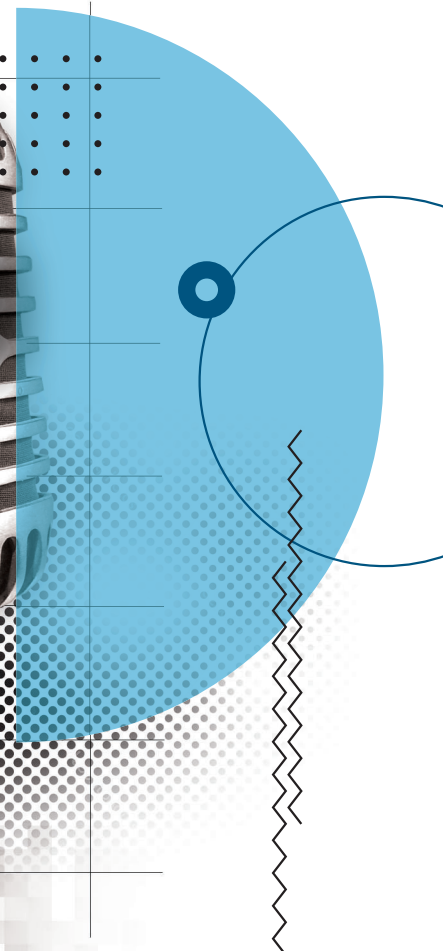


SO

You Are a



Communicator...



Rocky Mountain Conference  
of Seventh-day Adventists

RAJMUND DABROWSKI | EDITOR



So, You Are a  
**Communicator...**



**RAJMUND DABROWSKI | EDITOR**

So, You Are a Communicator: Communication Handbook

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Photo Credits: Pexels.com

Printed by Seminars Unlimited + Color Press  
Keene, Texas

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Editor's note: Several of the sections in this Handbook were adapted and reprinted with permission from several publications, identified in respective chapters.

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Published 2021.  
Printed in the United States of America



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# SO, YOU ARE A COMMUNICATOR





# SO, YOU ARE A COMMUNICATOR...

Communication is a vital component of the activities at Rocky Mountain Conference. News sharing and involvement with a variety of media is a part of what church members can expect and where they can involve themselves. As Seventh-day Adventists, we can be proud of having included communication as our mission. It has always included the available media of the day, beginning with print.

This Handbook is a tool. The rest requires being inspired and motivated to assist a local church to share their stories and reach out into the community. But before taking you into a variety of aspects of communication tools and methods, we would like to introduce you with what we—the Rocky Mountain Conference in the global expression of the Seventh-day Adventist Church—are about.

Advertising and promotion were quickly added to our public presence as evangelistic outreach became part and parcel of our mission. Adventist involvement in public relations is recognized as first among Christian denominations in the United States with a PR office established at the world headquarters of the church at the beginning of the 20<sup>th</sup> century.

The Rocky Mountain Conference aims to recognize communication as a ministry that embraces every Seventh-day Adventist. As we consider the RMC Mission Statement—Knowing Christ and making him fully known—as our vision and call to action, we act as church communicators within an intentional and focused mission by:

## **Building Bridges of Hope**

Our vocation is underwritten by a global Seventh-day Adventist communication strategy:

**Seventh-day Adventists will communicate hope by focusing on  
the quality of life that is complete in Jesus Christ.**

In our regular communication activities from the RMC office in Denver, we are committed to creative relevance (1 Cor. 9:19); to standards of excellence (1 Cor. 3:13); to express our communication in the context of the church's vision and mission; and maintain relevance to the culture of the communities in which we live. The methods include news and information services, PR, and media relations, as well as media productions and on-line services.



# SO, YOU ARE A COMMUNICATOR

And this is where our local church, school, and institutional communication comes in. We are in this together.

Through our intra-church communication, we share our church news with church members through **NEWSNUGGETS**, a weekly eNewsletter issued each Friday morning and sent to subscriber's email addresses. News stories, archives, and announcements are also available on the RMC main Web page—[www.rmcsda.org](http://www.rmcsda.org)—where you can also sign up for NewsNuggets.

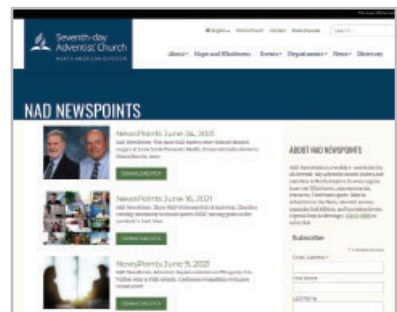
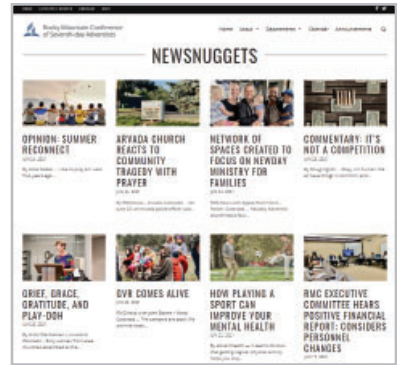
The communication department also publishes **MOUNTAIN VIEWS**, a quarterly magazine sent out to the homes of all our church members in Colorado, Wyoming, and part of New Mexico. The quarterly publication aims to foster conversation in our homes and churches, offering inspiration and commentary on church-related issues. It also reflects on plans and developments within the Seventh-day Adventist denomination.

Being part of a larger faith community, we share our stories with the Mid-America Union's **OUTLOOK**, the North-American Division's **NEWSPOINTS**, and other news services of the church. "Like" us on [www.facebook.com/rmcsda](http://www.facebook.com/rmcsda) "follow" us on Twitter [@RockyConfe](https://twitter.com/RockyConfe) and on Instagram at [instagram.com/rmcsda](https://www.instagram.com/rmcsda)

This publication offers church communication tips, guidelines, and inspiration to connect us with each other, reflecting on our church life and sharing our stories. May it also challenge you to step out of your local church milieu and ... communicate with the larger community. After all, we are sent into the world, and have good news to share.

*Rajmund Dabrowski*

RMC COMMUNICATION DIRECTOR







# RMC COMMUNICATION:

VISION, MISSION, VALUES, FUNCTIONS, AND GOALS




## VISION

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



## MISSION

Building bridges of hope



## 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 Cor 9:19)
- Our commitment to standards of excellence (1 Cor 3:13)
- Our commitment to express all communication in the context of the church's strategic values of unity, growth, and quality of life





## FUNCTIONS



The department facilitates looks the following functions:

- News and information
- Public relations and media relations
- Media production services and on-line services, including [www.rmcsda.org](http://www.rmcsda.org)
- Crisis communication



## GOALS



- In cooperation with MAUC, encourage professional training for church communication personnel
- Deliver current news and information through **NEWSNUGGETS, MOUNTAINVIEWS, OUTLOOK MAGAZINE**, [www.rmcsda.org](http://www.rmcsda.org) web site, and various social media channels
- Coordinate operation of main RMC Web site
- Cooperate with MAUC Communication Department in disseminating church news
- Provide communication assistance to RMC administration, departments, institutions, and local churches
- Help in crisis management and crisis communication to church administrators, local churches, and institutions
- Coordinate public relations program for the church, including community relations for RMC; facilitate media relations with secular media
- Implement world church corporate identity (logo) throughout RMC
- Coordinate communication and media services, including media productions, design, and development of communication resources





# FOUR VALUES OF ADVENTIST HOPE



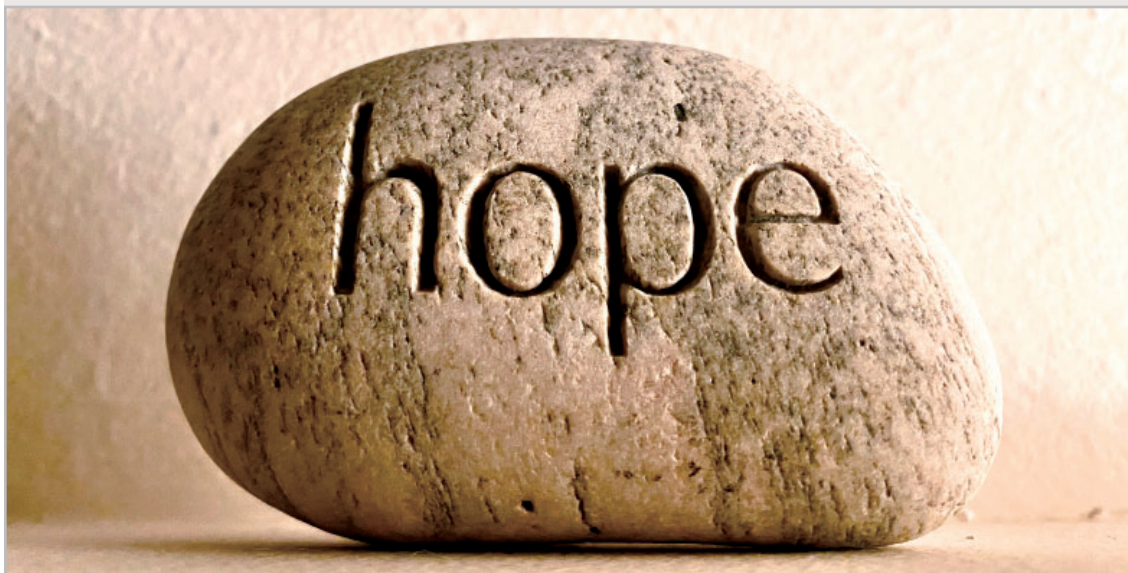


**Seventh-day Adventists will communicate hope by focusing on the quality of life that is complete in Jesus Christ.**



*Jesus sought to inspire with hope the roughest and most unpromising, setting before them the assurance that they might become blameless and harmless children of God.*

**ELLEN G. WHITE**, Ministry of Healing | p. 26





## FOUR VALUES OF ADVENTIST HOPE

### HOPE! COMMUNICATING TOGETHER

Sometimes there is confusion about the work we do as a church. If the local church would do this, or if the corporate church wouldn't do that ... Everybody has a job to do. And, whether you are part of the corporate leadership or the lay leadership, you are working toward the same goal—making our message of hope complete and real to those around us.

1

### HOPE! COMMUNICATING EFFECTIVELY

Good communication is always two ways and it always includes sensitive listening skills. We have the hope, now it's time to concentrate on being more effective communicators of it.

2

3

We can communicate a living hope in God by many of the superficial expressions of our faith. Our lifestyle stands out. But when the deeper quality of life issues are met head on—do people see in us a living faith, a dependence on the most mysterious and powerful presence on the planet—the Holy Spirit? And do they see the strength and resolve in our attitude that can only be obtained in a prayer life that's vital and alive? Quality of lifestyle, perhaps—quality of life, for certain, this is how we will communicate.

### HOPE! COMMUNICATING QUALITY

4

Who are Seventh-day Adventists? These are people who have cut through the religious facade. These are people who must have met God, because they are genuine—they make mistakes like anybody—but they always return to center, to their very real and precious hope. They are people of hope. And they are beacons of light in their communities.

### HOPE! COMMUNICATING EVERYWHERE





# NEWSNUGGETS:

GUIDE FOR CHURCH COMMUNICATION ASSISTANTS





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 conference communication directors seek. Depending on the story, it may be used in a print publication, an email newsletter, or featured on the conference of union website.

A selection of articles is provided to several church publications within the North American Division, including the **OUTLOOK** magazine. The **NEWNUGGETS** deadline is on **WEDNESDAYS AT NOON**.

