NEWSNUGGETS:

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 **NEWNUGGESTS** 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 NN 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 Engelkemeir, 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

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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.