Going Public

10 Ways to Raise Public Awareness
of the Seventh-day Adventist Church
in Your Community
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Dear Colleagues:

As communication leader, you work hard to keep Adventist members informed, invested, and connected to your church, school, or organization. But what about the public? Do they know who you are? Do they know what you believe? Do they know how your organization benefits the community or that it even exists?

Your organization is part of the Seventh-day Adventist Church, a worldwide denomination blessed by God to exist in 204 of the 230 countries recognized by the United Nations. We have 14.2 million members worshipping in nearly 120,000 congregations. We run the world's largest unified protestant school system with 6,845 schools. We provide ministries of healing at 700 healthcare facilities and operate 28 food manufacturing companies. We publish books and magazines in 350 languages from 57 publishing houses. We have several satellite television and radio networks that broadcast God's Word to millions. We provide humanitarian aid in 125 countries. Closer to home, within the Columbia Union Conference of Seventh-day Adventists, we have eight conferences, 109 schools, two colleges, more than 90 healthcare facilities, nearly 700 churches and companies, and almost 120,000 members. Though we live in different parts of God's vineyard, we are all working to prepare the world for Christ's soon return.

This is impressive, but all too often people in our communities—leaders, business people, the media, work associates, even our neighbors—aren't aware of our presence, our message of hope, and all that we do to make a difference.

How can we change this and raise the public's awareness of Seventh-day Adventists? How can we help them know more about who we are, what we believe, and how we serve?

As a communicator, your role is the build, monitor, and protect the image of the Seventh-day Adventist Church within your community. Every step you take and every effort you make will not only raise public awareness and understanding, it will help us improve relationships, and as Ellen White noted, pave the way for evangelism.

This 10-step guide is designed to provide you with practical, creative, and cost-effective ideas. Keep in touch and let us know what works for you!

In His Service,

Celeste Ryan
Assistant to the President for Communication
Public Relations Checkup
For Seventh-day Adventist Organizations

Place a check by each statement that applies to you:

1. ___ We answer the phone using the name Seventh-day Adventist for church, office headquarters, and school.

2. ___ We use official church letterhead with the new Adventist logo.

3. ___ We have signage identifying our organization that uses the new Adventist logo and is easily spotted from a distance and placed in a well-lit area.

4. ___ We have brochures about the Adventist Church available in our lobby.

5. ___ We never use “SDA” and always use the full name Seventh-day Adventist Church or Adventist Church for short.

6. ___ Our organization is listed in all hotel directories, telephone books, and community guides published by the city or newspaper.

7. ___ We have a Web site that's user-friendly and provides the local community with program information, directions, and contacts.

8. ___ We know our community officials and they know us. They've even been invited to our church or school functions on occasion.

9. ___ We support community events at least three times a year with sponsorships, attendance, or appropriate communication.

10. ___ We have established and maintained contact with public media in our community. We often submit calendar information and story ideas.
Scoring - Tally a point for each check and consider the ratings below:

1 – 3: Face it, you’re invisible. You’re there, but you’re not really there. People are curious about the building they see in the neighborhood, but don’t care enough to find out.  
Solution: Come out of the closet.

4 – 7: You’re like the circus. You come to town every so often with a big tent, exotic animal ads, and ringmaster. After the big show, you disappear again.  
Solution: Get more involved in the community by meeting people where they are and not just when you want them to attend a tent or DVD evangelism effort.

8 – 10: You’re a beacon of light. People know you’re here and what you stand for.  
Solution: Keep finding creative ways to live the Adventist mission to go into all the world.

“My sermon this morning is ‘Where Have I Failed?’”
Public Perceptions of the Seventh-day Adventist Church*

Name Recognition and Fast Facts

- 1970 Survey by Gallop
  - 65% - Adventist Name Recognition
  - 45% - True Facts About Adventists

- 1986 Survey by Gallop
  - 70% - Adventist Name Recognition
  - 49% - True Facts About Adventists

- 1994 Survey by Center for Creative Ministry
  - 52% - Adventist Name Recognition
  - 35% - True Facts About Adventists

- 2003 Survey by Center for Creative Ministry
  - 56% - Adventist Name Recognition
  - 33% - True Facts About Adventists
Generations and Ethnicities

Name recognition of the Adventist Church by generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older generations</td>
<td>72%</td>
</tr>
<tr>
<td>Baby Boom generation</td>
<td>68%</td>
</tr>
<tr>
<td>Younger generations</td>
<td>38%</td>
</tr>
</tbody>
</table>

Name recognition of the Adventist Church by ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian &amp; Pacific</td>
<td>25%</td>
</tr>
<tr>
<td>African American</td>
<td>57%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>33%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>62%</td>
</tr>
</tbody>
</table>
Seventh-day What?