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 PARTICIPANT/VOLUNTEER**
- 7. NON-EDITORIAL WRAP-UP OR CALL TO ACTION**

**24 JUN** **NETWORK OF SPACES CREATED TO FOCUS ON NEWDAY MINISTRY FOR FAMILIES**  
AGAPE HAMMOND NEWSNUGGETS JUN JUNE 2021



RMCNews with Agape Hammond – Parker, Colorado ... Newday Adventist church has a four part mission that includes inviting, connecting, growing, and serving. By strongly focusing on family and our youth we are creating connections that will grow into eternity.

Preschool through 5th grade students at Newday meet on the first Sabbath of every month for a special service called KIDVENTURE. Guided by middle and high school students, the groups, divided by age, go through interactive stations learning about Jesus and His love for them.

"The church and the family have an opportunity to create a network of spaces for our children to grow in their faith," commented Anika Engelkemelr, kids' and students' pastor.

This focus on families aims to instill a Christian lifestyle as church members connect with the community, advancing the work of discipleship outside of weekly church gatherings.

-RMCNews with Agape Hammond is director of social media and communication at Newday; photos supplied

**SHARE THIS:**  
Print | Email | Share 0 | Tweet



## Rules for Good Writing:

- The simple word is the best word.
- 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.
- Be culturally sensitive. Instead of using “crusade,” consider “evangelistic event” or “evangelistic meetings.”
- Revise and rewrite.
- 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 byline.
- Reread your work or find a good copy editor.





# HOW TO FIND GREAT STORIES





**Notes:**

A large, empty rectangular box with an orange border, intended for taking notes.



This can be one of the most challenging parts of the job! Here are five tips for encouraging people to report on their events and share their stories with you:

- 1** Develop a content strategy as early in the year as possible by looking at the conference and local church calendars for interesting events.
- 2** Contact event organizers ahead of time and ask them to write a short article and assign someone to take photos. Give them a desired word count and what “focus” you would like. Ask them to get comments from at least two attendees.
- 3** Make sure they know the submission deadline and how to submit their story and photos (including photographer’s name).
- 4** Always keep your eyes and ears open for personal stories that are unique and encouraging.
- 5** Remember to sincerely thank every person who helps you and let them know how their work will make an impact.

---

[Reprinted with permission from *Communication Handbook, A Practical Guide for Adventist Communicators in Mid-America*.  
Published by Mid-America Union Conference of Seventh-day Adventists, Lincoln, Nebraska, 2019]



**YOU**

**GOT**

**THIS**



# STORY IDEAS FOR YOUR CHURCH NEWSLETTER

RICARDO BACCHUS AND COLUMBIA UNION VISITOR STAFF





**1** Spotlight a ministry department such as Youth Ministries, Prison Ministries, community services, etc.

**2** Spotlight a member, teacher, or student. Also spotlight the oldest church member, newly baptized member, extraordinary achievement, conversion story, testimony, new ministry/departmental leader.

**3** Focus on a theme such as prayer, women in ministry, education, evangelism, summer camp, health, religious liberty.

**4** Assign guest editorials such as a departmental director to coincide with a theme; school principal, student/alumnus, parent, or pastor (can be organized months ahead).

**5** Report on trends and plans of your organization: tithe updates, baptisms, conference initiatives, statistics, program updates, needs.

**6** Spotlight conference entities such as schools, supporting ministries, community initiatives, camp, and retreat centers, etc.



## STORY IDEAS FOR YOUR CHURCH NEWSLETTER

**7** Ask a question of the month. And run answers with photos of members of different ages, ethnicities, church positions and genders.

**8** Recap camp meetings, retreats, graduations, and other annual events. Provide many pictures ... members love to see themselves.

**9** Set up great stories. Talk to your ministries leaders and help them plan creative events that may lead to a great story. Network wherever you go to find story leads.

**10** Anticipate, Anticipate, Anticipate. Consider your deadline, consider the date of your event, and decide whether to run the story before or after. If before, get a photo of the intended speaker and musicians and share a short profile of them. If after arranging for a good photographer and writer to be present.

### Other Ideas:

[Reprinted with permission from *Communication Handbook: A Practical Guide for Adventist Communicators & Ministry Leaders*, Celeste Ryan Blyden, Editor. Published by AdventSource, Lincoln, Nebraska, 2019]





# TIPS FOR WRITING NEWS STORIES

TAASHI ROWE



One of the best ways to raise awareness of the wonderful things God is doing in your organization is to tell your story. But before you submit your story for publishing in print or online, follow these nine tips, and get your story in good sharing shape.





- **Every sentence and headline should have three parts:** Subject-Verb-Object.
- **Every news story answers six questions:** Who, What, When, Where, Why, and How.
- **News writers follow the inverted pyramid style:**  
The most important detail comes first; the least important detail goes last.
- **News should be written in the active voice; avoid the passive voice:**  
**Passive:** The pastor was asked to preach by the conference president.  
**Active:** The conference president asked the pastor to preach.
- **News should be written in third person; never first or second person.**  
**First person voice:** I enjoyed worship today. (I, me, we, us)  
**Second Person Voice:** You enjoyed worship today.  
**Third Person Voice:** The members enjoyed worship today. (he, she, they, all, everyone, etc.).
- **Know when to use past, present, or future tenses.**  
**Past:** Jesus wept.  
**Present:** Mary is weeping.  
**Future:** There will be weeping and gnashing of teeth.
- **Every story must include the following:**  
First and last names, properly spelled (never Mrs., Mr., Dr., Elder, Deacon, Brother, or Sister).  
Titles (director of communication, pastor, head elder).
- **Captions should include names of all the people in the photo and should be written in complete sentences in the present tense.**
- **Always include at least one quote in your news story.**

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[Reprinted with permission from *Communication Handbook: A Practical Guide for Adventist Communicators & Ministry Leaders*, Celeste Ryan Blyden, Editor. Published by AdventSource, Lincoln, Nebraska, 2019]






# COMMONLY USED ADVENTIST WORDS AND AP STYLE

ASSOCIATED PRESS STYLEBOOK - [APSTYLEBOOK.COM](http://APSTYLEBOOK.COM)





Proper personal names are spelled out completely in first use, with last names for second use. If two or more people with the same last name are mentioned, then use first name in second mention. **EXCEPTION:** in family announcements, use the first name. News article headlines should form an active phrase of no more than 5–8 words: “Pathfinders Wash Windows in Cheyenne,” NOT “Clean Windows, Warm Hearts.” Photo captions must use complete information in order to stand alone without article context.

## USAGE STYLE:

Abbreviations: Abbreviations of months can be used for dates. **Example:** Oct. 22, 1844.

A few universally recognized abbreviations are required in some circumstances. Some others are acceptable, depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize. Abbreviations and most acronyms should be avoided in headlines.

**AVOID AWKWARD CONSTRUCTIONS:** Do not follow an organization’s full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly before the public should not be reduced to acronyms solely to save a few words.

Spell out names on first reference (e.g., school and conference names), then abbreviate on next reference where appropriate. **Example:** The Up-

per Columbia Conference welcomed a new president. The new president came to UCC from Florida Conference.

**ACADEMIC DEGREES:** Use full spelling, if necessary, to use: bachelor’s degree; a master’s; Bachelor of Arts; Master of Science

**ACADEMIC GRADES:** Eighth-grade student; 11<sup>th</sup>-graders; fourth- and fifth-grade students

**AGES:** Numerals for people but not for inanimates. Use hyphens for adjective use. **Example:** He was 8 years old; 8- and 9-year-olds; the 50-year-old building; or five-year-old church.

**BIBLE CHAPTERS:** Abbreviate Bible chapters in news articles: Genesis (Gen.), Exodus (Exod.), Leviticus (Lev.), Numbers (Num.), Deuteronomy (Deut.), Joshua, Judges, Ruth, 1 Samuel (1 Sam.), 2 Samuel (2 Sam.), 1 Kings, 2 Kings, 1 Chronicles (1 Chron.), 2 Chronicles (2 Chron.), Ezra, Nehemiah (Neh.), Esther, Job, Psalm, Proverbs (Prov.), Ecclesiastes (Eccl.), Song of Solomon (Song of Sol.), Isaiah (Isa.), Jeremiah (Jer.), Lamentations (Lam.), Ezekiel (Ezek.), Daniel (Dan.), Hosea, Joel, Amos, Obadiah (Obad.), Jonah, Micah, Nahum, Habakkuk (Hab.), Zephaniah (Zeph.), Haggai (Hag.), Zechariah (Zech.), Malachi (Mal.), Matthew (Matt.), Mark, Luke, John, Acts, Romans (Rom.), 1 Corinthians (1 Cor.), 2 Corinthians (1 Cor.), Galatians (Gal.), Ephesians (Eph.), Philippians (Phil.), Colossians (Col.), 1 Thessalonians (1 Thess.), 2 Thessalonians (2 Thess.), 1 Timothy (1 Tim.), 2 Timothy (2 Tim.), Titus, Philemon, Hebrews (Heb.), James, 1 Peter, 2 Peter, 1 John, 2 John, 3 John, Jude and Revelation (Rev.).



## COMMONLY USED ADVENTIST WORDS AND AP STYLE

**CAPITALIZATION:** Official proper names such as full church, school, institutional names: Mile High Adventist Academy or Boulder Adventist Church.

**COURTESY TITLES:** Do not use “Elder” in front of pastor’s names: NOT Elder James Smith, BUT James Smith, pastor. Generally, we do not list academic or professional degrees in abbreviated form preceding or following a name unless, in the opinion of the editors, the nature of the article demands it for credibility: NOT Dr. John Smith, BUT John Smith, physician. Exception: ACCION (Spanish) page.

**DATES:** Don’t set off with commas ... when using only a month and year or only a month and date: October 2008 or Oct. 8. Use commas between a month, date and year when together: Oct. 8, 2008. Use commas with day, month and date: Sunday, Oct. 8. Years can start sentences: 2008 was an exceptional year ...

**ARTICLES (WEB EDITION):** Include the year with the date as much as possible for the world-wide audience.

**DISTANCE:** Use figures for 10 and above, spell out one through nine: He walked four miles; the trip spanned 43 miles.

**ELLIPSES:** Put one space on each side of ellipses ... just like this. If ending a sentence, punctuate, use a space and then insert the ellipsis. ...

**HEIGHT:** Always listed in numerals: He is 5 feet 6 inches tall; the 5-foot 6-inch man; the 5-foot man; the basketball team signed a 7-footer; the storm left 5 inches of snow. Use abbreviation marks such as 5’6” only in very technical terms. Feet=’; Inches=”.

**ITALICS:** Italicize the following: All book titles; magazine titles [*The Great Controversy, Adventist Review, Liberty, Signs of the Times, Letter 33*]; major musical works [*Handel’s Messiah*]; a series of programs on TV, radio, DVD, CD, podcast, video [*Voice of Prophecy, New Beginnings, Native New Day*]. Do NOT italicize the following: Ministries, when the reference is not referring to the media program itself, but to the organization or some other part of its ministry [*Voice of Prophecy’s Discover Bible lessons*, meetings sponsored by *The Quiet Hour or Voice of Prophecy*].

**MONTHS:** When abbreviating months of the year, use the AP Stylebook. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

**PHONE NUMBERS:** Use the AP Stylebook.  
**Example:** 303-555-1234.


**QUOTATION MARKS:** Remember in typical sentence structure, periods and commas always go inside quotations marks. The dash, semicolon, question mark and exclamation mark go within quotation marks when they apply to the quoted matter only. Use quotation marks to set off book chapter titles, magazine article titles, movements within major musical works [“Halleluia” from Handel’s Messiah], hymns in the Seventh-day Adventist Hymnal or other collections of songs [“Sleepers Awake,” “Kum Ba Ya”] and sheet music titles; individual titles, themes and slogans within a series of programs on TV, radio, DVD, CD, plays, podcasts, video, [“Gathering of the Nations” from the Native New Day series, “How to Know the

Future” from the New Beginnings DVD seminar materials] and titles of leaflets.

