

FOCUS: **Communication Department**



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COMPREHENSIVE DEPARTMENTAL REPORT

Communication Mission:

"Building bridges of hope" is the mission statement of the Seventh-day Adventist Church's Communication Department. We work toward this goal by reaching out to diverse church audiences -- both internally and externally -- through many avenues of communication. Creating informative and intuitive web sites, updating social media sites, and writing news stories and press releases are some of the ways we share our message. Through our work, we foster a clearer image of the church, its mission, activities and witness, so that many will become followers of Christ and members of His church.

DEPARTMENTAL

Core Values

- Professionalism
- Integrity
- Accountability
- Inspire Others

Background: 2001 - 2010

Communication is key for the proclamation of the gospel to this dying world.

Matthew 28:19, 20 clearly states that we should go teach, preach, and baptize.

To effectively carry out this mandate, over the years, the Communication Department has employed various communicative tools to spread the good news of salvation.

Therefore, while each member of our church is a witness, the Communication Department works with all administrators and departments in the Seventh-day Adventist Church to strengthen and propel the gospel commission so that all God's people will come to a knowledge of truth.

The Vision of the Communication Department is to present a Favourable Image of the Church, its Mission, its Life and Activities, as well as to assist the Church in being an effective witness of our Lord and Saviour Jesus Christ.

The Objective of the Department is to reach society, both within the Church and externally, with an open, responsible, and hope-filled communication programme through the effective use of contemporary technologies and methods of communication.

GREAT STRIDES: 2010 – 2018 OVERVIEW

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The Great Commission consists of the last words of Jesus to his followers:

"All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age" (Matt: 28: 18-20).

The WNUC communications strategy was designed to achieve two key purposes:

- **To help people come to know Jesus as Saviour.**
- **To help people become mature disciples of Jesus.**

Our Strides: Strategic Plans

We collaborate, build network of partnerships, increase visibility through application of technology and create forum for web evangelism

OUR STRIDES: STRATEGIC PLANS

Component	Objective	Activity
EXPLORE AND LEARN	Professionalize communication in the church through the organization of the Society of Adventist Communicators, for training and networking of Seventh-day Adventist communication professionals, in addition acknowledging annual projects and organizational communication campaigns.	Adventist Communicators Network (CAN)
CONNECT AND SHARE	Create various practical manuals as tools for church communication directors at different levels (subjects: Public Relations, Media Relations, Communication Management, Social Networking Strategies, Photography, Crisis Communication, etc.)	Implementation Awareness and Training on Public Relations Communication Manuals



Communication Department

Component	Objective	Activity
PROCLAIM AND REAP	Create a network of digital content testifiers producing evangelism internet and other electronic media.	Web Evangelism by Adventist Communicators Network (CAN)
CONSERVE AND DISCIPLE	Promotional materials for motivating church members who design and implement innovative and creative strategies to fulfill the mission.	Creative Discipleship
Rewards and Recognition	Annually recognize outstanding communication projects that have been implemented in the various entities of the church, as well as independent projects by church members who have made a special contribution to the fulfillment of the mission. Create a network of digital content testifiers producing evangelism internet and other electronic media.	WNUC Adventist Communicators AWARDS

OUR STRIDES: STRATEGIC PLANS

STRATEGIC PLANS: USE OF TECHNOLOGY

Component	Objective	Activity
TRANSFORM AND LIVE	Establish a network of Adventist photographers who provide an interactive experience for the exchange of ideas, concepts and experiences to create photographs that can be shared with the church on a digital platform.	WNUC Adventist Photo Network
EXPLORE AND LEARN	Produce radio programs and podcasts to promote and guide the study of the Bible (BHP) in WNUC Fields	Bible Study Promotion



Communication Department

Component	Objective	Activity
CONNECT AND SHARE	Establish a network of Adventists who produce films that provide an interactive experience for the exchange of ideas, concepts and experiences to create documentaries, short films and videos for the enrichment of the church and recognition of separate projects.	Adventist Filmmakers Network
EXPLORE AND LEARN	Produce radio programs and podcasts to promote and guide the study of the Bible (BHP) in WNUC Fields	Bible Study Promotion

OUR STRIDES: KEY ACHIEVEMENTS & MILESTONES

The Western Nigeria Union of the Seventh-day Adventist Church’s drive towards transforming lives through the Three Angels’ Message and the Gospel of Jesus Christ has yielded great dividends. However, recent experiences have brought to the fore the need for better understanding of brand management and strategic planning for crisis prevention and management for soul-winning.

OUR STRIDES: KEY ACHIEVEMENTS & MILESTONES

- Developed a Strategic Path for WNUC Communication Framework in order to lay the foundation basis for current and future efforts
- Capacity Enhancement Training for Adventist Communicators on Job Functions and Strategic Role in Gospel Proclamation
- Finalized the development of FRAMEWORK for functional website for the Union to which conferences will be linked
- will contribute content
- Development of 5-Year Strategic Plan –for collaboration, partnership and performance
- Initiated and working on process for acquisition of Adventist Broadcast Media Center.
- Initiated Annual Communication Summit for knowledge sharing and synergizing of Adventist Mission
- Developed SDA DNA Rebranding and Implementation Plan
- Initiated programs for Public Relations Training for Pastors in the Union
- Structured plan for Friendly Media Network in support of Adventist Message propagation
- Initiated National Impact Media Programs for Gospel Delivery via SIGNATURE PROGRAMS
- Developed DRAFT regulatory guidelines on social media for church related social media platforms –to be adopted by Union Executive Committee.



Communication Department

OUR STRIDES: OUTSTANDING INITIATIVES

- Comprehensive Funding and Resourcing Plan for Programs
- Adoption and implementation of Strategic Plans by Union Executive Committee

OUR STRIDES: CHALLENGES & SETBACKS

- Internal Strife and distractions
- Some Communication Directors' lack of 100% commitment and tenacity
- Appropriate level funding challenges

FUTURE OUTLOOK: RECOMMENDATIONS

**Let Us Collaborate, Partner and
Network for Gospel propagation**

FIVE-YEAR PLAN (2019-2023) PERSPECTIVES

Focus:

Implementation of

COMPREHENSIVE WNUC COMMUNICATION STRATEGIC PLAN