

Public Interest Presents Opportunity.—“Do we realize how large a number in the world are watching our movements? From quarters where we least expect will come voices urging us forward in the work of giving to the world the last message of mercy. Ministers and people, wake up! Be quick to recognize and seize every opportunity and advantage offered in the turning of the wheel of providence.”—Testimonies, vol. 7, p. 14.

Truth to Shine in World “Thoroughfares.”—“We must not hide the truth in the corners of the earth. It must be made known; it must shine in our large cities. Christ in His labors took His position by the lakeside and in the great thoroughfares of travel where He could meet people from all parts of the world.”—Testimonies, vol. 7, p. 35.

“Those who bear the burden of the work in Greater New York should have the help of the best workers that can be secured. Here let a center for God’s work be made, and let all that is done be a symbol of the work the Lord desires to see done in the world.”—Testimonies, vol. 7, p. 37.

Work in Cities Will Aid Work Elsewhere.—“When the truth is presented in the highways, the hedges will be opened and an extended work will be done.”—Evangelism, p. 40.

Utilizing Modern Developments to Spread Gospel.—“Those who in response to the call of the hour have entered the service of the Master Workman may well study His methods of labor. During His earthly ministry the Saviour took advantage of the opportunities to be found along the great thoroughfares of travel... Testimonies Vol. 9, p. 99.

SOCIAL CONTACTS ESSENTIAL TO SUCCESS

Light Shines Through Association With Others.—“God requires His people to shine as lights in the world. It is not merely the ministers who are required to do this, but every disciple of Christ. Their conversation should be heavenly. And while they enjoy

communion with God they will wish to have intercourse with their fellow men in order to express by their words and acts the love of God which animates their hearts. In this way they will be lights in the world, and the light transmitted through them will not go out or be taken away.”—Testimonies, vol. 2, pp. 122,123.

Be Armed With Faith in Social Contacts.—“In our mingling in society, in families, or in whatever relations of life we are placed, either limited or extended, there are many ways wherein we may acknowledge our Lord and many ways wherein we may deny Him...

“No one can truly confess Christ before the world unless the mind and spirit of Christ live in him. It is impossible to communicate that which we have not. The conversation and the deportment should be a real and visible expression of grace and truth within. If the heart is sanctified, submissive, and humble, the fruits will be seen outwardly and will be a most effectual confession of Christ.”—Testimonies, vol. 3, pp. 331, 332.

Godliness Not Retiring but Communicative.—“It was through constant conflict and simple faith that Enoch walked with God. You may all do the same. You may be thoroughly converted and transformed, and be indeed children of God, enjoying not only the knowledge of His will, but, by your example, leading others in the same path of humble obedience and consecration. Real godliness is diffusive and communicative.”—Testimonies, vol. 3, p. 543.

Sociability to Be Cultivated.—“It is the proper cultivation of the social elements of our nature that brings us into sympathy with our brethren and affords us happiness in our efforts to bless others.”—Testimonies, vol. 4, p. 71.

Should Not Be Aloof From Fellow Men.—“There is real work to be done. The truth should be brought before people in a careful manner by those who unite meekness with wisdom. We should not hold ourselves aloof from our fellow men, but come close to them; for their souls are as precious as our own. We can carry the light into their

homes, with a softened and subdued spirit plead with them to come up to the exalted privilege offered them, pray with them when it seems proper, and show them that there are higher attainments that they may reach, and then guardedly speak to them of the sacred truths for these last days.”—Testimonies, vol. 4, p. 73.

People Easily Reached Through the Social Circle.—“People are easily reached through the avenues of the social circle. But many ministers dread the task of visiting; they have not cultivated social qualities, have not acquired that genial spirit that wins its way to the hearts of the people. It is highly important that a pastor should mingle much with his people, that he may become acquainted with the different phases of human nature, readily understand the workings of the mind, adapt his teachings to the intellect of his people, and learn that grand charity possessed only by those who closely study the nature and needs of men.

“Those who seclude themselves from the people are in no condition to help them.”—Testimonies, vol. 4. pp. 266, 267.