What comes to mind?

- Negative concepts: 20%
- "Nothing": 31%
- "It's a religion": 15%
- Positive ideas: 33%

What comes to mind?

- Saturday Sabbath
- It's a religion
- A cult, Mormons, JWs
- Pushy, knock on my door
- Personal contacts
- Different, too strict
- Good people
- Vegetarian diet, etc.
- A Christian group
Do They Know Us?

Do you know anyone who is an Adventist?

- Yes 22%
- No 78%

Have you ever visited an Adventist church?

- Yes 7%
- No 93%

Public Perceptions of Seventh-day Adventists in the Columbia Union*

*Source: Columbia Union Conference of Seventh-day Adventists, Office of Information & Research, 2003
3 Ways to Change, 3 Areas to Work on

**How Can We Change This?**

- **Improving Name Recognition**—Helping more people know about Seventh-day Adventists

- **Branding**—Encouraging churches and organizations to adopt a look and name consistent with the Adventist Church’s official logo and graphic standards

- **Building Relationships**—Establishing and maintaining relationships and a good reputation with public media, community leaders and organizations, and our neighbors

**3 Areas to Work on**

- **Public Relations**—Increasing visibility in the community

- **Community Relations**—Increasing involvement in the community

- **Media Relations**—Establishing and nurturing media contacts
10 Ways to Raise Public Awareness of Seventh-day Adventist Churches, Schools, and Organizations

Public Relations

1. Answer the phone.
   - How we answer the phone is important.
   - Think about your communication from the public perspective.
   - Find a way to include the name Seventh-day Adventist in your communication with the public.

Examples:

Seventh-day Adventist Church, how may I help you?

You’ve reached the Clarksburg Seventh-day Adventist Church, please leave a message for Pastor …

New Jersey Adventist headquarters, how may I direct your call?

Chesapeake Conference of Seventh-day Adventists, how may I help you?

You’ve reached Robert Jones, Adventist Community Services director for the Lansdale Seventh-day Adventist Church …
Public Relations

2. Consistently use the Adventist logo.

- Follow graphic standards.
- Understand the symbols - Open Bible, Flame, Cross.

Resource—Visit [www.adventist.org](http://www.adventist.org), click on “World church,” link to “The Logo,” follow directions and enter your e-mail address to download the free logo.
Public Relations

3. Post signs.
   - Post signs on highways and in front of your organization.
   - Be mindful of laws pertaining to signs in your area.

Public Relations

4. Display Adventist brochures in the lobby of your organization.

Resource—The brochure, at left, available in English, Spanish, and French (Item #250010) and the book, at right, (Item #250020) are both available from AdventSource. For a free catalog of all communication resources, call 800-328-0525.
Public Relations

5. Use our name instead of initials.

- This acronym is meaningless to the public.
- People confuse SDA with other religions.
- Use the full name as often as possible and, only when necessary, shorten to Adventist.
- This also applies to Web sites, i.e. www.columbiaunionadventists.org.

Public Relations

6. Get listed.

- Telephone Yellow Pages
- Hotel room and lobby directories
- Restaurants (where applicable)
- Community guides and directories
- Newspaper worship service directories
- Christian business directories

Local Churches

NORTHWEST LINCOLN
Allon Chapel
2301 Y St. 406-750
Paster’s residence 330-4455
Saturday Services: 11 a.m.
Bible Study: 9:15 a.m.

Capitol View
1540 A St. 406-7522
Paster’s residence 426-3909
Saturday Services: 11 a.m.
Bible Study: 9:15 a.m.

NORTH EAST LINCOLN
Northside
1800 N 73rd St. 464-6575
Paster’s residence 464-9564
Saturday Services: 11 a.m.
Bible Study: 9:15 a.m.

SOUTHEAST LINCOLN
College View
2015 S. 48th St. 406-2500
Internet: www.collegeviewchurch.org
Saturday Services: 9:15 a.m. Bible Study: 10:40 a.m.

