Hello Center for,

Do you have a moment? I just want to take the opportunity to tell you why I am so excited about our line-up of programming for this year’s SAC Convention in Salt Lake City, UT, October 24-26. Let me take you through some of the highlights of the daily schedule so you can feel the excitement as well.

**Thursday**
If you’re lucky to be one of the first 80 people to register for the morning educational tours, you will have the opportunity to speak with and learn from communication professionals from Bonneville Communications, Welfare Square and the LDS Conference Center.

Afternoon classes will discuss topics on crisis management and Web site technology.
**Friday**

Before our keynote address, the dynamic duo, Chip and BT, will dazzle attendees with an SAC favorite - TechTalk – showing the latest and greatest in technology and answering the question “How can we use this in my ministry?”.

This year, our Friday morning keynote speaker is Kurt Kennedy and our Friday evening keynote speaker is Martin Doblmeier. More information about our them will be uploaded to our Web site soon.

There is a plethora of breakout sessions for you to choose from – and let me tell you that you will not be disappointed! Check out the schedule by clicking [here](#).

**Saturday**

Our Sabbath services are always special at our annual convention and this year is no different. Have you heard about The Record Keeper? During Sabbath School, Garrett Caldwell, GC public relations director, will present information about this major film project that his department helped in producing. Our main message will be delivered by Pastor Chris Oberg, senior pastor of the La Sierra Church.

Plan on wearing comfortable clothing for the afternoon trip as we take a tour of Temple Square, a main attraction of downtown Salt Lake City. Temple Square is owned and operated by the Church of Jesus Christ of Latter-day Saints.

To conclude our convention weekend, we will have the Awards Banquet, which recognizes excellence in Adventist communication. If you haven’t had an opportunity to check out the nomination process of our awards program, click [here](#).

**Note: The deadline to submit award nominations is August 26.**

**Returning feature**

Attendees of the convention will be assembling stuffed animals to be presented to two local agencies. More details will be given during the convention.

So what are you waiting for? You can register today for the convention by clicking [here](#).

Looking forward to meeting you or reconnecting with you in SLC!
## Schedule of Events: Salt Lake City 2013

Join our mailing list to be notified of updates.

*A file icon 📄 next to a presentation title indicates visual aids available for download.*

### Wed., October 23
- **9:00 – 5:00 p.m.** NAD Communication advisory (by invitation only)
- **6:00 – 9:00 p.m.** SAC Board Business Dinner Meeting
- **5:00 – 9:00 p.m.** Exhibits & Registration set-up

### Thurs., October 24
- **7:00 a.m. – 6:00 p.m.** Registration
- **8:30 a.m. – 12:30 p.m.** Tour (Bonneville Communications, Welfare Square and LDS Conference Center) - only 80 spots available
- **1:30 – 4:30 p.m.** Crisis Management workshop - Celeste Ryan Blyden
- **1:30 – 4:30 p.m.** Web site Technology workshop - Klaus Popa
- **1:30 – 4:30 p.m.** 2013 SAC Awards Showcase Room
- **4:45 – 5:45 p.m.** Communication Showcase
- **5:45 – 6:00 p.m.** Awards part 1
- **6:30 – 7:30 p.m.** Opening reception (food included)
- **8:00-9:00 p.m.** Mormon Tabernacle Choir practice

