



Office for Communication Services (OCS)

In a multilingual and multicultural communion like the LWF, it is essential to facilitate communication among people of different languages and cultural backgrounds, offering them the best possible conditions to express their opinions and, thus, contribute to the communion's growth and development.

Cultural diversity permeates all aspects and expressions of the LWF, includ-

ing the Geneva Secretariat. It is both a tremendous resource and a challenge for the Office for Communication Services (OCS).

All OCS units aim to strengthen the identity of the LWF as a communion of churches. Through the dissemination of news in *Lutheran World Information (LWI)* in English and German, OCS assists the LWF, its member churches, and related organiza-

Please kindly send to me a copy of the Lutheran/Catholic understanding, to be signed on the October 31, 1999, through my e-mail address: the occasion is quite significant in the life of the church. We are, in all our congregations here in Calabar [Nigeria], praying that God should direct our leaders to work only to His glory.

*Congratulations to both the Lutherans and the Catholics. You have come a long way.
A Lutheran friend*

I am a member of Japan Lutheran Church, which is a partner church of the Lutheran Church-Missouri Synod. I've been interested in the relationship between LWF and Roman Catholic Church, although my position is that of traditionally Missourian. So I've been reading a lot of Roman Catholicism. Yes, I would like you to send me the information about other materials by e-mail. I would appreciate if you could do that. Yours in Christ.

Rift Started by Luther/Churches Reconcile in Augsburg Nearly 5 Centuries Later, Catholics and Lutherans Patch Up a Split

Paris, Tuesday, November 2, 1999

By Charles Trueheart Washington Post Service

AUGSBURG, Germany—482 years ago Sunday, Martin Luther nailed his legendary attack on Roman Catholic Church practices to a church door in Germany, an act of conscience that triggered the Protestant Reformation, the wrenching division of Western Christianity and more than a century of religious wars that killed hundreds of thousands.

On Sunday, the heirs of that acrimony and fracture, the leaders of the modern Lutheran and Roman Catholic churches, signed a document that officially settles the central argument about the nature of faith that Luther provoked. The agreement declares, in effect, that it was all a misunderstanding ...

“Joint Declaration” celebrations in New Zealand

“I never thought I would see the day when the Lutheran President preached in a Roman Catholic Cathedral ... It was good.” These remarks from New Zealander, 91-year-old lifelong Lutheran Oscar Burmeister, probably best describe the significance of the confirmation of the *Joint Declaration on the Doctrine of Justification* by the Lutheran World Federation (LWF) and the Roman Catholic Church on 31 October 1999 in Augsburg, Germany. Burmeister was among worshippers attending a thanksgiving service at the Cathedral of the Holy Spirit, Broadway, Palmerston North, New Zealand, on 31 October. Bishop Peter Cullianne, President of the New Zealand Catholic Bishops' Conference and Bishop of Palmerston North and Dr Steen Olsen, President of the Lutheran Church of New Zealand, jointly presided and preached at the service.

Received through the Lutheran Church of New Zealand

Are there any photos of the colorful Celebration for the Joint Declaration? Appreciate any assistance.

This is my first experience with a web cast, and I am very impressed.

(Long-time journalist, USA)

tions to enhance the image and awareness of the LWF. In-depth discussions concerning the life and work of the Lutheran churches throughout the world are presented in publications produced by OCS. Translation and interpretation services for the LWF Secretariat ensure that people who do not share a common language are able to participate actively in LWF meetings and consultations, as well as understand and contribute to LWF reports, documentation, and publications in the LWF's four working languages: English, German, French, and Spanish. In addition, promotional and audiovisual materials show at a glance the scope of the Federation and its worldwide work.

Promoting Unity

The Joint Declaration on the Doctrine of Justification

The signing of the JDDJ on October 31, 1999 in Augsburg, Germany by the LWF and the Roman Catholic Church was a historic global event. It was a milestone on the path to promoting Christian unity and the affirmation of the ecclesial significance of the LWF as a communion of churches. The celebrations in Augsburg provided an extraordinary opportunity for OCS—which also served as the media office for the Vatican—to make known the declaration and high-

light its significance for Lutheran and Roman Catholic churches.

It was an immense challenge for the small OCS team to plan and coordinate the entire press and media operations. A comprehensive communication strategy was developed. OCS produced a special edition of *LWI* and a web page for Internet users. It organized press conferences, television and radio coverage, a video on the event, and a JDDJ exhibition. OCS also took up the idea of an Internet broadcast, which allowed member churches in many parts of the world, as well as journalists and the interested public with access to the World Wide Web, to follow the event live or download it later. More than 5,000 users accessed the Internet broadcast on the day of the signing, the majority from the North, but also a significant number from the South.

The special edition of *LWI* provided journalists, guests, and local visitors with an interesting collection of background information, biographical data on personalities, photographs, and much more. A flyer was printed in different languages to promote the exhibition, video, and publications about the event itself, and to give some basic information on the Internet broadcast. Thanks to the Focolare community in Ottmaring, Germany, a web page

(English and German) on justification/*Rechtfertigung*, with links to the LWF home page, was installed. In Augsburg, there were two major press conferences, plus a final round up for the media.