Faith Offered to Others Through Association.—“By maintaining a connection with God we shall be enabled to diffuse to others, through our association with them, the light, the peace, the serenity, that rules in our hearts, and set before them an example of unwavering fidelity to the interests of the work in which we are engaged.”—Testimonies, vol. 4, p. 460.

Guard Against Distant, Unsocial Disposition.—“The physicians, and the helpers in the various branches of the work, should carefully guard against a selfish coldness, a distant, unsocial disposition; for this will alienate the affection and confidence of the patients. Many who come to the sanitarium are refined, sensitive people of ready tact and keen discernment. These persons discover such defects at once and comment upon them. Men cannot love God supremely and their neighbor as themselves, and be as cold as icebergs.”—Testimonies, vol. 4, p. 548.

Social Power Must Be Improved.—“It is through the social relations that Christianity comes in contact with the world... Social power, sanctified by the Spirit of Christ, must be improved to win souls to the Saviour...

“The people of God should not be transformed by the various influences to which they must necessarily be exposed, but they must stand up for Jesus and by the aid of His Spirit exert a transforming power upon minds deformed by false habits and defiled by sin.

“Christ is not to be hid away in the heart and locked in as a coveted treasure, sacred and sweet, to be enjoyed solely by the possessor. We are to have Christ in our hearts as a well of water, springing up into everlasting life, refreshing all who come in contact with us... It is not the best way to preserve our religion as we bottle perfumes lest the fragrance should escape.

“Our souls, warmed and invigorated by the truths of the gospel, and refreshed by divine grace, are to open and expand, and shed their fragrance upon others. Clad in the whole armor of righteousness, we can meet any influence and our purity remain untarnished.”—Testimonies, vol. 4, pp. 555, 556.

Christianity Not Monastic but Socially Aggressive.—“We are not to shut ourselves in monasteries, away from the world, and do no good to our fellow beings, thinking this is the cross of Christ...

“To bear the cross of Christ is to control our sinful passions, to practice Christian courtesy even when it is inconvenient to do so, to see the wants of the needy and distressed and deny ourselves in order to relieve them, and to open our hearts and our doors to the homeless orphan, although to do this may tax our means and our patience.”—Testimonies, vol. 4, pp. 626, 627.

How Society of Unbelievers Will Not Harm Us.—“Strength acquired in earnest, secret prayer prepares us to withstand the allurements of society. And yet we should not exclude ourselves from the world, for our Christian experience is to be the light of the world. The society of unbelievers will do us no harm if we mingle with them for the purpose of connecting them with God and are strong enough spiritually to withstand their influence...

“Enoch did not become polluted with the iniquities existing in his day; why need we in our day?”—Testimonies, vol. 5, p. 113.

Purpose of Sociability.—“We have an individual accountability to work, which no one can do for us; it is to make the world better by precept, by personal effort, and by example. While we should cultivate sociability, let it not be merely for amusement, but for a purpose.”—Testimonies, vol. 5, p. 599.

Sociability to Be Taught in Schools.—“Christian sociability is altogether too little cultivated by God’s people. This branch of education should not be neglected or lost sight of in our schools...

“Especially should those who have tasted the love of Christ develop their social powers, for in this way they may win souls to the Saviour. Christ should not be hid away in their hearts, shut in as a coveted treasure, sacred and sweet, to be enjoyed solely by themselves; nor should the love of Christ be manifested toward those only who please their fancy.”—Testimonies, vol. 6, p. 172.

Christ Did Not Refuse to Mingle With Unbelievers.—“Christ did not refuse to mingle with others in friendly intercourse. When invited to a feast by Pharisee or publican, He accepted the invitation. On such occasions every word that He uttered was a savor of life unto life to His hearers; for He made the dinner hour an occasion of imparting many precious lessons adapted to their needs. Christ thus taught His disciples

how to conduct themselves when in the company of those who were not religious as well as of those who were.”—Testimonies, vol. 6, p. 173.

