Different—In a Good Way

SAC Convention to be held in Salt Lake City

By Kimberly Luste Maran, SAC President

Salt Lake City, Utah, prides itself on being different. It boasts about being diverse, community oriented, tolerant, and green (environmentally friendly). There’s a vibrant downtown, Salt Lake (“Where,” I was told, “you’ll float like a cork if you go in!”), gorgeous mountain vistas, and Temple Square, home of the Mormon Tabernacle Choir (watching choir practice will be one of our events, by the way).

I think we’ve made another outstanding choice for our 2013 convention. Not only is Salt Lake City scenic and charming, your dedicated and diligent SAC board has lined up quality keynote speakers and top-notch professionals for our workshops. And what a line up! Check out our convention schedule, which lists our programming, at http://www.adventistcommunicator.org.

The SAC annual convention is a place where we can gain the knowledge and encouragement to represent Christ—to cut through the chaos with an accurate representation of His love and His message. We can gain both professional advantage and personal growth. I’m excited about visiting Salt Lake City (I might check out the lake, weather permitting), but more importantly, I’m excited about attending our presentations, and networking with like-minded communicators.

Salt Lake City likes being different. I think we as Adventist communicators, no matter the medium, like being different too. After all, we are called to be part of the world, but also a part from the world. As we strive to communicate Christ, sometimes through a chaotic cacophony of other messages, it’s good to recharge, learn, network, share, and remember. We’re different—in a good way. In an important way.

As SAC’s president, I urge you to make the trip to Salt Lake City on October 24-26. I know you’ll be glad you did.

Seminars and Speakers

Thursday, October 24
1:30-4:30 p.m.

Crisis Management | Celeste Ryan Blyden

Join Celeste Ryan Blyden and communication professionals from schools,
hospitals, conferences and other church entities for a review of recent crisis case studies. What happened, how did they handle it, and what did they learn in the process?

It Takes Very Little. Towards a Design Framework in the SDA church | Klaus Pops

A comparative analysis of four elements (1) design, (2) content, (3) technical features and (4) technical system, of the current administrative websites of the North American Division, the Inter European Division and the SDA world divisions provides the data for some surprising conclusions with respect to the development of a design framework and internet framework in the SDA church.

2013 SAC Awards Showcase Room

Friday, October 25

8:00-8:45 a.m.

Tech Talk | Chip Dizard and Bryant Taylor

The tech duo is at it again. Come early to get a seat and see what the guys have to show us and how we can enhance our ministry efforts.

9:00-10:15 a.m. - Morning Keynote

Powerfully Aligning Your Organization Behind Your Brand | Kurt Kennedy

Gain a clear understanding of the power behind aligning your organization behind your brand. Explore the first steps that will put your brand on the path toward alignment.

10:30-Noon

Getting Started Aligning Your Organization Behind Your Brand | Kurt Kennedy

This breakout session will build on the concepts introduced by Kurt Kennedy in the keynote presentation. The workshop structure of this session will allow participants to start building their own plan to support their organization in stronger internal brand alignment.

When Learning is Fun, Practical, and Hands-on, Education Can Be Slipped in Sideways | Mary Wilson

Professor Mary Wilson will host a discussion of a communication course that integrates entertainment, education and service learning.

From Print to Pinterest: Engaging the reader across multiple platforms | Quint Randle

So you’ve got the whole print thing down. But with a small staff and limited budget how do you create and channel content to engage and grow your audience across multiple channels—social, multimedia and beyond? BYU’s Dr. Quint Randle, a new media teacher and researcher, will outline a variety of basic techniques and story forms for today’s 2.0, Social and Mobile web.

“I’m a Mormon” Media Initiative | Greg Droubay

This presentation will review the origins, purpose, creative development, and implementation of the “I’m a Mormon” media initiative. The initiative has been deployed throughout the world and seeks to facilitate better understanding about the people and beliefs of The Church of Jesus Christ of Latter-day Saints. The initiative is multifaceted using traditional media (television, radio, outdoor) and new media (Internet, digital advertising, social media) to reach a wide international audience.

