

Reaching the Carolinas

The Communication Department of the Carolina Conference produces multiple videos and publications, including the quarterly *Carolina Action* news magazine, for the purpose of staying connected to our constituency and informing them of what's happening around the Carolinas. This keeps us busy following up on stories and taking photos at events around the conference. We also have a new in-house video production studio where we create various promotional and informational videos, evangelistic commercials and more.

We also provide graphic design and website support for all of the other departments in the conference on an as-needed basis, as well as promote their events in our communication outlets. When Generous Living was initiated, the communication department became part of that team, creating all of their resources and material on a quarterly basis.

Reaching the Southern Union

Broadening the scope of Carolina Communication, the *Southern Tidings* is distributed each month to the home of every member of the Southern Union. Each issue includes a two-page layout of news from our conference. In addition, we frequently provide feature stories for the magazine.

Reaching the World

Various nationalities from around the globe are trekking to the Carolina Conference every day through our www.carolinasda.org website. We are also on Facebook (www.facebook.com/carolinaconference), and Twitter (www.twitter.com/CarolinaConf), as well as Vimeo and YouTube. We even have a podcast of events and sermons

CAROLINA CONFERENCE COMMUNICATION



in the iTunes store. The last five years have seen the introduction of great avenues of communication.

In 2015 we re-launched the conference website, making it more informational, accessible and up-to-date.

In July 2014, Ron Quick retired as department director. He is pictured below receiving a lifetime achievement award, presented by George Johnson and Kimberly Maran on behalf of the Society of Adventist Communicators. Rebecca Carpenter, formerly the associate director, stepped into the position of director, with Courtney Herod joining as associate director in October 2014.

To keep our local church communication directors informed, we now send out a monthly e-newsletter to update them on the latest news in the communication office, offering tips and suggestions on how best to fill the role of church communication director. We also hold workshops for training and instruction purposes. We like to pass along information as we get it! It makes our job easier when we have the support of capable volunteers who provide stories about events at the local level that occur during the year.

Praise God for His guidance in the past as we look forward to His soon Coming!

Conference COMMUNICATION



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CARPENTER**
Director

COURTNEY HEROD
Associate Director

MICHELE IGLESIAS
Secretary