SEVENTH-DAY
ADVENTIST®
CHURCH

# COMMUNICATION
# HANDBOOK

## Guidelines for Local Church Communication Secretaries

**Central Jamaica Conference
of Seventh-day Adventists
Communication Department**

# HANDBOOK FOR CHURCH COMMUNICATORS

Guidelines for Local Church
Communication Secretaries

**(Updated)
2014 - 2018**

# THE COMMUNICATION DEPARTMENT: ITS WORK AND MISSION

## History

"In 1912, the Adventist Church world headquarters hired Baltimore Sun newspaper reporter Walter Burgan to establish the Bureau of Press Relations, the precursor to today's Communication department.

Church administrators realized they needed help in responding to the media's attacks on church doctrines.

Leaders realized the importance of having a specialized professional to respond to media—someone who could speak their language." ANN Style Guides 2014

This is the pre-cursor to today's communication department.

## Purpose

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

## Theme
### "Building bridges of hope."

Successful church communicators are attuned to the pulse of their church and the culture outside of the church and strategize ways to build bridges from their community to the church.
They are passionate about the church's vision and care about how it translates to people inside and outside of the church. They defend it. They design it. They care about it. It keeps them awake at night and is a reason for them to get out of bed in the morning.

## VISION:

Every member transformed and anchored in the body of Christ in readiness for His imminent return.

## MISSION:

To proclaim the Everlasting Gospel by impacting communities and preparing people in Central Jamaica Conference for Christ's imminent return.

# MAJOR OBJECTIVES OF THE CJC COMMUNICATION DEPARTMENT (2014- 2018)

1. Increased utilization of Adventist identity standards

2. Provide online resources that are relevant to each Department for Departmental Leaders and members to utilize

3. Ensure that we have email contact for each church

4. Establish WhatsApp Groups and other social media technology for connecting with Churches and Community

5. Establish Media Grading System for evaluating each church's readiness for effective communication.

6. Utilize electronic media to share the fundamental teachings of the church

7. Provide copies of each of our current radio programmes on the Website

8. Establish Radio Programme for Youth

9. Acquire hardware and software that will improve the quality of service provided by the Communications Department

10. Create facility for Online Giving/Donations

11. Educate members on effective use of media and technology for witnessing, worship, fellowship and spiritual growth

12. Provide Communication Certification course through IICM

13. Annual Training for Communication Secretaries

14. Host Media Conference that facilitate exchange of ideas on the use of technology in ministry

15. Greater access to and sharing of information among local congregations through weekly E-focus, Conference Website, Conference Social Media Platforms and the Central Focus.