Lincoln Spanish
5240 Calvert St. 464-6302
Saturday Services: 11 a.m.
Bible Study: 9:30 a.m.

Piedmont Park
5000 52nd St. 489-3144
Email: ppascale@yahoo.com
Saturday Services: 10:00 a.m.
Bible Study: 9:25 a.m.

Lincoln
Lincoln’s newest Adventist Church
Call for location: 222-9403
Saturday Services: 8:45 & 11:15 a.m.
Bible Study: 10:00 a.m.

SOUTH OF LINCOLN
Holland
22315 S. 56th St. 782-5571
Paster’s residence 460-9564
Saturday Services: 9 a.m.
Bible Study: 10:10 a.m.

Schools

Elementary
George Stone School
5800 S. 48 St. 486-2895

Secondary
Adventist Book Center
4745 Preston Ave. 488-3995
Internet: www.adventistbookcenter.com

AdventSource
5040 Preston Ave. 486-3519
Internet: www.adventsource.org

Christian Record Services
-National Camps for Blind Children
“Helping the Visually Impaired to see Jesus”
4444 S. 52nd St. 488-0991
Internet: www.christianrecord.org

Helen Hyatt Elementary
5140 Calvert St. 483-1181

Good Neighbor
Community Center
Providing assistance to people in need
3617 Y St. 477-4173

Lincoln SDA Credit Union
4733 Preston Ave. 489-8886

General Offices
Mid-America Union Office of Communication.
Source: Mid-America Union Office of Communication.
Public Relations


• Develop a Web site that can represent your church or organization to the public. Be sure it appeals to the public, not just your Adventist audience.

• Enter your church’s Web site for an eChurch award. Visit www.plusline.org and click on link to eChurch Award.

• Never use the acronym “SDA” in your Web address.

• Link the worldwide Adventist Web site (www.adventist.org) to your site.
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Columbia Union Conference of Seventh-day Adventists
Good Ideas for Public Relations

- Use Public Service Announcements (PSAs), 30- or 60-second radio ads that run free of charge on radio stations. Two are currently available on health and family topics. Call the Adventist Media Services Agency at 805-955-7606 for free copies.

- Join community associations or clubs to represent Adventists.

- Advertise your events at sports league games, in concert or theatre program booklets, or area directories.

- Sponsor an eye-catching holiday billboard or newspaper ad.

- Advertise a Bible study course—for moms, dads, singles, or some other target group—via newspapers, flyers, or the Internet.

- Invite youth to join Pathfinders, a co-ed youth mentoring program with over 2 million members worldwide.

Resource—Want to place ads in your local newspaper? Pre-designed ads are available in print and electronic versions. Order How to Place Newspaper Advertising from AdventSource (Item #250055). Call 800-328-0525.
Community Relations

8. Make friends.

- Make an appointment to meet the mayor, city officials, police, fire, hospital, school officials, clergy, and other community leaders and introduce them to the Seventh-day Adventist Church.

- Invite community leaders to programs or special events sponsored by your organization.

- Send holiday greeting cards to these new friends every year!

Resource—Adventist Meeting Folders - Use this green folder with the gold-embossed logo (available in two sizes, Items #425640 and #425635) to present a professional look for business or community meetings. Available from AdventSource at 800-328-0525.
9. **Show up!**

- Getting to know the community and gaining influence means nurturing relationships. Represent the Adventist Church on their turf. Support their special programs when appropriate and invite them to yours—at least once each year.
Good Ideas for Community Relations

- Host a Sabbath service to honor area police, fire, military, healthcare professionals, teachers, etc. Give awards, have a prayer of dedication, send care packages periodically.

- Provide a vegetarian taste test or free health screenings at the county fair or at community offices or organizations.

- Sponsor a community-wide vegetarian chili or “best meatballs in the state” contest. Provide vegetarian cookbooks as prizes.

- Have Pathfinders march in community parades, clean up area parks and streets, or host events for community youth.

- Start a community softball, basketball, tennis, or soccer league, or a walking club.

Resource—Find more health-related books (i.e. cookbooks, devotionals, and magazines) at Adventist Book Centers or www.adventistbookcenter.com.
Media Relations

Benefits of Media Relations

- An informed public provides the most satisfactory field for evangelism.

- “Our name alone, conveying as it does the significant features of our message has power to arrest and convict men and women.” —E.G. White

- Therefore, let us keep that name in the public press.
Media Relations

10. Make Contact.

- Watch the news, read newspapers, and listen to the radio in your community for two months to get familiar with their content.

