We are almost at the close of camp meeting season. Many communication personnel in local conferences across the Division help to make camp meeting enjoyable for their constituents. It is also their job to make sure the campers (and those who weren’t able to attend) are aware of what’s going on during the event.

Conference communication leadership generally produce daily newsletters to keep their constituents informed of the events at camp meeting. This year, three conferences utilized a different way to disseminate the news rather than producing a newsletter. Listed below are the ways those conferences utilized a broadcast news format to share camp meeting news.

**Allegheny East Conference**

Since 1998, I have been volunteering with the Allegheny East Conference (AEC) communication team during their camp meeting. For many years, I served as a photographer for the events happening with children’s ministries. Many of the pictures would be chosen for news stories that appeared in the daily camp meeting newsletter, *Yesterday, Today, and Tomorrow*.

About a month before I was to arrive to the 2011 camp meeting location, I called the communication director to spring on him a new idea—producing a daily news show instead of the print newsletter. This recent camp meeting was the second year that we have produced *AEC Today*, our 5-7 minute evening news show.
Months before camp meeting 2012, the entire team met several times via video conference to map out show elements as well as to make sure everyone was clear on expectations. We brainstormed on story topics and mapped out basic workflow and protocol. 

*AEC Today* consisted of the following elements, broken down by seconds of video:

**Show opener (.15)**—This section included video clips from the 2011 archived shows.

**Headline news (.90)**—There were generally no more than four stories in this section and the stories were approximately 20 seconds each. These were recorded on a green screen background.

**Man on the streets interviews (.60)**—Various campers were asked a basic “question of the day.” We tried to get as many campers as possible in this section making sure that we had a cross section of answers representing AEC’s seven-state region. These were on-location interviews.

**Health nugget (.60)**—The AEC media team produced health segments with Leah Scott, AEC health ministries director, prior to camp meeting on a green screen background. These segments were ready for us to drop into our show format.

**Feature story (.90)**—The main story (on location) that included voice overs, b-roll, and interviews.

**Closing (.10)**—A show teaser for tomorrow with rolling credits recorded on a green screen background.

The equipment that was used to produce the show consisted of the following:

- Adobe Creative Suite 5 (Photoshop, Illustrator, and After Effects) – for creating graphics
- Canon XLH1 and Fx305 – video cameras for in-house and location shoots
- Nikon D7000 – for still picture graphics
- Sennheiser EW100 and Sure SM58 microphones
- Adobe Premier Pro and Final Cut Pro – for editing the show

Each evening, the show played live for the camp meeting audience during the evening program. It was also live streamed on the Internet as well as archived the conference’s Facebook page.

The entire show would not have been possible without a great team of individuals. Listed below are those individuals and their duties:

**Executive Producers**
- Robert Booker

**Producer/Director**
- George Johnson Jr.

**Hosts/ Writers**
- Lauren Davis
- George Johnson Jr.

**Videographers/Editors**
- Joshua Martin
- Bryce Williams
- Evan Williams

**Graphics**
- Joshua Martin
- Bryce Williams

You can view the shows on www.visitaec.com.

—Submitted by George Johnson Jr.

**Carolina Conference**

The following were our criteria for our news show. It must be

1. informative
2. brief (3-4 minutes)
3. entertaining
4. kept on the light side with some humor.

Also, we chose to make it look like a broadcast news program, which meant we needed a TV anchor. And of course we needed reporters.

We hired a professional news anchor, Beth Adams, to anchor our show. To play the part of the reporters we chose to use puppets.

Since our camp meeting is held at a place called Junaluska in the city of Waynesville, it was almost too easy to come up with names for our “reporter puppets.” The young lady

Charles Williams

Anchor Beth Adams

Puppet Wayne S. Ville interviews Pastor Mark Finley.
The program was a hit. The favorable comments we heard were simply too many to mention, and it was successful in drawing attendance at meetings and events that it promoted.