# ROLES AND FUNCTIONS OF LOCAL CHURCH COMMUNICATION SECRETARIES

1. Knows and understands the Mission and Vision statements of the Conference

2. Knows and understands the Strategic Plans (Conference)

3. Collaborates with the Conference Communication Director

4. Ensure that information and reports on church activities are communicated internally and externally.

5. Ensure media relationship and coverage of major church activities

6. Directs the writing, editing and printing of church publications (Bulletins, Magazines)

7. Ensures that church's Website, Social Media Accounts and Notice Boards are kept current

8. Access and shares relevant information with appropriate personnel

9. Functions as the official photographer for the church

10. Produces or oversees the production of PowerPoint, video or audio programmes for the church

11. Gathers and disseminates news, including announcements

12. Ensure that the church sign, letterheads and other relevant stationaries meet Adventist identity standards

13. Maintain a friendly, cooperative relationship with other communication personnel

14. Present periodic reports to the church business meeting

15. Assist in the promotion of Annual Adventist World Radio Offering

16. Subscribe to weekly E-Focus and share relevant information with your congregation

17. Prepare quarterly Communication Points table report and submit to Conference Communication Department.

| TYPE | DESCRIPTION | PLATFORMS |
|---|---|---|
| **Cloud Storage** | Safe, accessible and dynamic ways of storing data | Google, OneDrive, DropBox |
| **Online Calendar Services** | Easily share your dates and events on mobile devices, websites and email | Google, Outlook |
| **Online Forms/Surveys** | Easily create surveys, registration and other forms online. | Google Forms |
| **Online Meetings** | Conduct online meetings on your mobile devices or desktop | Skype, Google Hangouts |
| **Livestreaming** | Share your worship services and other events live on the Internet | **Video:**<br>YouTube, Facebook Live, Ustream<br>**Audio:**<br>Mixlr |
| **Social Media** | Create collaborative groups and share your content with the world on social media | **Public:**<br>Facebook, Twitter, Instagram<br>**Networking Groups:**<br>WhatsApp, Slack |
| **Online Publishing** | Publish and share your media content online | **Video:**<br>YouTube, Vimeo<br>**Audio:**<br>SoundCloud<br>**Photos:**<br>Flickr |
| **Newsletter** | Create free e-newsletters for your congregation and community | MailChimp |

Developing a website for your church is no more a privilege, it is now a must if you are going to do effective ministry in the 21st Century. While there are many options for doing web ministry, including social media accounts, having a church website provides a more stable, professional and organize way of presenting your content on the web.

**A church website:**
1. Allow your church to reach a growing online community. Non-members can learn about your church before they decide to join.
2. Gives opportunity for members who live overseas to keep connected with your church.
3. Provides an opportunity for former members to stay in touch.
4. Provides relevant information, announcements, while collecting data from current members and leaders

**On your website, members and non-members can:**
1. Submit prayer requests
2. Make inquiries
3. Make contribution
4. Listen to or watch sermons
5. Sign up for Bible studies
6. Get updates on current and upcoming events and activities

**1--Planning**
Before taking steps to design a website, like any major project, it is important to plan or organize a strategy for your website. Things to consider, as you meet with your team are as follows:
1. Future maintenance and further expansion of your website.
2. Target audience. While you cater for members, it is important to prepare your website in such a way that those who know nothing about Adventism can also feel welcome on your website.
3. Your Church's Mission. "There are many options for what to include on the website, but you should focus on your local church's strengths. For example, if your church has a vibrant adult ministry or an exceptional community services programme, make sure it is prominently featured on your website." (Quick Start Guide for Web Ministry, 2-3).

## 2—Designing

### HOME PAGE

The first design task for your church's website, is the Home Page. This is the first page that most visitors to your website will see. The important thing is to keep the home page simple, but clear and containing relevant information that you want your visitors to see about your church. Information that could be included on your Home Page are as follows:

1. Complete name (should include Seventh-day Adventist) and address of your church
2. A tagline for your church. A theme or vision statement
3. A short description of your church or a mission statement
4. Service times
5. Welcome from the Church Pastor
6. Upcoming events
7. Recent News

### CONTENT MANAGEMENT

After designing the Home Page, the next step is the set up the child pages for other content. Again, your choice of content should be based on the mission statement of your church and what you want your visitors to see.

You will arrange content in categories and sub-categories. Make sure to choose your main content carefully.

### SAMPLE WEBSITE CONTENT OUTLINE

**About Us**
- ☐ Our Beliefs
- ☐ Meet our Pastor
- ☐ Mission and Vision Statements
- ☐ Our History
- ☐ Our Team (Board/Committees)

**Visitors**
- ☐ Submit Prayer Request
- ☐ Links
- ☐ Calendar

**Ministries**
- ☐ List Departments
- ☐ Ministries that are unique to your church (e.g. Evening School, Community Out reach, Bible School etc)

**Bible Study**
- ☐ Links to Bible Studies online (Discover, It is Written, Amazing Facts etc)
- ☐ Bible School (Conference, Union, or Local)
- ☐ Sabbath School Bible Study Guides
- ☐ Request a Bible Study Form

**Media**
- [ ] Live Streaming
- [ ] Photo Gallery
- [ ] Videos
- [ ] Sermons (Audio) or Podcast

**Resources**
- [ ] Preaching Roster
- [ ] Other Important Documents for download
- [ ] Links to other entities

**Contact Us**

## Marketing your website

Setting up your website is only the first step in successful web ministry. It is important that you get the word out in order to increase traffic to your website.