- Call and introduce yourself to local media.

- Ask for the person who covers organizations (churches, schools, etc.) like yours.

- Ask that person what kind of information and stories they need.

- Ask for guidelines for submitting story ideas and calendar listings.

- Send an Adventist press kit with your contact information.

- Find one story per quarter you think might interest them.

- Building a relationship takes time; be patient.

- Say “thank you” when appropriate. Everyone wants to be appreciated.

Resources—The Adventist Press Kit Folder (Item #250100) and Adventist Notecards (Item #250015) are available from AdventSource at 800-328-0525.
Press Release Layout

The following is a sample for a typical press release layout. It should be placed on organizational letterhead.

FOR IMMEDIATE RELEASE

Date

Contact name
Telephone number
E-mail

ATTENTION-GETTING HEADLINE (TYPED IN CAPS)

1st Paragraph: Who, what, when, where, how

2nd Paragraph: Why program is important to audience

3rd Paragraph: Quote organizers

4th Paragraph: Good background information

5th Paragraph: Registration, contact information, or for more information

–END–
MEDIA ALERT

Contact: George Johnson Jr., (240) 338-2219 – cell; (301) 680-6057 - office
Celeste Ryan, (240) 463-3526 – cell; (410) 997-3414 - office

5,000 YOUTH SET-UP CAMP IN MT. UNION FOR SUMMER CAMPOREE

They will come and pitch their tents. They will come and lay out their sleeping bags. They will come and sing songs around the camp fire while roasting marshmallows. They are the expected 5,000 youth that will “set up camp” August 5-9 at the Agape Farms Campgrounds in Mt. Union, Pennsylvania. Themed “Knowin’ Him through Heritage, Service, Sacrifice, Worship and Relationships,” this camporee will provide its participants a unique learning experience that many will cherish.

Sponsored by the Seventh-day Adventist Church’s national association of black youth pastors, campers will participate in pin trading, honor learning, marching/drilling exhibitions, archery, talent showcase and sporting activities just to name a few. A major component to the camporee is the community service projects. Attendees will participate in neighborhood clean-up initiatives, painting and restoration projects in the communities of Mt. Union, Orbisonia, Shirleyburg and Huntingdon. “Service teaches kids life skills,” said Roger Wade, event organizer. “This is needed more and more in our kids today,” he said.

There are 11 Seventh-day Adventist churches within a 50 mile radius of Mt. Union, Pennsylvania, with approximately 1,680 members.

The Seventh-day Adventist Church is a mainstream Protestant church with approximately 13 million members worldwide. It seeks to enhance quality of life for people everywhere and to let people know that Jesus is coming soon again.

For photo and interviewing opportunities, please contact George Johnson Jr., at (240) 338-2219 and Celeste Ryan at (240) 463-3526.

###
Youth to work in community during camporee

July Adventist young people will gather in Mount Union to learn about God, serving others.

By Kimberley K. Smith
For the Mirror

Thousands of youth from Pathfinder clubs around the world will be in Mount Union Wednesday through Aug. 9 for the United Pathfinders Camporee.

The event, sponsored by the Seventh-day Adventist Church National Association of Black Youth Pastors, will be held at the Agape Farm Campground.

The event theme is “Kids’ Line” Students in fifth grade through high school and from various cultures will learn about service, sharing, worship, relationships and heritage.

Activities during the camporee include marching and drill competitions that allow participants to earn Pathfinder patches and special service projects involving cleanup efforts and community assistance in the Mount Union and Huntington areas.

Dr. A. T. Harris, president of the National Association of Black Youth Pastors, said the camporee is open to everyone, but will probably be comprised primarily of black teens.

Harris said young people will be taught the biblical story of Daniel and the three Hebrew boys, as an illustration of how to apply its principles to their own lives.

“They'll learn about how they were able to stand against the king's edict that everyone would know that we try to teach our youth,” she said. “A young person who recognizes that other people have needs and are in need becomes a person caring adult.”

Ryan said drill team competitions will play an important part in the camporee.

“It’s a big thing in Pathfinder clubs for young people to drill and compete for awards,” she said. “It teaches [them] discipline and teamwork.”

Ryan said she anticipates this year's camporee will be a time of learning and growth for the young people.

“I am hoping that our younger people will have a better understanding of themselves and God, so that they can grow from this experience.”

down,” he said.

