



Seventh-day  
Adventist Church  
East Jamaica Conference

# LEADERS' SUMMIT 2023

## Communication Department

December 17, 2023

9:00 am - 1:00 pm

President: Pastor Meric Walker  
Communication Director: Pastor Phillip Castell  
Digital Media Coordinator: Ruth-Ann Brown  
Department Secretary: Sophia Dormer  
IT Manager / Studio Engineer: Leon Ffrench



# ***Message from the Director***

*Phillip E. L. Castell*

Greetings Communicators ! I welcome you to ministry in the name of Jesus Christ our Lord and Savior and look forward to working with you and your team members in building up the Kingdom of God in your area and even beyond.

I am delighted that you have accepted the call to use your God given talents to promulgate the gospel of Christ for the salvation of souls. There is no higher calling than to be a disciple of Jesus Christ. Nothing compares to knowing and following the Savior of the world.

Congratulations to those of you who have accepted this call for the first time and welcome back to those of you who have been here before. We look forward to your continued commitment to serve in this department for many more years to come.

In 2023 many of the plans that we had in mind never materialized but with the help of the Holy Spirit and with your full support, I believe 2024 will be a great year in ministry. Our Theme for this year is “Reaching More in 2024” and I believe it encapsulates well our vision going forward in the new year.

The Communication Department offers an amazing potential for sharing the message of Jesus Christ with members of your family, community and church. As Communication Leader, your role will be varied, including taking care of the audio visual needs of your church as well as assisting your pastor in sharing the gospel of Christ with your community. Your department will also play a critical role with sharing information between the Conference and your local church.

The Digital Discipleship Program we plan to engage on a wider scale more persons in our churches using and promoting the use of social media in the promulgation of the gospel.

The Communication Department of East Jamaica Conference looks forward to working with you and your church in 2024. We anticipate your corporation and commitment as we encourage every member to become actively engaged in the mission of the Church.

It is our sincere prayer that the Lord will use you mightily in this Department to advance the gospel and his cause.

May God bless you richly.

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# Introduction

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Welcome to a ministry that has amazing potential for sharing the message of the Seventh-day Adventist Church. As communication director, your role includes sharing news with the church members and ensuring your church is properly represented to the community. You have three primary groups of people to communicate with: members of your church, your conference communication department, and the community.

## **Church Members**

Church members need to know what's happening at your church. This group includes those who attend every week, occasionally, rarely, shut-ins, and inactive members.

## **Conference Communication Department**

You are a part of a global network of Adventist communicators. By sending articles and photos to your conference communication director, you are sharing your news with members around the world and recording the church's history.

## **Community**

This group includes people whose experience with the Adventist Church ranges from positive to negative, their knowledge from extensive to non-existent. You are looking for ways to raise awareness of the Adventist Church and to motivate people from the community to come to your church. Events such as VBS, evangelistic series, health seminars, revelation seminars or financial planning seminar share prime opportunities to get visitors inside your church's doors.

# Communication Department Calendar of Events For 2024

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## FIRST QUARTER

<b>JANUARY</b>	<b>14</b>	-	<b>Communication Consultation</b>	<b>9:00 - 11:30 am</b>
<b>MARCH</b>	<b>31</b>		Com-Connect Face 2 Face Workshop	

## SECOND QUARTER

<b>MAY</b>	<b>4</b>	-	Launch of Digital Discipleship Program	
	<b>23 - 26</b>	-	Communication Retreat	

## THIRD QUARTER

<b>JULY</b>	<b>20</b>	-	Communication Emphasis Day	
<b>AUGUST</b>	<b>18-</b>		Com-Connect Face 2 Face Workshop	

## FOURTH QUARTER

<b>OCTOBER</b>	<b>5 - 6</b>	-	GAIN Mandeville	
<b>NOVEMBER</b>	<b>17</b>		Com-Connect Online Forum	9:00 - 11

# STATEMENT OF ETHICS FOR SEVENTH-DAY ADVENTIST COMMUNICATORS

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It should be the goal of every Seventh-day Adventist Communicator to live by the following code of ethics:-