**SEASONS:** Lowercase spring, summer, fall, winter unless part of a formal name or title: The 2010 Summer Bash.

**STATES:** Spell out state names. Postal codes are used only within a full address.

**TIME:** Use figures except for noon and midnight: 11 a.m.; 3:30 p.m.



**The following are certain words and phrases commonly encountered, some unique to Christian or Adventist usage. All are listed with style recommendations.**



About preferred instead of approximately, or around

Adventist Book Center (ABC)

Adventist Development and Relief Agency (ADRA); or ADRA International

Adventist education

AdventHealth refers to the network of hospitals and health facilities in Colorado

Adventist News Network (ANN) is a General Conference entity that supplies news about the church to the public, and supplies a news feed to church websites

*Adventist Review* is the official church publication for the North American Division

*Adventist World* is a monthly edition of the Adventist Review, which is distributed worldwide

Adventist world church

Adventist World Radio (AWR)

*AdventSource*

Adventurer club used without the name of the specific club; Orchards Adventurer Club used with the name of the local church (NOT Adventure Club)

*Amazing Facts* (TV series)

Amazing Facts (the organization)

And: It is always and instead of &. Exception: use & if it is part of an organization title



# COMMONLY USED ADVENTIST WORDS AND AP STYLE

ASI (Adventist-laymen’s Services and Industries), ASI International; in subsequent mentions: ASI International, ASI Northwest Chapter, or just ASI when location/scope has already been defined



Bible

biblical, biblically

*Breath of Life* (TV series)

Breath of Life (the organization)



camp meeting, not campmeeting. Proper names capitalized: Wyoming Camp Meeting.

CHIP (Complete Health Improvement Program) in first mention; CHIP in subsequent mentions

church communication leader, no “s” (NOT communications, NOT church communications director or secretary) *Campion Church communication leader* is the preferred usage in bylines following articles.

Littleton church pastor when referring to the pastor of a specific church (This usually follows the pastor’s name)

church pastor without reference to a specific church

conference communication director

cross lower case when referring to the cross of crucifixion



e-book

Earth referring to the planet; earth referring to dirt

Ellen G. White is the *Ellen G. White Estate’s* preferred first usage for her name—rather than EGW, E.G. White or Ellen White, though all are registered.

email

end times, no caps

enewsletter

evangelism is a noun.

evangelistic is an adjective.

evangelistically in an adverb.

evangelize is a verb; variants include evangelizing and evangelized.

evangelization is a noun.



*Faith For Today* (TV series)

Faith For Today (the organization)

Faith For Today’s Lifestyle Magazine (TV series)



foot washing (noun)

foot-washing (adj) foot-washing service



General Conference of Seventh-day Adventists, General Conference for use in church magazines only. GC in subsequent mentions.

General Conference president, use Adventist world church president instead

gospel (generic) or The Gospel of Mark

Great Commission

Great Controversy, The (when speaking of the ongoing war between Christ and Satan—The Great Controversy is capitalized the same as World War II or The Great Depression)

*Great Controversy, The* (the book title)

*Guide* is published by Pacific Press Publishing Association



handbell

healthcare

heaven, heavens, heavenly

Hope Channel



*It Is Written* (TV series)

It Is Written (the organization)



Magabook, capitalized when referring to the program, i.e. Magabook program; otherwise, “they were selling magabooks around the ...”

Maranatha Volunteers International in first mention; Maranatha in subsequent mentions.

Master of Art in media ministry; master’s in media ministry

Mission Projects, Inc.



news reporter, news writer

noon (never 12 noon)

Mid-America Union Conference (MAUC) for use in church magazines only.

Seventh-day Adventist Church Mid-America headquarters in Lincoln, Nebraska, for use in public media



# COMMONLY USED ADVENTIST WORDS AND AP STYLE



O



One-Day Church

Rocky Mountain Conference women’s ministries director [notice the department and title are not capitalized, and the department comes before the individual’s title]

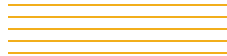
*Our Little Friend* is published by Pacific Press

*Outlook* is published by the Mid-America Union

Over/Under, do not use to compare size or measurement: NOT “... over 10,000 people,” BUT “... more than 10,000 people.” Use “less than” or “nearly” instead of “under.”



P



Pacific Press Publishing Association is located in Nampa, Idaho; Pacific Press in subsequent mentions.

Pathfinder club when used without the name of a specific club; Vancouver Pathfinder Club when used with the proper name of the club. When referring to a group of kids and/or adults who are members, use Pathfinders (plural). It is always a proper noun and thus capitalized.

Pathfinder honor, example: Quilting honor

*Primary Treasure* is published by Pacific Press



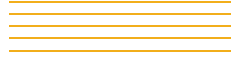
Q



Q & A



S



Sabbath School, no abbreviation and especially NOT S.S. Lower case individual classes (kindergarten, earliteen, etc.)

Scripture capitalize scriptural lower case

Second Coming or Second Coming of Jesus

Seventh-day Adventist [person] in first mention; Adventist in subsequent mentions

Seventh-day Adventist [church] in first mention; **NEVER** use SDA in subsequent mentions

Seventh-day Adventist Church North American headquarters in Columbia, Maryland for use in public media:

[North American Division \(NAD\) for use in church magazines only in first mention.](#)

Seventh-day Adventist Church world headquarters in Silver Spring, Maryland for use in public media only in first mention; Adventist Church world headquarters in subsequent mentions

Seventh-day Adventist Church headquarters for Colorado, Wyoming, and one county in New Mexico in Denver, Colorado; or Rocky Mountain



Conference of Seventh-day Adventists for use in public media:

Rocky Mountain Conference for use in church magazines

Denver South Seventh-day Adventist Church for use in public media

Denver South church for use in church magazines only in first mention

Seventh-day Adventist Theological Seminary at Andrews University; NOT Andrews University Theological Seminary (NOTE: The term Andrews University by itself refers to the undergraduate level institution on the same campus as the seminary.)

*Signs of the Times* is published by Pacific Press

Spirit, Holy Spirit

Spirit of Prophecy, not encouraged for general use as a description of Ellen G. White's writings

spiritual

stepson, stepdaughter

step-grandchildren and step-great-grandchildren



T-shirt

*The Quiet Hour* (radio series)

The Quiet Hour (the organization)

Third Angel's Message

Three Angels' Message

Three Angels Broadcasting Network, use 3ABN on second reference



Vacation Bible School or VBS

*Vibrant Life* is published by Review and Herald Publishing Association

*Vibrant Native Life* is published by Review and Herald Publishing Association

Voice of Prophecy (radio series)

Voice of Prophecy (the organization)

Voice of Prophecy Discover Bible lessons



website, web, web page, web feed, webcam, webcast, webmaster

week of prayer

week of spiritual emphasis

*Women of Spirit* is published by Review and Herald Publishing Association



## COMMONLY USED ADVENTIST WORDS AND AP STYLE



123



%



5K, 10K

Use % when referring to percentages.

**Example:** Tithe is up 0.5% over last month.

**For additional information please refer to  
the Associated Press Stylebook.**

<https://nwadventists.com/styleguide>



**Other Styles:**

[Adapted from *Gleaner Style Guide* | Northwest Adventists]





# PHOTOS, VIDEOS, AND PODCASTS





# PHOTOS

Feature and news stories should be accompanied by at least one and up to five high quality photographs or illustrations.

## Writing Photo Captions

Include the name of the photographer or submitting entity with each image.

Because photo captions are the most read type of element in a publication, standards for accuracy, clarity and completeness are high. As with headlines, captions should be crisp. As with stories, they must be readable and informative. When readers see a photo, they want to know:

- Who is that?
- What's going on?
- When and where was this?
- Why is it important?

Captions should explain the picture to the reader's satisfaction. They need not—and should not—tell what the picture makes obvious.

Instead, they should supply interesting and vital information that the picture cannot.

1. Captions should include the names of all pertinent people and their positions, if important in the article. Use full first and last names—no courtesy titles such as Elder or Dr.
2. Names should be given from left to right in most cases.
3. Use complete sentences with closing punctuation.
4. If the caption contains names only (no titles or biographical information) separate names with commas. If identifiers are used and are separated from names by commas, use semicolons to make it clear which descriptor belongs with which name.
5. Always double-check name spelling.
6. Historic present tense is preferred (see below).

Typically, photo captions should be written in historic present tense—freezing a moment in time. If a second sentence follows it is usually in past tense and provides background information relating to the photo. However, any caption recalling history should be past tense.

**Note:** If any caption in an article is past tense, all captions in that article should be past tense.

### EXAMPLE:

**Wrong:** Elder Brown and Pastor Smith hold shovels.

**Better:** Local church elder James Brown (middle) and members of the XYZ Church Building Committee participate in the recent groundbreaking ceremony for a community center scheduled to open next fall.



# VIDEOS | STEVEN FOSTER

Video can be an engaging and powerful medium. The following tips will help you create better video while in the field and help make your video project a success.

- Steady movement of the camera enhances video quality. This can be achieved by using a stabilizer or track.
- Better to under expose and under mic (aim for -12 dB). It's much easier to bring up the exposure and sound than it is to recover over exposure and ruined audio.
- Don't use on-board mics. Use a recorder or have a line into the camera. This will provide higher quality.
- Always have spare batteries when you are videoing.
- Lighting: do research; be prepared for the environment.
- Come 30 minutes prior to your video/interview start time to provide ample setup time. Allow 10 minutes for take down.
- Make sure the color looks right; eyeball it. Use automatic settings if you are uncomfortable with the camera.
- Don't ever say, "I'll fix the video in post-production." On average it will take you five times longer to fix in post-production vs. fixing the problem while filming.
- Google tutorials: Look up online what people recommend for your camera and setup. There are lots of great resources on YouTube and Adobe tutorials.
- Always get your own footage when possible vs. using stock.
- When using mobile phone: set it down and compose the shot as best you can. Avoid handholding during the video.



# IN THE STUDIO


- Studio equipment can range from affordable to extremely expensive. Learn to use the equipment you have to its potential and beyond.
- Prepare in advance. Know what you want from your shots and what lenses you will use, along with making sure all batteries work and your set is built.
- Test all levels beforehand, including light and sound.
- Google lighting setups and different styles of interviews and set designs. Innovating allows you to fit a subject with a style that befits their personality.
- Be imaginative. A paper Chinese ball lantern can function as a soft box and look great on screen.
- Prep the subject with the topic of the interview ahead of time. In your own time, rehearse the questions. This will lead to a more fluid conversation.
- Story over moments: Aim for a story that will keep people watching, not a shot or soundbite in the middle of a video that will lose its audience.


## Studio Notes:




# POST-PRODUCTION


Familiarize yourself with different platforms for post-production. The YouTube revolution has allowed high-quality programs to be available inexpensively to almost anyone.

 Familiarize yourself with different platforms for post-production. The YouTube revolution has allowed high-quality programs to be available inexpensively to almost anyone.

 Ensure you have the rights to all content you add, especially music.

 Allow 2-3 times the time it took to shoot the video for post.

 When you finish, watch the entire project at least three times, but not in the same day. You will better pick up on things to improve this way.

 **Four things to keep in mind: Sound, Faces, Color, Pacing**

1. Audiences are more willing to forgive bad image than bad sound.
2. Frame the image so faces are the key focal points.
3. Unnatural color tones distract audiences from the message you want to communicate.
4. Pacing is the difference between a boring interview and a peppy one. For example, listening to a specific rhythm while you edit can help.

### Post-Production Notes:



# PODCASTS

A podcast is only audio content, so audiences do not have their vision hijacked as they do when watching a video. Because of this, podcasts are excellent to multi-task with, evidenced by the fact that podcast “listens” happen the most between 7-9 a.m. (Morning commute), 11 a.m. and 3 p.m. (slow part of workday) and again at 11 p.m.