“Young people today face tremendous pressure to not be honest, not be respectful. We want to instill in them that you don’t have to do that. You can stand against things like the Hebrew boys did.”

The News Leader

Blue Ridge Area Food Bank faces shortage

Donations are down, need rises

By Elizabeth Suh Gencber

A few times each year, Virginia Knight of Churchville gets a two to three-week supply of food for her five-person family from Staunton's Seventh-day Adventist Church Community Services Center.

"They give you everything you need for Thanksgiving dinner, Knight said the Tuesday before the holiday, but the food she receives is not just special for the holidays. It's not-
Berwick church answers questions about Seventh-day Adventists

BERWICK — Who are the Seventh-day Adventists? We’re glad you asked.

You may have noticed that there are Seventh-day Adventist churches in Berwick, Scranton, Wilkes-Barre, and other communities. Actually, there are 1,500 such churches across North America with over one million members (4 million worldwide).

Seventh-day Adventists are well-known worldwide for basing all of their beliefs on the authority of the Bible, God’s Holy Word. They are Bible-believing Christians who have their faith, hope, and future in Jesus Christ and His saving grace.

We would love to know that...

- We worship on Saturday, the “seventh-day” Sabbath established by God at Creation, and that we are Adventist because we anticipate the second coming or “advent” of Jesus Christ.
- Because we espouse a wholistic lifestyle that leads to a longer quality of life, we operate 500 hospitals and clinics worldwide and often host seminars to help people lose weight, stop smoking, and eat healthier.
- We operate the largest unified Protestant school system in the world, with over one million students enrolled in 5,000 schools and universities (including 17 in Pennsylvania).
- We believe in serving the community locally through Adventist Community Services Centers (six in Pennsylvania) and worldwide through the Adventist Development and Relief Agency which does humanitarian work in 142 countries.

Want to know more? Join us for prayer meeting on Wednesday nights at 7:00 p.m., Bible study on Saturday mornings at 9 a.m., and worship on Saturdays at 11 a.m., with John Peters, pastor.

Berwick Seventh-day Adventist Church is located at 1106 Orange St. Feel free to call 759-2622, visit in person or learn more at www.adventist.org.
Adventist business owners here to network, worship

By Justin Fenton
Enquirer staff writer

An unassuming 71-year-old man strolling through aisles of Christian business displays, clutching a tote bag and chatting up exhibitors, was one of the most powerful people in the Cincinnati Convention Center on Thursday.

"You know what you guys make that's the best?" an young man said to him. "Those peanut butter bars!"

That drew a chuckle from Ellsworth McKee, chairman of the board of McKee Foods, a company that had $978 million in sales in 2003 on the strength of its Little Debbie snack product line.

McKee is a Seventh-day Adventist. Members of the Christian denomination believe Christ will return to Earth in person, and they observe the Sabbath on Saturday, the seventh day of the week.

The religion has six churches in Cincinnati and counts 14 million members worldwide, including 1 million in North America.

This week, the Adventist-Laymen's Service and Industries (ASI) organization is meeting at the Biltmore Convention Center downtown for its 57th annual convention, a mix of 5,000 Adventist business and nonprofit leaders in town for some divine networking and business strategizing -- not to mention a rafting trip for the kids.

While the church's international headquarters is in Silver Spring, Md., the ASI began in 1947 in Cincinnati, when 25 members of Adventist self-support institutions met in the Rose Garden of the old Gibson Hotel downtown.

Their objective: promoting the interests of missionary enterprises throughout North America.

Six years later, ASI expanded to include business owners, recognizing a Texas cabi company as its first member.

McKee Foods started in 1934 in the Adventist town of Collegeville, Tenn., where founder O.D. McKee and his wife, Ruth, sold nicked cakes from the back seat of the family car.

See ADVENTISTS, Page D5

Adventists: Convention keeps tradition

From Page D1

The company took off in 1960 with the development of the oatmeal cream pie, which featured the smiling face of the founder's granddaughter Deborah "Debbie" McKee, who is now vice president of manufacturing.

One-hundred-and-thirty-billion snack cakes later, the company holds on to its Adventist principles, shutting down operations one hour before sundown on Friday and resuming one hour before sundown on Sunday.

McKee Foods joined ASI in the early 1970s, and Ellsworth McKee said it's the religious principles that keep him coming to the convention every year.