Here are some tips for properly marketing your website:

1. Make sure to optimize your website for being picked up by search engines by adding your domain to Google's search engine. (www.google.com/addurl).
2. Add links to your church's website on other websites, such as:
   a. Adventist Directory (http://www.adventistdirectory.org/)
   b. Local Conference Website (www.centralja.org)
   c. Church's Facebook Page and other social media sites
   d. Local Community Websites

## Choosing your Content Management System

In the early days, websites were built purely by creating static HTML (Hypertext Markup Language) pages, using HTML tags and files. However, this approach was time con-suming, difficult to maintain and only persons who knew HTML or JAVA SCRIPT could build websites.

Today, you can build a website without any knowledge of HTML or JAVA, thanks to modern Content Management Systems (CMS), such as Wordpress, Joomla and Drupal.

What is a CMS? "A content management system, or CMS, is a web application de-signed to make it easy for non-technical users to add, edit and manage a website. Not only do content management systems help website users with content editing, they also take care of a lot of "behind the scenes" work such as:

1. Automatically generate navigation elements
2. Making content searchable and indexable
3. Keeping track of users, their permissions and security settings
   And much, much more." – Plone.org

For your Church Website, there are three CMS options that we make available to you in CJC:

1. netAdventist (https://www.netadventist.org/)
2. Wordpress or Drupal theme (hosted by CJC or self-hosted)
3. Umbraco (hosted by CJC)

## Writing News

1. Newswriting answers six questions: Who? What? When? Where? Why? and How?
2. Write the most significant information first, and leave less significant details for later in the story.
3. Most readers won't read much of your story, so serve them by giving them the most important details first.
4. Think, "If I had only one sentence to tell this story, what would I write?" That sentence is your lead sentence.
5. Use quotes from your subjects and insert them into the story to validate a statement.
6. Try to use at least three sources for your story—people, charts, videos, policy books, etc.

## Basic News Values

- Impact,
- Timeliness,
- Prominence,
- Proximity,
- Conflict,
- The Bizarre/Unusual,
- Oddity,
- Currency

## What elements are included in news stories?

"University of Maryland journalism professor John Franklin said the job of a journalist is to report:

1. What happened
2. What it means" – ANN Style Guide

## Covering meetings and speeches

An unfortunate pattern we sometimes see with beginners (Not to criticize, we were beginners once, too) is to report on a meeting or a speech.Meetings and speeches are not news—what is voted at the meeting and what is said at the speech is news.

In the future, think: "Here I am at this meeting or speech. What is the real issue here?" Report on that—either what was accomplished or voted at the meeting, or the speak-

er's key points. –

## What Stories to Report

Here are some stories you can report whether you're reporting for a local church, conference, union, division or the Adventist Church headquarters:

1. Speeches from church officials—President, Secretary, Treasurer
2. Significant actions of committees, boards or constituency meetings.
3. Trends in the denomination locally—membership, attendance, school enrollment, etc.
4. Financial matters—how much is contributed and how it's being spent.
5. Religious liberty developments—encouraging or otherwise.
6. New personnel.
7. Awards.
8. New methods of outreach.
9. Church's response or statement on social issues.
10. Deaths of leaders and prominent members.
11. Fun features about quirky ministries and personalities.

## Choice of words for News Stories

Here are some rules that are important to successful newswriting. Follow them carefully, and your editor will love you. Ignore them, and your stories will begin to be missing from the pages of the newspaper.

**1.** Avoid flowery language and adjectives expressing an opinion. New stories are supposed to be factual. When you describe a service as "inspirational" you are not factual. You are expressing your own opinion. This is called editorializing and it is not permitted in a news release. Only adjectives which are purely factual are permitted in a news story.