Does Good Design Matter to God? | Ryan Pierce

How important is it to present churches and organizations in a professional manner? Is good design needed to draw people into the church? Does God really care about good design?

Multi-camera Production | Costin Jordache

This is an introduction to both the theory and the nuts and bolts of multi-camera production. Many people are pursuing multi-camera production with limited knowledge of how to be most
effective and how to future-proof their investment in media technology.

The Ripple Effect | Faith Toh
Join Faith as she speaks about reaching a multi-cultural and religious community with media and social networking... without dumbing down God’s messages or compromising the integrity of His truth.

2:00-3:30 p.m.
Topical Talks | Peggy Fletcher, Kevin Emmerson, Tim Allston, Costin Jordache, and Linda Walton
The presenters of this section will give a brief overview of their topic of interest (news, social media and development, advertising, and public relations) and then the audience will be allowed to ask questions. The presenters will also have the opportunity to present a full workshop from 4:00-5:30 p.m.

Marketing Your Message – Turning Negatives into Positives | Ron Clark
Join Ron as he will be drawing from some successful campaigns utilized by the LDS Church following rather severe accusations, misunderstandings, and the hard-core finger-pointing experienced through a Mormon candidates presidential campaign.

Practical Applications of Social Media | Faith Toh
Social media vs. mainstream media. This seminar will discuss a case of David and Goliath or Tortoise and the Hare—the practical and responsible applications of social media for a global audience.

4:00-5:30 p.m.
Reporting Religion News: Two Decades of Finding Compelling Faith Stories | Peggy Fletcher
Every faith has a narrative, past and present. It begins in history, then weaves and bobs through contemporary life and community. Sometimes insiders can see and describe the trajectory; at other times, only outsiders have a clear view. This workshop will explore what makes a good story for a secular paper like The Salt Lake Tribune, how to take your press release beyond events to underscore trends and significant developments within the faith tradition, and how your news can stand out in a pluralistic universe. It’s simple—focus on people, projects and peculiarities.

The Gospel According to Social Media: When High Tech meets High Touch | Tim Allston and Kevin Emmerson
To the casual observer, Mount Ellis Academy’s $500,000 Kohl’s Cares for Kids Facebook Contest and Oakwood University’s $50,000 Home Depot “Retool Your School” Campus Improvement Program grand prize victories in 2010 and 2013, respectively, centered on fundraising for these SDA schools. Not so, explains Emmerson and Allston. See and hear them lay out the Who? What? Why? How? and, most importantly, What’s Next?
Advertising 101: Back to the Basics | Costin Jordache

An introduction to some of the most basic but most universal and powerful concepts in advertising and marketing, including Reach & Frequency, Media Mix, etc. in the context of the 21st-century advertising landscape (i.e., considering current social communication norms).

Public Relations vs. Community Relations | Linda P. Walton

Many religious leaders are leery of public relations. For some reason, advertising, marketing, strategic planning, research and other elements smell of commercialism. A sign in front of the church is OK, but a billboard is crass. Bulletins are OK, but advertising in a magazine is secular. In addition, traditional methods of evangelism simply don’t work, particularly in North America. Public relations, and more importantly, community relations, isn’t “if you build it they will come.” Do you know the Governor, Mayor, Police Chief? Do you attend ministerial association meetings? Do you have a list of all social service agencies in the county? If you walk into the Chamber of Commerce meeting, does anyone know you? What are the demographics and psychographics of your community? Do SDA organizations really follow Jesus’ lead—have you hung out with a prostitute lately?

7:30-9:00 p.m.

The Adventists 2 | Martin Doblmeier

The ADVENTISTS 2 is a new documentary film that tells the dramatic story of Seventh-day Adventists and their commitment to medical mission work. It is the sequel to the highly successful film—The ADVENTISTS—currently airing on Public Television stations. The ADVENTISTS focused on the background of Seventh-day Adventists and how their understanding of the body as the “Temple of God” has made them some of the healthiest people on the planet. Now The ADVENTISTS 2 goes beyond our borders to profile organizations and individuals whose faith commitment has propelled them into some of the world’s most challenging health issues.

