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The Media Imperative: Virtual Media Summit

Harnessing Modern Media to Proclaim the Gospel

Virtual Summit Invitation
North American Division Media Summit
May 22-23, 2011 · Ontario, California

"How can the current mass media platforms be used to equip and assist our members, workers, and institutions to effectively and efficiently communicate Adventism’s distinctive message of hope, wholeness, and the soon-coming Christ to every person in North America within this decade?"

This is one of the core questions being asked by the North American Division as we seek to be more effective in fulfilling the Great Commission. The Media Summit is an opportunity for the North American Division to learn more about the current status of media in North America, and to begin to apply and prioritize those learnings to the strategic mission of sharing the gospel within our division. Through the virtual Media Summit (this webinar) you can participate in this event.

To better understand the various media platforms that are now available, and how they are changing the way North Americans are accessing and using media, the NAD has assembled a panel of experts from public media to address these issues. Well-known experts in the fields of Television, Radio, Social Media, and Media Integration are included in the lineup of speakers, and there will be special messages from Elder Dan Jackson, NAD Division President. These presentations will be available live from Ontario, California, on May 22 and 23.

This webinar, "The Media Imperative: Harnessing Modern Media to Proclaim the Gospel," will include all of the core presentations made at the summit, as well as interactive polling and the opportunity for you to register your perspective on the way media may be used to share the Gospel.

There is no charge for attendance at this webinar event, but pre-registration is required. Registration for this event will close on Saturday night, May 21.

The Seventh-day Adventist church was an early adopter of mass media for spreading our message, with nationwide radio and TV ministries operational...
since the 1930s and 1940s. The goals of this Media Summit are to better understand current trends in media and to prayerfully envision a more effective use of media in communicating the Adventist message.

**Featured Presentations**
Dan Jackson is the President of the North American Division. As such, he serves on more than 100 hospital, school, and organization boards operated by the church, and lends leadership to mission, evangelism, educational, and humanitarian strategies. Jackson is a native Canadian and, with the exception of five years of service in the Southern Asia Division, has lived and ministered in Canada. He is a graduate of Canadian Union College (now Canadian University College) and Andrews University, from which he holds an M.A. in Religion in Systematic Theology. During his career Dan has served the church as a pastor, teacher, and administrator.

Brian Solis is globally recognized as one of most prominent thought leaders and published authors in new media. A digital analyst, sociologist, and futurist, Solis has influenced the effects of emerging media on the convergence of marketing, communications, and publishing. He is principal at Altimeter Group, a research-based advisory firm, and has led interactive and social programs for Fortune 500 companies, notable celebrities, and Web 2.0 startups. Brian works with businesses on new media strategies and frameworks to build bridges between companies and customers, employees, and other important stakeholders. Additionally, he specializes in change management to help businesses (and the leadership team) introduce new media resources, systems and processes, and management layers to effectively embrace and excel around the connected customer. BrianSolis.com is ranked among the top of the world's leading business and marketing online resources.

Filmmaker and media activist Phil Cooke is a working producer with a Ph.D. in Theology. Through his company, Cooke Pictures, based in Santa Monica, California, Phil advises many of the largest and most effective non-profit and faith-based media organizations in the world. His production and consulting company, "Cooke Pictures," works specifically with non-profit and faith-based clients, and as a founding partner in the commercial production company "TWC Films!," he also produces national advertising for some of the largest companies in the country-giving him a unique perspective on both religious and secular media issues.

John Lund is President of San Francisco based The Lund Consultants to Broadcast Management, Inc., and Lund Media Research. For over 20 years, The Lund Consultants have provided management and program consulting for all mainstream radio formats. Lund Media Research conducts media research and perceptual studies for broadcast entities worldwide. John is skilled at problem identification, establishing and achieving goals, and guiding and motivating operational personnel to execute management vision and strategic plans. Previously, John directed programming for Metromedia stations in Los Angeles and New York, Nationwide Communications in Cleveland, Doubleday in Denver, and NBC Radio in New York. John Lund's weekly programming newsletter, the Lund Letter, reaches more than 10,000 broadcasters and is the most-read radio programming newsletter by media management worldwide.