**2.** Do not use first-person pronouns "I", "me", "my", "mine", "us", "our", "ours". Rather, write your story as if you were a reporter, not belonging to the church.

**3.** Use simple words. Avoid the multi-syllable type of story as if you were a reporter, not belonging to the church.

**4.** Avoid words unfamiliar to the public. Many nonchurchgoers do not understand certain scriptural terms. It is well, therefore, to speak in today's language and avoid those words which are likely to be misunderstood. There are also words used by the Seventh-day Adventist denomination which have no place in a news release. The following are examples of such words:
   • Truth-filled
   • Third angel's message
   • Messenger of the Lord

- MV, or Missionary Volunteer(unless explained)
- Dorcas
- Sister So-and-so
- Brother So-and-so

It is better to use the term "pastor" in referring to your minister than the word "Elder". This is another word always understood by the nonreligious person, but more than that, it is a term used by another denomination and can cause confusion concerning the identity of your church.

**5.** Avoid improper abbreviations. The first time you refer to your church in a news story, you should identify it by the full name, Seventh-day Adventist Church. After that, use the word "Adventist" rather than the initials S.D.A. for an abbreviation.

**6.** Use strong verbs in your sentences. These will help to replace the adjectives that otherwise would brighten the copy. Strong active verbs rather than weak passive verbs. Note the difference in the following examples:

 1.DULL: Plans for a two-room school building were laid last night by mem
 bers of the Shiloh Seventh-day Adventist Church.
 2. LIVELY: Plans for a two-room church school building shaped up last night at a
 board meeting of the Shiloh Seventh-day Adventist Church.

**7.** Use a conversational approach. Let your story be relaxed and realistic, just as you would tell a friend some newsy item, but being careful to avoid a gossipy approach.

**8.** Cite an authority. If there are statements in your release concerning plans, it would be well be well for you to attribute this to some authority. The authority you cite would be perhaps the pastor, or the departmental leader concerned with the event or activity you are reporting. Give his full name and position when you cite him as an authority.

**9.** The use of "said" OK. It is perfectly proper to use "said" frequently though there are many other words you could use. An obvious attempt to avoid it can disturb the reader.

**10.** Keep the sentence short and simple. Limit yourself, as much as possible, to one idea to a sentence. Paragraphs should also be short. This helps typographically to maintain interest in your story. It makes it more readable.

**11.** Use past tense for news reports. Announcements, of course, will be future tense.

**12.** Direct quotes are good. Quotation marks help to attract the reader. They also lend your story authenticity because you are quoting someone, some authority in your church. If you use them, be sure that you check them out with the person cited as having made the statement.

**13.**   Keep your story short. Don't attempt to stretch your story. Boil it down as much as possible. Newspaper space is at a premium. Be sure you include all the necessary facts but don't overwrite. Your editor will appreciate it.

## News Pictures

It is important for you to think in terms of picture possibilities about your coverage for the church. A picture draws more attention than the simple news story set in type. Whether you are taking the picture of not, it would be well for you to know exactly what makes a good news picture.

**Here are some qualifications:**

**1.** It tells a story. By looking at the picture, the reader feels something or learns something.

**2.** It has action. People are not usually interested in looking at static pictures that have no people in them or that have simply have people lined up doing nothing. The picture should demonstrate, what the story is about. For example, if the story is about the Christmas baskets being distributed by the young people of the church, the pictures could show young people packing a basket, but not looking at the camera.

**3.** It should have a center of interest. The people in the picture are concentrating on doing just one thing. There are not several people doing several different things. When the reader looks at your picture, his eyes fall immediately on one focal point, the point where the people in the picture are looking and where their hands are busy. If there is more than one center of interest, his eyes are distracted and he becomes confused as to what the picture is trying to say.

**4.** Limit the number of people in your picture. Unless you are trying to give the impression of a large group of people, you should attempt to limit the number of people in your picture to not more than three or four. Otherwise their faces, when reproduced in the newspaper, become so small that they are hardly recognizable. Also, it is very difficult to have a center of interest and singleness of action when you have many people.