Saturday, October 20

9:15-10:15 a.m. - Sabbath School

The Record Keeper | Garrett Caldwell

The Record Keeper is an eleven-episode dramatic film series that follows the journey of three angels through the conflict between good and evil that began in heaven before spreading to earth. Although planet earth becomes the primary stage for the conflict, its implications will affect the entire universe.

10:30-11:45 a.m. - Worship

Pastor Chris Oberg, La Sierra University Church, Riverside, California

6:30-10:00 p.m. - Banquet & Evening Entertainment


Taylor Mason’s quick wit, flawless delivery, unparalleled ventriloquism skills, and brilliant material make him a hit with audiences of all ages. He is a ventriloquist, musician and stand-up comedian. In 1990 he won Star Search (predecessor to America’s Got Talent), beating out some of the best-known comics in the country.

His experience as a comedy writer and performer has taken him from The Second City Theater in Chicago to headlining gigs at every major comedy club across the country. He’s as comfortable writing and executing humor for corporate clients like Microsoft and Wal-Mart as he is doing a show for teens or children on a Disney Cruise ship. He has performed for countless church functions. He’s inclusive; he’s genuinely interested in his audience; and he’s 100% committed to every performance, every project, and every single job he takes.
Convention Schedule

THURSDAY, OCTOBER 24
7:00 am - 6:00 pm  Registration
8:00 am - 12:30 pm  Tours (Bonneville Communications, Welfare Square, and LDS Conference Center)
1:00 - 1:20 pm  SAC Welcome
1:30 - 4:30 pm  Workshops
4:45 - 5:45 pm  Communication Showcase
5:45 - 6:00 pm  Awards Part 1
6:00 - 7:30 pm  Opening Reception (food included)
8:00 - 9:00 pm  Mormon Tabernacle Choir practice

FRIDAY, OCTOBER 25
7:00 - 8:00 am  Breakfast/Awards Part 2
8:00 am - 5:00 pm  Registration
8:00 - 8:45 am  TechTalk Live with Bryant Taylor & Chip Dizard
9:00 - 10:15 am  Keynote Address: Kurt Kennedy, brand manager, speaker and trainer
10:30 - Noon  Special Interest Groups: Communication Education, Church Branding, Electronic/Broadcast Media/Radio, Print Media/Journalism, Public Relations, Graphic Arts, Web/Social Media
Noon - 1:30 pm  Networking Lunch and Business Meeting/Awards Part 3
2:00 - 3:30 pm  Topical Talks: News, Social Media and Development, Advertising, and PR
2:00 - 3:30 pm  Breakout Sessions: Marketing, Social Media
3:30 - 4:00 pm  Break: Exhibit Showcase & Refreshments
4:00 - 5:30 pm  Workshops: News, Social Media and Development, Legal, and PR
5:30 - 6:00 pm  Break
6:00 - 7:30 pm  Dinner
7:30 - 9:00 pm  Evening Program: Martin Doblmeier, “The Adventists 2”

SATURDAY, OCTOBER 26
8:00 - 9:00 am  Breakfast
9:15 - 10:15 am  Sabbath School: “The Record Keeper”
10:30 - 11:45 am  Worship Service: Chris Oberg, pastor, La Sierra University Church, Riverside, Calif.
11:45 am - 12:15 pm  SAC Group Photo
12:00 - 1:30 pm  Lunch
2:00 - 6:00 pm  Afternoon Outing: Temple Square
6:30 pm - 10:00 pm  Banquet & Evening Entertainment by Taylor Mason

North American Division • www.nadadventist.org
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Each month, Practicing Communicating is put on the Society of Adventist Communicators’ Web site in PDF format. You can find it at www.adventistcommunicator.org. Click on the “News” tab at the top of the page. Past issues also are available in 8 1/2 x 11 or 11 x 17 PDF format.

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