Show Hospitality to Believers and Unbelievers.—“Poverty need not shut us out from showing hospitality. We are to impart what we have. There are those who struggle for a livelihood and who have great difficulty in making their income meet their necessities; but they love Jesus in the persons of His saints and are ready to show hospitality to believers and unbelievers, trying to make their visits profitable. At the family board and the family altar the guests are made welcome. The season of prayer makes its impression on those who receive entertainment, and even one visit may mean the saving of a soul from death.”—Testimonies, vol. 6, p. 437.

Become Acquainted With People.—“By personal labor reach those around you. Become acquainted with them. Preaching will not do the work that needs to be done. Angels of God attend you to the dwellings of those you visit. This work cannot be done by proxy. Money lent or given will not accomplish it. Sermons will not do it. By visiting the people, talking, praying, sympathizing with them, you will win hearts.”—Testimonies, vol. 9, p. 41.

Personal Influence Is a Power.—“Personal influence is a power. The more direct our labor for our fellow men, the great good will be accomplished... You must come close to those for whom you labor, that they may not only hear your voice, but shake your hand, learn your principles, and realize your sympathy,”—Evangelism, pp. 438, 439.

Spend More Time Coming Close to People.—“There is need of coming close to the people by personal effort. If less time were given to sermonizing, and more time were spent in personal ministry, greater results would be seen. The poor are to be relieved, the sick cared for, the sorrowing and the bereaved comforted, the ignorant instructed, the inexperienced counseled. We are to weep with those that weep, and rejoice with those that rejoice. Accompanied by the power of persuasion, the power of

prayer, the power of the love of God, this work will not, cannot, be without fruit.”—The Ministry of Healing, pp. 143, 144.

Must Mingle With Men if We are to Save Them.—“Salt must be mingled with the substance to which it is added; it must penetrate and infuse in order to preserve. So it is through personal contact and association that men are reached by the saving power of the gospel. They are not saved in masses, but as individuals. Personal influence is a power. We must come close to those whom we desire to benefit.”—Thoughts From the Mount of Blessing, p. 36.

A SENSE OF RESPONSIBILITY IN COMMUNITY LIFE

A work to Do in the World.—“So long as we are in the world, we must have to do with the things of the world. There will ever be a necessity for the transaction of temporal, secular business; but this should never become all-absorbing... But aside from these worldly employments there is given to every follower of Christ a special work for the upbuilding of His kingdom—a work which requires personal effort for the salvation of men. It is not a work to be performed once a week merely, at the place of worship, but at all times and in all places.”—Testimonies, vol. 5, p. 459.

A Responsibility to the Community—“Patient, painstaking effort needs to be made for the encouragement and uplifting of the surrounding communities [near the Avondale school], and for their education. The school and all its surroundings should be object lessons teaching the ways of improvement, and appealing to the people for reform, so that taste, industry, and refinement may take the place of coarseness, uncleanness, disorder, ignorance, and sin. Even the poorest can improve their surroundings by rising early and working diligently. By our lives and example we can help others to discern that which is repulsive in their character or about their premises, and with Christian courtesy we may encourage improvement.”—Testimonies, vol. 6, p. 188.

People Watching Operation of Our Faith in Neighborhood.—“People are watching and weighing those who claim to believe the special truths for this time. They are watching to see wherein their life and conduct represent Christ. By humbly and earnestly engaging in the work of doing good to all, God’s people will exert an influence that will tell in every town and city where the truth has entered. If all who know the truth will take hold of this work as opportunities are presented, day by day doing little acts of love in the neighborhood where they live, Christ will be manifest to their neighbors. The gospel will be revealed as a living power and not as cunningly devised fables or idle speculations. It will be revealed as a reality, not the result of imagination or enthusiasm. This will be of more consequence than sermons or professions or creeds.”—Testimonies, vol. 6, p. 264.

THE CHURCH INFLUENCING THE WORLD

Influence Needed to Do Our Work.—“There is a great work for us to do in the world, and God would not have us take a course to lessen or destroy our influence with the world.”—Testimonies, vol. 1, p. 422.