**5.** There should be no wasted space in your picture. Have the people move close together as possible, even though they may feel a little uncomfortable. When the picture is printed they will look quite natural and there will not be great gaps of emptiness between heads.

**6.** Children make excellent subjects. They lend a natural human interest to pictures and are extremely photogenic.

**7.** Watch your backgrounds. A complicated background when developed into a black-

and-white picture can be very distracting. There are also such hazards as having plants or flags or designs on wallpaper growing out of the heads of your people. If you use flash, you must avoid shooting directly into any kind of reflective surface such as a window, mirror, or glazed tile. Shoot at an angle.

**8.** Strive for technical perfection. Make sure that your exposure is correct, and that you have focused on the center of interest.

**9.** Caption each picture. A good news picture is worthless if it doesn't have a proper caption. All people in the picture should be identified with their full names and if they have a position in the church pertinent to the picture, mention this. The caption should also tell what they are doing, where they are doing it, and why. In other words, the five W's and H could also be applied to captions.

# SOCIAL MEDIA STRATEGY FOR EVANGELISTIC SERIES

by Damian Chambers

Social media can play a big role in improving the success of your evangelistic efforts. Proper use of social media can provide the following benefits for your effort:

1. Widen your audience and reach. Nearly half the world's population have ac cess to the Internet and 1.5 billion actively use social media.

2. Provide a forum for persons to give live feedback
   Here are some suggestions to take advantage of Social Media:

## BEFORE THE EVENT

**1.** Create or decide on a Hashtag for the event to be used on social media platforms. Usually it is best to use the name of your series. Announce the Hashtag to your church and invite them to use it.

**2.** Create an event, using the soft copy of the banner for the series on Facebook. Invite as many of your friends as possible to join.

**3.** Create a new Facebook Page for the event. This may not always be necessary. For some programmes simply creating an event will do.

**4.** Do a countdown for the event. You can start at 7 to 10 days before. Do not allow it to be too drawn out. Be creative with the count down. Do not just announce the number of days remaining, but share special features about the upcoming series. Share information on the Evangelist, the location, Livestreaming URL and Nightly features.

**5.** Post daily thoughts from the Bible and other inspirational authors, using the HashTag or the Page for the series. This will continue with snippets from the sermon throughout the series.

**6.** Ask members to use the online flyer for the Series as their profile photo for a week before and during the event

## DURING THE EVENT

1. Do live streaming or post the location for the livestreaming
2. Post snippets (video, photos and text) of the sermons each evening
3. Continue inspirational thoughts throughout the day using the Hashtag
4. Ensure to post information on special features of the Series, such as day time activi ties, special prayer etc

**5.** Invite persons to share prayer request through social media

**6.** Interview persons who attend and let them share what their thoughts on what the series is like so far. Ensure to secure their permission before posting.

**7.** Publish a WhatsApp Number through which persons can make prayer requests and/or ask questions

**8.** Post links to online forms and uploaded versions of the sermons

**AFTER EVENT**
1. Make sure to say, 'Thank you' to persons who participated.
2. Share reports on the results of the series
3. If possible, allow newly baptized members to share their experience through short video interview

# BASIC UNDERSTANDING OF MICROPHONE USAGE

by Michael Spence

We live in a technologically changing society and to some degree some churches have not yet caught on to the fact that success of your programme depends on quality sound to a great degree.

These pointers are given with a view of helping you better understand your P.A. system.

## What is a microphone?

The microphone is the first link in the audio chain and is very important in sound reinforcement or sound recording. It is therefore very important that the correct microphone be chosen for the appropriate application. A microphone converts acoustical energy into electrical energy via its transducer (a device that transforms one form of energy into another). This is also found in a speaker.

Let's look at two of the most common types of microphone.

A. Dynamic – Is often used by almost every user of microphone. This microphone carries a diaphragm/voice/coil magnet which when struck by sound waves vibrates. Eg. SM58.

