

NEWS release

Official press release from the
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Seventh-day Adventist® Church



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FOR IMMEDIATE RELEASE

Adventist World Session coverage available through various media outlets

Silver Spring, MD – Tens of thousands of Seventh-day Adventists are expected to gather in the Georgia Dome in Atlanta for the 59th Adventist Church World Session June 23 through July 3. For those wishing to follow news from the Session, the church is offering several media resources for daily coverage of news, features and analysis.

The Adventist News Network (ANN) will regularly publish daily news and features on its website news.adventist.org, as well as host a daily podcast, Atlanta 2010 Today. In addition, the site will also host the church's official daily television news show, Adventist NewsLine - World Session Edition, broadcast on the Hope Channel at 6:30 p.m. U.S. Eastern Time.

The Adventist Review, the news magazine for the Adventist world church, will continue in its historic role of making official record of Session with a daily print edition of the magazine. Regular subscribers to the magazine will receive the daily magazines automatically.

ANN will also tweet Session news updates at twitter.com/adventistnews.

"We want church members to be able to know what their leaders are doing, saying and voting," said Rajmund Dabrowski, the Adventist Church's Communication director. "Our team will provide news stories on policy and financial agenda items, as well as feature stories on Session life, personalities and quirks."

The Communication department's daily one-hour podcast will be produced by former British Broadcasting Corporation radio producer John Smith. Available at the ANN homepage, Atlanta 2010 Today will offer in-depth features, interviews with new church leaders and commentaries, as well as coverage of worship services, music and the Session's Parade of Nations.

"A world church session is a unique and exciting experience, and the podcast will take you to the heart of the most important event in the church's calendar where listeners can share the experiences of some 70,000 Adventists gathered in Atlanta," Smith said.

Smith will be joined by other broadcasters, including representatives from the U.S.'s National Public Radio and veteran Session reporters.

Willa Sandmeyer, a veteran television reporter based in Los Angeles, will coordinate cov

The church's 30-minute daily television news show, Adventist NewsLine, will give viewers a glimpse of Session activities and a daily wrap-up of news. The show's producer, Williams Costa Jr., associate Communication director for the world church, said the goal is to inform the world church of developments and changes.

"If we have clear communication, it will help everyone have confidence in the world church," Costa said.

Willa Sandmeyer, a veteran TV reporter for KTLA in Los Angeles, will coordinate news for the television broadcast.

Atlanta 2010 Today and Adventist NewsLine will begin broadcasting on Wednesday, June 23. For other news about Session, visit news.adventist.org or gcsession.org.

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