Seek for Greatest Possible Influence.—“We cannot gain and possess the influence that He had; but why should we not educate ourselves to come just as near to the Pattern as it is possible for us to do, that we may have the greatest possible influence upon the people? Our words, our actions, our deportment, our dress, everything, should preach. Not only with our words should we speak to the people, but everything pertaining to our person should be a sermon to them, that right impressions may be made upon them, and that the truth spoken may be taken by them to their homes. Thus our faith will stand in a better light before the community.”—Testimonies, vol. 2, p. 618.

Become a Center of Holy Influence.—“The work which Christ came to do in our world was not to erect barriers and constantly thrust upon the people the fact that they were wrong.

“He who expects to enlighten a deceived people must come near to them and labor for them in love. He must become a center of holy influence.”—Testimonies, vol. 6, pp. 121, 122.

God Will Open Ways of Influence.—“God is the great Master Worker, and by His providence He prepares the way for His work to be accomplished. He provides opportunities, opens up lines of influence and channels of working. If His people are watching the indications of His providence, and stand ready to co-operate with Him, they will see a great work accomplished.”—Testimonies, vol. 6, p. 24.

WORKING TO WIN CULTIVATED MINDS

Present Truth to Win Attention of Intelligent Minds.—“The truth should be presented in a manner which will make it attractive to the intelligent mind...How important that the cause of truth be stripped of everything like a false and fanatical excitement, that the truth may stand upon its own merits, revealing its native purity and exalted character.”—Testimonies, vol. 1, pp. 414, 415.

Many Turned Away by Lack of Refinement.—“There is a vast amount of rubbish brought forward by professed believers in Christ, which blocks up the way to the cross. Notwithstanding all this, there are some who are so deeply convicted that they will come through every discouragement and will surmount every obstacle in order to gain the truth. But had the believers in the truth purified their minds by obeying it, had they felt the importance of knowledge and of refinement of manners in Christ’s work, where one soul has been saved there might have been twenty.”—Testimonies, vol. 4, p. 68.

Continuing Personal Contacts Needed to Win Higher Classes.—“God calls for earnest, humble workers who will carry the truth to the higher classes. It is by no casual, accidental touch that wealthy, world-loving, world-worshiping souls can be drawn to

Christ. Decided personal effort must be put forth by men and women imbued with the missionary spirit, those who will not fail nor be discouraged.”—Testimonies, vol. 6, p. 80.

REGARD FOR THOSE NOT OF OUR FAITH

Patience With Those No Meeting Our Standards.—“You see the truth, and then you mark out how this one and that one should practice it; and if they fail to come up to the mark you set, you feel to draw off from them. You cannot fellowship them, and love dies out of your heart for them, when in reality they are just as near right as you are. You make yourself enemies when you might have friends...

“This lesson of meekness, forbearance, patience, and love you have yet to learn and practice. You can be a blessing. You can help such as need help; but you must lay down measuring tape, for that is not for you to use. One who is unerring in judgment, who understands the weakness of our fallen, corrupt natures, holds the standard Himself.”—Testimonies, vol. 2, pp. 437-439.

REACHING PEOPLE ON THEIR LEVEL, NOT OURS

Not to Press Peculiar Points Inappropriately.—“Some manifest no wisdom in bearing their testimony in these little meetings intended more especially for the benefit of the patients, but rush on in their zeal and talk of the third angel’s message, or other peculiar points of our faith, while these sick people understand no more what they are talking about than if they spoke in Greek.

“It may be well enough to introduce these subjects in a prayer meeting of believers, but not where the object is to benefit those who know nothing of our faith. We should adapt our prayers and testimonies to the occasion and to the company present. Those who cannot do this are not needed in such meetings. There are themes that Christians may at any time dwell upon with profit, such as the Christian experience, the love of Christ, and the simplicity of faith.”—Testimonies, vol. 4, p. 565.

Link Message to Existing Associations.—“The prince of teachers, He sought access to the people by the pathway of their most familiar associations. He presented the truth in such a way that ever after it was to His hearers intertwined with their most hallowed recollections and sympathies. He taught in a way that made them feel the completeness of His identification with their interests and happiness.”—The Ministry of Healing, pp. 23, 24.

