Idaho Student Wins State Doodle 4 Google

Natasha DiBiase, a third grader at Lake City Junior Academy (LCJA) in Coeur d'Alene, Idaho, was recently awarded as the Idaho state winner of the annual Doodle 4 Google competition with the theme of "My Best Day Ever." During a school assembly, DiBiase helped representatives from Google unveil an eight-foot rendering of the drawing she made. The drawing features the day DiBiase becomes a veterinarian, a career inspired by the veterinarian who saved her dog's life. The drawing has now moved on to the national competition where one winner will be selected. "I was really impressed with her drawing, but I had no idea it would win," says Anita Roberts, DiBiase's teacher. If her artwork receives enough votes, she will win a $30,000 college scholarship and LCJA will receive a $50,000 technology grant. Cast your vote for DiBiase's Doodle and read more about the competition at UCCSDA.org.

FCC Opens Window for Low Power FM Stations

The FCC has announced they intend to open an application filing window for new low power FM stations in October of 2013. This is a rare opportunity to reach your community that may not arise again due to the scarcity of frequencies available. Low power FM stations are a special class of radio station that operate with a limited range and are only for non-commercial purposes. Donald Martin, an Adventist attorney who specializes in broadcast, media and entertainment law, has prepared a white paper for churches interested in setting up a new station in their area. Download the paper at NPUC.org.

ADRA Disaster and Famine Relief Offering

Sabbath, May 11, Adventist Church families around the
world will be collecting a special offering to support the worldwide ministry of the Adventist Development and Relief Agency (ADRA). ADRA offers emergency services in response to disasters and famines around the world and this Sabbath's offering will help the agency prepare for disasters ahead. The agency has prepared resources for church leaders to help them tell the story of what ADRA is doing, with posters, announcement notes, a kids coloring sheet, bulletin inserts and video promos. Find these resources at ADRA.org.

Oakwood University Wins The Home Depot Contest

Oakwood University was recently announced as the Tier 1 Grant winner of The Home Depot Retool Your School campus improvement contest. The award is a $50,000 grant to be used for campus improvements. Oakwood was the only Adventist school in the contest open to all historically black colleges and universities. The contest began Feb. 18 with online voting and ran through April 15. The university is grateful to the many Adventist's around the world who faithfully participated in voting for them each day over the course of the contest. Oakwood plans to use the funds awarded to build an outdoor pavilion equipped with outdoor kitchen appliances, grills and fireplaces. Read more about this at Examinar.com.

Adventists Respond in Bangladesh Factory Collapse

When a commercial factory building collapsed in Bangladesh, trained Adventist youth were some of the first to respond. The building, an eight-story commercial factory that housed five garment factories as well as banks and hundreds of shops, collapsed on April 24. Of the nearly 3,500 workers housed in the building, approximately 2,400 injured have been rescued, 400 bodies have been recovered and hundreds are still missing. Ten Adventist youth, who had been trained in earthquake and building collapse situations, brought out 30 victims. A second group of 125 Adventists arrived later in the week. ADRA Bangladesh has also responded by providing oxygen tanks, masks, flashlights, hammers, shovels and other tools. Read more coverage from Adventist News Network.

Adventist Health and Regence BlueCross Announce New Partnership

Adventist Health and Regence BlueCross of Oregon have announced a new partnership in an innovative payment model that aims to deliver better health outcomes and lower the health care costs. The program, a first of its kind in Oregon, includes a shared incentive arrangement where the two organizations have agreed to share data and measure quality. “We are pleased to further our collaboration with Adventist Health to improve health outcomes for our members and to support the physician-
patient relationship that’s critical to the transformation of the health care system,” said Don Antonucci, president of Regence BlueCross BlueShield of Oregon. Read more about the story at AdventistHealthNW.com.

