


# Producing Programs for Media

By Professor Abel Marquez,  
Associate Communication Director of the Seventh-day Adventist Church,  
Inter-American Division

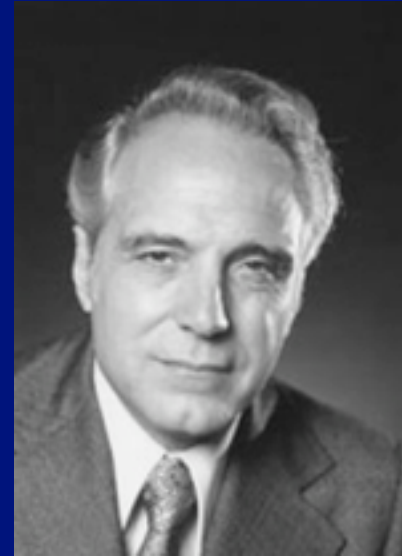


“What I tell you in darkness, that  
speak ye in light: and what ye hear in  
the ear, that preach ye upon the  
housetops.”

*Mathew 10:27 (KJV)*



Our church is a **pioneer** in the  
use of mass media



The first Christian radio and television programs were from the Seventh-day Adventist Church



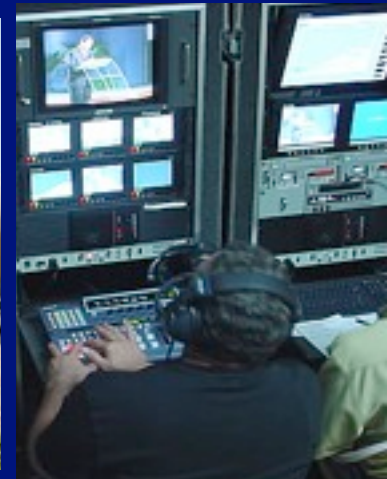
# 100 YEARS<sup>of</sup> COMMUNICATION



WALTER L. BÚRGAN



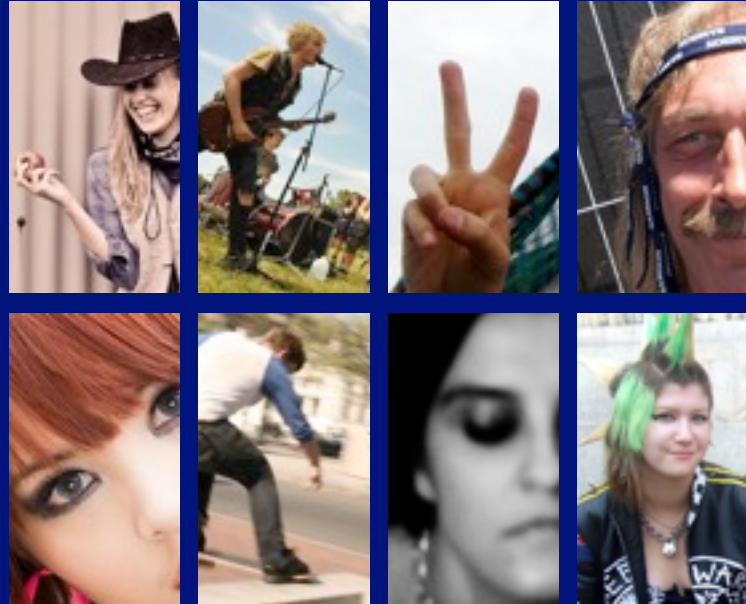
And a network of more than **15 TV channels**  
broadcasting 24/7



# OUR CHALLENGES



We live in a time with  
a **variety of cultures**,  
philosophies and  
lifestyles





