

# Communications Training— Level 1



## Introduction

Welcome to the work of the Communications Secretary in the local church.

### 5 KEY AREAS

Church appearance,  
location and identity

Communicating  
through the local media

Communications and  
denominational media

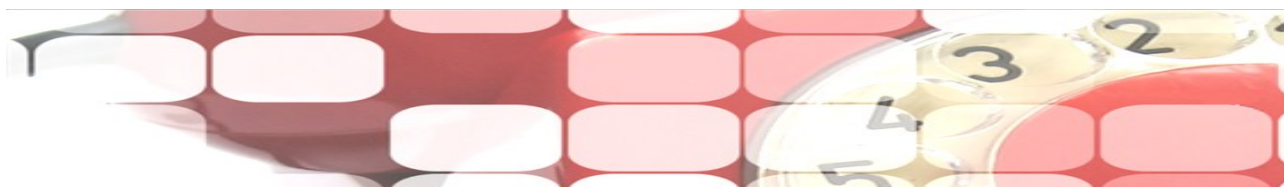
The work of the  
communicator in the  
local church

Communications via  
the internet

You may have been re-elected to the post or you may be completely new to the position. Either way your role is important to the church and to God.

The training being provided today is designed to give you an insight into the work of the communications secretary in the local church.

We will be following different aspects of that work as you help to prepare an imaginary congregation and a community for an evangelistic campaign.





This section highlights a key role you have—that of being part of the team who organises events of the church. You are a member of the Church Board.

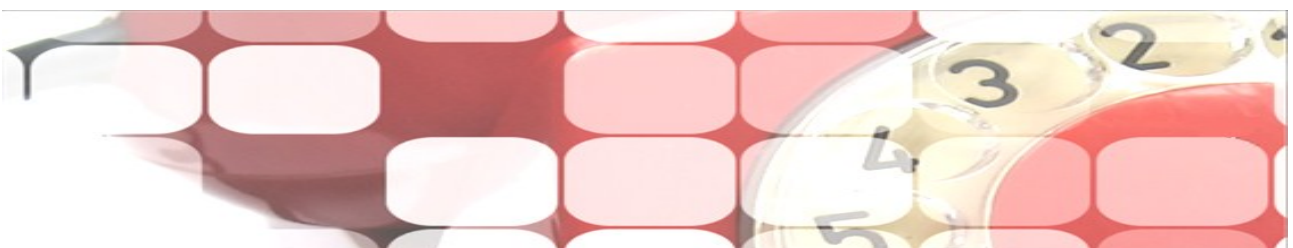
In our training you will be meeting as a ‘Communications Team’. The Pastor has come to the Church board and has outlined a medium scale outreach event in the area around the church.

The board have agreed a budget and so you know that there will need to be good preparatory work before the event begins. You are very enthusiastic because you have friends who you know would be happy to come to the meetings.

Your job as a Communications Team is to do some of the necessary groundwork to enable the effort to be a success.

## **Your First Task**

One task of the Communications Secretary is to care for the appearance, location and identity of the church building. You are there to help create the best possible impact on the visitor and the community.



## Exercise your mind

Take a look around the church building. Examine it from the point of view of a first time visitor.

Take a trip around the building in pairs and take notes. You will have 15 minutes. Please be prepared to report your findings to the Team when we gather together.



Please use the Local Church Communications audit form as your guide.

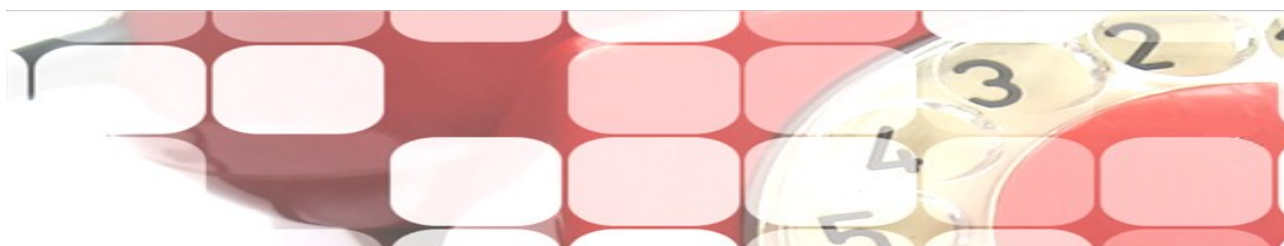
### Your Second Task

The job that you may think is most important comes next in your list of current duties.