Looking Ahead

May
16–19: 37th Annual NPUC Regional Convocation
19–23: SAGE Sprint Work Bee at MiVoden

June
14–15: Better Life Broadcasting Camp Meeting

More Events

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Natasha DiBiase, a third grader at LCJA, helped Google representatives unveil an eight-foot wide rendering of her artwork at a special school assembly to declare her the Idaho state winner of the Internet search engine’s doodle contest. Natasha and her family rescued their dog from a shelter and through a veterinarian brought it back to health. The experience inspired Natasha to become a vet when she grows up and was the idea behind her winning doodle.

Student's at LCJA cheer after the announcement was made that their schoolmate, Natasha DiBiase, had won the Doodle 4 Google contest for the State of Idaho.

“I was amazed when I found out I had won,” said Natasha, “They said to draw something about my best day ever, which will be when I become a veterinarian, because when I was a little girl my dog was very sick and we took her to the vet and she got better. So I’d like to be a vet and help animals too.”
The Doodle 4 Google contest is a competition open to K–12 students of U.S. schools to create their own Google doodle. A Google doodle is a stylized version of the search engine’s logo that appears on the website to commemorate a special person, date in history or other theme to surprise and delight users of the Google website. This year’s theme for the Doodle 4 Google contest was “My Best Day Ever.” Chosen from a total of over 130,000 entries, each State’s winners represent the top doodles from this year’s competition.

“The whole class did this as an art project,” said Anita Roberts, Natasha’s teacher at LCJA. “The kids didn’t have a lot of time to get their pieces done before the deadline so I wasn’t sure if they would be very elaborate, but Natasha worked on hers until the very last day. I was really impressed with her drawing, but I had no idea it would win.”

The national contest winners will be determined by whose artwork gets the most votes by Google users in the United States. The winner will be announced at an event in New York later this month.

For her work, Natasha is receiving a trip to New York City for the final awards ceremony on May 22, 2013, a t-shirt with her doodle printed on it and her artwork will be featured in a special exhibit at the American Museum of Natural History in New York.

If her artwork gets enough votes and wins the national contest, Natasha will win a $30,000 college scholarship and LCJA will receive a $50,000 grant towards the establishment of a computer lab or technology programming.

“It would be very exciting if Natasha’s work won the national competition,” says Ron Jacaban, principal of LCJA, “and a big blessing to the school to receive the technology grant, but mostly we are proud of her for doing her best and that she is developing a passion for serving others.”

The public is invited to vote online for the national winner on the Google website at google.com/doodle4google. Voters will be asked to select their favorite doodles, one from each age group, between May 1 and May 10, 2013.
LEGAL REQUIREMENTS FOR LOW POWER FM RADIO APPLICANTS AND LICENSEES

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The Federal Communications Commission has indicated that it will accept applications for new Low Power FM ("LPFM") radio stations during a “filing window” in the autumn of 2013. The tentative target date for opening the window is October 15 – but the exact date has not yet been announced. In the past, such filing windows have usually been open for a period of 10 days to two weeks. The only previous opportunity to file applications for new LPFM stations was a series of regional filing windows conducted in 2000 and 2001. It is impossible to predict when there might be another LPFM filing window in the future. It could likely be another decade away – if ever. Therefore interested parties should prepare to take advantage of this rare opportunity now because there may not be another one anytime in the foreseeable future. The upcoming filing window will be open for applications throughout all fifty states and all U.S. territories.

Applications are filed electronically online to the FCC’s computer system. The applicant must describe itself and explain its qualifications to be an LPFM licensee. The application must also propose a specific site where the transmitter and antenna will be located. The proposed site must be located so that the station would not cause interference to other stations. Broadcast applicants typically engage both a communications attorney and a broadcast consulting engineer to advise and assist in preparing, filing and prosecuting the application.

MANDATORY BASIC QUALIFICATIONS

Nonprofit Entity

LPFM stations may use any frequency throughout the FM band, subject to the interference and protection standards adopted for this service. However, all LPFM stations will be noncommercial, including those on frequencies ordinarily used by commercial stations (above 92 MHz on the FM dial). Applicants must therefore meet the FCC’s current qualification standards for noncommercial educational broadcasting to become a noncommercial licensee. Eligibility to be a noncommercial broadcast licensee is limited to nonprofit educational organizations that can show that the proposed station will be used for the advancement of an educational program. The Commission requires such applicants to be one of the following:

(a) a government or public educational agency, board or institution;
(b) a private nonprofit educational institution or organization; or
(c) a nonprofit entity with a demonstrated educational purpose.