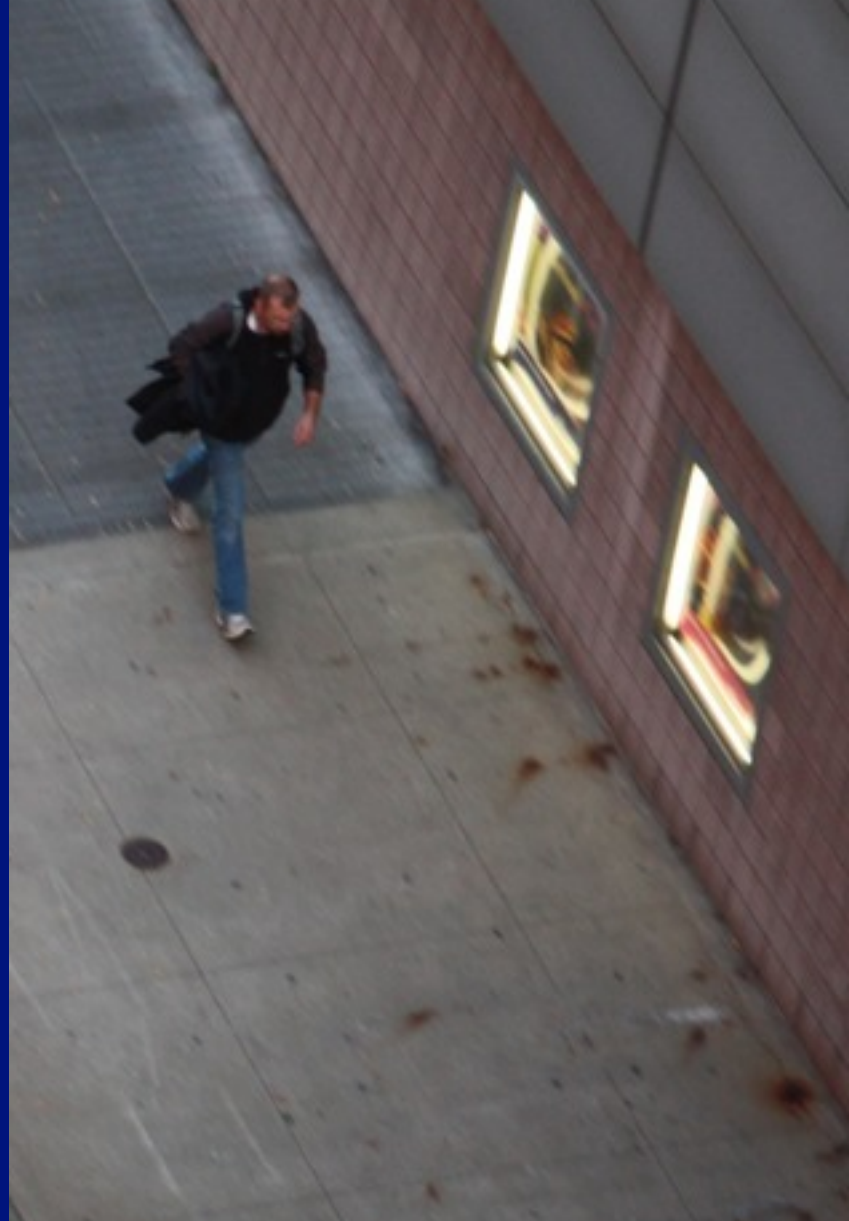
Where virtually  
**everyone has a media  
tool** at their fingertips



With highly advanced  
and **easily accessible**  
communication  
technologies

“How shall they believe  
in him of whom they  
have not heard? and  
how shall they hear  
without a preacher?