"It's a spiritual as well as business fulfillment," McKee said. "It's one of the things that makes you not forget to be ethical."

The organizations represented at the convention range from Christian publishing houses, healthy living centers and camps for the blind to corporate giants such as Office Depot, Xerox and Kellogg's.

Office Depot has a nationwide agreement to give the church discount office supplies and furniture, while Kellogg's recently purchased the company that makes Morningstar Farms vegetarian products. Many Adventists follow a vegetarian, no-smoking lifestyle.

As an officer of ASI, Barbara Taylor sees business as a chance to do missionary work in addition to closing a big sale. The president of Between U-N-Me Inc., a men's sportswear wholesaler based in Copper Mountain, Colo., she said she travels all over the world, handing out her business card that features a religious Web site.

"All of our businesses -- we not only can take care of work, but can go out as Christians and share Christ," she said. "So many businesspeople are so involved in their company, their stress, their life. Wouldn't it be nice to do something to help others?"

The event acts as a major fundraiser. On Saturday, a collection plate will go around during a religious service to raise money for various charities. Last year, about $3 million was raised, going to projects such as putting roofs on African churches, buying bicycles for Africans whose streets have been ravaged by war, and a relief fund for aid of African children.

Being a business owner involved with ASI, says Taylor, "gives me an opportunity not only to do work but get involved in the world community."

E-mail jfenton@enquirer.com
Christian radio broadcast extends its reach

New antenna allows more people to hear 'family-friendly'
Takoma Park station

by Sean Sands
Staff Writer

As federal regulations crack down on radio networks and so-called shock jocks for obscure programming, the managers at one station in Takoma Park are confident their listeners won't have to worry about hearing profane lyrics or coarse advertising.

In fact, WCTS-PM 91.9 General Manager John Kordell said his station is a success story about the fact that it created a "family-friendly format" that listeners will never hear questionable lyrics, on-air personalities who curse, or the idea of unlimited decency, or advertisements inappropriate for even the youngest of children.

"We really do stick by that promise," Kordell said. "As many as it is, the only 'F' words you'll hear on us are 'The' 'Family' and 'Fun.'"

Until recently, a clear signal from WCTS, broadcasting from the campus of Columbia Union College, was able to only reach most of the close-in suburbs. But even with a limited broadcast range, the station that bills itself as Washington's "family-friendly music" choice was able to garner approximately 100,000 regular listeners.

Now, after an effort that spanned 20 years, the station has installed a new tower in Arlington, Va. That tower boosts the station to a new level.

"We're thrilled," Kordell said. "We're thrilled to be able to reach out to more people."

The station is expected to hit 100,000 listeners with the new tower.

"And we expect to see a lot more growth," he said.

WCTS has been on the air for 10 years and is now in its second year as a satellite of Columbia Union. "Our goal," Kordell said, "is to expand our reach to as many people as possible."

The new tower is a key component of the station's plan to reach the entire Washington, D.C., metropolitan area. The station currently broadcasts from a tower in Sterling, Va., and has been able to reach listeners in the greater Washington, D.C., area.

The new tower will allow the station to reach the entire metropolitan area, including suburbs such as Alexandria, Va., and Falls Church, Va.

"We're excited to be able to reach out to more people," Kordell said. "And we expect to see a lot more growth."
In Wake of Pr. George’s Homicides, Church Seeks Solutions

Boosting Community Involvement a Goal

By KATHERINE WILLIAMSON

At Brethren Life Seventh-day Adventist Church in Westport

yesterday, the gins of silence roared like the manger's
rich voices and ignited talk of a movement.

As of Monday, 26 people—near every one here—and died in homicides in Prince George's County this year, taking annual-ly triumphant observances of Black History Month with tragic-

“Would rather be recognizing black heroes,” said community
organizer, Becky Newman, who helped organize Brethren Life's Black History Month service. This is the same event that could destroy a lot of people in this community.

Marcus Harris took over as pastor of the church seven months ago. “We’re trying to build relations with community organizations and see how we can be a bridge. I think we’ve always been active in the community, but we want to take it to the next level,” said Harris, who wore West African robes of black, white and silver.

Among the church’s members are several retired law enforcement officers, Harris said. They will be part of a new group intended to strengthen links among residents and community organizations that work with troubled families.

“Some are things we will be able to do better than others,” Harris said. “We saw our first in an indoor event and we’ve been able to help.”