Applicants in categories (a) and (b) must have an educational program and demonstrate how their proposed programming will be used for the advancement of that program. A category (c) applicant must specifically show:
(1) that it is in fact a nonprofit educational organization,
(2) that it has an educational objective, and
(3) how its programming will further that objective.

While an LPFM applicant and licensee can be any sort of nonprofit entity, the nonprofit corporation is the most likely candidate. In many cases, the local congregation of a church could be a licensee. That is somewhat impractical however for a local Seventh-day Adventist Church because of the legal structure of the denomination and the prohibition against owning more than one LPFM station. Section 73.858(b) of the FCC’s rules states that:

“A local chapter of a national or other large organization shall not have the attributable interests of the national organization attributed to it provided that the local chapter is separately incorporated and has a distinct local presence and mission.”

Local Seventh-day Adventist churches are not typically separately incorporated. All of the churches within a conference are legally under the umbrella of the conference corporation. A strict interpretation of Section 73.858(b) would give each church within the conference an attributable interest in each LPFM or other broadcast station held by any other local church within the conference or held by the conference itself. This condition would violate the prohibition against an entity holding an attributable ownership interest in more than one LPFM station. Consequently, the best vehicle for pursuing an LPFM application is the nonprofit corporation. (This is contrasted with what occurred in recent filing windows for full power FM stations where many local Adventist churches filed applications. Full power FM licensees are not subject to the restrictions on cross-ownership that pertain to LPFM.)

If a new nonprofit corporation is being established to become an LPFM applicant, care must be taken to ensure that the corporation is actually legally in existence at the time that the FCC application is filed. A viable candidate to become an LPFM applicant may be some existing incorporated auxiliary entity associated with the church, such as a community service center. However, in many cases it may be necessary to create a new corporation for this purpose. In the past, Adventist groups have created new corporations to be LPFM applicants along one of two models. The most prevalent has been the model where the membership of the local congregation (or of multiple congregations) forms the constituency of the new corporate entity. That constituency then elects a board of directors for the corporation, and the board selects the corporation’s officers. In this scenario, it is important to bear in mind and in practice that the church and the corporation are two separate entities and that they should function separately. The alternate model is employed where a group of individuals who are interested in pursuing a radio opportunity form a corporation and become that corporation’s self-perpetuating board of directors. This model is completely independent of any church affiliation.

The Communications Act requires that at least 80% of the voting control of a broadcast applicant be held by United States citizens. Permanent residents who are not United States citizens do not meet this requirement.
To be eligible to be a noncommercial broadcast licensee, a nonprofit corporation must be recognized as nonprofit under state law. It is not necessary for purposes of FCC eligibility to have tax-exempt status under the Internal Revenue Code, such as under Section 501(c)(3). However, tax-exempt status will become desirable for the development and daily operation of the corporation. With that status, the corporation would be exempt from most corporate income taxes, and contributions to the enterprise would be tax-deductible by the contributors on their personal tax returns. Tax-exempt status is achieved by filing an application for it with the IRS.

**Local Entity**

The Low Power FM service is designed to be a very local radio service, with deep roots in the community. To ensure that this characteristic is grafted into each station, the rules require that there be a close geographic connection between the applicant/licensee and the station. To qualify to own an LPFM station, the entity must meet at least one of these criteria within the local area around the station’s antenna site: (1) maintain its organizational headquarters; (2) maintain an educational campus; or (3) have the residences of at least 75% of the members of its governing board. For most of the country, this local area is defined as that within a radius of 20 miles of the station’s antenna site. For stations in the 50 largest radio markets, the radius is 10 miles.

**Restrictions on Cross Ownership with other Stations**

An LPFM licensee will generally not be permitted to have an attributable interest in any other broadcast station. This limits the interests of both the licensee entity and its principals (i.e., officers, directors and members). The licensee, its parent, and its subsidiaries are prohibited from holding other mass media interests. No officer, director, or holder of more than 5% of the entity’s basic equity or membership voting rights may hold any interest in any other broadcast station.

