

Communication Workshop

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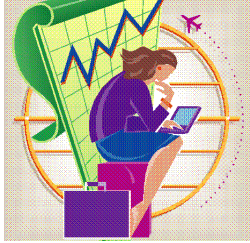
South Central Communication Department
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"Technology Ministries: The Cutting Edge of Church Communications"

Workshop Schedule

- 9:00 a.m. - How to Establish a Technology Ministries Program for Your Church
- 10:00 a.m. - Introduction to Digital Photography
- 11:00 a.m. - Church Newsletters and E-Newsletters
- 12:00 p.m. - Communications: The Nuts and Bolts
- 1:00 p.m. - Show-N-Tell Luncheon



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How to Establish a Technology Ministries Program for Your Church

What is Technology Ministries?

Recognizing that technology will greatly influence the future of the church, the South Central Conference Communication Department is encouraging the development of a Technology Ministries Committee in each church. This committee, chaired by the Communication Leader, includes those persons working in or have skills the areas of photography, videography, graphic design, audio-visual, journalism, web design and management, tape ministry, radio, and television. The purpose of the committee is to involve people with these talents in the ministry of the church in a coordinated fashion. It will help the church use technology in worship and ministry.

A Look at How Technology is Changing Worship and Ministry

Over the past decade ministry has been fast moving from . . .

- Slide projectors to LCD Projectors
- Radio to Internet-based webcasts
- Church bulletins typed by the church secretary to beautiful worship guides designed by a graphic designer and printed by a professional printer
- Gray newsletters to well-designed four-color newsletters and e-newsletters
- Sermons on audio-tape to mp3 files played on an mp3 player
- Video to DVD
- Desktop computers and laptops to PocketPCs and Palm Pilots

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- Tray offering to e-offerings
 - Keyboards to flexible keypads and the newest laser light keyboard
 - Ballpoint pens to new USB data pens
 - Film photography to digital photography
 - Brochures to websites
 - Bulletin boards to flat screen news panels
 - Snail mail to e-mail
 - Songleaders with a book to praise teams with multimedia songs
 - Sanctuaries with P. A. systems to new worship environments with Bose quality surround sound
 - hardback Church Manual to the new e-book version.
 - Printed Bible Studies to downloadable pdf Bible Studies and flash presentations.

What Will the Church Service of the future look like?

- The lobby will be furnished with bulletin boards that have flatscreen inserts for viewing video clips and digital photos of church news
- Churches will be wireless hotspots where you will log onto the church website to interact with the worship service
- Sabbath School will feature downloadable e-quarterlies
- Mission stories will be live webcasts
- Four-color worship guides will be beamed into your PocketPC or Palm Pilot
- Services will be easily simo-cast to sick and shut-in with live video feed or webcasts
- Sermons and music will be available in mp3 format and again beamed to your PocketPC by a wireless transmitter
- E-offerings will be common at church and on church websites
- The church news will be sent to you by e-mail or downloaded through a service such as Avantgo

Soon you will recognize the church service only because it features the . . .

- Same Gospel
- Same Jesus
- Same Bible
- Same Baptism
- Same Divine Power

Churches With Multi-Media Centers

Indeed, technology will lead many churches to build a media center in the church building to handle television production, webcasting, DVD and CD production, graphic design, television, audio, and network management, etc.

How Can You Take Advantage of Technology at Your Church?

Step One: Organize a Technology Ministries Committee

Organize a Technology Ministries Committee and meet with them to:

- Identify the ways technology is already being used by your church and its members.
- Identify members and friends of your church with technological skills.
- Brainstorm ways you can enhance your ministry to your church and community using the technology available to you.
- Discuss how your church can help prepare the next generation of worshipers to understand how to use technology for worship and ministry through Computer Camps, and training opportunities in other areas of technology.
- Recommend that your Church Board votes to establish a Technology Ministries Department

Step Two - Become Technologically Aware

- Read widely in the areas that you want to do ministry
- Visit mega-church ministries that are already using some of these technologies then adopt and adapt what you can use.

Step Three: Select Two or Three Ways You Want to Technology in Your Church's Ministry

- Look at your church's ministry goals
- Start small. Select 2 or 3 ways technology can help you achieve your ministry goals

Step Four: Develop Budget

- Determine the cost of training, equipment, operations, and replacement costs.
- Remember that technology has a short life. It must be replaced every two to three years for newer technology.

Step Five: Create Media Center

- Dedicate space in your building for a media center that serves the ministry needs your church and school.

Step Six: Add other technologies as your ministry needs demand and budget allows.



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Introduction to Digital Photography

A. How to Choose a Camera

- Film camera vs. digital camera
- If you are ready to digital? Consider these questions.
 - * What type of camera user are you?
 - * How important are megapixels and what size do you need?
 - * How important is camera size
 - * What are the lens options?
 - * What are the choices for memory - and how much do you need?
 - * How do cameras differ in handling and quality of results?