The outreach will be well supported by activities designed to revive the membership, by developing old contacts and creating new contacts. You also want to try and make sure that local media take note of the event.

We would like you to work in the same pair and develop a simple idea for an event run by the church that would be of interest to the public. Your aim will be to get that event reported by a newspaper reporter that you know.

You will find the reporter's name on his calling card. You should keep such names in your mobile phone contact list and on your computer at home.



## HOW TO GET TO KNOW A REPORTER



Read your local paper and note the name of a reporter whose work you like.

Ring up that reporter through the front desk at the newspaper and make an appointment to see him or her at their office.

Introduce yourself and hand over your business card featuring the official church logo –that also has all your current contact details. Try and develop a relationship.

When you have a story—you can then contact your reporter friend by name.

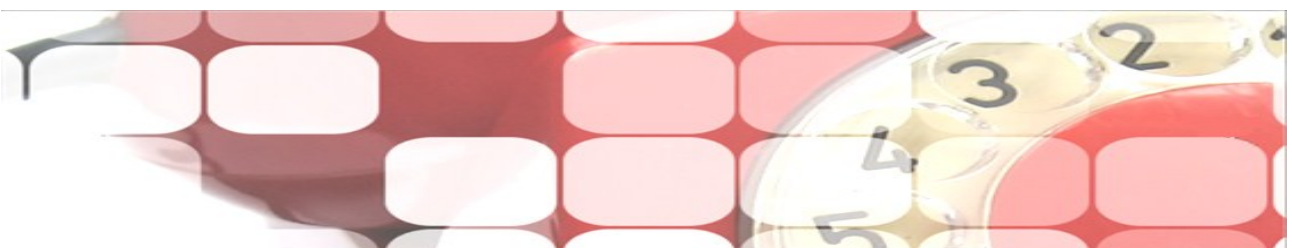
You can watch a video describing how to develop a relationship with a reporter—and maintain that relationship. The video is called, 'It all started with an ADRA collection' and can be found on Youtube at [http://:youtubeBXzLh3uG4\\_I](http://:youtubeBXzLh3uG4_I)



**Mr Jason Quickquote**

Granta News  
Senior reporter

01159606312 Work  
0773420536 Mobile  
jquickquote@necadventist.org...



## Exercise your mind

You worked on a project to develop interest in the church which you would aim to publicise in the local paper.

As a group can you outline some details and then point out what you will do to contact the local paper?

### WHAT KIND OF STORIES GET REPORTED?

**T**opical

**R**elevant

**U**nusual

**T**rouble

**H**uman interest



## Exercise your mind

### Your Third Task

A further role of the Communications Secretary is to communicate using the internet.



You are getting near to the launch of the outreach. Your local event has gone down well with good reports in the local paper and an opportunity that arose for the local Pastor to speak on the local radio station.

There are lots of visits taking place that the Interest Co-ordinator is keeping records of.

There are a few people that you would like to reach from further afield.

What resources can you think of on the Internet that would help create awareness of the outreach? How would you use them?

Work as a whole group and indicate on the opposite page 5 ways that a Communications Secretary could use on the Internet in connection with the outreach.



## Exercise your mind

1.

2.

3.

4.

5.

What will you do if you are not really computer literate?

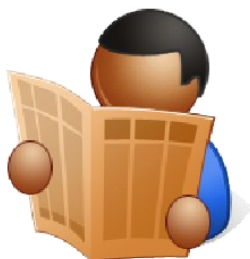
### Your Fourth Task

As a church member you will be familiar with the Messenger, the paper of the British Union Conference. The current Editor is Pastor Julian Hibbert. This paper is just one method that you can use to inform the wider Adventist world of what your church is doing.