OPENLY APPROACHING THE COMMUNITY

Let Colors Be Seen.—“We are not to cringe and beg pardon of the world for telling them the truth: we should scorn concealment. Unfurl your colors to meet the cause of men and angels. Let it be understood that Seventh-day Adventists can make no compromise. In your opinions and faith there must not be the least appearance of waverings: the world has a right to know what to expect of us.”—Evangelism, p. 179.

THE CHARACTERISTICS OF THE CHURCH

Churches need not only to become known but also to become known for specific characteristics. Based on the public relations objectives, here are some suggestions for helping news stories to develop true impressions of your church as –

**

1. A CHRISTIAN CHURCH

Refer to religious liberty principles as “*the Christian heritage,*” or “*the Christian principles of freedom.*”

In stories about the Sabbath School mention its emphasis upon the teaching of “*Christian doctrines.*”

Report a home visitation program as based upon “the example of early Christians.”

Refer in sermon reports to the “*Christian gospel,*” “*Christ’s return the hope of the world,*” “*the Christian faith.*”

Speak of “*Christian education.*”

Announce a week of prayer theme in Christian terms.

Issue a release on quarterly communion service and “*Christian ordinances.*”

Announce awards to officers for “*Christian service*” during the year.

If there is a wall picture of Christ, use it occasionally as a background for pictures.

Report the observance of Christian events.

Feature Christ-centered activities in children’s departments.

2. A BIBLE-BASED CHURCH

Help to arrange and publicize events honoring the Bible, such as participation in the American Bible Society's reading program, or a "*Favorite Bible Character*" survey.

Report church action or statements on public issues as "*the viewpoint of a conservative Protestant body.*"

Use sermon quotes calling for greater attention to the Bible as a guide.

Publicize feat of youngsters in memorizing Bible verses.

Report a Bible quiz contest in youth group.

3. A PROGRESSIVE CHURCH

Report aggressive youth activities keyed to current needs.

Use sermon quotes or report church actions keyed to appropriate current events.

Tell of innovations in classroom remodeling or building.

Stress modern features of new church building.

Report newsworthy personal attainments of members.

Mention progress in religious use of television in connection with local work or even support of national TV programs.

Report missions advances related to church.

Outline church's work for servicemen, refugees, and foreign students.

4. A HUMANITARIAN CHURCH

Report even routine welfare and Dorcas activities, perhaps on women's pages as well as church pages.

Release stories on specific acts of mercy, such as helping a burned-out family.

Issue releases on church action in disaster preparedness or relief.

Tie in local church work with overseas mission work in news stories about special offerings, work for lepers and the illiterate.

5. A RESPONSIBLE CHURCH

Report church's response to appeals from civic leaders for group assistance with community problems, such as welfare, clean up drives, drug problems.

Help to arrange and report anniversary observances that show long-time presence of church in community – feature stories telling what pioneer members were doing in early days of church, contributions made to community throughout church history.

Point out church's connection with conference and world organization where possible, mentoring regional and national headquarters in larger city, tie in education, welfare, youth, health, and other programs with national and international work of the church.

6. A PROPHETIC CHURCH

In announcing new welfare or first-aid training program, mention that besides aid to suffering now, another purpose is to help prepare church for service during *“the destructive times the Bible predicts before Christ's return.”*

Report sermons, lecture series, or classes touching on prophetic themes of the Bible – be sure they sound plausible, authoritative. Stress their relationship to historic prophetic interpretation.

7. A RESPECTABLE CHURCH

Give attention to widely known religious observances, such as Religion in American Life, Reformation Sunday, Brotherhood Week, National Education Week.

Issue releases on visiting denominational leaders, mentioning involvement in public interest issues.

Where appropriate, mention professional or business connections of church lay officers when quoting them in stories.

Arrange and report visits to church of nonmember community leaders.

Report the presentation of church awards to civic leaders.

Report pastoral or congregational participation in civic events.

8. A FRIENDLY CHURCH

In reporting visitation programs, emphasize the “*good neighbor*” aspect.

Open the church to public for appropriate social or community events, and help give publicity to other organizations involved.

Report an open house at the church, especially for those who live in surrounding blocks, perhaps inviting some leading neighbors to participate.

Report honors given to individual members of the church, laymen of the month, for example.