B. Condenser – Is an electrically charged diaphragm usually by way of phantom power (9-48 volts) which is sent to the backplate capacitor which can store voltage and that capacitor along with the diaphragm converts the acoustical energy into electrical energy eg. Choir mikes and pressure zone mikes (PZM).

Both dynamic and condenser microphones can have different polar patterns. We will look at the two most common polar patterns.

*1. Omni-directional* – This pattern means that sound can be picked up anywhere on the microphone.

*2. Uni-directional* – Means that sound is picked mainly from the front and the side.

## Tips on Microphone Use and Placement

**1.** Never put a microphone under your arm or cover it with your hand, as this will cause your microphone to become omni-directional and cause feedback.

**2.** Speak in an audible tone in the microphone (Not shout).

**3.** Keep the microphone as close as possible to your mouth, usually 3-6 inches.

4. Keep P.A. speakers as far as possible from microphones.

**5.** Mute all unused microphones, this will minimize the risk of feedback.

**6.** Never turn up a microphone beyond the sound pressure threshold the room can handle.

**7.** Use directional microphones.

**8.** Never beat, kick or drop a microphone as it can damage the diaphragm and other parts of it.

**9.** Avoid the use of microphone near a lot of reflective surface eg. Glass, ceramic, tiles this can cause a lot of reflection thus degrading the quality of the sound.

**10.** If you are using a phantom-powered microphone (condensers) make sure to plug it on to the microphone cable before engaging the phantom power as this could lead to severe damage to the microphone.

**11.** Use the highest quality mike cables and connectors.

**12.** Musical instruments such as keyboards, guitars should be plugged into the line section of the mixing board, however, should you be using more than 30 feet of cable a direct box should be used.

**13.** During the programme, never miss a mike cue. In other words, make sure all mikes when needed, works.

**14.** Early arrival at your church is a must. This is the time you need to make final checks on your P.A. system.

**15.** Speakers should be pointing in one direction and not

**16.** A wireless mike carries a receiver. It is recommended for optimum performance that the receiver should not be more than 10 feet away from N.B. Some may still work.

**17.** Keep antennas at 45-degree angle for best performance.

**18.** Keep antennas sway from metal objects.

**19.** The aim of mixing is to amplify the source (s) in their natural tone, yet balanced.

**20.** Do not mix ambience, sound for a congregation into the P.A. system use it only for recording and be moderate.

**21.** Use windscreens on your microphones and wash them regularly in light soap or disinfectant.

# GRAPHIC DESIGN & DESKTOP PUBLISHING

by Ruth-Ann Brown

**Graphic design**, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms.

**Desktop Publishing** is the use of the computer and software to create visual displays of ideas and information. Desktop publishing documents may be for desktop or commercial printing or electronic distribution including PDF, slide shows, email newsletters, epub, and the Web.

**Software:**
For effective design, you need the right software.

The following software are the most popular ones available to you for Desktop Publishing:

**Free/Opensource**: Paint, GIMP.

**Paid Software**: Microsoft Word, Publisher, PowerPoint, Photoshop, InDesign, Corel Draw, Quark Express

## FLYERS/POSTERS

Observe the following guidelines for effective design and preparation of flyers and posters for your church events:

What's important:
Graphic design is to enhance communication with people. Therefore, without the pertinent information, the design is not effective.

When promoting an event, it is important to add the following:
1. Who is Hosting? Identify who's having the event. Is it your church, department, pathfinder club or ministry?

    a)    If it's an Adventist church event, add the sda logo. Download the sda logo package from https://www.adventist.org/information/identity/logo/ and use the PNG format of the logos.

2. Name of the Event: A catchy title will invoke curiosity. Eg. "Sidewalk Sabbath", for a

community outreach Sabbath activity.

3) Date and Time: Be clear in the date and time of the event, the duration (for example a weekend convention or camp).