### Fri., October 25
- **7:00 – 8:00 a.m.** Breakfast
- **8:00 a.m. – 5:00 p.m.** Registration
- **8:00 – 8:45 a.m.** TechTalk w/ Chip and BT
- **8:45 – 9:00 a.m.** BREAK
- **9:00 – 10:15 a.m.** Keynote address - Kurt Kennedy
### Sat., October 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:30 - Noon</td>
<td>Communication Education workshop - Mary Wilson</td>
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<tr>
<td>10:30 - Noon</td>
<td>Electronic/Broadcast Media/Radio workshop - TBA</td>
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<tr>
<td>10:30 - Noon</td>
<td>Print Media/Journalism workshop - Quint Randle</td>
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<td>10:30 - Noon</td>
<td>Public Relations workshop - Greg Droubay</td>
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<td>10:30 - Noon</td>
<td>Graphic Arts workshop - TBA</td>
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<td>10:30 - Noon</td>
<td>Branding workshop - Kurt Kennedy</td>
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<tr>
<td>10:30 - Noon</td>
<td>Web/Social Media workshop - Faith Toh and Falvo Fowler</td>
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<td>Noon - 1:30 p.m.</td>
<td>Lunch, SAC business meeting, and Awards part 3</td>
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<tr>
<td>1:30 - 2:00 p.m.</td>
<td>BREAK</td>
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<tr>
<td>2:00 - 3:30 p.m.</td>
<td>Topical Talks - News, Social Media and Development, Legal, and Public Relations</td>
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<td>2:00 - 3:30 p.m.</td>
<td>Marketing workshop - Ron Clark</td>
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<tr>
<td>2:00 - 3:30 p.m.</td>
<td>Social Media workshop - Faith Toh</td>
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<td>4:00 - 5:30 p.m.</td>
<td>News workshop - Peggy Fletcher</td>
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<td>4:00 - 5:30 p.m.</td>
<td>Social Media and Development workshop - Kevin Emmerson and Tim Allston</td>
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<td>4:00 - 5:30 p.m.</td>
<td>Legal workshop - TBA</td>
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<td>4:00 - 5:30 p.m.</td>
<td>Public Relations workshop - Linda Walton</td>
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<td>5:30 - 6:00 p.m.</td>
<td>BREAK</td>
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<tr>
<td>6:00 - 7:30 p.m.</td>
<td>Dinner</td>
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<td>7:30 - 9:00 p.m.</td>
<td>Evening program</td>
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<td></td>
<td>Martin Doblmeier</td>
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<td></td>
<td>&quot;The Adventists 2&quot;</td>
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### Sat., October 26

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<tr>
<td>8:00 - 9:00 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>9:15 - 10:15 a.m.</td>
<td>Sabbath School</td>
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<td>&quot;The Record Keeper&quot;</td>
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<td>10:15 - 10:30 a.m.</td>
<td>BREAK</td>
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<td>10:30 - 11:45 a.m.</td>
<td>Worship Service</td>
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<td>Pastor Chris Oberg</td>
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<td>11:45 a.m. - 12:15 p.m.</td>
<td>SAC group picture</td>
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<td>12:15 - 1:30 p.m.</td>
<td>Lunch</td>
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<td>2:00 - 6:00 p.m.</td>
<td>Afternoon Activity - Temple Square</td>
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<td>6:30 - 10:00 p.m.</td>
<td>Awards Banquet</td>
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Sun., October 27

8 – 9:30 a.m.  SAC board meeting/Continental breakfast (by invitation only)
SAC Awards

2012 Award Winners

2013 SAC AWARDS

In 2005, the board of the Society of Adventist Communicators developed a way for professional recognition awards to be given out annually at the Society's convention. Please click on the list of awards to the right for a description, then use the PDF application to submit a nomination.

Students and professionals are invited to enter work for more than 30 awards in corporate communication, new media, print, broadcast, graphic design and marketing/public relations.

From the pool of winners, the awards committee will chose an overall Award of Excellence and the Reger Cutting Smith Award for innovation and creativity.

Nominations for Lifetime Achievement, Student and Young Professional awards are also being accepted.

Look through your magazines, books, articles, constituency work, public relations campaigns, websites, videos and other projects to enter your work for award consideration.

The judging panel will include Adventist and nonmember communication professionals from various fields who are familiar with church mission and focus.

Through its annual awards banquet, the Society of Adventist Communicators encourages professional growth, inspires excellence and recognizes the dedication and hard work of Seventh-day Adventist communicators from churches, schools, ministries and organizations that represent or support the denomination and its mission.

How to enter

1. Choose your best material created between July 2012 and June 2013.

2. Complete an entry form for EACH chosen entry, indicating category name and number. There is no limit on entries.

3. Submit three (3) published or produced samples stapled or binder clipped to EACH entry form. Samples will not be returned.

4. Send completed electronic entries and links to: george.johnson@nad.adventist.org

5. Mail completed print, DVD or project entries to: SAC AWARD ENTRY 2013 Attn. George Johnson Jr. 12501 Old Columbia Pike Silver Spring, MD 20904


PDF application
Award Categories

Corporate Communication

1. Best Constituency or Annual Report Video – production quality, creativity, audience appeal, well-organized storyboarding, effectively conveys the organization's message.

