

FC

COMMUNICATION— DEPARTMENTAL POLICIES

FC 05 Philosophy

There are many forms of communicative media available to the Church today, and the Communication Department is committed to using all of these means in sharing with the world the good news of salvation. Especially effective in accomplishing God's mission are media organisations and evangelistic ministries, working in co-operation with pastors and laypersons.

Because communication of the gospel is the responsibility of the entire Church, the Communication Department is involved in all the programmes of the Church seeking to serve both administrators and departments with the skills it possesses to further these programmes. The Communication Department assists administrators and other church leaders in communicating organisational policies and initiatives to both internal and external publics. In addition, the department interprets to administration the attitudes of these publics toward the Church. The department also provides crisis communication expertise and response systems.

Close liaison between a communication director and administration may be accomplished by membership on administrative councils, meeting by invitation with the executive committee or board, or frequent consultation with and briefing by the executive officer. During these exchanges, Communication Department personnel are able to perform a valuable service by advising regarding the possible effects of plans and programmes on the mission of the Church.

FC 10 Vision

The vision of the Communication Department is to present a positive image of the Church, its mission, and its life and activities, as well as to assist the Church in being an effective witness of the loving and saving grace of Jesus Christ.

Activities of the department enable "Seventh-day Adventists to communicate hope by focusing on the quality of life that is complete in Christ." Thus, the Church's Communication Department fulfils a role in effectively promulgating the everlasting gospel and building bridges of hope.

FC 15 Objective

The objective of the department is to reach society, both within the Church and externally, with an open, responsible, and hope-filled communication programme through the effective use of contemporary technologies and methods of communication.

FC 20 Responsibility in Achieving the Objective

The Communication Department has committed itself to a programme of honest and accurate presentation to establish in the public mind that the Church is a Bible-based Christian church—active, progressive, humanitarian, responsible, respectable, friendly, growing, global, and personally helpful. The department's commitment will be seen in motivating every Seventh-day Adventist to be an active contributor in communicating the values and mission of the Church.

FC 25 Functions and Services

The communication services include:

1. News and Information, such as the *TED News Bulletin* and official TED web site.
2. Training and development of communication skills for the respective field communication directors.
3. Providing crisis communication expertise and response systems.
4. Developing and producing media resources for evangelism.
5. Advising the fields on effective use of media and contemporary communication systems and technologies.
6. Assisting the fields with public relations programmes that would help the Church foster a positive image in society.
7. Training in communicating the gospel in a contemporary society.
8. Co-ordinating the exchange of information and resources between fields.

FC 25 03 Staffing—The Communication Department Director shall be elected or appointed on the basis of their expertise and experience in caring for the responsibilities encompassed by the work of the department.

FC 25 04 Division Advisories—The Division advisory is normally called at the beginning of each new quinquennium. During this time the director meets with the union/attached field directors to discuss ministry needs and opportunities and to lay strategic plans for the next five years.

FC 25 05 Information Services—1. Engage in and promote the gathering and dissemination of news via all media, thereby fulfilling an obligation to give adequate information about the organisation.

2. Develop and promote special community service programmes, such as:
 - a. Public service spots and programmes on radio and television designed to keep the name of the Church before the public in a low-key educative manner.
 - b. Community-orientated columns in newspapers, thereby tending to establish the Church as a body of helpful, Christian, clean-living people.
3. Participate in the preparation and/or effective use of brochures, exhibits, films, audio-visuals, and other publicly orientated materials of an informational nature.

4. Serve as a source of information about the Church or its institutions to which the public, including media representatives, can turn for answers to their questions.

FC 25 10 Evangelistic Services—1. Plan and promote radio, television and internet programming of a spiritual nature.

2. Promote greater and more efficient use of all media for dissemination of the gospel by:

a. Giving guidance to local pastors and laypersons involved in broadcasting and in production of broadcast materials.

b. Providing suggestions for use of the internet in evangelism.

c. Assisting in the preparation of films of an evangelistic nature.

3. Promote major denominationally sponsored broadcasts and other media programming.

4. Encourage the co-operation of lay persons in following up interests generated by media programming, advertising and releases.

FC 25 15 Adventist Broadcast Services—The Communication Department shall give guidance in the establishment and operation of denominationally owned and affiliated broadcast stations.

FC 25 20 Training Services—1. Develop within the Church an awareness of the value of good public relations in attaining the divine objectives of the Church and to inspire among members a sense of individual participation in the denomination's total public relations and evangelistic effort.

2. Develop and operate a training programme to maintain the various aspects of mass communication evangelism.