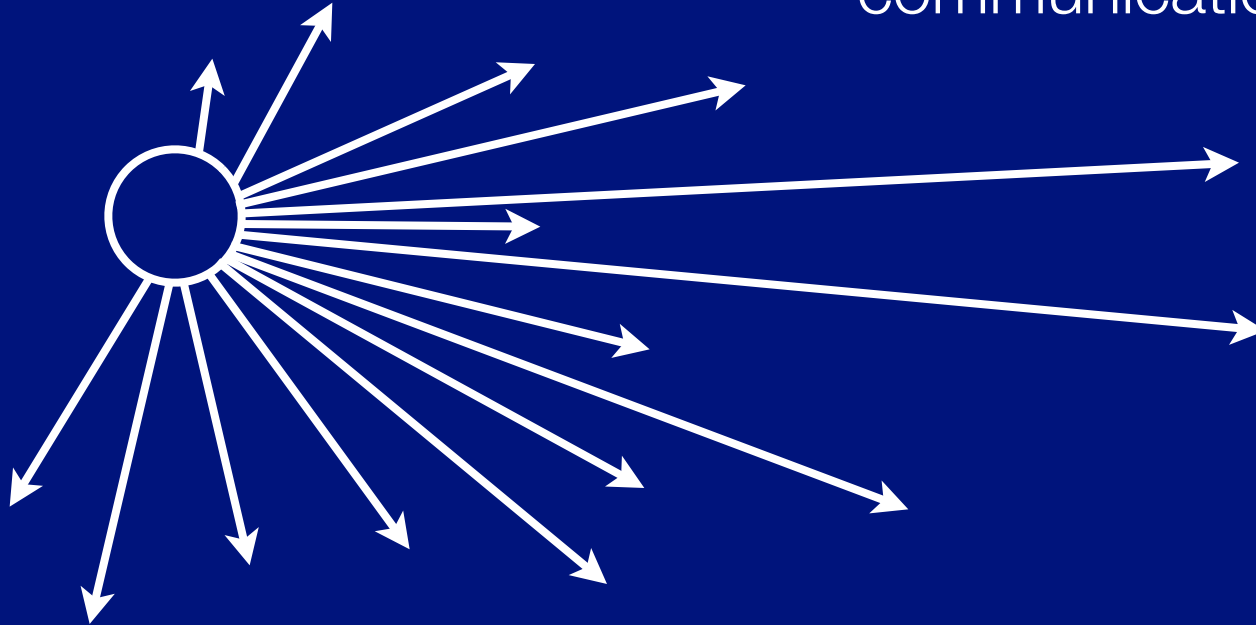
Romans 10:14 (KJV)