## Exercise your mind

On the Internet the BUC news is sent out weekly. Local Conferences often have their equivalent while many local churches print up bulletins or have websites that sometimes include news from around the region, or Conference.



The outreach has finished. You want to make sure that the event is well reported. In your pairs you have some decisions to make.

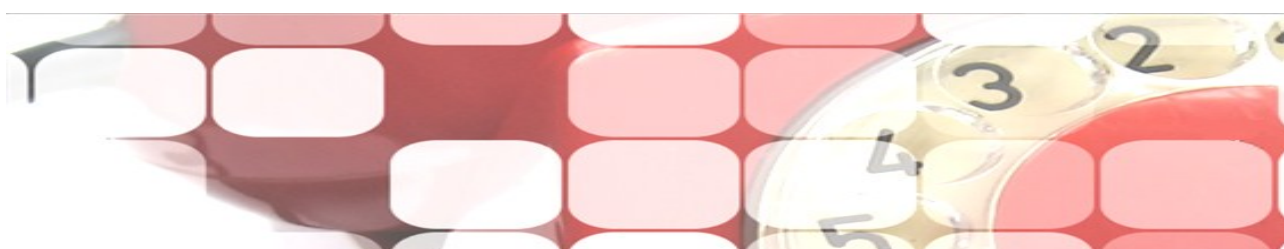
The decisions you need to work on in 10 minutes are these.

Are you only going to send information to our church papers or will you aim to contact your friend the local reporter?

Are you going to write a complete article or will you send in some 'bullet-points' for the reporter to turn into an article? Will you choose a creative writer to send in a factual account of the event?

### Your Fifth Task

We are visual people. We appreciate our information with pictures to illustrate the points we are trying to make. Photographs are important to your work.





## Exercise your mind

In this section we develop our ideas on photography and it's contribution to your role as a communicator. As you seek to communicate the results of your outreach you will need to examine the kind of photographs you will prepare for the press or the internet.

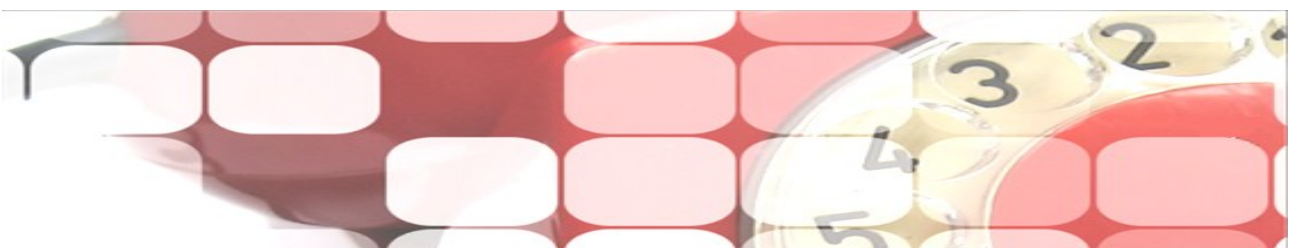


Who will you get to take the photographs? Do you have to take the photographs yourself?

What kind of photographs do you want? What story do you want the photographs to tell?

To help you think about photography please complete the following exercise.

Over the page there are a number of photos for you to think about.

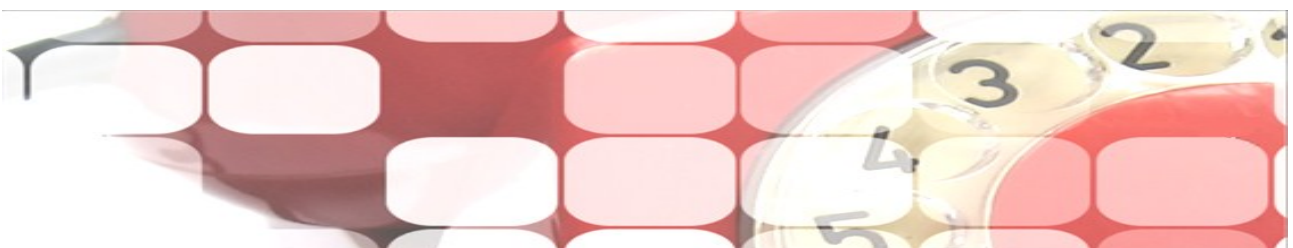


## Exercise your mind

Which photograph would you use to tell a story about a Day of Fellowship? Why?