There are several exceptions to this ban on ownership of multiple broadcast stations. Two of them most relevant to SDA applicants are:

(1) An officer or director of the LPFM licensee can have other attributable interests in a broadcast station or stations if that person has no responsibility concerning the operation or oversight of one or the other of the LPFM station or the other station(s), and that person recuses himself from participating in decisions concerning the station(s) in which he has no direct oversight responsibility.

(2) An LPFM licensee is now permitted to own up to two FM translator stations that must rebroadcast the LPFM station, and whose 60 dbu contours intersect that of the LPFM station. This offers an opportunity to expand the LPFM station’s coverage area. However, there are practical obstacles to this opportunity. There is no announced filing window on the horizon for applications for new FM translator stations. That means that existing translator stations or permits will have to be acquired. Such acquisitions that can be expensive.
LPFM licensees are also prohibited from having close relationships with other broadcast stations, such as time brokerage agreements or local marketing or management agreements. An LPFM station is not permitted to rebroadcast the signal of another radio station.

**Technical Facilities**

A very basic requirement for any application for a new radio station is that it must not propose facilities that would cause interference to the protected signal of any other existing broadcast station. The rules prescribe formulas with minimum distance requirements between LPFM and other stations, as well as technical definitions for objectionable interference. Without the presence of an open frequency on which the station could operate without causing such interference, the project cannot get off the ground. Therefore, the first research that must be conducted is to determine whether such an open frequency is available in the community. The FCC offers an LPFM channel finder tool on its website at this web page:

http://www.fcc.gov/encyclopedia/low-power-fm-lpfm-channel-finder

The geographic coordinates of the proposed antenna site can be plugged into this program and it will run a quick survey to determine what frequencies may be available. Complying with an act of Congress, the FCC has recently relaxed the standards for how close in distance and frequency an LPFM station can be to full power stations in the area. It is anticipated that many additional new opportunities will result from this rule change, especially in the large markets where it has been very difficult to find an open channel.

Note that this program is intended to operate using coordinates calculated in 1927 NAD. Most consumer GPS devices from which you can obtain coordinates operate with 1983 NAD. You cannot use 1983 NAD in preparing an FCC broadcast application, but the relatively small variation will probably not be enough to significantly corrupt the inquiry about whether a channel is available in the community. This channel finder program is a good beginning – but it is only that. If the results are positive, the prospective applicant should continue with the project and engage a broadcast consulting engineer to help complete the study to identify the best possible channel and antenna site, and to prepare the technical portion of the application.

The maximum facilities permitted for an LPFM station is 100 watts of effective radiated power from an antenna 30 meters above average terrain. There is a proposal before the FCC to increase the maximum permissible power to 250 watts.

It is important to understand that the LPFM service is a “secondary” service. That means that LPFM stations are not protected by the FCC’s rules from interference from full power stations – which are a “primary” service. Sometimes it happens that after an LPFM station has begun operating, a nearby full power station moves its coverage area so as to encroach on the LPFM, or an entirely new full power station comes on the air and interferes with the LPFM. In these cases, the LPFM station is permitted to move to another frequency if one is available. The LPFM could also attempt to move
away from the interfering station geographically. However, the rules limit the geographic movement of an LPFM station to a radius of 5.6 kilometers – about 3.5 miles. It is therefore important to attempt to locate the station at a site and on a channel where encroachments from full power stations are less likely, to the extent that can be predicted. A competent and creative consulting engineer is essential in helping to select the site and channel.

When an applicant files a construction permit application for a new or modified broadcast station, the applicant is making an implied certification that it has “reasonable assurance” of the availability of the proposed antenna site. To obtain this “reasonable assurance” to the FCC’s satisfaction, the applicant must have at least contacted the party that owns or manages the proposed site and gotten their consent to designate it as the proposed antenna site in the application. For the purpose of this reasonable assurance for the application, it is not necessary to have a written lease agreement, or even to have an unwritten agreement about what the purchase or rental terms will be. Of course, if the application is granted and it comes time to build the station, it is critical to have a written agreement about the terms of the use of the site.