Newspapers all over the world and leading television and radio networks reported on the event. The main worship service on October 31, and the service incorporating the JDDJ signing, was broadcast directly by Germany's Bavarian Broadcasting Corporation on television and radio. OCS encouraged member churches to request Eurovision transmission or order film material directly from German television. Although television stations knew about the limited scope for filming, TV crews from various countries came to Augsburg. An exhibition on the JDDJ was held in the Augsburg city hall. English and German versions of the exhibition were also shown in the USA and Germany in the months after the event.

Lutheran World Information

LWI has long served as the main source of information about the LWF and its member churches. Its production remains a key OCS activity. It is the main source of information on the Lutheran constituency—its social and



Journalists at a press conference addressed jointly by LWF President, Bishop em. Dr Christian Krause and LWF General Secretary Rev. Dr Ishmael Noko, during the September 2002 Council meeting, Wittenberg, Germany. © LWF/D.Zimmermann

ecumenical involvement—for the media, member churches, and ecumenical partners. *LWI* attempts to maintain a balance between the LWF regions and is published in two languages: English and German. Its stories are distributed via three media: electronic mail (sent the day the story is written); post, via a monthly printed compilation of all stories with additional news briefs; and, since October 2000, in the news pages of the LWF web site.

LWI recipients include all LWF member churches, members of LWF governing bodies, ecumenical partners, seminaries, libraries, the media and general public. *LWI* is widely used in LWF member churches. Church newspapers, as well as ecumenically oriented periodicals of other denominations and confessions, cite and

reproduce *LWI* stories. News agencies and secular media use *LWI* as a resource and for research. The layout of the printed version of *LWI* has been updated frequently since January 2000. In January 2001, a new cover page was designed and more reader-friendly fonts were used. In January 2002, the quality of the layout was improved again. Production has also been streamlined in line with the projected budget. The mailing of *LWI* in plastic envelopes has reduced postage costs by nearly 25 percent. Printing has shifted from digital to offset, a process that allows for the production of a two-color publication at reduced cost.



© LWF

English Edition

The annual average regional breakdown for the content of *LWI* stories is as follows: Africa, 15 percent; Asia, 15 percent; Europe, 28 percent (including Central and Eastern Europe at 12 percent); Latin America and the Caribbean, 10 percent; North America, 8 percent; LWF Geneva (including ecumenical and international affairs), 24 percent.

LWI's English print run is 1,300, distributed as follows: Africa, 217; Asia and Australasia, 201; Europe, 330; Latin America and the Caribbean, 57; North America, 249. The annual subscription fee is USD 52. There are about 290 paying subscribers, 708 free subscribers and around 70 on a publication exchange basis. It is clear that although more and more readers wish to receive the e-mail version of *LWI*, hardly anyone wants the printed version to be replaced entirely.

The number of e-mail subscribers has increased steadily from around 70 in 1998 to over 350 today. This service is provided free of charge. Recipients include LWF member churches, national committees, Council members and advisers, ecumenical partners, church media, libraries, seminaries and theological institutions and the

© LWF



republish *LWI* stories. News agencies and secular media use *LWI* as a resource and for research.

The printed versions of *LWI* used to be published fortnightly, but in 1999 they appeared monthly, as recommended by the Council in June 1998. This change was due to the growing number of e-mail subscribers and to staff and financial limitations. In 1999, 12 issues of *LWI* were printed, with an average of 24 pages each. In 2000, there were 10 issues with 16-32 pages; in 2001, 11 issues with 16-25 pages and in 2002, 11 issues with 8-32 pages.

The layout of the printed version of *LWI* has been updated frequently since January 2000. In January 2001, a new cover page was designed and more reader-friendly fonts were used. In January 2002, the qual-

general public. An invitation to subscribe to the e-mail service is included regularly in the printed version of *LWI*.

German Edition

The German edition of *LWI* parallels the English version to some extent, but also includes stories written specially for the German-speaking readership. The German editor maintains close contact with many journalists in German-speaking countries and assists with background information and interpretation on a regular basis.

The number of e-mail subscribers to the German edition has increased steadily from 70 in 1998 to nearly 500 addresses outside Geneva in early 2002.

In addition, German-language news is sent via e-mail to about 50 recipients within the Geneva ecumenical community.

The printed version of the German *LWI* is sent to around 800 persons: 720 of them are located in Europe, with the remainder in Latin America, Asia, Africa, and North America. The regional breakdown of the content of its stories is as follows: Africa, 14 percent; Asia, 13 percent; Europe, 30 percent (including Central and Eastern Europe at 14 percent); Latin America and the Caribbean, 12 percent; North America, 7 percent; LWF Geneva (including ecumenical and international affairs), 24 percent.