From the two photographs of Victor Hulbert choose which you would think might be printed.



## Exercise your mind

How do you get such a large selection of photographs?

Which of these photographs would you use?

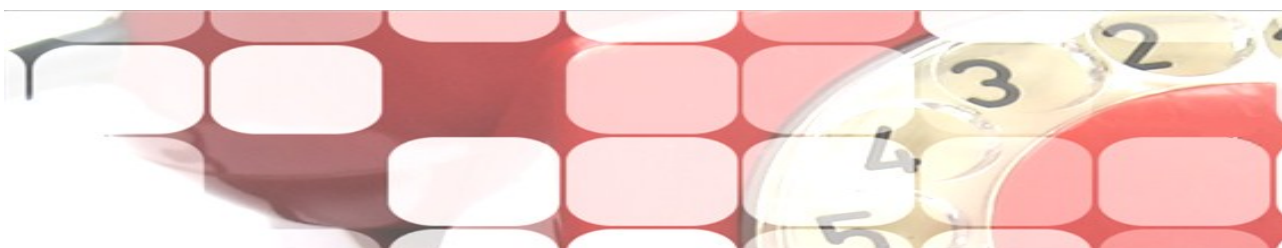
How do you ensure that you get a large photograph that can be easily printed in a large format in a newspaper?



Which photograph would you choose to print?



In what way would you work with the photographer to ensure that you get the right kind of photograph for your article?



## Your Sixth Task

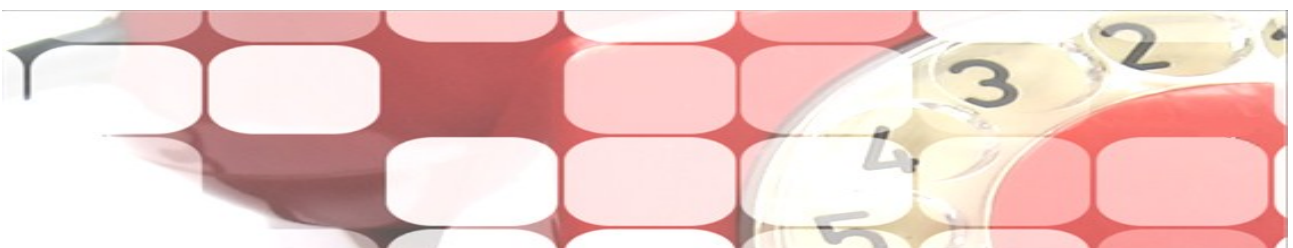
This is a learning section that should be followed up in further training.

At some stage you may choose to write an article. Victor Hulbert is the Communications Director for the British Union Conference. He is well known as an experienced writer in both denominational papers and in the national press.

His advice is that our writing should follow a pyramid structure.

### **PYRAMID STRUCTURES**

It is good to write articles in a pyramid structure. The key point comes first—and then if the sub-editor wants to trim—he or she doesn't take out the most important point in the need to get an article to fit in the page.



# **Boss to swap City life for Africa**

**One of the UK's most senior businessmen is to swap his City office for charity work in Africa when he retires in July.**

Richard Harvey, chief executive of insurer Aviva, plans to spend a year living in Africa where he will work on behalf of international charities.

Mr Harvey said he had been inspired by his daughter who spent a year helping with Aids education projects in Uganda.

The 56-year old, who earned £1.9m last year, has been chief executive of Aviva since 2001.

Aviva said Mr Harvey planned to travel to Africa with his wife, who has recently qualified to teach English as a foreign language.

Although he has yet to decide where he will go and what sort of work he will do, a spokeswoman said he was keen to "roll his sleeves up".

