

Section Topics

(Please check one for each session)

Session A (10:00-10:50 a.m.)

Using Media as A Part of Worship
Hear from a pastor who uses multi-media aids to enhance the worship experience.

Getting the Word Out in the print Media Learn from an Atlanta Journal/Constitution religion reporter what the future holds for churches who want to get "in the news."

Media and Values: Overcoming Stereotypes in the Media Learn what your church can do to overcome the negative stereotypes of violence, prejudice, and classism as seen in both electronic and print media.

Session B (11:00 - 11:50 a.m.)

Christian Television: Ministry or Mockery? This presentation looks at broadcast media and how it can be used as a tool of evangelism.

New Communication Technologies and the Church Learn about a variety of new communication tools which can enhance the life, operation, and mission of your church.

The Church in Cyberspace: An Outreach Ministry for the 21st Century See how one minister developed a ministry in cyberspace especially for the homebound and physically challenged.

Lights! Camera! Action! Worship? Participate in a simulated worship service that uses every multimedia in the book!

THE CHURCH AND MASS MEDIA COMMUNICATIONS IN THE 21ST CENTURY

A mini-conference for pastors, seminary students and laypersons who want to help prepare their church for the future

**SATURDAY
March 22, 1997**

at

*Candler School of Theology
Emory University
Atlanta, Georgia*

Sponsored by
**Network for Media, Religion and Culture
Candler School of Theology
and
Student Christian League
Interdenominational Theological Center**

PURPOSE

As we approach the 21st century, churches are being faced with new challenges in communicating the gospel to its parishioners and to the world. These challenges require new ideas and new strategies of communication. For instance, using multimedia presentations during worship allows the parishioner an opportunity to not only hear the Word, but actually visit biblical sites discussed in the sermon. Access to the internet allows those around the world who are physically challenged to receive the Word of God through churches with web pages in cyberspace.

What is your church doing to prepare for 21st century communications? You're invited to come to the conference and discover you what you can do.

HOW TO REGISTER

Complete the attached card and return it with **\$10 registration fee by February 14, 1997**, to:
Office of Community Life
Candler School of Theology
Emory University, Atlanta Georgia 30322
Attn: Barbara Awoniyi

Late registration: (February 15-28)
\$15.00.

Registration includes a light continental breakfast and luncheon.

Make checks payable to:
Emory University / NMRC

AGENDA

8:30 - 9:00 a.m.

REGISTRATION

Cannon Chapel, Emory University, Atlanta
Light Continental Breakfast

9:00 - 9:45 a.m.

OPENING SESSION

Speaker - Dr. Robert M. Franklin,
President-Elect, Interdenominational Theological
Center

10:00 - 10:50 a.m.

SESSION A, Bishops Hall

11:00 - 11:50 a.m.

SESSION B, Bishops Hall

12:00 - 2:00 p.m.

LUNCHEON and PRESENTATION

Cox Hall

Presenters - Dr. George Gerbner,
Dean Emeritus, Annenberg School of
Communications, Philadelphia Pennsylvania
and

Ms. Diane Balay, Associate Editor, United
Methodist Reporter, Dallas Texas

Respondent - Dr. Gerald Durley, Pastor,
Providence Baptist Church, Atlanta, Georgia

DIRECTIONS

Take I-85 North, exit North Druid Hills Road, remain in left lane. At Briarcliff Road, turn right. At Clifton Road, turn left. Follow Clifton to North Decatur Road, turn right. Go one block to main entrance of Emory (Glenn Memorial Church is at corner). Visitor parking lot is behind Boisfeuillet Jones Center.

For further information or directions, call, (404) 712-9896 or email bawoniy@emory.edu.

CONFERENCE REGISTRATION FORM

Please type or print:

Name

Title

Church or Organization

Address

City / State / Zip

Telephone Number

Fax Number

Check one

Pastor

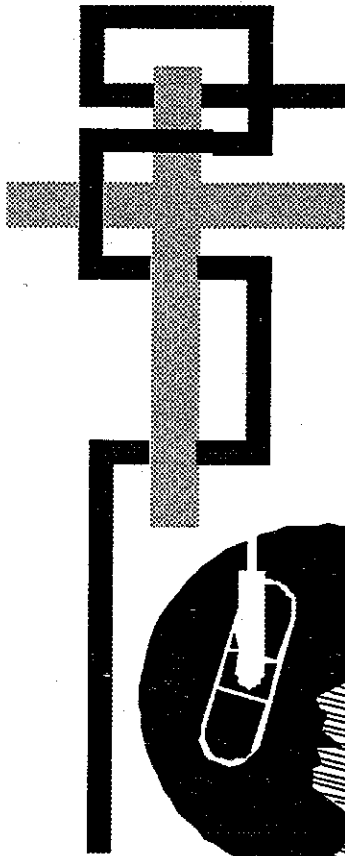
Student

Layperson

Other

Amount enclosed: _____

**(Make check or money order payable to
EMORY UNIVERSITY / NMRC)**



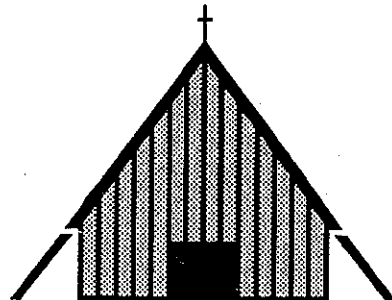
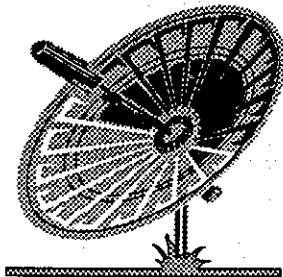
The Church and Mass Media



Communications in the 21st Century

*A mini conference for pastors, seminary students and laypersons
who want to help prepare their churches for the future.*

Saturday, March 22, 1997



Sponsored by Network for Media, Religion and Culture, Candler School of Theology
and Student Christian League, Interdenominational Theological Center

WELCOME

to the

*First mini-conference for pastors, seminary students
and laypersons who want to help prepare their
churches for the future.*

THE CHURCH AND MASS MEDIA COMMUNICATIONS IN THE 21ST CENTURY

sponsored by

**The Network for Media, Religion and Culture
Candler School of Theology**

and

**Student Christian League
Interdenominational Theological Center**

PLANNING COMMITTEE

Barbara Awoniyi	<i>President, Network for Media, Religion and Culture(NMRC)</i>
Cassandra Baker	<i>Coordinator of Public Relations, Office of Institutional Advancement,ITC</i>
Christine Banks	<i>Master of Divinity Student,ITC</i>
Jason Borders	<i>Advisory Committee, NMRC</i>
Patrick Friday	<i>Vice President, NMRC</i>
Philis Griffin	<i>Vice President, SCL</i>
Millicent Hollins	<i>Advisory Committee, NMRC</i>
Artie Williams	<i>President, Student Christian League(SCL), ITC</i>
Sophia Williams	<i>Advisory Committee, NMRC</i>
Linda Wright	<i>Advisory Committee, NMRC</i>



12:00 - 2:00 p.m......**Luncheon and Panel Presentations**
Cox Hall - Rooms 1, 2, and 3

Lunch Blessing.....Patrick Friday, NMRC

Lunch

Panel Discussion

Presiding.....Michael Boomershine
Former President, Media Forum, Candler

Presenters.....Dr. George Gerbner and Ms. Diane Balay

Respondent.....Rev. Dr. Gerald Durley

Questions and Answers

Remarks

CONCURRENT SESSIONS

Session A

10:10 - 10:50 a.m. BH

- BH 306** **Using Media as a Part of Worship**
Hear from a pastor who uses multi-media aids to enhance the worship experience.
John White, Second Ponce de Leon Baptist Church
- BH 301** **Getting the Word Out in Print Media**
Learn from an Atlanta/Journal Constitution religion reporter what the future holds for churches who want to get "in the news."
Gayle White, Religion Writer, Atlanta Journal/Constitution
- BH 106** **Media and Values: Overcoming Stereotypes in the Media**
Learn what your church can do to overcome the negative stereotypes of violence, prejudice and classism as seen in both electronic and print media.
Kathy Finck, Intervention Specialist, Cobb County Schools