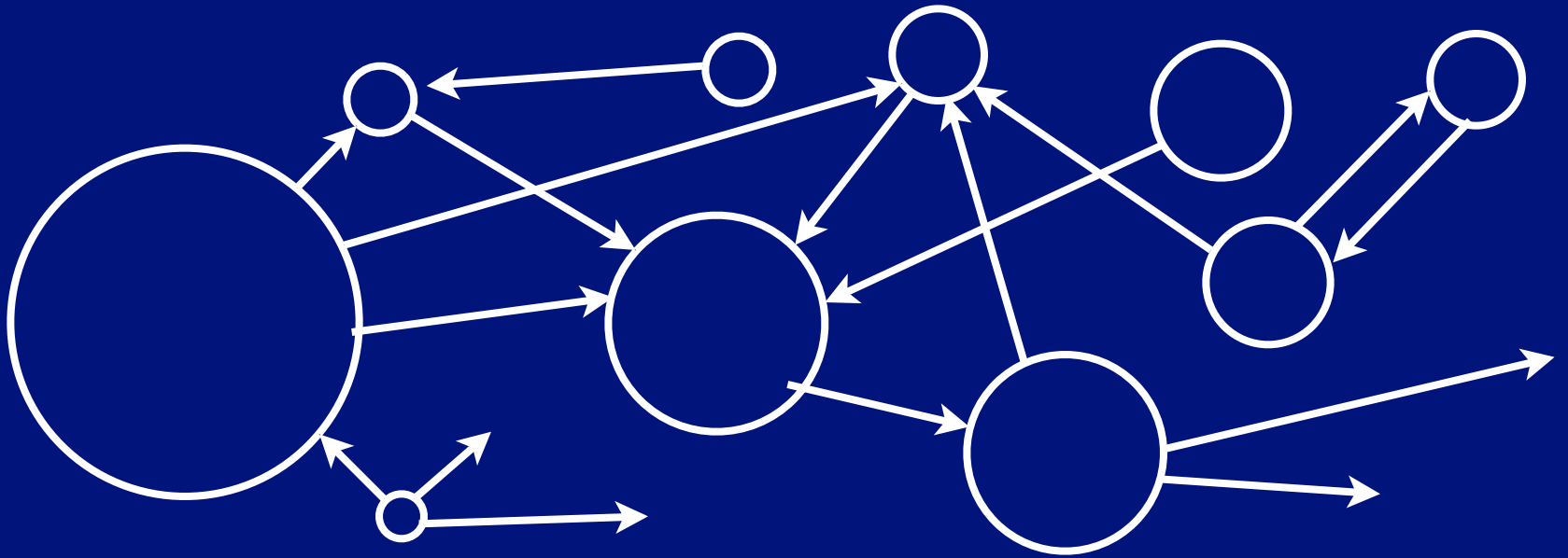


# A new paradigm of communication

## A new paradigm of communication



Yesterday **only large companies**  
*produced media*



*Today we all have the same  
oportunity*

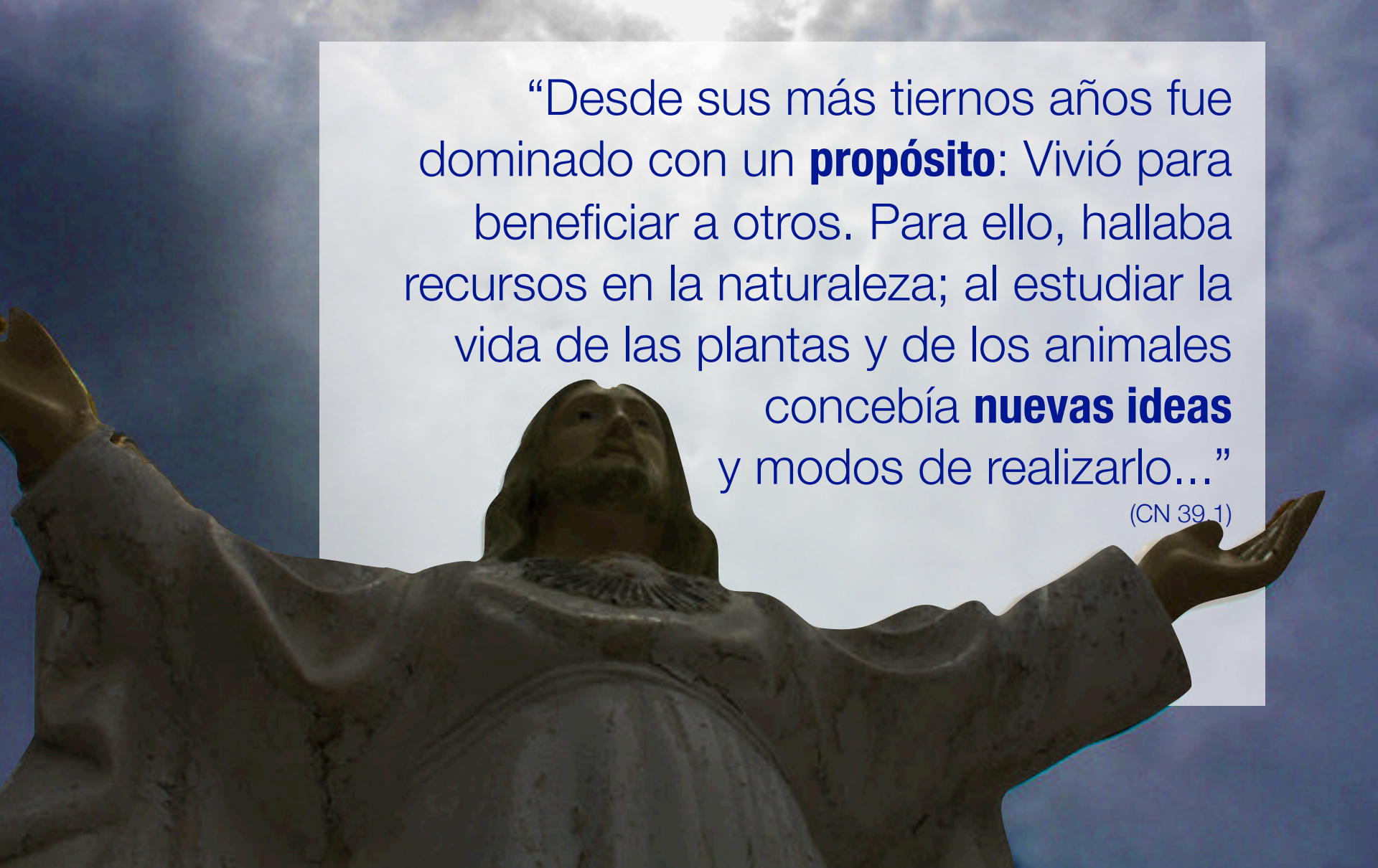
we all are able to...

share  
inform  
publish  
show  
interact  
interchange  
transmit  
intervene  
participate  
colaborate  
relate

**...communicate**



but,  
**what can I do?**



“Desde sus más tiernos años fue dominado con un **propósito**: Vivió para beneficiar a otros. Para ello, hallaba recursos en la naturaleza; al estudiar la vida de las plantas y de los animales concebía **nuevas ideas** y modos de realizarlo...”