1. To glorify God is the ultimate intent of all communication
2. The context of all messages should be the good news of the love of God and the Hope of the Second coming of Jesus Christ;
3. Adventist communicators respond to the church's ethos, beliefs and values, and express themselves as loyal members of the church;
4. Every legitimate communication or media professional has a holy calling which requires fellowship, support and respect for the medium message, and fellow communicators;
5. Freedom to communicate with integrity, openness, objectivity, honesty, sensitivity, diversity, and excellence is a priority, employers and constituencies are to be informed of a need for transparent, honest and open communication;
6. We affirm that Truth and trust are essential to responsible living and the coherence of and fidelity to Truth should predominate over immediacy and Sensationalism;
7. All of our media productions should be elevating, truthful and ennobling to the reader /viewer and encourage a living faith, practical godliness and a commitment to building community;
8. Every communication professional is obligated to expand their knowledge and sharpen their skills through affiliation and participation in professional organizations, continuing education and professional development, in order to maintain a high standard of excellence commensurate with the discipline of communication;
9. Communication activities should be free from conflicts of interest; nepotism and favouritism have no place in hiring and promotion of communicators and their staffs; contracts should be awarded fairly, and not on the basis of undue influence;
10. The messages of the church organization directing the communicator's activities should legitimately reflect its identity, its values, and should be framed in all decisions and moral choices.

# Overview From The Communication Department

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There are many forms of communicative media available to the Church today, and the Communication Department is committed to using all of these means in sharing with the world the good news of salvation.

Because communication of the gospel is the responsibility of the entire church, the Communication Department is involved in **ALL** programmes of the Church, seeking to serve the every department with the skills it possesses, or is able to access while keeping the Conference Communication Director up to date with relevant information of the Church.

## **OUR VISION**

Every member living and ministering in readiness for the second coming of Christ.

## **OUR MISSION**

The Mission of the Seventh-day Adventist church in East Jamaica Conference is to glorify God and under the guidance of the Holy Spirit, lead everyone to experience a personal and transforming relationship with Jesus and enable each believer to become a disciple in sharing the Everlasting Gospel.

## **THE MISSION OF THE COMMUNICATION DEPARTMENT**

"Building Bridges of Hope" is the mission statement of the Communication Department. This is accomplished by reaching the diverse church audiences, both within and externally, through the use of contemporary technologies. The desired effect is to create a favourable image of the church, its mission, life and activities and witness that many will become followers of Christ and become members of this, His church.

## **VALUES**

- Our commitment to communicate hope by focusing on the quality of life that is complete in Jesus Christ
- Our commitment to creative relevance (1 Corinthians 9:19)
- Our commitment to standards of excellence (1 Corinthians 3:13)
- Our commitment to express all communication in context of the church's strategic values of unity, growth and quality of life

## **FUNCTIONS**

The Department must include these under its basic functions:

- News and information gathering
- Public Relations
- Crisis Communication
- On-line Services

## **OUR MANDATE: Matthew 28: 19 -20**

"Go ye into all the world and preach the gospel. "

## **OUR QUALIFICATION**

1. A personal relationship with Christ
2. Submission to the guidance of the Holy Spirit

## **UNITY**

To ensure that all the churches in East Jamaica Conference are in harmony with all Conference programmes, through regular transference of information via e-mail, the website and other methods of communication.



## **EDUCATION**

- To conduct regular training seminars and workshops for communication directors of local churches.
- To ensure at the East Jamaica Conference Office a friendly and attractive environment, providing adequate information to those who visit through:
  - Office Sign
  - Telephone system
  - Security and surveillance cameras
  - Notice boards
- To ensure regular update of the website to provide adequate information to those visiting online.

## **THE CHURCH IN THE COMMUNITY**

- To ensure that the physical presence of the church is seen in the community through the erection of beautiful and conspicuously placed signs, and the beautification of the local church plant.
- To promote the programmes we currently have on radio to ensure increase in listener-ship.

# Objectives of the Communication Department in 2024

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- Objective # 1 - Mission First** - To transform Communicators into Digital Disciples who with their team members will ultimately account for at least one baptism per year in their church.
- Objective # 2** - To promote, increase awareness and advance the mission of the church in East Jamaica Conference to as many persons as possible.
- Objective # 3** - To offer training to communicators and pastors to make them more effective in for soul wining.
- Objective # 4** - To improve the image / branding of the SDA church to the public across the EJC territory.
- Objective # 5** - To increase the number of churches in our Conference sharing news items and stories with the Conference by at least 25% each year within the quadrennium.
- Objective #6** - To increase the number of churches in our Conference who have internet access by 100% over the next 4 years.