Following are the steps we took to produce the program:
1. Brief morning meeting to generate the stories for the day.
2. The professional news anchor, Beth Adams, generated her own news copy.
3. Once the copy was ready the program was recorded using a green screen.
4. The puppeteers and camera crew went out to shoot the story, usually 45 minutes to an hour.
5. Two stories were generated for each program.
6. The program was edited in the afternoon and ready for broadcast at the evening meeting.

It was unanimously voted that the program must go on! So I guess we’ve got a winner, the camp meeting news program will continue next season!

The programs can be seen at www.youtube.com/CarolinaConference.

—Submitted by Ron Quick, communication director, Carolina Conference

Southwest Region Conference

For camp meeting 2012 in Athens, Texas, the Southwest Region Conference Communications Department produced a 5-7 minute news show called Southwest Today each evening as a way to inform campers of the daily happenings, events around the conference, and any campground safety or security concerns.

You may think the production came from a deep budget and could never be done by a small local church. Think again. The crew for this project was made up of three young people, one young adult, and a crazy pastor who did not get much sleep but had a great time. Elements for a news production are simple—prayer, a vision, great writers/reporters, and basic knowledge and equipment.

We first started by asking ourselves some simple questions. What would the campers want to know about, care to hear, and need to be aware of? Once that information was gathered that became our outline for each day. Our daily news productions included a headline news section with an overview of what was happening that day; featured stories including background of speakers, activities, and events; health and fitness tips; and a conference ministries spotlight.

When it comes to video and sound equipment, you want to make sure that you have a way of capturing or recording great sound for your video. This can be done in different ways, either directly through the camera or to a portable handheld recorder for syncing in post-production.

For our production we used Canon 5D Mark II and Canon 7D cameras, a portable Zoom H4n Digital Recorder, a Robe Microphone with boom pole (and dead cat for sound control) and Final Cut Pro X for editing our stories.

With technologies today, a good news package can be created with a smart-phone, tablet device, or many other portable tools that are found in our pockets.

You can see it, shoot it, edit it, and share it—all while staying within your budget. These ideas can take your church, conference, or group to the next level of communication.

—Submitted by Kenn Dixon, assistant pastor for youth Ministries, City Temple Seventh-day Adventist Church
Google Hangouts for Ministry

TechTalk with Bryant Taylor and Chip Dizard

What are Google Hangouts?

Google Hangouts let you catch up with friends, family or church members with live video. You can use the free service at home on your computer or using the Google+ mobile app on the go. You must have a gmail account and log in via the Google+ social network. Up to 10 people can join a hangout and you can stream them live on your YouTube Channel.

How does it work?

When you use Google Hangouts you can use screen sharing, collaborate on documents using Google Docs, view presentations and have live chat sessions while in the Hangout.

How will it work for ministry?

Many churches and ministry leaders use it to conduct live elders meetings, committee or board meetings. It has been used to share specific information from a conference president that can be linked on Facebook or Twitter or embedded on a web site.

How do you get started?

Getting started is easy. First, you must have a gmail or Google account. Log on to plus.google.com and click on the box to start a Hangout and invite the participants who are online via chat.

Once the Hangout is open, it will post on your Google+ timeline, but as the organizer you can restrict people from joining your Hangout.

Bottom Line

Google Hangouts are a free and easy way for real-time team collaboration. Now with the ability to live stream to YouTube, the possibilities of reaching an audience are limitless. Google has made it easy, free, and accessible to join and conduct meetings from anywhere.

Damian “Chip” Dizard operates an online video tutorial website, WebVideoChefs.com, where he shows people how to make better videos. Bryant Taylor is the communication director for the Allegheny West Conference and pastor of the Beacon of Hope Church in Columbus, Ohio.

Communication resource from AdventSource

Curb Appeal will help you analyze what your church communicates to first-time visitors. It is designed to spark group discussion as part of the church board or communication committee. This self-evaluation tool is divided into seven categories: signs and directions, exterior, interior, print, technology, verbal and non-verbal. The goal? For every Adventist church in North America to send warm and inviting verbal and non-verbal messages.

Available from AdventSource at www.adventsource.org or 800-328-0525.