## Use these rules of thumb to maximize audience investment: \*

- **Learn your equipment.** Better equipment doesn't always mean better audio but knowing how to use it is imperative for better quality.
- **Know your audience.** Talk about change, identity, or something unexpected in their communities. Explain why a topic matters to your audience.
- **Be mindful of your audience's time.** Tell your story in the
- **right amount of time.** Time isn't a constraint in podcasts; if your podcast is shorter, it's okay.
- **Make it easy for audiences to find you.** Apple iTunes is free to join, and some content managers will publish your feed on several platforms at once, for a small fee.
- **Clean audio makes for easy listening.** Good audio is distraction-free, intelligible, and natural.
- **Engage as a person and identify your own biases and preconceived notions when speaking to a subject.** This allows the conversation to become more natural, rather than seeming like an inspection.
- **Avoid radiosplaining.** Your audience is smart. Don't explain every concept assuming your audience does not understand it; they most likely do.

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# RYAN'S 10 + 1 COMMANDMENTS FOR PHOTOS

RYAN TELLER





You've heard the adage, "A picture is worth a thousand words." That is never truer than in printed or web publications. A well written story is nice, but the photo grabs a reader's attention and makes them stop and look. Here's the good news: just about any modern camera can take pretty good pictures in the right hands. So here are my 10 commandments for taking great images for publication taken from my own experience as a magazine editor, website editor and photographer.

**RYAN TELLER**



1

## THOU SHALT Compose Thy Shots Using the Rule of Thirds



Imagine drawing a tic-tac-toe board over your shot. Now make sure your subject is lined up where the lines intersect. Why? The mind is a funny thing and without going into a bunch of psychology, your viewers like your photos better. Trust me.

2

## THOU SHALT Orient Thyself to Use Available Light Most Effectively



As a photographer, imagine yourself an artist and the light as your brush. Take control of your art. Don't be afraid to move your subject, yourself, or your light source so that your subject is bright enough, and to avoid weird shadows.

**Note:** Fluorescent lights are generally the enemy of good photography because of their unnatural color and straight down light that creates unnatural shadows on your subject's face. If you're inside, try to use the light from a window (behind you) or another light fixture (such as a lamp) to help fill in the shadows. Sunlight generally creates the most natural and pleasing photos. However, direct noonday sunlight can also be your enemy because it will make your subject squint and create extremely harsh shadows on the face. Sunlight filtered by clouds is generally the best or find a spot in the shade if possible.

3

## THOU SHALT Use Light, Color, and Focus to Highlight Your Subject



The best photographs use a variety of elements to draw the attention of the viewer to the most important part of the image (hint: the eyes). Here are three you can use with any camera.

**Light:** The human eye is naturally drawn to the bright spots in a photograph, so try to make your subject brighter than the rest of the scene if possible.

**Color:** The human eye is also drawn to bright colors. So, adjust your background or lighting to make sure the background colors do not detract from your subject.

**Focus:** Your viewer's eye will also be naturally drawn to areas of your photo that are in sharp focus. You can use this to your advantage by moving your subject away from the background. For example, when taking a photo of someone in front of a bunch of plants or trees, move your subject 15 -20 feet in front of the trees instead of one or two feet. That way, even if your camera is automatic, your subject will be sharp, and the background is likely to be a little blurry.

**4**

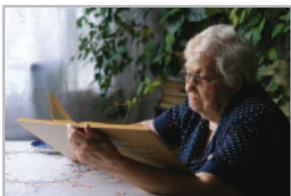
## **THOU SHALT Not Take Photos of Posed Groups of People** (if possible)



Group shots are typically boring (unless they are doing something very unusual), primarily because there is no central focus for the eye (see Commandment 3). Plus, they don't really tell a story. So instead of taking a dull group shot, take a closeup. Closeups allow the reader to feel the emotions and actions of the subject and generally tell a better story.

**5**

## **THOU SHALT Take Photos of People in Action**



The primary purpose of including a photo with a story is to get the attention of the reader and help them experience the story on a different level. A group shot of the participants in a story does neither. What is your story about? Take closeup pictures (see Commandment 4) of people doing whatever it is you're writing about.

**6**

## **THOU SHALT Get as Close as Possible to Your Subject**



I feel I may be belaboring this point, but closeup photos are almost always more interesting than wide photos. Don't be afraid to walk up close and get some shots. If you're embarrassed, remember that if you act like you know what you are doing, people will assume you do. If you're worried about your subjects getting upset, most people don't mind. If they do, trust me, they'll usually get over it when they see your great photos.

**7**

## **THOU SHALT Look for Unusual Angles and Perspectives**



Did I mention close ups? Also look for something different that will catch your viewers' eye. What about shooting from ground level? Or straight overhead? What about from the perspective of the speaker? Use your imagination, and you'll be amazed at the results.



8

## THOU SHALT Take as Many Photos as Possible



Even professional photographers take thousands of images in a single shoot. While you may be an expert at getting the composition, focus and exposure right, you can't predict the facial expressions and actions of your subjects. Always shoot twice as many images as you think you need. If you have a crazy idea for a shot, take it. And take plenty of candid shots when people are relaxed and not "posing" for the camera. These often turn out to be the most real and interesting images.

9

## THOU SHALT Not Submit Photos to an Editor Without ...



... picking a few of the best and using photo software to make them better. Please don't send all thousands of your event photos to an editor for publication. But do send a nice variety of different shots—closeup, action, portrait, overview (wide shot), etc. Usually, five options will do. Make sure to send captions that identify who's in the photo, where it took place and what is happening. A host of free editing software is available for enhancing your photos. So, after you pick the shining gems out of your pile of photos, use a photo editor to enhance the color, fix exposure problems or just straighten out a slightly crooked angle.

10

## THOU SHALT Legally Use Others' Images to Illustrate Your Story ...



... if no others are available. If you simply can't get a good picture, use someone else's photo. Many websites list millions of photos available for use under Creative Commons license. [Flickr.com](https://www.flickr.com) is a great place to find photos and you can adjust the search criteria for appropriate license (commercial, non-commercial, editable, etc.). Be sure to credit the photographer and link back to the source. You can learn more about Creative Commons licensing at [creativecommons.org](https://creativecommons.org)



11

## Bonus Commandment: THOU SHALT Shalt Read Voraciously and Practice Relentlessly to Improve Your Skill



There is no excuse. The Internet is full of resources to help you take better pictures. Here are a few to get you started:

- A wide array of tutorials and tips from Ken Rockwell:  
[www.kenrockwell.com/tech.htm](http://www.kenrockwell.com/tech.htm)
- Artistic tips aimed at smartphone users:  
<https://iphonephotographyschool.com/category/tutorials/iphone-camera/>



Notes:

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# UNDERSTANDING PR





**Public relations is the use of  
information to influence public opinion.**

**Public relations will help you:**

**Educate and Inform**

**Strengthen Your Credibility**

**Promote Understanding**

**Heighten Awareness and Increase Visibility**



## A FOUNDATION BUILDING PROCESS



Public relations work through a variety of channels. There is the individual connection to a person or a small group; there is also the direct connection to a large audience via an event or a controlled campaign. But most often public relations results are achieved through the media as a means of reaching many people. This is neither direct nor controlled, but there is much that the PR professional can do to influence the desired outcome. That is the skill of public relations and the importance of media relations.



## PUBLIC RELATIONS IS NOT FREE ADVERTISING



Often, public relations is referred to as “free advertising.” It isn’t. It is actually much more than that. Advertising refers to paid broadcast commercials and print advertisements. The person paying for the advertisement can control the content and message.

By contrast, public relations-based stories appear in the news portion of television shows, radio programs and in the news pages of magazines and newspapers. You cannot pay to get coverage in these slots.

A wide variety of studies, in the United States, Asia and other countries, routinely show that news stories are more believed than paid advertisements. Readers are more apt to believe “independent authorities” such as reporters, columnists, reviewers or broadcasters. These independent authorities are influenced by the media relations activities undertaken by your organization.



## WHAT ARE THE LIMITS OF PUBLIC RELATIONS?



There are things that public relations cannot do. First, there are no guarantees with public relations. Unlike paid advertising, which will appear under all circumstances, public relations is more tenuous. Several things could impact the publication or broadcast of your news item by a media outlet. If a major news event occurs at the same time as your story was set to run a local disaster, national occurrence, or international crisis, for example your story might not appear. Even when stories do appear, you do not have control over exactly what is said or how it is used.

The stories, whether written or broadcast, will generally appear the way the journalist sees them. In other words, the media’s prerogative is to add its viewpoint to their coverage, which they believe adds credibility.





# THE MEANING OF MEDIA RELATIONS





**Media relations is the process by which you and your organization gain access to any and all media to distribute your information and influence on the public. It goes beyond merely providing the information you wish to share; it focuses on building and maintaining a “relationship” with media personnel. Media relations will help you:**

**Connect to the Media Relations Community**

**Become Credible**

**Promote Understanding**

**Increase Accessibility and Visibility**

**Create a Positive Image for your organization**



## MEDIA RELATIONS



While media differ worldwide, some basic principles remain.

Developing media relations is an ongoing process. Understanding the type of news each media outlet covers and the stories they write, as well as the target audience they wish to reach, is vital. Before you do anything else, become well acquainted with the media you will deal with by reading, watching, or listening; if you don't have a particular periodical at hand, a local library or newsagent (newsstand) is a good place to start. This step is VITAL. By becoming familiar with your target media, you will be far better positioned to evaluate their needs-AND, you'll be ahead of the vast majority of others who are competing for the same media access you are seeking.

Your task is to bring the “news” of your organization to the attention of reporters and editors in a way that will compel them to cover it. They want to know timely information that is significant and of interest to their audiences. Get to know reporters from your local or national newspapers, radio, and television as well as magazines and trade journals. Knowing the reporters is one aspect of media relations.

Be creative in your relationships. Establish direct contact in person or by phone. Keep your media contact informed. Send press releases and story ideas out on a regular basis. Become a resource for feature stories that could impact the image of your church. Invite the media to special functions at your office, headquarters, or church. All your efforts should be a visible expression of the

vision and culture of your church. If you are good at expressing its values and beliefs, the message will stick with the media and their audiences, thus enhancing your public image.

Oftentimes the media will not be working on a story at the time you pitch it to them. Sometimes it takes six months to a year, but eventually they will have a story idea come up where they need your assistance. Once you have established your reputation with the media, they will respond, and even call you to help with breaking news stories.

And in the meantime, you can get news releases published detailing community meetings, special worship services, community or global mission work and other special events.

There are three tips to enhance your relations with the media, and thus become one of their valuable resources:

- be patient and consistent
- make information relevant and timely
- use a good and articulate spokesperson from your organization

When you begin your media relations program, make sure that those who answer the phone know how to treat the media and how to direct a media call to the proper person. Remember the “CPR” formula: Courtesy, Professionalism, Respect. Even if your caller is annoying, tactless, or demanding, be calm, cordial and as cooperative as possible. “A soft answer turneth away wrath: but grievous words stir up anger,” is, after all, what we read in Proverbs 15:1.



## ENHANCE THE PUBLIC IMAGE OF YOUR ORGANIZATION



Publicity is one of the best and most cost-effective ways to generate awareness and enhance the public image of your organization, whether it be the corporate church or the local community church.

Organizations continually vie for attention in a marketplace crowded with news, so enhancing the public image of your organization, its values and culture, is a matter of being available to the media. By doing so, you are creating good communication and goodwill.

Reporters are in the business of delivering news, and there are many ways to generate media coverage-profile pieces on your organization, public service stories, human-interest angles, and becoming an expert resource.