## Department of Communication -Director Job Description

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The Communication Director in the local church setting is responsible to present a favourable image of the church, its mission, its life and activities to the public, as well as assist the church in being an effective witness of the loving and saving grace of Jesus Christ.

The director is also responsible for keeping the church informed of programs or events that may positively or negatively affect its witness, and help the church organization to choose the best course of action to minimize the impact of the negative, and maximize the positive influence and impact

of the church. The director will enable the church organization to achieve the above by doing the following:-

1. Assist the church administrators, department personnel and the pastors to make the church and its message relevant and keenly attuned to these times.
2. Help to evaluate programs of the church from a public opinion standpoint through an appropriate feedback method.
3. Assist the board and departments in the development of plans, procedures and materials.
4. Coordinate plans and programs of the church which carry-. a community outreach focus.
5. Encourage in members a practical Christianity that is relevant to the community in which they live and serve.
6. Promote the use of technology and media services in the church

## THE COMMUNICATION SECRETARY.

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In the selection of a Communication Secretary, it is of paramount importance that he/she be a loyal, confident Christian. Among other characteristics and skills that should be considered are the following:

1. A sound judgment that he/she might know what should or should not be released to the world of news, and that he might tackle problem situations wisely and guide church and /or institutional activities in the best channels.
2. An understanding of denominational programming and follow-up in communication evangelism.
3. An ability to counsel with and assist ministers and lay-persons in meeting the objectives of the church in communication evangelism.
4. An understanding of the principles of broadcasting and an ability to assess successful approaches through broadcasting, film and other audio-visual techniques.
5. An ability to write well, having a solid foundation for writing and for dealing with communications media.

6. An ability to express him/herself well in public.
7. An understanding of denominational procedures and thorough knowledge of denominational organizations.
8. A working knowledge of the procedure of printing and preparation of printed materials, that he might assist in the planning of brochures and leaflets in the most economical and most effective way.
9. A working knowledge of photography and the principles of enlarging, cropping, and printing pictures with an understanding of what makes good news picture.
10. An understanding of the elements of an effective exhibit.

## Importance of Effective Communication

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Through the year's divine instruction has come to the church concerning the importance of using modern media of communication in spreading the gospel. We have been counselled:

"We must take every justifiable means of bringing the light before the people. Let the press be utilized, and let every advertising agency be employed that will call attention to the work "- Testimonies, vol. 6, p. 36. "Means will be devised to reach hearts. · Some of the methods used in this work will be different from the methods used in the work in the past ... " Evangelism, p. 105

### **THE COMMUNICATION COMMITTEE**

In a large church 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. This committee, with the Communications Secretary as chairperson, will be elected at the time of the general election of church officers. Individual members of the committee may be assigned specific communication responsibilities such as webmaster, audio / visual director, newsletter editor, photographer or any other responsibility consistent with improving the church's public relations strategy. Where there is a church institution in the area a member of its public relations staff should be invited to sit with the committee.

Other communication activities that fall within the sphere of interest of this committee include planning for special church events and ceremonies, the preparation of church exhibits and parade floats, placement of church advertising, and providing public libraries and other information centres with information on the Seventh-day Adventist church. The division of responsibilities will

depend largely on the abilities of those comprising the committee. All activities of the committee will be coordinated by the chairperson.

The pastor, who is primarily responsible for the communication programme of his church, will work closely in an advisory capacity with the Communication Secretary and /or the Communication. Committee.

## **RELATION TO OTHER DEPARTMENTS OF CHURCH**

To serve the church properly the Communication Secretary should be alerted regarding plans and scheduled events. An auxiliary unit of the church organization may appoint an individual to furnish the Communication Secretary or Communication Committee with news of that particular department's activities well before the activities take place.