Session B

11:00 - 11:50 a.m. BH

- BH 301** **Christian Television: Ministry or Mockery?**
This presentation looks at broadcast media and how it can be used as a tool for evangelism.
Randall Lohr, Station Manager, WHSG-TV
- BH 106** **New Communication Technologies and the Church**
Learn about a variety of new communication tools which can enhance the life, operation and mission of your church.
Larry Webb, Owner, Humdinger Media Productions
- BH 306** **The Church in Cyberspace: An Outreach Ministry for the 21 Century**
<http://www.cyberspacembchurch.org> is the web site address where you and many others can worship over the internet. Attend this session and find out how wave files, web links, graphics, video clips and midi files are used to provide spiritual nurture. Worshipping over the NET is a way for the homebound and physically challenged to worship.
Martha Erinkitola, Pastor, Cyberspace Missionary Baptist Church
- BH 101** **Lights! Camera! Action! Worship?**
Participate in a simulated worship service that used every multimedia in the book!
Diane Balay, Associate Editor, United Methodist Reporter

TODAY'S SPEAKERS AND PRESENTERS

◆
Robert M. Franklin

President-Elect, Interdenominational Theological Center

Dr. Franklin is President-Elect of the Interdenominational Theological Center (ITC), a position he begins on July 1st. He comes to ITC from the Ford Foundation where he was a program officer in the Rights and Social Justice Program, responsible for grants to African American churches engaged in secular social service delivery.

Dr. Franklin has held teaching positions at the University of Chicago Divinity School, Harvard Divinity School, Colgate-Rochester Divinity School, and most recently was associate professor of Ethics and Society and director of the Black Church Studies Program at Candler School of Theology. He is the author of "Liberating Visions," a comparative study of the moral and political visions of Booker T. Washington, W.E.B. DuBois, Malcolm X and Martin Luther King, Jr. Currently, he is writing a book on the black church experience since the civil rights movement.

The November 1993 issue of Ebony magazine lists Dr. Franklin on its "Honor Roll of Great Black Preachers." He is an ordained minister in the Church of God in Christ and is in demand as a preacher and lecturer across the country.

◆
George Gerbner

Dean Emeritus, The Annenberg School of Communication

University of Pennsylvania

Director and Founder - The Cultural Indicators Project

Dr. Gerbner was professor and Dean of the Annenberg School of Communications from 1964 through 1989. Since that time, he has been an independent researcher and teacher, with appointments as Visiting Lecturer at the University of Athens, Greece and has been a Distinguished Visiting Professor at American University in Washington, D.C. He has also been a Visiting Professor at the University of Budapest, Hungary, Salesian University in Rome, Italy, American University, Cairo, Egypt and Temple University in Philadelphia.

Other professional experiences include having been the executive editor of the quarterly *Journal of Communications* and chair of the editorial board of the *International Encyclopedia of Communications*. Because of his commitment to helping others, he has served on the President's Commission on the Causes and Prevention of Violence, the U.S. Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the U.S. Commission on Civil Rights and the Screen Actors Guild. Dr. Gerbner has written numerous articles and publications and has co-produced several videos to include, "The Killing Screens."

He holds a Ph.D. from the University of Southern California and has done post-doctoral work in many different institutions. Born in Hungary, Dr. Gerbner came to the United States in 1939. Several years later, he married Ilona. From their marriage of fifty-one years, he and Ilona have two sons and five grandchildren.

Diane Balay
Associate Editor - the United Methodist Reporter
Dallas, Texas
Lights! Camera! Action! Worship?

Ms. Balay has been associate editor of the United Methodist Reporter for seven years. She is an award-winning national and international journalist and has covered news such as the Branch Davidians and natural disasters such as Hurricane Andrew. Her specific assignments are the coverage of religion and popular culture as well as contemporary worship where she has done feature articles on the church's use of the latest technology. Her broad range of theological experiences has enhanced her professional critique of film and television shows. In addition to her duties as reporter, Diane is a playwright and the author of twenty-eight choral chancel dramas. She has extensive experience as a writer, producer, director and set-designer as well as college drama instructor and director.

She holds a Bachelor of Arts degree in theater arts and a Master's degree in Communications. Currently, Ms. Balay resides in Dallas and has three married children and four grandchildren.

◆
Gerald Durley
Pastor - Providence Baptist Church
Atlanta, Georgia

Dr. Gerald Durley is pastor of the historic Providence Baptist Church in Atlanta and director of the Health Promotion Resource Center at Morehouse School of Medicine. He is a nationally sought after motivational speaker who has a deep interest in improving the civil and human rights of African Americans. Dr. Durley is a former administrator, counselor, professor, and recruiter in DeKalb County and past Assistant Branch Chief of Pupil Personnel Services in the U.S. Office of Education in Washington, D.C. He is a former basketball player with a Swiss National Basketball team and one of the first Peace Corps Volunteers to enter Nigeria, West Africa. Dr. Durley sits on several boards in the Atlanta area including the Atlanta March of Dimes, NAACP, and the Atlanta Union Mission. He served several years as president of the Concerned Black Clergy of Atlanta.