Being proactive in your relationship with the media can go a long way towards creating a win-win situation both in the day-to-day activities (news) as well as in times of crisis. Again, this involves more than a casual effort on your part: you need to know what a given media outlet covers, what its

needs and interests are-and, of course, you also must tailor your resources to meet those needs.

The media enjoys working with people who can serve as an expert resource. Being prepared, articulate and available is important when working with the media.

By positioning your organization to the media, and sending them information, you can develop this kind of relationship where the media sees you as a credible resource.

When a crisis situation of some type occurs, your advance work in media relations will pay an unforeseen dividend: they already know you as a “credible source” and normally will make more of an effort to get your comments for the story and be more open to listening to your message points. It is organizations that are unknown to the media-that “hide their light under a bushel,” if you please-that are most often attacked in a crisis as being “aloof” or “secretive” or even appear as “cult-like.”



# AVOIDING COPYRIGHT VIOLATIONS

JENNIFER GRAY WOODS





**Learn more about copyright and  
intellectual property  
at [copyright.gov](https://copyright.gov) and [wipo.int](https://wipo.int)**



Jennifer Gray Woods, an associate general counsel for the GC, shares important tips on how to avoid copyright infringements in this video:

[bit.ly/IsYourChurchViolatingACopyright](https://bit.ly/IsYourChurchViolatingACopyright)



## HOW TO AVOID VIOLATING A COPYRIGHT

During the life of a copyright, the copyright owner has the following rights to their works:

- The right to reproduce their work, such as in printed publications or by creating sound recordings of their work
- The right to distribute copies of their work
- The right to publicly perform and broadcast their work
- The right to make adaptations of their work, such as turning a book or manuscript into a movie

## WAYS THAT MINISTRIES TEND TO VIOLATE COPYRIGHT

- Projecting lyrics on a screen during a church service without permission
- Using music or pictures on a website without permission
- Changing song lyrics or arranging without permission

## THREE THINGS TO KEEP IN MIND

- Materials found on Google (such as pictures and music) are usually not in the public domain.
- Materials do not have to have the copyright symbol on them to be copyright protected.
- Using materials for religious or nonprofit purposes is not a justification to infringe on someone's copyright.

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[Reprinted with permission from Mid-America Union Conference of Seventh-day Adventists, *Communication Handbook, A Practical Guide for Adventist Communicators in Mid-America*. Published by Mid-America Union Conference of Seventh-day Adventists, Lincoln, Nebraska, 2019]





# DEADLY SINS OF CHURCH SOCIAL MEDIA

DAN WUNDERLICH





**You've likely already heard that social media can be an effective tool for ministry. You've read a bunch of articles telling you how to get started and what to do.**

**And, despite the reputation it can have at times, social media can be a surprisingly forgiving place. Things move fast, posts that fall flat fade into the background, and you can always try something new next time.**

**But there are a handful of things you can do (or not do) that can have a much bigger and more lasting impact on your effectiveness.**





## 1 POSTING WITHOUT A STRATEGY

If someone is on the fence about using social media for ministry, it is usually good to encourage them to just jump in and try it out. Post a few things, ask a few questions, share some Scripture or a devotion, and see the kind of impact you can make.

But this randomness becomes a problem if it remains your approach long-term. You will have a much bigger impact through social media if you give it the intentionality you give to other areas of ministry.

Craft a social media strategy that can serve as the foundation for everything you do online. Create an editorial calendar so that you're not starting from scratch everyday. Clarify your goals, objectives, and audience so that you know who you're talking to and why.

Also take the time to learn how to read and understand analytics like your Facebook Page Insights. This will allow you to see what is or is not working and adjust your approach.

## 2 USING SOCIAL MEDIA PRIMARILY AS A BROADCAST CHANNEL

One of the biggest mistakes ministries can make is to treat their Facebook Page like an extension of their bulletin. Social media may seem like a great way to get information out, but it is called social media for a reason.

In early 2018, Facebook CEO Mark Zuckerberg announced major changes to the Facebook News Feed. One of the biggest takeaways is that Facebook wants to encourage engagement and discourage passive consumption of information. Even if you're posting positive content like Scripture verses or quotes from your sermons, posts that do not inspire interaction will be penalized by the Facebook system that chooses what people see.

Instead of treating social media like a broadcast channel, we need to see it as a tool for branding. Branding is one of those words that may feel uncomfortable when applied to church, but branding is essentially the experience people have when they interact with you. Is your social media presence encouraging? Do people feel like they can connect with you? Do they trust you enough to ask honest questions or give honest answers to your questions?

  
**3**

### POSTING THE SAME THING ON EVERY SOCIAL NETWORK

None of us has unlimited time to put into every social network. And one of the easiest ways to save time on social media is to create one set of posts for the week and put them up on every platform. But the reality is that Facebook, Twitter, Instagram, and others all have distinct posting limitations.

Not only does each social network have its own culture and best practices dictating what content works best on each platform, your audience is likely to be different on each network. For example, if you know your Instagram audience is younger than your Facebook audience, you should take that into consideration when writing and designing content.

Of all the items in this article, this is the least “deadly” of the social media sins. However, if you find yourself posting the same content across all platforms, ask yourself why you have all of those accounts. If you can’t use a platform to its fullest potential or you’re just showing identical content to the same people in multiple places, consider scaling back and focusing on the one social network where you can have the biggest impact.

**4**

### NEGLECTING ACCOUNTS AND/OR INTERACTIONS

Almost as bad as using social media solely as a broadcast channel is inspiring engagement and then ignoring it. If you ask a question and don’t acknowledge the responses, people are going to wonder whether you’re actually listening. That is a terrible way to build a relationship.

It is also hard to build relationships and stay on people’s radar if you post three times in a week and then go silent for a month. Consistency is key. Pick a schedule or posting frequency that is realistic for you and keep to it. Use free tools like Buffer, Hootsuite, or Facebook’s native tool to schedule posts ahead of time and have them publish when you want and not just when you’re free.

If you are getting started with social media ministry, planning to expand, or rebranding your ministry, you may want to sign up for accounts on multiple social networks in order to get the username you want. But if you do this, put a note and link in the bio or “about” section inviting people to join you on the social network where you are active. And if you choose to include any information like worship times, remember to update that if anything changes.



## 5 LACKING AUTHENTICITY

Finding your voice online can be hard when you're communicating as an organization. You need to represent your ministry as a whole, but you also want people to feel like they're interacting with real people. To illustrate just how hard a line that can be to walk, research shows that 34.7% of social media users found it annoying when a brand's social accounts had no personality, but 32.3% were also annoyed if brands tried to be funny and did not succeed. That's a tough crowd!

Young adults have an authenticity radar that can tell when an organization isn't being genuine. If posts seem impersonal, if it feels like a church is trying too hard to be relevant, or if the face churches present online is nothing like they are in real life, you can do serious damage to your social media ministry.

## 6 MISHANDLING CURRENT EVENTS AND POP CULTURE

Building on the last point, one of the easiest ways to feel impersonal is never acknowledging the world outside of your church. The people with whom you're forming relationships live and work in that world. Your ability to discuss current events and pop culture not only adds to your authenticity, but it may offer an opening to help people understand and live out their faith in light of the world around them.

At the same time, if you focus too much on pop culture or current events—particularly politics—it can be a real turn off. And when you do choose to engage, make sure you're knowledgeable enough to participate in a way that is responsible and respectful. If you're trying to hop on a trend you don't understand or share a perspective that isn't fully informed, it may be better not to engage.



# 7

## LEAVING OUT THE CALL TO ACTION

In order to meet the goals, you have set, sometimes you need to explicitly ask people to do something. Research shows that people expect calls to action on social media. Asking for participation doesn't guarantee that people will respond, but you don't need to be shy about it.

Let's say that your goal is to connect with new people and get them to visit your church for a weekend service. Your strategy can involve creating content that people are genuinely interested in and gives people a sense of your church's personality. You can answer common spiritual questions or share how you saw aspects of the Gospel in a new movie or news story. Posts like these might help build a relationship, but what kind of relationship is it? Are you simply an interesting Facebook Page to follow, or are you a community organization that people can connect with in person?

At some point, you must bridge topics of interest with a related ministry, small group lesson or sermon series. You must invite them in. There are lots of ways to execute a call to action, but the key is making sure people know what you want them to do.

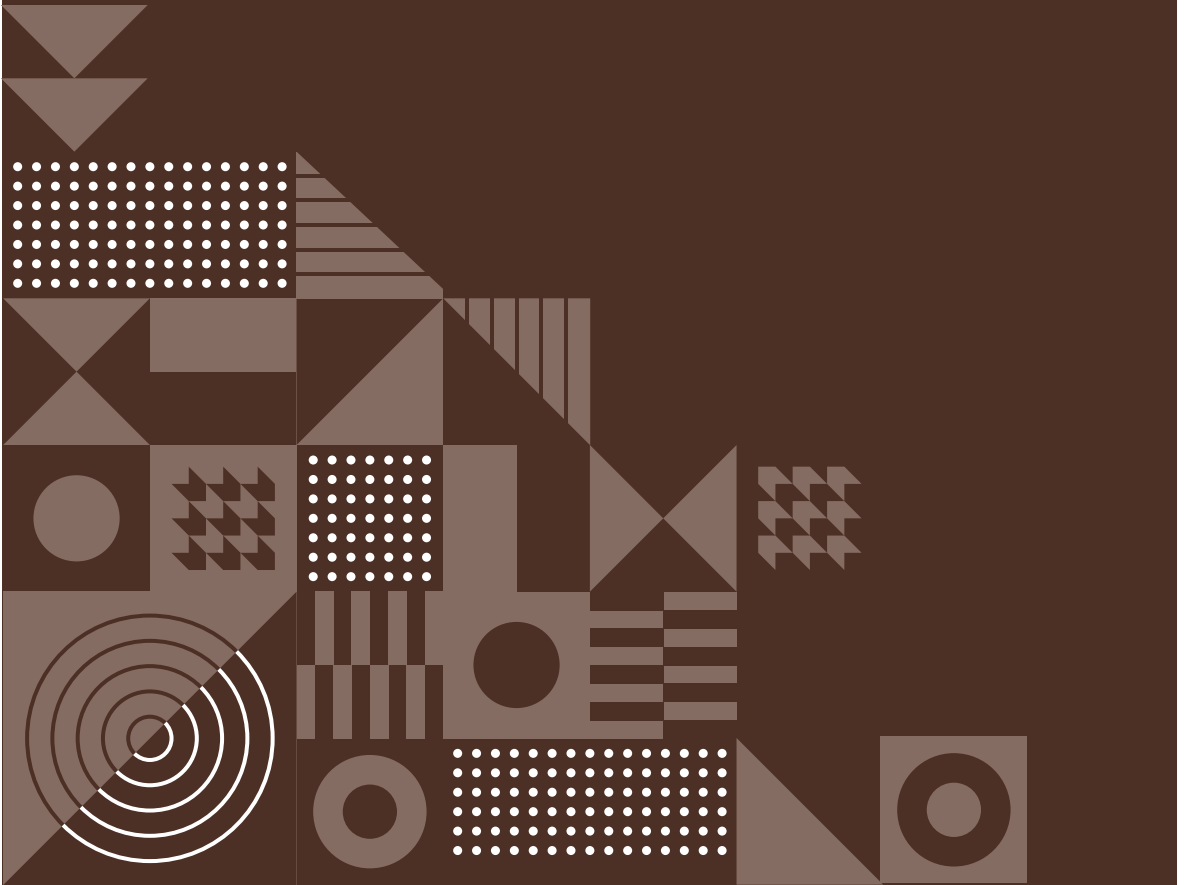
**Notes:**

[Adapted from <https://www.resourceumc.org/en/content/seven-deadly-sins-of-church-social-media>]



# THE STORY BEHIND THE CHURCH LOGO

RAJMUND DABROWSKI





# THE STORY BEHIND THE CHURCH LOGO

The year 1996 was historic as the unified churches' public identity was adopted for a worldwide church. This included a church logo symbol and a branding approach based on the global church communication strategy referred to as the Hope Strategy.