## **IN LARGE ADVENTIST CENTRE**

If several churches in a city arrange for a central Communication Committee, each communication Secretary should be a member and should work in harmony with any general plan that will better coordinate the handling of news and other media activities for several churches. The establishment of this committee would be initiated by the Conference Communication Director. Meetings of such a central committee would be called and presided over by a chairperson selected by the group.

The General Conference Department of Communication and the Division, Union and Local Conference Communication Department provide detailed instruction for Communication secretaries, and by their printed materials, correspondence, and other means give constant help and inspiration.

# News and Information

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## **FOYER BULLETIN BOARD**

Bulletin boards are a good way to connect with members on Sabbath. They create conversation piece for people who stop to talk in the foyer. Consider posting photo collages of church events and new members. People like seeing pictures of themselves, their children, and their friends. Make it bright and colourful, and include flyers advertising upcoming events.

## **SOCIAL MEDIA**

Social Media has changed the landscape of communication. This means of communication has to be factored into each local communication department. The Conference along with several local churches have been utilizing Facebook, Twitter and in some cases Instagram to highlight activities and events taking place. We urge each department to utilize these means of achieving some of the objectives outlined. Not sure on how to get started, visit the conference's facebook page at: [www.facebook.com/ejcsda](http://www.facebook.com/ejcsda), twitter and Instagram accounts @ejcsda.

## **CHURCH NEWSLETTER**

A newsletter is a great way to connect a church family. Newsletters keep members aware of events, programs, and church news. They also provide a way to reach members who haven't been to church for a while. Don't forget to include your conference communication director on your mailing or email list.

The communication committee must choose an editor. The editor does not necessarily have to be the communication director, though you will work closely with this person. Talk with your pastor about the need for a newsletter. What is its purpose? How often should it be printed or emailed?

Your newsletter's title should be catchy and have something to do with your church. You could involve members and create interest by holding a naming contest.

Whether you print or email your newsletter, remember that simple formats are the best. Choose modern and easily readable fonts and keep the number of fonts to a minimum. Whether your newsletter is printed or emailed, remember to include your church's name, address, phone number, email address, and website in every issue so people know who it's from.

If your newsletter is printed, your content could include stories about people, church events, new members, community service participation and profiles. Let readers know what's coming up at your church, and if there's anything interesting happening at other churches in the area. Highlight different departments and ministries.

When creating an email newsletter, remember that people read differently on a computer screen than in print. You can send email newsletters more frequently than print newsletters so you don't have to pack in quite so much information, and it's easier to keep your information timely and relevant. This makes the e-mail newsletter more approachable. You will also save money since design, printing, and postage are not required.

Keep email paragraphs and sentences short and include headers over each section. Limit the length of your email to one or two screens, If you would like to provide more details on a certain topic, include a link to a page on your website with more information.

Make sure your email newsletter features the church's name so readers can easily identify the source and include an option for readers to opt out at any time.

## **SUBMITTING NEWS TO YOUR CONFERENCE**

Your Conference Communication director is looking for stories to share with the larger church community. Stories about community service projects, evangelistic meetings, community recognition and outstanding members are examples of the types of news that would be of interest to the church community. Depending on the story, it may be used in a print publication, an email newsletter or featured on the Conference or Union Website.

Below is the basic structure you can follow for news stories. The goal is to tailor articles to grazing readers:

1. Basic headline ( subject, verb, descriptor)
2. Creative summary intro (who, what, when , where)
3. Quick background or context (why this story matters to readers)
4. Quote from leader
5. Ministry/ event details (how)
6. Quote from participants / volunteer
7. Non-editorial wrap up or call to action

## **RULES FOR GOOD WRITING**

- The simple word is the best
- Keep headlines short and present tense. Study newspapers for examples
- Avoid excessive "to be" verbs: is, are, was, were, have, has, and had
- The simple sentence is better than the complicated sentence.
- Vary your sentence and paragraph length.
- Cut needless words, sentences and paragraphs.
- Don't begin a sentence with a date. The date is less interesting than the event that happened on that date.
- Don't editorialize. Never write, "A good time was had by all." Instead, get a quote from someone explaining why they enjoyed the event.
- Get lots of quotes and identify each speaker.
- Never quote yourself in an article for which you are listed as the author. Get a quote from someone else. If that 's not possible, remove your name from the by-line.
- Revise and rewrite.