The members of Brethren Life have been busy, Harris said. Not only in the 740-strong congregation, which moved to the site in 1999 from Alexandria, Virginia, but in the early days of organizations in the early 1980s, when he says it was a “no brainer” to join.

Amanda Dockey, 24, is one who has. Her friend Shannon Etkey, 25, of Camp Springs was found shot to death in Howard’s Greenberry County on Dec. 31. Harris said, “I’ve been praying for his family, and visiting his cousin’s cause.”

Dockey, of Fort Washington, said, “We have a lot of people with different problems here, and a church gives you the opportunity to get over it. They won’t turn their back on you.”

Pat Martin of Mitchellville said she believes the church could do more. “We probably need a stronger outreach,” particularly to youths, she added.

“We’re very close-knit here. Most of our activity is church-based and relatives in the community where the violence is, and that’s a tough job,” she said.

Joseph Young teaches in the church’s youth and adult ministry. He believes, in some areas it could be found in the congregation’s outreach to young people, which includes boys ages 9 to 18 in the “brotherhood of life,” including such topics as spiritual development, personal hygiene.

“You might have a situation where kids in church are doing well, but we all know they may not be too well off,” Young, 40, of Wallingford said. “We’ve got to take what we get here and see if we can help our families.”

So, what the church and the community must face, Harris said, is that “this is an ongoing struggle for us. We’ve made so many strides in the past, and we can hold onto our hope.”

Inside the church, guest speaker J. Alphonso Adams, a former Brethren Life pastor who is director of adult ministries for the Seventh-day Adventist Church’s North American division, shared his own personal journey with the congregation.

Adams, who is the son of a miner in the Congo, said he was the youngest of five brothers and the only son to survive. He said, “I was raised in a country where I was wronged.”

“You might have a situation where kids in church are doing well, but we all know they may not be too well off,” Young, 40, of Wallingford said. “We’ve got to take what we get here and see if we can help our families.”

In the days to come, the church will be closed, and it will be “just a warehouse,” he said. “We need to make a better connection with the community.”

“The church is a place where we can pray for each other,” Young said. “We need to make a better connection with the community.”

Elliott Massey prays with the congregation, whose members are often involved in the church’s activities, police and community groups that work with troubled families.

Havertown Seventh-Day Adventist Church celebrates 100th anniversary

The Havertown Seventh-Day Adventist Church, Township Line Road, Havertown, will celebrate its 100th anniversary beginning Friday evening, May 18, at 7 p.m., with a family service and followed by a Fellowship luncheon and an afternoon worship service at 3 p.m. and worship service at 10:30 a.m. and worship service at 7:30 p.m.

The Havertown Church, formerly the First Philadelphia Seventh-Day Adventist Church at 15th Street and Chestnut Street in Philadelphia, moved to its present location at Township Line and

Edmonds Avenue in the 1950s. All former members, friends and neighbors are invited to attend this celebration. For more information, contact Michael Rhyne at 561-484-5349.

Art auction

The Drexel Hill United Methodist Church will start its annual art auction on May 18, which runs until June 18, in the church’s sanctuary on North Butternut Street. The preview will begin at 5 p.m. with the auction starting at 6 p.m.

Ross Gallery of Haddonfield, N.J., will conduct the auction, which will feature more than 150 custom-framed and matted works of art, documents, paintings, monograms, silver and pewter items among the proceeds. The auction ranges from $250 to $5,000. 31 Main St., Havertown, will start its annual art auction on May 18, which runs until June 18, in the church’s sanctuary on North Butternut Street. The preview will begin at 5 p.m. with the auction starting at 6 p.m.

Ross Gallery of Haddonfield, N.J., will conduct the auction, which will feature more than 150 custom-framed and matted works of art, documents, paintings, monograms, silver and pewter items among the proceeds. The auction ranges from $250 to $5,000.
Good Story Ideas for Community Media

• Pastor is leaving; new pastor to arrive
• Adventist Community Services responds to disaster, starts new program
• Church/organization anniversary, ground breaking, or mortgage burning
• Awards given to or received from community
• Mission or service trip locally or abroad
• Camp meeting, GC session, other major event
• Local angles to national stories
• Church provides unique needs-based program (i.e. cooking class, health fair, financial seminar, concert, or famous guest speaker, etc.)
Notes
“Follow me, and I will make you fishers of men!”
—Jesus, Master Communicator