

THE COMMUNICATION DEPARTMENT

Vision

To create a favourable image of the church, it's mission, life, witness, and related activities by using the most effective means of communication.

Mission Statement

The Communications Department of West Jamaica Conference exists to, “build bridges of hope”, sharing the good news of salvation, the churches intentions and policies to both internal and external publics, through all available media, while ensuring that a positive image of the church, its mission and witness are related to the glory of God.

Functions

The communication department in a corporate church setting is involved in all the departments and programs of the church. It brings together the various communication technologies, skills and talents to effectively and efficiently communicate the values and mission of the church. Communication department functions may include the following:

- Recommending, developing and coordinating an overall communication strategy for the local church.
- Providing a timely, regular and frequent news and information service to the church (ANN, WCCN, NCU Radio & NCU TV, etc) and external media.
- Maintaining required databases, including bio files, photos and fact files.
- Management of church's website, news and media relations, as well as editorial responsibilities connected with church publications, bulletins, etc.
- Developing and recommending strategies for the various media ministries, such as radio, television, multi-media, internet evangelism and outreach programs; providing assistance on the development and/or employment of new technologies.
- Promote communication programs and marketing of communication materials and products (Adventist World, Visitor, Priorities and Telwest).
- Ensure that a good public image of the church is maintained, the proper use of the church's corporate identity (logo, family identifier, etc).
- Encourage good relations with local radio, television, telecommunication providers and cable networks. This includes, becoming acquainted with news editors, program directors, station managers, and public service officers.
- Lead out in the planning, production, and operation of exhibits at fairs, symposiums, etc.
- Maintain an archive of the history of the local church.

CALENDAR OF EVENTS 2014

January 19	Communication Parish Workshop (Westmoreland)
January 26	Communication Parish Workshop (St. Elizabeth)
February 2	Communication Parish Workshop (St. James)
February 9	Communication Parish Workshop (Hanover)
March 1	Living It
March 8	Media Ministry Offering Day
October 19-20	Media Ministry 20 th Anniversary Weekend

IDEAS FOR COMMUNICATION DEPARTMENT

1. Establish and or maintain church's Notice Board.
2. Coordinate the development or standardization of church bulletins.
3. Recommend appropriate sign(s) for church.
4. Implement the church's corporate identity, that is the correct and appropriate use of the church's logo (letterheads, envelopes, signs, bulletins, etc).
5. Take pictures of church happenings, events and programs and write news articles.
6. Develop and maintain the church's website.
7. Explore opportunities for Radio and Television Ministries (possible programs for WCCN, Hope Channel, NCU Radio & NCU TV etc.)
8. Provide news items for WCCN and Telwest, NCU Radio (91.1 FM) and NCU TV.
9. Utilize SMS or other Text Messaging features to maintain awareness among members.
10. Provide the local church with information on the various programs available on local media (Behold He Cometh, Word of Hope, etc.).
11. Develop a quarterly, bi-annual or annual newsletter, either on a district level or for the local church.
12. Explore possibilities for Facebook and Twitter accounts.
13. Assist in marketing publications such as: Adventist World, Priorities, Visitor, Telwest, etc.