As a global church body, we had no logo before 1996. A variety of symbols were used in different administrative areas of the church with varied identification logos.

Creativity in entity identifiers, which you could see on the church office stationery, the signage of local churches and administrative offices, as well as names of church institutions, was confusing and did not reflect a unified organization—not to mention adding to confusion about how the church's name was expressed.

There is a history for how the Seventh-day Adventist Corporate Identity (CI) was developed and voted by the General Conference Executive Committee. I recall a conversation with Pastor R. S. Folkenberg, then the world church president, where I passionately expressed the view that it was high time, we supported our interests in the unity of the global church and protected our church from abuses of the independent use of the church's name. "The logos used by the various church entities are all over the place," I argued. "Do we care enough about our own brand and ethos as a faith community to make our identity visible in a consistent manner?"

The issue of a corporate identity and its graphic expression was not new to either of us. "Others have tried to get this done and they failed," Folkenberg responded. "But if you want to have a go at it, go ahead."

"If I were to get a crack at it, would you have my back?" I asked. His affirmative response meant that we would achieve change in the church's public presence.

After establishing a committee to oversee design parameters of the church's logo, its applications and graphics standards, a proposal was ready for a policy route through appropriate channels. Placed with the Communication Department, the group was composed of public relations professionals, a designer, and representatives of the administration. Known in church circles as a designer and graphic artist, Bryan Gray was invited to present a proposal for a design and work also on branding applications and a graphic standards manual.

In consultation with the Office of the General Conference President, one critical approach was undertaken—a recommendation to include the full name of our church—the Seventh-day Adventist Church. It aimed at establishing a trademark and legal right for the use of the church's full name, thus preventing unauthorized use of the church's identity and protecting the proprietary interests of the church's name.



## THE STORY BEHIND THE CHURCH LOGO

Also, in order to expedite the process to have the corporate identity established, it was recommended that, after the General Conference's top three officers approved the design proposal and application, it would be directly presented to the Executive Committee of the world church.

It was in October of 1996 that the Annual Council met in San Juan, Costa Rica, and a two-thirds majority of the Executive Committee voted to establish a unified, global church logo—a graphic and the church's full name—the denomination's first. Prior to 1996, the church never had a global church logo used by church entities in all World Divisions, unions, conferences, local churches and institutions owned or licensed by the Seventh-day Adventist Church.

It is important to note that when we established a graphic standards manual, “the ultimate goal [was] to ensure that the Church is identified consistently and clearly in a positive manner that will

communicate our mission and spirit for many years to come,” wrote Bryan Gray. Naturally, communicators and most of the church leaders in nearly all unions welcomed establishing a unified CI. As one church leader from Central America put it, we “feel that we are one, no matter where you see our logo.” Now, over twenty years later, wherever you see the logo, you know you can feel at home as part of a global family of Seventh-day Adventists.

My early months and years as a “logo cop,” after rolling out the usage and signage of the logo, saw a change of heart by those who initially were not so sure about dropping their attachment to logos developed by their Unions and became the CI's biggest supporters. Such was the case with South America in particular. Rolling out the logo throughout the region, the CI was merged with the Communication Strategy, known as the Communication of Hope.

### LOGO—WHAT IS ITS MEANING?

The logo reflects the core values of the Seventh-day Adventist Church. Its foundation is the Bible, the Word of God, shown open because its message should be read and put into practice. Central to that biblical message is the cross, which is also a central feature of the logo. Above the cross and the open Bible is a burning flame that represents the Holy Spirit, the messenger of truth.

**THE SECOND COMING.** The lines at the top of the design suggest upward momentum symbolizing the resurrection and ascension to heaven at Christ's Second Coming, the ultimate focus of our faith.

**THE FLAME.** This is the shape 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 the Adventist 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 open position suggesting a full acceptance of God's word.

Some people have complained that the abandonment of the "old" logo represents a departure from what we believe in, among other accusations. Nothing could be further from the truth. We don't reflect our logo; our logo reflects us, and if we are true to what we believe, that is what the logo will come to stand for.

As a matter of fact, the new logo more fully symbolizes the breadth of what we believe, as stated above, but is worth repeating. It starts with the foundation of the Word, centered on the Cross, the path to our salvation; it shows three flames encircling an implied globe, representing both the Godhead (Father, Son, Holy Spirit) and also the Three Angels' Message to all the world. And all of this is shown in a simple, yet elegant and contemporary style, all the things you ask for in a great logo.



## WHAT'S IN THE NAME?

There is only one correct usage of the name "Seventh-day Adventist." The correct spelling of the church name includes a hyphen between "Seventh" and "day" with the "d" for "day" being lower case. There are two identifying beliefs in our name. We are believers in the second advent of Jesus Christ and keep the seventh-day (Saturday) as Sabbath, the biblical day of worship.

Alongside the CI meaning and application, it was also established that the official abbreviation for the full name of the church is "Adventist." This establishes the use the full name or the abbreviation "Adventist" when referring to the church. Many local churches, leaders and members got accustomed to the abbreviation "SDA." \* In practice, this actually hides the meaning of



# THE STORY BEHIND THE CHURCH LOGO

who we, as Seventh-day Adventist members, are. It is also important to note that besides the legal application of our corporate identity, there is a public relations aspect of the way we identify ourselves. Though there will be those who would wish to debate it, in my public relations view, the use of the initials “SDA” is incorrect, as those letters can stand for a variety of organizations.

Besides, the names “Seventh-day Adventist” and “Adventist” are the registered trademarks of the Seventh-day Adventist Church (General Conference Corporation of Seventh-day Adventists), which is recognized as the legal entity controlling the use of that name. The term “Adventist” is a generic term, which can be used and applied by any group professing belief in the second advent of Christ. When used in the context of the full name of the church, the term “Adventist” is generally understood to mean Seventh-day Adventist.

Twenty years after the church took a step to establish a unified church logo, the General Conference reviewed the more contemporary needs of how we apply the logo in the era of changing technology and media. The logo received a graphic refresher without changing its graphic but making the logotype easier to use across the globe and in different languages.

\*The acronym SDA has also been legally determined to be proprietary to the Church and is a protected usage when referring to the Seventh-day Adventist Church (although the Church does not encourage the use of that acronym to identify itself). The use of these names is reserved for non-commercial use by Church organizations, as listed in the Seventh-day Adventist Yearbook. All others may only use these names with approval specific approval, as outlined under General Conference Working Policy. Additional information may be obtained by contacting the Office of General Counsel at the General Conference of Seventh-day Adventists.

Published in *Mountain Views*, Spring 2018

## LOGO USAGE

The registered trademark may be used by the Seventh-day Adventist Church, its entities, institutions (including churches and schools) as authorized by the General Conference of Seventh-day Adventists, its divisions, unions, and conferences.

The logo graphic represented here is a trademark of the Seventh-day Adventist Church. By downloading the Seventh-day Adventist logo, you agree to the stipulations and regulations set forth in the Global Identity Standards Manual (pdf). The General Conference of Seventh-day Adventist reserves the legal right to protect the integrity of the church against misuse or unauthorized use of the logo.

Trademarks shall not be utilized in commercial endeavors.

The logo is available as three types of graphics: **EPS, PNG, and JPG**. Whenever possible, use the EPS files because they can be expanded to the needed size without losing resolution. If the EPS file does not work, try using the PNG or JPG file.

Click to visit GC website and download logo in appropriate language:

<https://www.adventist.org/en/information/identity/logo/>







# KEEP CALM AND COMMUNICATE IN A CRISIS

CRISIS BOOT CAMP: HOW TO HANDLE COMMUNICATION DURING CRISIS  
BY CELESTE RYAN BLYDEN





A crisis is a reputation-defining event in the life of your organization. It's an unpredictable event that thrusts your organization into the spotlight. It presents danger that threatens, and at the same time, opportunity that can strengthen and infuse new life into your organization.

Crisis Communication (more often called Crisis Management) is the practice of helping our organizations work through and communicate effectively about difficult situations, which are most often caused by natural disasters, unexpected death or human error.

## LESSONS LEARNED

During 20 years of helping Seventh-day Adventist organizations work through crisis situations, I have learned never to be surprised when someone calls about a situation that is unfolding. Because we are human, bad things happen-even in God's organizations-and good people make mistakes.

I've also learned that there is wisdom in the counsel of many (like calling for backup), but too many cooks can spoil the broth and cause inertia. Working with a small group of three to five individuals who are best suited to respond to the situation at hand will help you create an appropriate process and effective response in a timely manner.

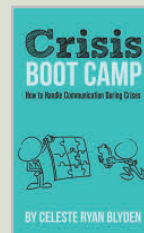
## BEST PRACTICE

Don't ignore warning signs; maintain a healthy awareness of issues facing your organization and what people are saying on social media, at the potluck tables or in the hallways. Also, when it comes to a crisis, experience is the best teacher. Participate in training annually, and regularly review helpful materials. When your crisis call comes, pause to pray for understanding and guidance to know how best to navigate the situation and circumstance. As [Psalm 46:1](#) promises, "God is our refuge and strength, always ready to help in times of trouble" (NLT).

## RESOURCE

Order the book, *Crisis Boot Camp*, at [adventsource.org](http://adventsource.org)

Celeste Ryan Blyden, vice president for Strategic Communication and Public Relations for the Columbia Union Conference, is the author and presenter of the *Crisis Boot Camp* book and workshop series.





**1**

## **Get the Facts**

What happened? And what do you know?

**2**

## **Form a Crisis Team**

Who will work through this situation? I suggest three to five people whose roles are most relevant to the situation you're facing.

**3**

## **Draft a Statement**

What do you want known about this situation? A statement simply articulates your perspective on the issue.

**4**

## **Consult with Others**

Seek input from administrators, legal counsel, your board chair, staff members, colleagues, etc.

**5**

## **Brief Your Team**

Here's what's going on, what we're doing about it and what we have to say. Invite their questions and suggestions.

**6**

## **Release the Statement**

Share your official statement on corporate letterhead as a PDF through previously established channels like your organizational website, email newsletter or a press conference.

**7**

## **Monitor and Manage the Crisis**

Monitor social media, listen to what people are saying and what questions they are asking. This will inform future statements/messages. Don't weigh in or defend; just observe what is being shared.

**8**

## **Follow Up and Debrief**

Once the crisis situation has passed and things are returning to normal, evaluate your actions, effectiveness and what you learned in the process.