4) Venue: Remember to add the address for the event, your flyer/ invitation/ graphic design may reach individuals from all over Jamaica and overseas, so be specific in the actual location of the event. Feel free add a landmark if venue may be difficult to find.

## CONSIDER THESE RULES

*Rule #1:* Less is More!
A simple design is way more attractive than an over-crowded and jumbled design. DO NOT BE AFRAID OF THE WHITE SPACE! White space is a design's best friend! Not every single space of the art work needs to be filled with color, shapes or words.

*Rule #2*: No More Than 3 Fonts
The first font can be fancy or artistic. This font will be used to give your design some flair, character and personality. It's this font that sets the mood for the piece. The fancy font will be the focal point of the piece and should be bigger.

**Don't Settle, Source Fonts**

**Source Fonts!** The pre-installed fonts package that accompanies all design software is very limiting.

Do not settle, source free fonts online. Searching for fonts with key adjectives such as 'elegant' and 'sporty' will help in discovering fonts specific to your event.

Also look for the 'latest' fonts for example Best Free Fonts for 2016.

*Rule # 3:* Choose Backgrounds carefully
Choosing a background may be difficult. It must accentuate the font and not obscure it.

**It can be a:**
- a single photo of
- a person or place
- a pattern/ abstract
- a solid colour

Make sure there is enough contrast between the font and the background. Eg. If the background is dark, use a light coloured text.

*Rule #4:* Say no to Pixilation

Pixilation appears when blurring, artifacts or jaggedness enter into the image. This happens when using a graphic that is small and then scaling it up too large.

To prevent this, only use high resolution images.
Search for vector images online. Note: most stock image sites require payment. Nevertheless, search for images that are png format.

There are two good sources from which you can get stock images:
1. https://pixabay.com/
2. https://www.flickr.com/photos/iadmedia/

PNG (portable network graphics) images basically means without background, which is great to add to a design. Png images also are of better quality and do not degrade as easily as JPEG.

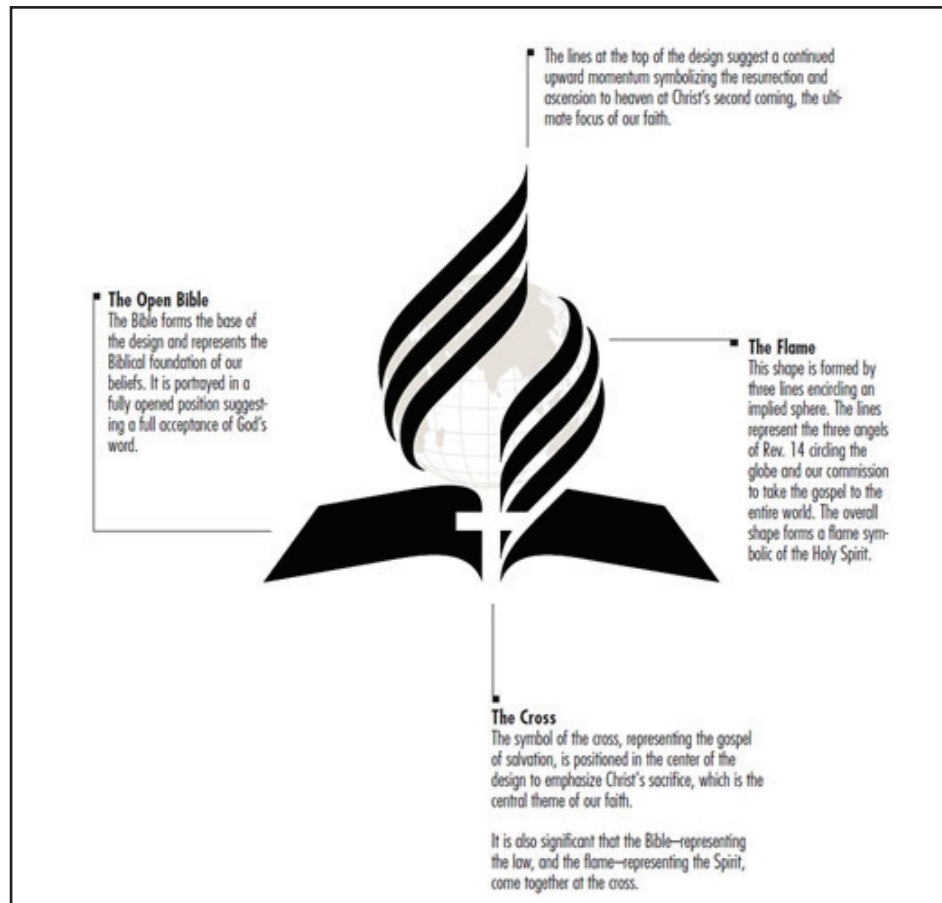*Rule #5:* Add Contact Information (if necessary)
By adding a website, or social media links; eg. follow us on facebook, twitter etc, it allows individuals to connect with you and therefore get more information about the event and future events. Providing a contact number on concert/dinner flyers is also great.