"He wants to have the gap year he never had," she said. "He is keen to apply his skills to practical, on-the-ground work."

Story from BBC NEWS:

<http://news.bbc.co.uk/go/pr/fr/-/1/hi/business/6251241.stm> © BBC MMVII



## **ASSESSING YOUR COMPETENCE**

We would like to find out how you are able to put your training to work. There are two exercises for you to complete. I would appreciate you at least attempting the exercises — and letting me know your results.

### **EXERCISE 1**

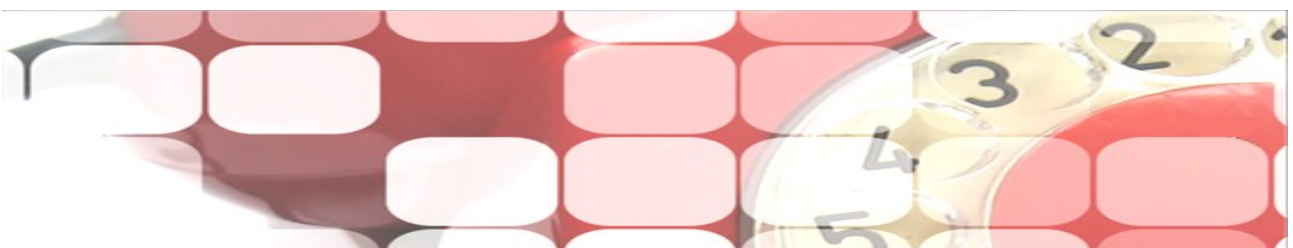
This exercise is for you to go to your church board and let the Church Pastor and Church Board know that you will do a communications audit of the church. This will be to assess details of the location, appearance and identity of the church. Can you do this with the Head Deacon and Deaconess and then report the results to the church board?

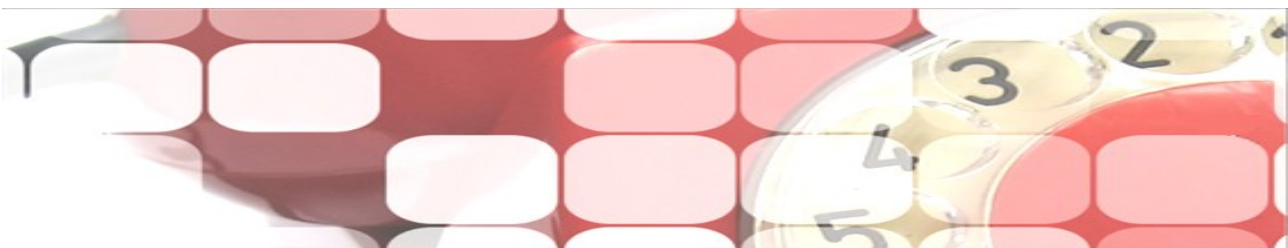
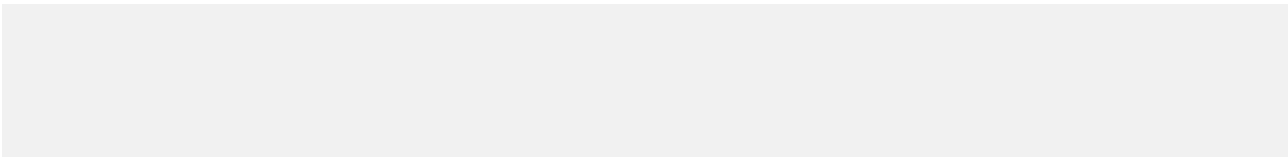
### **EXERCISE 2**

The aim here is for you to get an article published in denominational media or the local printed media. Ideally you want to also get a good picture with the article. Talk through the task with your Pastor so that you can get further ideas and support. If you need guidance from the Conference Communications Director please do that.

When you have had your article printed send a copy or a link to the article to the Conference Communications Director.

Pastor Peter Jeynes - [pjeynes@necadventist.org.uk](mailto:pjeynes@necadventist.org.uk)





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