Cuba: Conference offers encouragement, new lessons to communicators

Posted: 27 Jul 2011 09:00 PM PDT

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Nearly four dozen communicators were in attendance to learn about how to write news articles, communication duties and responsibilities, the direction of the media, practical communication, the church as a super communicated organization and social networking.

With practically no internet access and limited working equipment, the church headquartered in Havana struggles to communicate with its four regional offices which oversee more than 280 congregations in the 16 provinces on the island.

"Through this conference, we wanted our communicators to be clear on the objective of building bridges of hope throughout our country," says Dayami Rodriguez, communication director for the church in Cuba. "Every construction site needs to have professional builders for a successful outcome; the same goes for us as communicators of the truth. We must be trained to fulfill the mission of the church."

It's not only about keeping a church informed but also about reaching every corner of the island, says Rodriguez. Informing and reaching is still a process that takes time, she explains.

"We work with what we have available," says Rodriguez. "Our best way to communicate among our regional offices is through land-line telephone communication and newsletters."

"We are able to promote our church initiatives, plans, strategies, and activities from the different department and ministries to reach across all our provinces," she added.

Rodriguez, who has been communications director for only nine months, says the conference was also an opportunity to push communicators to network and establish more dialogue among themselves - even with the inherent challenges.

However, these challenges have not prevented a growing church from establishing a structure for communicating and spreading the good news of salvation through printed newsletters and pamphlets, adds Rodriguez.

Coralia Garcia has been a passionate communicator as she spreads hope in Santa Clara, the central region of the island. For 12 years now, Garcia has labored to produce monthly newsletters to inform members about what is taking place in the church in her region and the island, share encouraging stories and bring about unity to a church membership mostly aware of what takes place a short-mile radius around them. She is able to print dozens of newsletters for members and non-members who subscribed to them.

She is excited that the recent conference, the first she has seen organized for decades.