As mentioned above, the certification in the application as to having reasonable assurance of the availability of the antenna site is implied. There is no actual question in the application form that inquires about the applicant’s arrangements to use the proposed site. However, the FCC has ruled many times over many decades that it does interpret an executed construction permit application as an implied certification to that effect. The FCC will not know from the information in the application form whether the applicant has obtained reasonable assurance. However, an applicant’s competitors often make inquiries to site owners to confirm or disprove the certification in the application. If the competitor finds that the site owner did not consent, it can inform the FCC about this fact. That can lead to the dismissal of the application because an applicant without a proposed antenna site is disqualified from being an applicant.

Financial

In filing an application for a broadcast construction permit, the applicant certifies to the FCC that it is “financially qualified.” This means that (a) it has knowledgeably adopted a realistic budget for the cost of building the station and operating it for three months with the assumption that there will be no revenue during that time; and (b) it has net liquid assets in hand to cover those costs, or it has reasonable assurance of the availability of such funds from outside sources.

COMPARATIVE SELECTION PROCESS

Upon receiving an application, the FCC reviews it for basic qualifications and for technical integrity. The agency also checks to see if the proposed station would be in conflict with any other LPFM applications filed during the same filing window. If everything is clear, the application is “accepted for filing” and placed on public notice for a 30-day period during which interested parties
may file comments or petitions to deny the application. When the 30-day period expires with no objections having been filed, the FCC can grant the application.

However, it is quite likely that many application filed in the upcoming window will be in conflict with other applications – situations where two or more applicants asking for the same or adjacent frequencies in the same general area. Such applications are said to be mutually exclusive. When that happens, the FCC must select one application to grant and deny the others. The agency has adopted a point system to quantify this process. Applicants can earn points for various qualities that the FCC wants to encourage. After determining the points that each competing mutually exclusive applicant earns, each applicant’s points are tallied and the applicant with the highest number of points is tentatively awarded the construction permit.

One point is awarded for each of the following characteristics.

**Established Local Entity.** To earn this point, the applicant must meet the criteria for being a local entity as described above, and must have existed and maintained that local status for at least two years prior to the application filing date. A corporation created less than two years prior to the filing date will not qualify for this point.

**Local Program Origination.** An applicant can earn a point by making a commitment in its application to broadcast at least eight hours per day of locally produced programming. Such programming must be produced within the radius for being a local entity – i.e., generally within 20 miles of the antenna site, or within 10 miles if located in the 50 largest radio markets. To qualify as local in this context, the programming must involve a certain level of local creativity and production. Playing randomly selected cuts of music from a recorded source with only minimal announcing or narration probably will not meet this criterion.

**Staffed Main Studio.** An applicant can earn a point for committing to maintain a publicly accessible main studio within the local entity radius. The studio must be staffed at least 20 hours per week between the hours of 7 a.m. and 10 p.m. The staff may be volunteer or paid. Staffing can rotate among alternating individuals.

**Localism and Main Studio Bonus Point.** An applicant that is an established local entity and also proposes to operate a staffed main studio will earn an additional bonus point.

**Tribal Applicant on Tribal Land.** An applicant that is a Native American entity proposing to operate the station on Tribal land earns one point.

**Diversity of Ownership.** An applicant holding no attributable interest in any other broadcast station earns one point.

If the point tally results in a tie, the applicants can attempt to arrange a settlement. Various features that a settlement might include are technical amendments to eliminate the mutual exclusivity
between applicants; a merger of the applicants to form one entity to operate the station; the dismissal of one or more applicants in exchange for reimbursement of expenses; a voluntary timeshare arrangement where each party operates its own station on a part-time basis for a negotiated period of time each day. If the tied applicants are unable to reach a voluntary settlement, the FCC will impose an involuntary timeshare arrangement.