◆
John White

Using Media as a Part of Worship

Picture a large screen with images that illumine key points of the sermon. On this screen are words from the Bible printed so large that they invite each member of the audience to focus on the magnitude of their meaning. John White is the Worship Coordinator and serves as a deacon at Second Ponce de Leon Baptist Church. Through his efforts, Second Ponce started their contemporary worship service, where this screen is used and where many youth, young adults and other seekers have been blessed. John is a Resource Sales Representative with Centron, Incorporated, a computer networking company. He holds a bachelor's degree and is a devoted husband and father.

◆
Gayle White

Getting the Word Out in the Print Media

Gayle White has been religion writer for the Atlanta Journal-Constitution for seven years. Before specializing in religion, she worked for the newspaper's Sunday magazine and its feature staff covering news beats ranging from courts to city hall. Gayle was named Reporter of the Year by the Religion Newswriters Association in 1992 and was first runner-up in 1995. She has done free-lance work for a variety of publications including Good Housekeeping, Christianity Today and the Christian Century. Currently, she is completing her first book, tentatively titled, "Believers and Beliefs," a guide to the practice and etiquette of the world's religions, scheduled for publication in 1997. She holds a journalism degree from the University of Georgia. She is married and has two children.

◆
Kathy Finck

Media and Values: Overcoming Stereotypes in the Media

Kathy is a Prevention Specialist with expertise in family education and community mobilization. She also provides training in the area of evaluation and strategic planning. Currently, she is an independent contractor whose clients include the Cobb County Schools and other media literacy and advocacy groups. She exhibits the following personal strengths in her work: personal warmth, good cognitive organizational and presentation skills, knowledge of human growth and development, and the ability to motivate her audiences for action.

◆
Randy Lohr

Christian Television: Ministry or Mockery?

Randy Lohr is an ordained ministry and the General manager of WHSG TV in Atlanta. Randy has been a manager of WCLJ TV in Indianapolis where he worked four years before coming to

Atlanta. Randy's experience is broad and includes over 2000 hours of live television production experience as a director and audio engineer for international and local production companies alike. He has worked as a reporter and news photographer for TBN and with an ABC affiliated television station. He holds a Bachelor of Science degree in Television Broadcasting and has done further study at Harlaxton College in Grantham, England.



Larry Webb

New Communication Technologies and the Church

Currently, Larry is the president of the Atlanta Chapter of the Religion and Public Relations Council and the Producer/Director for his company, Humdinger Media Productions. He is also an adjunct professor at American College in Buckhead teaching courses such as Television Pre-Productions, scriptwriting and Survey of Media Technologies. After completing his Bachelor's degree at Emory, and a Master of Divinity degree from Candler where he sang with the Choraliars, he attended Florida State University where he earned a Master of Arts in Communications. He has an extensive background in communication having worked in media abroad in Tokyo and in the U.S. in New York, Oklahoma and Atlanta.

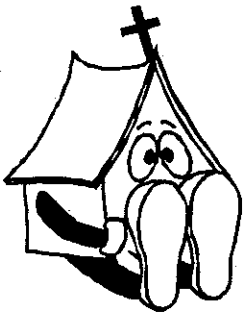


Martha Erinkitola

The Church in Cyberspace: An Outreach Ministry for the 21st Century

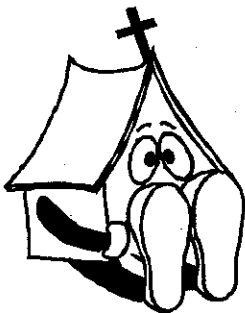
Reverend Erinkitola is a second year Master of Divinity student in the Morehouse School of Religion Program at ITC. She is a native of Florida and a retired educator. She holds a Bachelors in Computer Science, and a Master of Science in Vocational Education, Educational Leadership, Adult Education and School Counseling. She has worked in several post secondary positions as instructor in computer programming and education. She developed the Church in Cyberspace because of her desire to use her wide ranging skills and talents with computers in ministry.

NOTES



Typesetting and Design by Barbara Awoniyi
Graphic Art by Millicent Hollins

NOTES



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Graphic Art by Millicent Hollins