## TIPS FOR POWERPOINT PRESENTATIONS

**1.** Make the font easy to read. Choose a sans-serif font (Arial, Franklin Gothic, etc.).
    a) Using serif fonts like Times New Roman, Palatino, etc., can make text hard to read on a screen.
    b) Script and decorative fonts should only be used sparingly for artistic reasons.

**2.** Contrast Your Text and Background Colours
    a) Make sure that you either use dark text on light coloured backgrounds or light coloured text on dark backgrounds.
    b) High contrast between text and background colours can be very important to people trying to read the text.

**3.** Use Visually Attractive Backgrounds
    a. An attractive background brings a theme to a church PowerPoint presentation. Use Illustrations.

**4.** Limit Text & Bullet Points
    a. Remember, the slides are meant to support the narration of the speaker. Do not overcrowd slides, it may overwhelm the viewers.

**5.** Make sure you have an 'End Slide'

**a.** Having your presentation exit or show a black screen with the words "end of slide show" is not a spectacular ending. A simple way to fix this is to simply copy your opening slide to the end or add a thank you slide.

The lines at the top of the design suggest a continued upward momentum symbolizing the resurrection and ascension to heaven at Christ's second coming, the ultimate focus of our faith.

**The Open Bible**
The Bible forms the base of the design and represents the Biblical foundation of our beliefs. It is portrayed in a fully opened position suggesting a full acceptance of God's word.

**The Flame**
This shape is formed by three lines encircling an implied sphere. The lines represent the three angels of Rev. 14 circling the globe and our commission to take the gospel to the entire world. The overall shape forms a flame symbolic of the Holy Spirit.

**The Cross**
The symbol of the cross, representing the gospel of salvation, is positioned in the center of the design to emphasize Christ's sacrifice, which is the central theme of our faith.

It is also significant that the Bible—representing the law, and the flame—representing the Spirit, come together at the cross.

**Explanation of the symbol**

The most obvious and easily identifiable part of the signature is the graphic symbol. With consistent use, the symbol by itself becomes synonymous with the name Seventh-day Adventist.

It is designed to be more than a collection of symbolic references. The design is intended to reflect the spirit and character of our dynamic and growing church. However, the individual elements that form the basis of the design were carefully selected to represent the beliefs and mission of the church.

**SOURCES:**
1. ANN Style Guides 2015, news.adventist.org
2. Basic Sound Engineering, Michael Spence
3. Brink, Andre, Duties of a Communication Director
4. Communication Workbook, Department of Communication, General Conference of Seventh-day Adventists
5. Global Identity Standards Manual, General Conference of Seventh-day Adventists
6. Plone.org
7. Quick Start Guide for Web Ministry, North American Division of Seventh-day Adventists

"Let the press be utilized, and let every advertising
agency be employed that will call attention to the work.
This should not be regarded as nonessential."
**Evangelism,103**

## Central Jamaica Conference
## Communication Department

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