An applicant that wins on points, or that emerges from settlement negotiations as the prevailing applicant will be vetted by the Commission for basic qualifications. If it passes that process, the application is listed as “accepted for filing” and the 30-day period for public comment and objection begins.

Upon the grant of its application, the applicant is awarded a construction permit to assemble the station precisely as it was proposed in the application. The construction permit is good for 18 months. The FCC has indicated a lenient attitude toward granting one 18-month extension of the permit for applicants who cannot complete station construction within the first 18 months. When construction of the station is completed and it is on the air, the applicant submits an application for a license to the FCC.

The standard broadcast station license term is eight years. Near the end of the eight-year term, an application must be filed for renewal of the license. Licensees who operate rule-compliant stations can expect to have their licenses renewed.
Oakwood University tops U.S. HBCUs to win $50,000 in Home Depot 'Retool Your School' drive

May 13, 2013

Oakwood University president, Dr. Leslie Pollard, right, and Kisha Norris, Oakwood's development director, helped champion the Home Depot Retool Your School competition among Oakwood's students, alumni, and world supporters. The university has won $50,000, the top prize, in the Home Depot promotion, an award announced Friday, May 3, 2013. (Courtesy of Tim Allston)

The No. 1 finish brings with it $50,000 that will be used to construct and equip a 30 by 50-foot outdoor pavilion near the large pond on campus, complete with fireplace, outdoor appliances and grill, and landscaping around the area, university spokespeople said Wednesday, May 8, 2013.

Best of all, says Tim Allston, director of public relations for Oakwood University, the school ran the campaign based on biblical principles, teachings and practices. The competition was open to Historically Black Colleges and Universities in the U.S., and 67 institutions entered the race. Fisk University in Nashville and Tuskegee University in Alabama both won $10,000 grants in the same competition.

This artist's sketch shows part of the concept for the new pavilion (the largest of the 3 pictured) that the Home Depot grant will help create at Oakwood University in Huntsville, Ala. The $50,000 grant should be in hand this month, officials said, with construction to begin this summer. (Courtesy of Oakwood University)

“Our whole point was to be a witness,” Allston said Wednesday about the award, which was announced Friday, May 3, 2013.

“Because we encourage our supporters to only vote six days a week, we would have a lead until Friday evening, fall to No. 2 on Saturday, and then spike again on Saturday night.”

“It’s like when the Children of Israel were in the wilderness,” Allston said. “On Friday, they collected twice as much manna to carry them over the Sabbath hours.”
Oakwood, the only Historically Black College or University for the Seventh-day Adventist Church, structures its activities around keeping holy the Sabbath time from Friday night at sundown through Saturday night sundown.

“Yes, it’s nice to get the $50,000,” Allston said. “But it was the witnessing opportunity that made it really special. People all over the country were looking at the competition and thinking, ‘Who is this Oakwood University?’”

Since Oakwood is part of the Seventh-day Adventist worldwide network of schools, which is second only to Catholics for number of schools and colleges around the world, the university sent the “vote now, vote often” message to Adventists around the world.

This larger-than-lifesize statue on the Oakwood University campus in Hunsville depicts Simon of Cyrene from North Africa helping Jesus carry the cross. The statue, which was dedicated in 2005, illustrates the college's mission "to prepare leaders in service for God and humanity." Like the pavilion that will be built with the $50,000 award from Home Depot, it is part of the university's educational mission to train mind, body and soul. (The Huntsville Times file / Bryan Bacon)

Secret recipe

During the university’s Honors Convocation on April 11, 2013, shortly before the voting period ended, Oakwood president Leslie Pollard described the blend of networks and strategies as the “secret recipe” that resulted in votes coming in from around the globe.

It helps, too, Allston said, that Oakwood’s students hail from 42 U.S. states and 22 countries and made sure all their friends back home were voting.

Even the pavilion itself will be a witness, said Lucy Cort, who wrote the grant application for Oakwood. Students will be involved in its construction, and the structure itself will support one of the objectives of Oakwood University and Seventh-day Adventism: To keep healthy as a sacred duty.