2. Best Constituency Report (Print) or Best Special Event – production quality, creativity, design, effectively conveys the organization’s message, well-organized.

3. Best Annual Report (Print) - production quality, creativity, design, effectively conveys the organization’s message, well-organized.

4. Best Website – design, creativity, content, easy to navigate, technical (working links), up-to-date content, effectively conveys the organization’s message, well-organized, clear target audience, audience appeal.

New Media

5. Best App – logo design, categories, audience appeal, easy-to-navigate, purpose, working links, up-to-date content.

6. Best Email Newsletter – content, design, logo, creativity, timeliness, audience appeal, effectively represents organization and conveys organizational messages (send 5 issues).

7. Best Blog / Best Student Blog – Significance of content/subject, engaging titles, frequency of postings, use of images and graphics, quality of writing, responses to comments.

8. Best Use of Social Media – demonstrates creative use of Facebook, Twitter, Barcodes, Foursquare, and/or YouTube, etc., for marketing/promotional purposes (must use two or more social media tools).

Print

9. Best Newsletter (Print) – Regularly published, judged on quality, design, logo, creativity, timeliness, well-organized content, audience appeal, effectively represents organization and conveys organizational messages (send 3 issues).

10. Best Magazine - Regularly published alumni, union paper, denominational, outreach, general, etc., magazine judged on quality, design, logo, creativity, timeliness, well-organized content, audience appeal, effectively represents organization and conveys organizational messages (send 5 issues).


14. Best News Article for Event Coverage – Effective news reporting on coverage of a special event (i.e. a youth congress, camporee, constituency session, mission trip).

15. Best Column or Department – Creativity, reader appeal, organizational flow, effective development of idea, writing style, originality (send 5 issues).

16. Best Student Newspaper - Regularly published, judged on quality, design, logo, creativity,
Broadcast

17. Best Radio Show or Podcast – ongoing show, production quality, creativity, audience appeal, well-organized storyboarding, effectively contributes to the organization’s mission.

18. Best TV/Internet Show – ongoing show, production quality, creativity, audience appeal, well-organized storyboarding, effectively contributes to the organization’s mission.

19. Best Video Story/Project – production quality, creativity, audience appeal, well-organized storyboarding, effectively conveys an organizational message (a one-time project that is news, inspirational or event coverage of any length).

Marketing/Public Relations

20. Best Exhibit or Display – design, creativity, information, audience appeal, effectively conveys organizational message, logo and contact info included.


22. Best Brochure or Printed Promotional Package/ Kit - design, creativity, content, information, audience appeal, effectively conveys organizational message, results.

23. Best Ad (Print) – design, creativity, content, information, audience appeal, effectively conveys organizational message, results.

24. Best Marketing Gift – a gift featuring organizational logo and messages that effectively helped market or promote a school, hospital, church, conference, or other entity.

25. Best Media Pitching Campaign – an intentional media pitch that led to coverage (submit the pitch letter or press release and the printed public newspaper article or a video clip of the television or radio story it yielded.

Design


27. Best Magazine Cover Design – creativity, innovation, originality and use of color, photography, illustration, typography and other elements to tie it together and appeal to target audience, flag design in relation to chosen cover design.

28. Best Magazine Design Overall - creativity, logo, innovation, originality, audience appeal, use of color, photography, typography and other elements to draw readers and visually enhance and complement the content.

29. Best Project Design – A one-time project, i.e. a calendar or marketing piece, brochure, catalog, a tithe envelope, special webpage, etc. Judged on creativity, quality, use of organizational logo, innovation, and use of color, photography, illustration, typography and other elements to tie it together, visually enhance content, and appeal to target audience.

30. Best Photograph - impact, composition, mood, photo technique (lighting, depth of field, etc.), appropriateness to the article, topic, magazine, or project (send photo and photo incorporated in project for which it was used, i.e. photo and also as it was designed in the magazine, ad or exhibit, etc.).

NOTE: ALL 2013 SUBMISSIONS ARE DUE BY August 26, 2013.
Please direct all submissions to info@adventistcommunicator.org or by mail to:

Society of Adventist Communicators  
Attn: George Johnson Jr.  
NAD Office of Communication  
12501 Old Columbia Pike  
Silver Spring, MD 20904