Publicize church social activities and clubs.

Use “*the public is invited*” in stories of meetings, if papers will use it.

Adapt special services of church for community groups, such as health professionals on Health and Temperance Day, Attorneys on Religious Liberty Day, Teachers on Education Day.

9. A PERSONALLY HELPFUL CHURCH

Announce sermon topics on personal problems, such as “*How to Overcome Anxiety*,” perhaps with the pastor conducting a “clinic.”

Publicize work of activity groups, such as young married couples class or club, youth group, camera club, art guild.

It will be seen that most of these “*news stories*” are based on desirable public relations actions of the church. Here we return to the central point that Press Relations and Public Relations are inseparable. Without the press, church actions are public relations only in a limited sense. Publicity without substance is a mockery. Public-spirited action, plus a widespread knowledge of that action through the press, constitutes true public relations.



**“I WANT
TO
EMPHASIZE
THIS,
THIS,
THIS”**

Emphasis implies contrast. Emphasis on everything is emphasis on nothing.

-**-

-*-

Adapted from
BREAKTHROUGH
A Public Relations Guidebook
for your Church
Department of Communication
General Conference of S.D.A.

THE CARING CHURCH STRATEGY
The Ministry of the Communication Secretary is vital
to accomplish the mission of your local church

What are the essential elements of a healthy local church? There are at least four fundamental activities that must be present in any Adventist church for it to be successful:

1) REACHING THE COMMUNITY

Healthy churches discover the kinds of people who live in their area and understand the needs of the people, so that they can provide activities designed to meet these needs and create a strong public awareness of the church.

2. WINNING PEOPLE TO CHRIST

Healthy churches cooperate with the Holy Spirit in establishing meaningful relationships with those attracted to Christ, provide opportunities for them to become acquainted with His word and His fellowship, and challenge them to become His disciples.

3. NURTURING THE MEMBERS

Healthy churches provide for the continuing spiritual growth of all their members through enthusiastic worship, interesting Bible study, supportive friendships, and opportunities for significant service.

4. INSPIRING LEADERSHIP

Healthy churches have pastoral and lay leaders that help the congregation to identify the needs in the church and the community, clarify goals, gather the necessary resources and implement effective action.

ROLES OF COMMUNICATION SECRETARY/COUNCIL

1. **YOU ARE THE LOCAL CHURCH'S REPRESENTATIVE IN THE COMMUNITY.** This is done through media releases, written and personal contact with key persons in that community and in close co-operation with the public relations principles.

2. **HELP CHURCH SPEAK TO A NUMBER OF PUBLICS:** For example
Non Seventh-day Adventist Christian public
Secular public
Political leaders
Church members

Sharing knowledge of church events – **VERBALLY, WRITTEN, MEDIA.**
Seeing your church's name in the newsprint media or hearing it on a broadcast is just as satisfying to the Seventh-day Adventist public as it is informing to other publics, thus creating a favourable climate for us to work.

3. **AS A MEMBER OF THE CHURCH BOARD, EVANGELISTIC COUNCIL OR OUTREACH COMMITTEE – TO ENCOURAGE CO-OPERATION IN COMMUNITY EVENTS.** This enhances opportunities – reputation of the church – a forum for promoting activities.

4. **TO SERVE AS MEDIA REPRESENTATIVE AND ADVERTISING PERSON FOR OTHER PROGRAMMES AND LEADERS IN THE CHURCH**

If the church is large and Assistant or Communication Council may be chosen.

NOTE: Communication Secretaries of churches within the district may benefit greatly by the formation of a District Communication Council. The range of benefits are wider, for example.

- ◆ **Information sharing at church, community and national levels, meeting tasks with increase resources, lightens burdens.**
- ◆ **Evangelist thrusts/community involvements are more penetrative.**
- ◆ **Greater unity can be fostered – for members and for the community.**

THE CHURCH COMMUNICATION SECRETARY

The responsibilities of the local church communication secretary are great, for they touch the local Church and the public. In essence, the role of the communication secretary is to “insure that members are kept informed and the church is properly represented to the public” (*Ministry Description Brochure # 10*).