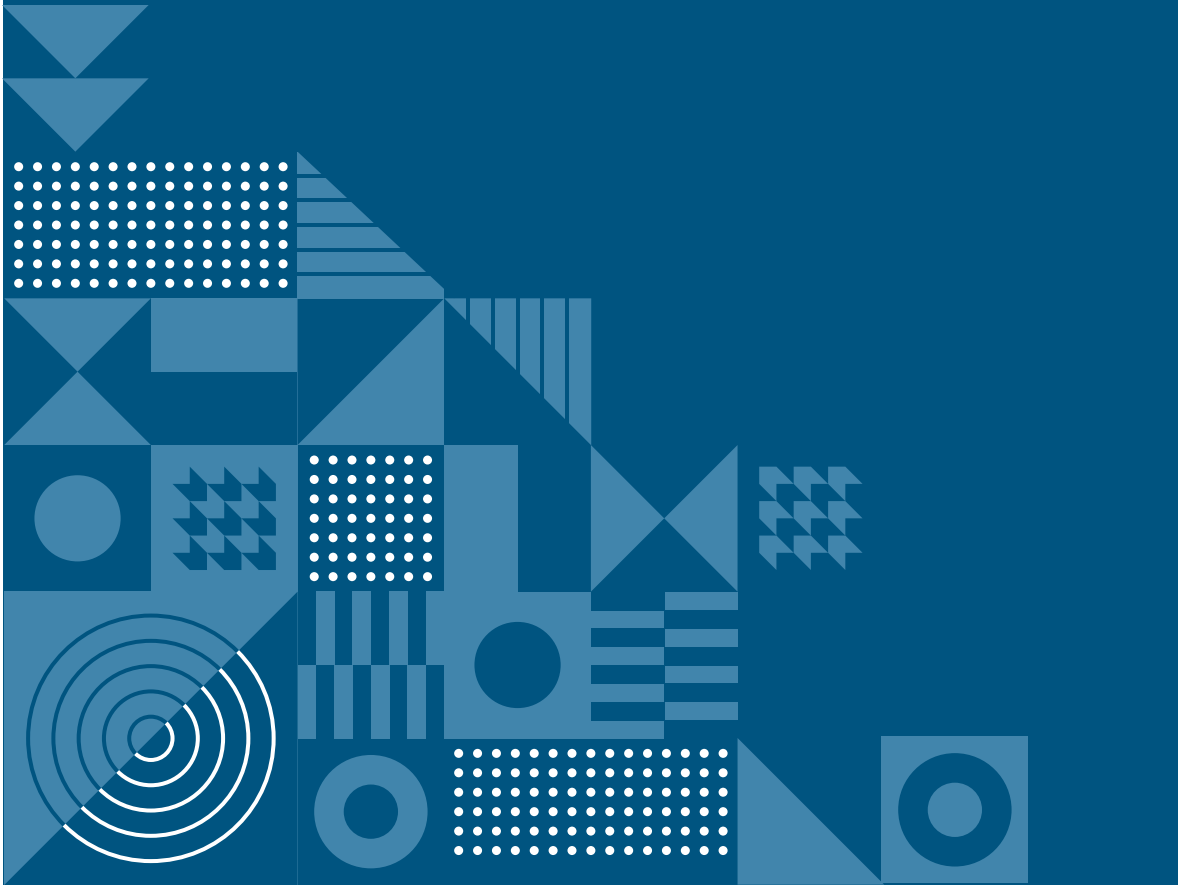
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[Reprinted with permission from *Communication Handbook: A Practical Guide for Adventist Communicators & Ministry Leaders*, Celeste Ryan Blyden, Editor. Published by AdventSource, Lincoln, Nebraska, 2019]





# ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS





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.

This section provides comments and guidelines by one of the founding pioneers of the Seventh-day Adventist Church. Though written many years ago, these counsels provide a context within which every local church can develop the most effective program to reach society, win hearts and minds, and communicate truth. The counsels are arranged in the following sections:

## **The Need to Develop and Preserve Good Will**

### **Publicity and Progress**

### **Social Contacts Essential to Success**

### **A Sense of Responsibility in Community Life**

### **The Church Influencing the World**

### **Working to Win Cultivated Minds**

### **Regard for Those Not of Our Faith**

### **Reaching People on Their Level, Not Ours**

### **Openly Approaching the Community**



## 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 Savior, 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.

### **GAIN CONFIDENCE OF PEOPLE FIRST—TIME ENOUGH FOR DOCTRINES.**

“In laboring in a new field, do not think it your duty to say at once to the people, We are Seventh-day Adventists; we believe that the seventh day is the Sabbath; we believe in the non-immortality of the soul. This would often erect a formi-

dable barrier between you and those you wish to reach. Speak to them, as you have opportunity, upon points of doctrine on which you can agree. Dwell on the necessity of practical godliness. Give them evidence that you are a Christian, desiring peace, and that you love their souls. Let them see that you are conscientious. Thus, you will gain their confidence; and there will be time enough for doctrines. Let the heart be won, the soil prepared, and then sow the seed, presenting in love the truth as it is in Jesus.”

*Gospel Workers* | pp. 119, 120.

### **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



## ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS

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 plat-

form. 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.



### PUBLICITY AND PROGRESS



#### **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.

#### **USE EVERY ADVERTISING MEANS TO CALL ATTENTION TO THE TRUTH.**

"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. This should not be regarded as nonessential. On every street corner you may see placards and notices calling attention to various things that are going on, some of them of the most objectionable character; and shall those who have the light of life be satisfied with feeble efforts to call the attention of the masses to the truth?"

*Testimonies*, vol. 6 | pp. 36, 37.

#### **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 doc-



trines 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. . . .

“In these days of travel the opportunities for coming in contact with men and women of all classes and of many nationalities are much greater than in the days of Israel. The thoroughfares of travel have multiplied a thousandfold. God has wonderfully prepared the way. The agency of the printing press, with its manifold facilities, is at our command. Bibles, and publications in many languages, setting forth the truth for this time, are at our hand and can be swiftly carried to every part of the world.

“Christians who are living in the great centers of commerce and travel have special opportunities. Believers in these cities can work for God in the neighborhood of their homes.

“In the world-renowned health resorts and centers of tourist traffic, crowded with many thousands of seekers after health and pleasure, there should be stationed ministers and canvassers capable of arresting the attention of the multitudes. Let these workers watch their chance for presenting the message for this time, and hold meetings as they have opportunity. . . . Thus the gospel of present truth will be placed in the way



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of those who know it not, and it will be accepted by not a few and carried by them to their own homes in all parts of the world.”

[Testimonies, vol. 9 | pp. 121, 122.](#)

### TO BE REPRESENTED AT FAIRS.

“We should improve every such opportunity as that presented by the St. Louis Fair. At all such gatherings there should be present men whom God can use. Leaflets containing the light of present truth should be scattered among the people like the leaves of autumn. To many who attend these gatherings these leaflets would be as the leaves of the tree of life, which are for the healing of the nations. . . .

“The time has come when, as never before, Seventh-day Adventists are to arise and shine, because their light has come, and the glory of the Lord has risen upon them.”

[Evangelism | p. 36.](#)

### EXERT INFLUENCE AT GREAT FESTIVALS.

“He attended the great yearly festivals of the nation, and to the multitude absorbed in outward ceremony He spoke of heavenly things, bringing eternity within their view.”

[Evangelism | p. 54.](#)

### WORK JUDGED BY EFFORTS TO PUBLICIZE IT.

“The character and importance of our work are judged by the efforts made to bring it before the public. When these efforts are so limited, the impression is given that the message we present is not worthy of notice.”

[Evangelism | p. 128.](#)

### LAY PLANS TO INSERT ARTICLES IN SECULAR PAPERS.

“Men will misrepresent the doctrines we believe and teach as Bible truth, and it is necessary that wise plans should be laid to secure the privilege of inserting articles into the secular papers; for this will be a means of awakening souls to see the truth. God will raise up men who will be qualified the sow beside all waters. God has given great light upon important truths, and it must come to the world.”

[Evangelism | p. 129.](#)

### NEW METHODS TO MAKE TRUTH PROMINENT.

“Truth will be made so prominent that he who runs may read. 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; but let no one, because of this, block the way by criticism.”

[Evangelism | pp. 129, 130.](#)

### THE PRESS A POWERFUL MEANS.

“The press is a powerful means to move the minds and hearts of the people.”

[Life Sketches | p. 216.](#)

### THE PRESS GIVES WINGS TO GOSPEL.

“There is great need of men who can use the press to the best advantage, that the truth may be given wings to speed it to every nation, and tongue, and people.”

[Gospel Workers | p. 25.](#)



### **BRIEF ASSERTIONS OF TRUTH EFFECTIVE.**

“In this age, when pleasing fables are drifting upon the surface and attracting the mind, truth presented in an easy style, backed up with a few strong proofs, is better than to search and bring forth an overwhelming array of evidence; for the

point then does not stand so distinct in many minds as before the objections and evidences were brought before them. With many, assertions will go further than long arguments.”

*Testimonies*, vol. 3, p. 36.



## **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 deport-

ment 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 Savior. . . .

“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 prepared 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 God, an individual 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 Savior. 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 person 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. 347.

## **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 greater 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 con-



tact 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 required 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 in industrial and sanitary lines. 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.



## ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS

### **GOSPEL REVEALED IN CRAFTS, INDUSTRY, AGRICULTURE.**

“Those who are wise in agricultural lines, in tilling the soil, those who can construct simple, plain buildings, may help. They can do good work and at the same time show in their characters the high standard to which it is the privilege of this

people to attain. Let farmers, financiers, builders, and those who are skilled in various other crafts, go to neglected fields, to improve the land, to establish industries, to prepare humble homes for themselves, and to give their neighbors acknowledgment of the truth for this time.”

*Testimonies*, vol. 9 | p. 36.

## THE CHURCH INFLUENCING THE WORLD

### **HAVING INFLUENCE IN THE WORLD NOT SAME AS BEING “WORLDLY.”**

[Some] are continually expressing their fears that the body of Sabbath-keepers are becoming like the world. . . . The people, who, in accordance with God’s word, are putting forth every effort to be one, who are established in the message of the third angel, are looked upon with suspicion, for the reason that they are extending their labor, and are fathering souls into the truth. They are considered worldly because they have an influence in the world, and their acts testify that they expect God yet to do a special and great work upon the earth, to bring out a people and fit them for Christ’s appearing.”

*Testimonies*, vol. 1 | p. 418.

### **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.

### **NEED A FORCE OF INFLUENCE IN THE CITIES.**

“It is God’s design that our people should locate outside the cities, and from these outposts warn the cities, and raise in them memorials for God. There must be a force of influence in the cities, that the message of warning shall be heard.”

*Evangelism* | p. 76.

### **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.

### STUDY TO HAVE GREATER INFLUENCE.

“Some rash, impulsive, yet honest souls, after a pointed discourse has been given, will accost those who are not with us in a very abrupt manner, and make the truth, which we desire them to receive, repulsive to them. The children of this world are in their generation wiser than the children of light. Businessmen and politicians study courtesy. It is their policy to make themselves as attractive as possible. They study to render their address and manners such that they may have the greatest influence over the minds of those about them. They use their knowledge and abilities as skillfully as possible in order to gain this object.”

*Testimonies*, vol. 4 | p. 68.

### DANIEL AN EXAMPLE OF INFLUENCE IN THE WORLD.

“Daniel loved, feared, and obeyed God. Yet he did not flee away from the world to avoid its corrupting influence. In the providence of God he

was to be in the world yet not of the world. With all the temptations and fascinations of court life surrounding him, he stood in the integrity of his soul, firm as a rock in his adherence to principle. He made God his strength and was not forsaken of Him in his time of greatest need.”

*Testimonies*, vol. 4 | pp. 569, 570.

### GOD WILL OPEN WAYS OF INFLUENCE.

“God is the great Master Worker, and by His providence He prepared 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.

### 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.





## 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.

### **EXPERIENCE WILL AID WHEN CALLED BEFORE COUNCILS.**

“The members of the church will individually be tested and proved. They will be placed in circumstances where they will be forced to bear witness for the truth. Many will be called to speak

before councils and in courts of justice, perhaps separately and alone. The experience which would have helped them in this emergency they have neglected to obtain, and their souls are burdened with remorse for wasted opportunities and neglected privileges.”

*Testimonies*, vol. 5 | p. 463.

### **RESPONSIBILITY TO LEADERS AND PROFESSIONAL PEOPLE.**

“The call to be given in ‘the highways’ is to be proclaimed to all who have an active part in the world’s work, to the teachers and leaders of the people. Those who bear heavy responsibilities in public life—physicians and teachers, lawyers and judges, public officers and businessmen—should be given a clear, distinct message. . . .