“Our campus really needed an outdoor recreational facility – a place for students to relax, congregate, study perhaps, and also for social gatherings,” Cort said. “This will promote healthful living in fresh air – part of how Oakwood believes in healthful living to help develop mind, body and spirit. We think it will be a beautiful place.”

Huntsville Mayor Tommy Battle and the Huntsville City Council members will recognize
Oakwood’s victory during the City Council meeting Thursday, May 9, 2013, Allston said.

Note: This hour-long video of the April 11, 2013, Honors Convocation at Oakwood University, includes Dr. Pollard's explanation of how Oakwood energized Adventists around the world to support the university in the Home Depot "Retool Your School" contest.

Kay Campbell, religion reporter for The Huntsville Times and www.al.com, can be reached at KCampbell@al.com and 256-532-4320.
Adventists part of response in Bangladesh factory collapse disaster

Apr 30, 2013 Savar, Bangladesh

Benjamin Raksham/BAUM/ANN

Seventh-day Adventists were some of the first responders to a commercial factory building collapse in Savar, Bangladesh, that has captured international media attention and sparked debate over building standards.

Rescuers work on Saturday, April 27 to recover survivors of the factory collapse in Savar, Bangladesh. Adventist workers wore orange uniforms [photos by Flabian Shaikat Sikder]

Ten Adventist youth trained in earthquake preparedness and potential building collapse situations were some of the first onsite after the Wednesday, April 24 collapse and helped bring out 30 victims, four of whom were still alive.

Another group of 125 Adventist young people went to the disaster site on Saturday, April 27 to assist rescue teams. The group helped recover three women as well as several bodies. They also provided food and water to survivors.

The eight-story commercial building is known as Rana Plaza and is located approximately 45 kilometers from the capital city of Dhaka.

The building housed five garment factories, production lines, banks and hundreds of shops. An estimated 3,500 people were in the building at the time of the collapse, the majority of whom were female factory workers under the age of 25. To date, approximately 400 bodies have been recovered and 2,444 injured people have been rescued, but hundreds are still unaccounted for.

ADRA Bangladesh also responded promptly by providing oxygen tanks, masks, flashlights, hammers, shovels and other tools as preliminary assistance. According to director Serpa Santana Landerson, ADRA Bangladesh is planning to donate cash to the Prime Minister’s
Relief Fund after committee approval is received.

Adventist Church member Thais Landerson is interviewed on site of the factory collapse. She is the daughter of Serpa Santana Landerson, who serves as country director for the Adventist Development and Relief Agency for Bangladesh.

During an April 26 Adventist Youth evening meeting, young people spontaneously collected Taka 12,100 (approximately USD$160) for the victims.

Reports have confirmed that at least one Adventist, a boy named Bitu Baroi, who was working in one of the garment factories, is still missing. His mother works at Pollywog, an Adventist-sponsored handicraft industry located on the Adventist Church’s Bangladesh Adventist Union Mission campus.

The disaster area is about 20 kilometers from the union office.

The garment industry is a major foreign currency earner in Bangladesh and the biggest industry in the country. Bangladesh is the second largest garment exporter country in the world after China. There are more than 5,000 such factories in Bangladesh, mainly in Dhaka and Chittagong regions. And that number only counts factories registered with the Bangladesh Garment Manufacturers and Exporting Association. There are hundreds more not under this umbrella.

There are about six million factory workers, mostly women, employed directly in this industry.

Southern Asia–Pacific

A membership of about 1 million members in a population of about 783 million.

Countries
Bangladesh, Brunei Darussalam, Cambodia, Indonesia, Lao People’s Democratic Republic, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Timor–Leste, and Vietnam.

Recent Photos
Regence BlueCross BlueShield of Oregon and Adventist Health have taken another step in advancing the health of patients and their experience with the Adventist health care system. Regence and Adventist are collaborating on an innovative payment model to deliver better health outcomes and lower health care costs. This is Regence’s first accountable health care initiative in Oregon and one of many arrangements in development within the Regence family of companies in Oregon, Washington, Idaho and Utah.