(CN 39:1)

# 1 CONNECT

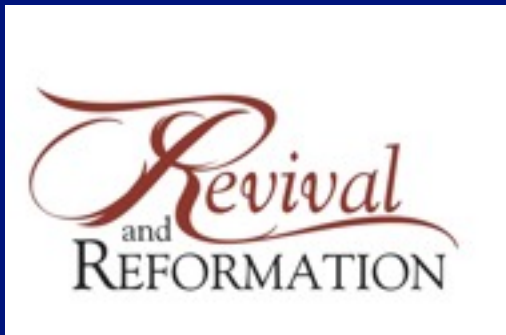


- Install the TV official Channel (Hope TV) antenna in your church, home and cable company.
- Install the mobile app on your iPhone, iPad or tune Hope Channel through internet.
- Visit the official websites of the church in all levels (local church to GC).

## 2 PROMOTE



- Special events from Inter-America and from all the world.
- Special programs and initiatives (Revival and Reformation, Revived By His Word, Vision One Millio, etc.).





# 3 PARTICIPATE



- Share testimonies with your communication director. Many stories can be used as inspiration to others in programs, documentaries, news, etc.
- Be a volunteer in your Adventist radio station or media center. Many of them need some extra help, and your talent can be very valuable.

## 4 PRODUCE (web)



- Don't be a passive internet user. Share the love of God in your social network accounts. Create small groups in Facebook and study the Bible with your friends.
- **Produce web content** and be involved in the official accounts.

To now more visit:

**<http://iadmedia.interamerica.org>**

# 4 PRODUCE (podcasts)

- Create audio clips with messages, Bible studies, interviews, etc.
- Never sacrifice quality in content and production.



# 4 PRODUCE (video/TV)

- There are in the market many HD camera options.
- With a small one you can create videos for internet.
- With a better SLR camera you can take great quality pictures and good video too.
- If you want to produce professional TV programs, you need to invest in pro cameras.





# 4 PRODUCE (video/TV)

You can participate in one of the Project Hope initiatives. This is a TV production marathon that is organized in some regions with volunteers from different places. To know about opportunities you can write to:

**[iadmedia@interamerica.org](mailto:iadmedia@interamerica.org)**



# SOME TIPS

# SOME TIPS

Please don't use old equipments or consumer type ones with low quality to produce programs

Invest in the basic equipment, but always thinking on quality.



# SOME TIPS

Be creative, innovator, break rules



design  
script  
montage  
format  
etc.

# SOME TIPS

Respect Copyrights



videos  
music  
photos and  
illustrations  
effects



“it’s better to not show something at all, than to represent our church poorly”.

PAUL KIM

“Withal praying also for us, **that God would open unto us a door...** to speak the mystery of Christ”.

Colossians 4:3 (KJV)

# ¡THANK YOU!

@abelmarquez

@iadmedia

[iadmedia.interamerica.org](http://iadmedia.interamerica.org)

# Photo credits

3. Silueta de Cámara, *Esperanza TV Norteamérica*
  4. Pastores H.M.S. Richards, fundador de the Voice of Prophecy, Joe Crews de Amazing Facts, George Vandeman de It is Written, Braulio Pérez Marcio, de la Voz de la Esperanza, *Fuentes varias.*
  5. Cartel de celebración de 100 Años de Comunicación en la Iglesia. *Departamento de Comunicación de la Asociación General.*
  6. Red de emisoras de AWR. [www.awr.org](http://www.awr.org)
  7. Estudios de televisión Nuevo Tiempo, brasil, La Voz de la Esperanza, Alemania, Esperanta TV, Rumania, Campaña Satelital Interamericana en Guatemala, 2003. *Hope Channel*
  9. Estilos de Vida. *Creative Commons Flickr @fox3nova @11507123 @auro @sophietysebaert @rinkel @uncleboatshoes @asterix611 @perspective*
  10. Niño con teléfono, *Creative Commons Flickr @gnt*
  11. iPad y libreta, *Creative Commons Flickr @smemon*
  - 24 y 27. Fotografías iustrativas de cámaras y equipos de internet. *Sitios promocionales.*
  25. Project Hope West Indies, *Northern Caribbean University*
- El resto de las imágenes creación propia.*