B. Five Tips for Better Photography by Gianna Norman What Makes a Good Picture?

5 Basic Rules

1. Show motion and emotion
2. Fill the frame
3. Good lighting
4. Tell the story
5. Obvious center of interest

These easy tips make the difference between amateurs and professionals.

Show Motion & Emotion

- Motion attracts the eye
- The most moving pictures portray an emotion and set a mood.
- When shooting for the media, catching the eye is essential.
- When you show motion and emotion, you are helping to tell the story.

Fill the Frame

Not filling the frame is a common mistake

- Filling the frame makes the subject more interesting.
- It holds the viewer's attention.
- It makes the subject more obvious.

Good Lighting

Lighting can make or break the picture!

- People's eyes are most drawn to the whitest part of a picture.
- Get close to the subject to make sure your flash will reach the subject.
- Consider film speed and shutter speed.

Tell the Story

One picture is worth a thousand words.

- Frequently, only one picture accompanies a story. When you shoot, shoot with a picture in mind that will tell the story.
- Make a shot list, so that you cover the event thoroughly.
- Tell the story with pictures!

Obvious Center of Interest

The audience should know what the subject of the picture is.

- Filling the frame will help you focus on the center of interest.
- As a general rule, make yourself level with the subject.
- Center of interest doesn't mean the subject has to be in the center.

A Good Picture Will Often Say More Than a Story

- Try to capture "moments."
- Open your eyes and look for photo opps.
- Always have your camera ready to go.
- Practice makes perfect! Get out there and shoot!

Provide Adequate Captions

A complete caption tells the name/s, event, location and a clear description of what was happening.

Provide Photo Credit

Give name of photographer, phone number. It is also important to give your address if photo must be returned you.

Other Resources for Photographers

Books

The Joy of Photography, Kodak Eastman Company

Associated Press Guide to Photojournalism (Associated Press Handbooks) by Brian Horton

Consumer News and Reviews

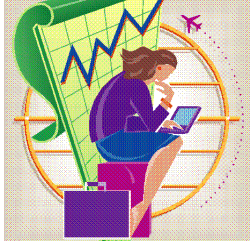
Steve's Digicam: <http://www.steves-digicams.com/>

Digital Photography Review: <http://dpreview.com/>

Websites

B&H Photo Video <http://bhphotovideo.com/>

Photography Tips www.photographytips.com



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How to Plan and Publish Your Church Newsletter / E-Newsletter

Planning: Ask questions That lead to success

1. What is the purpose of my publication?
2. Where will readers encounter my publication?
3. What kind of image do I want to publication?
4. What is the precise mix of text and visuals?
5. What is the information hierarchy I want to communicate?
6. How can I make my message as easy to read as possible?

Design

1. Commit to consistency
2. Choose a distinctive, benefit-oriented title
3. Choose the right margins and column layout
4. Make headlines easy to locate and read
5. Insert frequent subheads

6. Make body copy as easy to read as possible.

7. Choose the right punctuation and spacing

8. Align visuals with column boundaries

9. Provide meaningful and readable captions

10. Use color with restraint

11. Detail your newsletter

12. Simplify your design

Software -

Layout Software: Microsoft Publisher, PageMaker, InDesign

Photo Editing Software: Adobe Photoshop Elements, Adobe Photoshop

File Compression Software: Kinko's Preptool, Adobe Acrobat

Circulation

Mail -

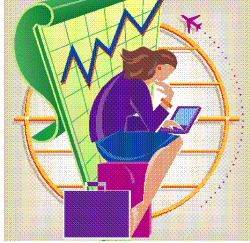
E-mail -

- Word or pdf format

- Bulkmailing software: GroupMail

Website -

Lobby -



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Church Communication: The Nuts and Bolts

6 P's to Baptismal Pool

People, Public, Pew, Preacher, Proclaim, Pool

Saved **P**eople invite the **P**ublic to sit in **P**ews to hear the **P**reacher
Proclaim the gospel and be baptized in the **P**ool.

Curb Appeal

What does the property look like?

- Building
- Yard
- Parking Lot
- Church Identification Sign

Make Church Welcoming

- Lobby (Bulletin Board, Welcome atmosphere)
- Parking lot attendants
- Greeters
- Church Brochure

Make Church Visible

- Newspaper (Church listing, announcements, column, news)
- Hotel - listing in Guest services book
- On an indenominational internet church locator service
- On the radio
- Denominational Papers
- Church website

Help Members Receive Church News

- Southern Tidings
- SCC Online News
- AR Intouch Online
- Adventist Review
- Church Newsletter
- Church E-mail Directory
- Bulletin Boards
- PowerPoint Announcements