The program with Adventist Health’s physicians includes a shared incentive arrangement in which Adventist Health and Regence will work together to share data and measure quality in an effort to improve health care outcomes for Regence members cared for at Adventist Health.

“Regence is committed to transforming the health care system through innovative collaborative care programs,” said Richard Popiel, M.D., executive vice president of Health Care Services and chief medical officer for Regence. “Adventist Health is a strong partner, who invests in population health to meet the Triple Aim goals of improving the experience of care, improving the health of populations, and reducing per-capita costs of health care. It is exciting to be working with a partner deeply committed to the care of its patients.”

This new initiative is part of a suite of innovative reimbursement models offered by Regence to address the quality and affordability of health care services for its members. Since 2007, Regence has worked with providers and employers throughout its four-state region to implement collaborative care models, including the Intensive Outpatient Care Program (IOCP) in Washington. The IOCP was a pilot program between Regence BlueShield in Washington and one of its large customers that demonstrated the following positive results as reported by an independent third party vendor:

- Per-capita spending on health care was reduced by 20 percent
- Physical and mental functioning ability increased almost 15 percent
- Access to health care increased almost 18 percent

In Oregon, Regence has collaborated with providers, such as Adventist Health, and employers to implement similar programs. Adventist Health is ranked as one of America’s Safest Hospitals, and is an important provider in Regence’s Oregon Select network, which
provides Regence members with quality care and monthly premium affordability.

“We are pleased to further our collaboration with Adventist Health to improve health outcomes for our members and to support the physician–patient relationship that’s critical to the transformation of the health care system,” said Don Antonucci, president of Regence BlueCross BlueShield of Oregon.

“We are looking forward to a healthy collaboration with Regence which will bring value, access and quality care to patients and is firmly grounded in our mission of whole person care,” states Tom Russell, President and CEO of Adventist Health–Portland. “This accountable care relationship will allow our providers increased transparency around utilization and quality measures.”

Regence is currently developing additional collaborative arrangements with doctors and hospitals in a variety of ways that adapt to and support the readiness of providers to engage in these models. The company will soon announce new collaborative care arrangements in other states.

By providing a full suite of engagement models, Regence is able to foster a more collaborative, person–focused health care system to improve the health of communities and keep care affordable.

About Regence BlueCross BlueShield of Oregon

Regence BlueCross BlueShield of Oregon is a leading health plan in Oregon, with nearly 750,000 members, offering health, life and dental insurance. Regence BlueCross BlueShield of Oregon is a nonprofit independent licensee of the Blue Cross and Blue Shield Association, and is affiliated with Regence BlueShield of Idaho, Regence BlueCross BlueShield of Utah and Regence BlueShield (selected counties in Washington). Together, the companies serve more than two million members in the Northwest/Intermountain Region. The Regence affiliated companies are committed to improving the health of its members and communities, and to transforming the health care system. For more information, please visit www.regence.com or www.twitter.com/RegenceOregon.

About Adventist Health–Portland

Adventist Health–Portland includes Adventist Medical Center (AMC), located in southeast Portland, a nonprofit, 302–bed acute care facility, offering a full range of inpatient, outpatient and emergency services throughout the Portland/Vancouver metropolitan area. It has been ranked as one of America’s Safest Hospitals and is in the top 5% nationwide for
patient safety. Adventist Health–Portland also operates more than 30 primary care and specialty clinics in the metro area. The organization is represented by nearly 2,000 employees and 500 physicians who choose to treat and admit their patients into the Adventist Health Network of services.

Adventist Health–Portland is part of Adventist Health, a faith-based, not-for-profit integrated health care delivery system serving communities in California, Hawaii, Oregon and Washington. Our workforce of 28,900 includes more than 21,200 employees; 4,500 medical staff physicians; and 3,200 volunteers. Founded on Seventh-day Adventist health values, Adventist Health provides compassionate care in 19 hospitals, more than 170 clinics (hospital-based, rural health and physician clinics), 14 home care agencies, six hospice agencies and four joint-venture retirement centers. We invite you to visit www.adventisthealthnw.com for more information.

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