

Media seminar on line triples audience

EDMONTON – What began as a regularly scheduled Thursday, March 26 convocation turned into an international online event at Concordia Lutheran Seminary. Thanks to the Internet, more than 70 people across Canada and the U.S., and another 20 in the classroom participated in the event. The presentation by Ian Adnams, Lutheran Church–Canada’s director of communications, was about working with local media.

The webcast was on LCC’s website and allowed online viewers to ask questions during a question and answer session. In addition, using the chat feature on the webcast site, online participants could discuss points made in the presentation while it was in progress.

“By webcasting we more than tripled the number of participants,” Adnams noted. “There will be a lot more online learning sessions in the future.” LCC is planning two more webcasts on communications, including one focused specifically on social networking.

To make people aware of the online presentation, the information was sent through LCC’s *InfoDigest* and listserv, *Facebook*, and *Twitter*. Dr. Adnams said that by using the various Internet resources, “we let more than 2300 people know about the webcast.”

The presentation is available on line at www.lutheranchurch.ca/openhouse. Click on the *publicity* link.

Found some interesting items around the church?

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Photo by Daniel Deyell

Ian Adnams’ media seminar in Edmonton included viewers from Halifax to Nanaimo and Dallas, Texas through an Internet webcast. Technicians Paul Ney (left) and Evan Adnams (right) also relayed online questions.

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