PUBLIC RELATIONS

CHURCH APPEARANCE, LOCATION, IDENTITY

1. Check appearance of church and bring problem spots to attention of church board.
2. Ensure that the church can be found, through listings in local directories.
3. Ensure that the church is identified by an exterior sign appropriate to architecture of the building.

MEDIA RELATIONS

LOCAL MEDIA

The objective of media relations is to “raise public awareness of our church—its members, its mission, and its message” (*Ministry Description Brochure # 10*):

- Report church activities to media houses.
- Serve as a source of information about the church for the media.
- Watch secular media for opportunities for church to participate in discussions on matters of current concern.
- Become acquainted personally with newspaper editors and local radio programme directors, and news editors.
- Look for opportunities to feature your local church in the media.

- Write and help with the writing of letters to the editor on matters of church concern as opportunities arise.
- Consult with pastor and respective departmental leaders (where applicable) before reporting to the media.

And Where Applicable

1. Cover church activities for radio and television news.
2. Provide public service announcements of church programmes/activities.
3. Arrange for special people to be interviewed.
4. Encourage good relations, especially where local radio and/or television may be carrying one of the church's radio/TV programmes.
5. Encourage members to view and/or listen to our denominational broadcasts.

CHURCH NEWS AND INFORMATION

“It is vital to keep church members informed about upcoming activities and equally important to share church news with conference communication director and the larger Adventist family” (*Ministry Description Brochure # 10*).

DENOMINATIONAL MEDIA

- Write reports of special church events and send them to the *Caribbean Union Gleanings*, and to the local conference publication(s), where applicable.
- Take photos or arrange for photo coverage of church activities.

ACTIVITIES OF LOCAL CHURCH

- a. Assist in the planning of special events of the church, giving particular attention to the public relations aspects.
- b. Arrange for photo (preferably digital) and/or video coverage of events.
- c. Collaborate in the planning, production and operation of exhibits, health fairs, and community events (when appropriate).

- d. Encourage members to listen to and/or view Adventist radio, TV, and web programmes.
- e. Assist in promotion of annual radio offerings.
- f. Produce news items for the church bulletin; and if possible, produce a church newsletter.
- g. Present announcements and provide promotion of programmes to the congregation.
- h. Maintain an attractive Bulletin Board.
- i. Develop and maintain an ongoing Display Rack/Table.
- j. Assist with the placement of brochures, flyers, magazines, tracts, etc in the public domain.
- k. Serve on church board and the personal ministries Council (*Church Manual*, 2005, pp. 91, 102).
- l. Report to Church business meetings on activities, including “covering press, radio, television, and other related activities involving church and community” (*Church Manual* 2005, p.100).

TECHNOLOGY

COMPUTER COMMUNICATION

- If you do not have the skills yourself try to identify someone in the church who has access to the Internet.
- Receive and promote news from your local conference and the Union.
- Become familiar with the information and resources which are available on the General Conference, Division, Union, and local conference web-site; and seek out other Internet resources as well.
- Seek to guide other departmental leaders and church members to helpful Internet resources—including Adventist online media.

Web Resources

1. News and information:
www.adventist.org; [www.adventist review.org](http://www.adventistreview.org)
2. Events (North American Division): www.plusline.org
3. Resources: (a) www.adventsource.org; (b) www.plusline.org;
(c) www.health20-20.org

SATELLITE TRANSMISSIONS

If your church has its own satellite downlink equipment try to become familiar with its operation and the programmes which are available. Promote special broadcasts.

COMMUNICATION COMMITTEE

For efficiency and effectiveness “in a large church-- (and in most churches)--a Communication Committee may more adequately handle the many facets of the public relations and communication programme of the church than can a secretary working alone” (*Church Manual 2005*, p. 122). This committee works closely with all departments of the church.

CONCLUSION

The opportunities are limitless. Creative imagination will enhance your mission and build bridges of hope.

This document is adapted from communication materials of the General Conference, the British Union, and the Caribbean Union.

ADVENTISTS BELIEFS

GUIDELINES FOR CHURCH

OFFICIAL STATEMENTS

OTHER DOCUMENTS