“We talk and write much of the neglected poor; should not some attention be given also to the neglected rich? . . .

“Some will ask: Can we not reach them with publications? There are many who cannot be reached in this way. It is personal effort that they need. . . .

“There are many who are represented to me as being like Cornelius, men whom God desires to connect with His church. Their sympathies are with the Lord’s commandment-keeping people. But the threads that bind them to the world hold them firmly. They have not the moral courage to



take their position with the lowly ones. We are to make special efforts for these souls, who are in need of special labor because of their responsibilities and temptations.

“From the light given me I know that a plain ‘Thus saith the Lord’ should now be spoken to men who have influence and authority in the world. They are stewards to whom God has committed important trusts. If they will accept His call, God will use them in His cause.

“There are men of the world who have God-given powers of organization that are needed in the carrying forward of the work for these last days.”  
[Testimonies, vol. 6 | pp. 78-80.](#)

### **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-worshipping 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.](#)

### **MORE THAN CASUAL ACQUAINTANCE NEEDED.**

“There are some who are especially fitted to work for the higher classes. These should seek the Lord daily, making it a study how to reach these persons, not to have merely a casual acquaintance with them, but to lay hold of them by personal effort and living faith, manifesting a

deep love for their souls, a real concern that they shall have a knowledge of the truth as it is in the word of God. . . .

“Let those who work for the higher classes bear themselves with true dignity, remembering that angels are their companions.”

[Testimonies, vol. 6 | p. 81.](#)

### **PREPARE FOR SCRUTINY OF GREAT MINDS.**

“Every position of truth taken by our people will bear the criticism of the greatest minds; the highest of the world’s great men will be brought in contact with truth, and therefore every position we take should be critically examined and tested by the Scriptures. Now we seem to be unnoticed, but this will not always be. Movements are at work to bring us to the front, and if our theories of truth can be picked to pieces by historians or the world’s greatest men, it will be done.”

[Evangelism | p. 69.](#)

### **WE LOSE BY WORKING IN A CHEAP WAY.**

“The work in \_\_\_\_\_ might now be much farther advanced than it is if our brethren, at the beginning of the work there, had not tried to work in so cheap a way. If they had hired good halls and carried forward the work as though we had great truths, which would surely be victorious, they would have had greater success. God would have the work started in such a way that the first impressions given shall be, as far as they go, the very best that can be made.”

[Gospel Workers | p. 462.](#)



## REGARD FOR THOSE NOT OF OUR FAITH

### **NOT TO TAKE SUPERIOR ATTITUDE.**

“There are many who need our sympathy and advice, but not that advice which implies superiority in the giver and inferiority in the receiver.”

*Testimonies, vol. 3 | p. 534.*

### **PATIENCE WITH THOSE NOT 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 your 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.*

### **HONOR THE HUMAN KINDNESS OF MANY IN WORLD.**

“If we neglect the cases of the needy and the unfortunate that are brought under our notice, no matter who they may be, we have no assurance of eternal life; for we do not answer the claims that god has upon us. . . .

“Although the customs of the world are no criterion for us, yet I have been shown that the pitying sympathy and the benevolence of the world for the unfortunate in many cases shame the professed followers of Christ.”

*Testimonies, vol. 3 | p. 524.*

### **SPEAKING IN OTHER CHURCHES.**

“On Sunday, June 23, I spoke in the Methodist church of Salem on the subject of temperance. The attendance was unusually good, and I had freedom in treating this, my favorite subject. I was requested to speak again in the same place on the Sunday following the camp meeting but was prevented by hoarseness. On the next Tuesday evening, however, I again spoke in this church. Many invitations were tendered me to speak on temperance in various cities and towns of Oregon, but the state of my health forbade my complying with these requests.”

*Testimonies, vol. 4 | p. 290.*

### **COOPERATION WITH OTHER CHRISTIANS.**

“But my work was not yet done in Battle Creek. Immediately on our return from the lake we were earnestly solicited to take part in a temperance mass meeting, a very praiseworthy effort in progress among the better portion of the citizens of Battle Creek. This movement embraced the Battle Creek Reform Club, six hundred and sixty strong. God, Christ, the Holy Spirit, and the Bible were familiar words with these earnest workers. Much good had already been accomplished, and



the activity of the workers, the system by which they labored, and the spirit of their meetings, promised greater good in time to come.”

*Testimonies*, vol. 4 | p. 274.

### **ATTENDANCE AT OTHER CHURCHES.**

“Let some of the workers attend religious gatherings in other churches and, as there is opportunity, take part in them. Jesus when only twelve years old went into the school of the priests and rabbis at the temple and asked questions. In this temple school, studies were conducted daily, somewhat as we conduct Bible studies. Jesus asked questions as a learner, but His questions furnished new matter for those learned priests to think upon. Similar work might be done today.”

*Testimonies*, vol. 6 | pp. 74, 75.

### **REGARD FOR OTHER MINISTERS.**

“Our ministers should seek to come near to the ministers of other denominations. Pray for and with these men, for whom Christ is interceding. A solemn responsibility is theirs. As Christ’s messengers we should manifest a deep, earnest interest in these shepherds of the flock.”

*Testimonies*, vol. 6 | p. 78.

### **BE FRIENDLY TOWARD OTHER MINISTERS.**

“It should ever be manifest that we are reformers, but not bigots. When our laborers enter a new field, they should seek to become acquainted with the pastors of the several churches in the place. Much has been lost by neglecting to do this. If our ministers show themselves friendly and sociable, and do not act as if they were

ashamed of the message they bear, it will have an excellent effect, and may give these pastors and their congregations favorable impressions of the truth. At any rate, it is right to give them a chance to be kind and favorable if they will.”

*Evangelism* | pp. 143, 144.

### **MANY OF GOD’S PEOPLE IN THE WORLD.**

“We need to understand that God will add to the ranks of His people men of ability and influence who are to act their part in warning the world. All in the world are not lawless and sinful. God has many thousands who have not bowed the knee to Baal. There are God-fearing men and women in the fallen churches.”

*Testimonies*, vol. 9 | p. 110.

### **EVERY WALL BROKEN DOWN.**

“Christ recognized no distinction of nationality or rank or creed. The scribes and Pharisees desired to make a local and a national benefit of all the gifts of heaven and to exclude the rest of God’s family in the world. But Christ came to break down every wall of partition. He came to show that His gift of mercy and love is as unconfined as the air, the light, or the showers of rain that refresh the earth.”

*Testimonies*, vol. 9 | p. 190.

### **RECOGNIZE BROTHERHOOD OF ALL.**

“The life of Christ established a religion in which there is no caste, a religion by which Jew and Gentile, free and bond, are linked in a common brotherhood, equal before God. No question of policy influenced His movements. He made no difference between neighbors and strangers,



## ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS

friends and enemies. That which appealed to His heart was a soul thirsting for the waters of life.

“He passed no human being by as worthless, but sought to apply the healing remedy to every soul. In whatever company He found Himself, He presented a lesson appropriate to the time and the circumstances.”

*Testimonies*, vol. 9 | p. 191.

### **NOT TO “MAKE A DRIVE” AGAINST CHURCHES OR INDIVIDUALS.**

“Our work is to study to weed out of all our discourses everything that savors of retaliation and defiance and making a drive against churches and individuals, because this is not Christ’s way and method.”

*Testimonies*, vol. 9 | p. 244.

### **MANY CONSCIENTIOUS CHRISTIANS AMONG CATHOLICS.**

“This message must be given; but while it must be given, we should be careful not to thrust and crowd and condemn those who have not the light that we have. We should not go out of our way to make hard thrusts at the Catholics. Among the Catholics there are many who are most conscientious Christians and who walk in all the light that shines upon them, and God will work in their behalf. Those who have had great privileges and opportunities, and who have failed to improve their physical, mental, and moral powers, but who have lived to please themselves and have refused to bear their responsibility, are in greater danger and in greater condemnation before God than those who are in

error upon doctrinal points, yet who seek to live to do good to others. Do not censure others; do not condemn them.”

*Testimonies*, vol. 9 | p. 243.

### **NO UNNECESSARY BARRIERS BETWEEN US AND OTHER CHURCHES.**

“We should not, upon entering a place, build up unnecessary barriers between us and other denominations, especially the Catholics, so that they think we are their avowed enemies. We should not create a prejudice in their minds unnecessarily, by making a raid upon them. There are many among the Catholics who live up to the light they have far better than many who claim to believe present truth, and God will just as surely test and prove them as He has tested and proved us.”

*Evangelism* | p. 144.

### **KINDNESS IN DEALING WITH OPPOSITION.**

“In the advocacy of the truth the bitterest opponents should be treated with respect and deference. Some will not respond to our efforts but will make light of the gospel invitation. Others—even those whom we supposed to have passed the boundary of God’s mercy—will be won to Christ. The very last work in the controversy may be the enlightenment of those who have not rejected light and evidence, but who have been in midnight darkness and have in ignorance worked against the truth. Therefore, treat every man as honest. Speak no word, do no deed, that will confirm any in unbelief.”

*Testimonies*, vol. 6 | p. 122.



## 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.](#)

### **DO NOT CONDEMN PRACTICES OF PEOPLE TOO SOON.**

“Do not make prominent those features of the message which are a condemnation of the customs and practices of the people, until they have an opportunity to know that we are believers in Christ, that we believe in His divinity and in His pre-existence.”

[Testimonies, vol. 6 | p. 58.](#)

### **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.](#)

### **A POSITIVE, NOT NEGATIVE, APPROACH.**

“It is of little use for us to go to pleasure lovers, theatergoers, horse racers, drunkards, gamblers, and scathingly rebuke them for their sins. This will do no good. We must offer them something better than that which they have, even the peace of Christ, which passeth all understanding.”

[Evangelism | p. 267.](#)

### **OUR POLICY ON PREACHING PECULIAR DOCTRINES.**

“Our policy is, Do not make prominent the objectionable features of our faith, which strike most decidedly against the practices and customs of the people, until the Lord shall give the people a fair chance to know that we are believers in Christ, that we do believe in the divinity of Christ, and in His pre-existence.”

[Testimonies to Ministers | p. 253.](#)



## ELLEN G. WHITE COUNSELS ON PUBLIC RELATIONS

### DIFFERENT APPROACHES TO DIFFERENT MINDS.

We all need to study character and manner that we may know how to deal judiciously with differ-

ent minds, that we may use our best endeavors to help them to a correct understanding of the word of God and to a true Christian life.



### OPENLY APPROACHING THE COMMUNITY



#### NAME REVEALS OUR FAITH.

“The name Seventh-day Adventist carries the true features of our faith in front, and will convict the inquiring mind. Like an arrow from the Lord’s quiver, it will wound the transgressors of God’s law, and will lead to repentance toward God and faith in our Lord Jesus Christ.”

[Testimonies, vol. 1 | p. 224.](#)

#### CHURCH NAME NOT TO BE CONCEALED.

“We are not to conceal the fact that we are Seventh-day Adventists. The truth may be ashamed of us because our course of action is not in harmony with its pure principles, but we need never be ashamed of the truth. As you have opportu-

nity, confess your faith. When anyone asks you, give him a reason of the hope that is in you, with meekness and fear.”

[Testimonies, vol. 6 | p. 81.](#)

#### 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.](#)

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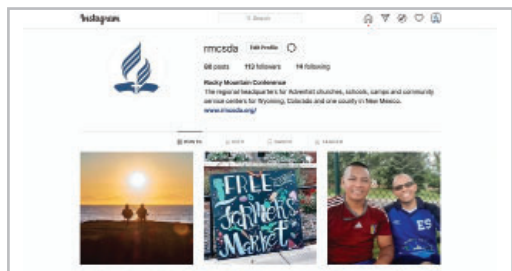
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## Recommended Resources:

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