Juliette Powell has a deep knowledge of the people and technologies at the forefront of social media and has gained a solid reputation for discovering the latest developments and distilling...
their social and business implications. Drawing on first hand experience as a social media expert and co-founder of “The Gathering Think Tank,” an innovation forum that connects technology, media, entertainment, and business communities, Powell writes about the patterns and practices of successful business leaders who bank on social networking to win. Powell's background includes a decade of experience in broadcast television as well as in interactive/new media content and formats, and a lifelong interest in people and community-building. In 2007, Powell was commissioned by Canadian Broadcast Corporation (CBC) to create Canada's first cross-platform interactive show designed for TV, Internet, radio, and mobile applications, called "iQuestion."

Jason Caston
"Harnessing Social Media for Ministry"
Sunday, May 22, 2011, 8:00 PM

Jason Caston is, by his own definition, a "strategy and technical guy," who is able to articulate strategies relative to online success and then step behind a computer and make them happen. Jason's notable successes include taking T.D. Jake's Facebook fan page from 2000 fans to over 155K fans in one year; launching Internet church campuses at T.D. Jakes and Ever-Increasing Faith Ministries; developing custom social media Facebook pages and strategies for Saddleback and Fellowship Churches; and working with Lifechurch's social media ministry. Jason will also present a hands-on demonstration of social media strategies, accepting situations from Summit attendees as cases for demonstration purposes.

David Henry
"Strategies for Media and Message Integration"
Monday, May 23, 2011, 8:30 AM

David Henry is President and founder of TeleNoticias. Prior to founding TeleNoticias, Mr. Henry worked for companies such as MediaLink (now Synaptic Digital), Orbis Broadcast Group, and OTSP, growing and managing company business units. For more than 16 years, Mr. Henry has counseled clients in a variety of industries as well as managed projects from Fortune 500 companies, public relations agencies, trade associations, and not-for-profit groups. He has also spearheaded and executed broadcast strategies for new product launches, existing brand communications, issues management, crisis communications, and special events. Mr. Henry is currently president of the NY chapter of the Hispanic Public Relations Association (HPRA) and was instrumental in the founding of the chapter.

Register Now!

Daily Schedule

Sunday, May 22, 2011: Listen

8:00 Onsite Registration
10:00 Keynote
11:15 Plenary I
12:30 Brown Bag Media Festival
1:45 Plenary II
3:00 Break

"The Media Ministry Imperative"
Elder Dan Jackson

"Mobile/Social/Real-time"
Brian Solis

The Best of the Web
with Allan Martin

"Bigger Screens/Bigger Reach"
Phil Cooke
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<th>Session</th>
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<tr>
<td>3:15</td>
<td>Plenary III</td>
<td>&quot;The World is Listening&quot;</td>
<td>John Lund</td>
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<tr>
<td>4:30</td>
<td>Plenary IV</td>
<td>&quot;Strategic Connections&quot;</td>
<td>Juliette Powell</td>
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<td>6:00</td>
<td>Recap</td>
<td>&quot;The Day in Brief&quot;</td>
<td>Alex Bryant</td>
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<td>Dismiss</td>
<td>&quot;Harnessing Social Media for Ministry&quot;</td>
<td>Jason Caston</td>
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Monday, May 23, 2011: Respond

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<td>8:00</td>
<td>Worship</td>
<td>&quot;Strategies for Media and Message Integration&quot;</td>
<td>David Henry</td>
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<td>10:00</td>
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<td>12:30</td>
<td>Brown Bag Media Festival</td>
<td>Social Media Clinic</td>
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<td>6:00</td>
<td>Summing Up</td>
<td>Dan Jackson</td>
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