Ecumenical News International

Since its establishment jointly by the WCC, LWF, WARC, and CEC in September 1994, ENI has provided news about the worldwide church to secular and church

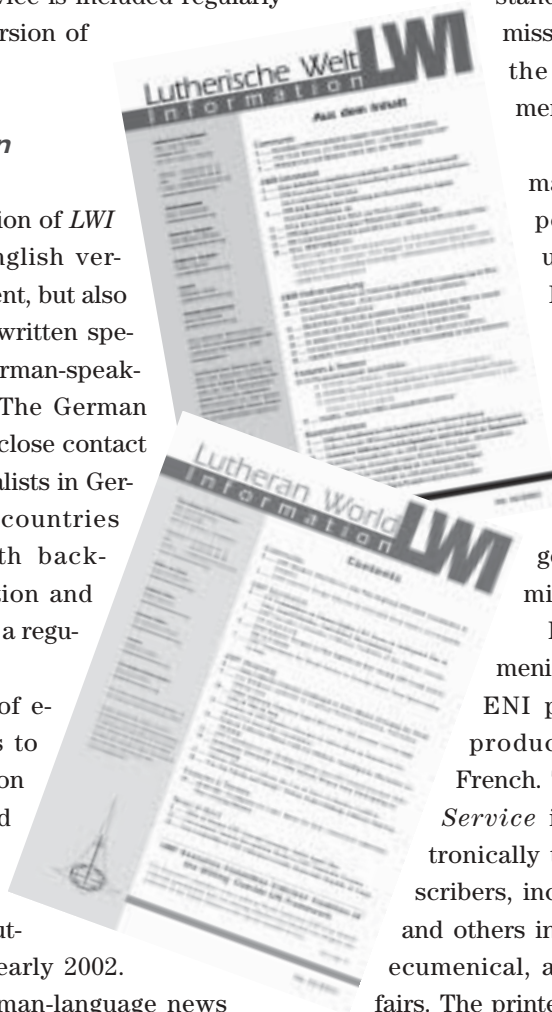
media. Its aim is to create greater understanding of the work and mission of the church and the ecumenical movement.

In May 2001, ENI formally became an independent news agency under Swiss law. All ENI's original partners have equal representation on the association's governing bodies, and also provide the bulk of ENI's budget of around CHF one million.

Based at the Ecumenical Center in Geneva, ENI produces two main products in English and French. The *ENI Daily News Service* is distributed electronically to around 2,000 subscribers, including media outlets and others interested in religious, ecumenical, and humanitarian affairs. The printed *ENI Bulletin*, published every two weeks, contains a digest of the news in the daily service. In 2001, ENI published more than 400 articles, 95 of which were about the LWF or Lutheran churches.

In 1999, the LWF commissioned an evaluation of ENI, carried out by a team of four professional communicators, two from LWF member churches and two from the wider ecumenical community. The evaluation found that ENI makes a "unique contribution" to Christian communication. It has become "an indispensable source of news for church-based media around the world—both in terms of the quantity of material used and the degree to which ENI has enabled news to cross boundaries of denomination and tradition".

The evaluators recommended that ENI seek more effective cooperation with German-language news services such as *LWI*.



They also noted a number of challenges facing ENI, some of which were linked to the fact that ENI was launched with fewer staff—two journalists and two support staff—than was envisaged in the original plan. They recommended more active management of ENI's subscriptions; developing the network of correspondents; strengthening the editorial team; and a fundraising program using professional expertise.

In response to the evaluation, ENI appointed a part-time subscriptions administrator, continued to expand its network of correspondents, took steps to increase the number of editorial staff from two to three, and embarked upon an ambitious fundraising and development program to ensure it could maintain its activities and staffing at the current level beyond 2005.

Cooperation between ENI and *LWI* has also been strengthened:

- The English- and German-language *LWI* services distribute selected ENI articles.
- The French-language Lutheran information service *FLM Information* makes extensive use of articles published by ENI's French-language service.



OCS staff combine knowledge at LWF Geneva headquarters. © LWF/H.Putsman

Other Publications

The LWF Publication Plan, received by the Program Committee for Communication

Services in 1993, underlines the “aim to build up a centralized and comprehensive LWF publishing program”. Accordingly, OCS has endeavored to maintain professional publishing services in appropriate languages, coordinate all LWF publications, and serve all LWF units in the preparation, design, production and distribution of publications concerning the life and work of member churches in the Lutheran communion. The audience comprises the Lutheran constituency and partners, ecumenical bodies and the general public.

The publications unit is currently staffed with an editorial assistant and a designer/publisher. Guided by an Interdepartmental Committee on Publications and a director/editor-in-chief or his/her designate, the unit has produced the *LWF Documentation* series in English and German and the annual *LWF Directory*. Both are LWF core functions.

The unit also assists in the production of the following:

- *LWF Studies* series
- LWF General Secretary's Report to the Council
- Executive Committee Minutes
- Council Minutes
- LWF document on “Churches Say ‘No’ to Violence against Women”
- *LWF Youth*
- *LWF Today*
- *Lutheran World Information*
- *LWF Facts & Figures* flyers
- *Development Education Forum*
- LWF web site pages
- Assembly publications



Interpreters concentrate on proceedings at 2002 LWF Council meeting, Wittenberg, Germany.
© LWF/D.Zimmermann

- Official LWF statements, documents and letters, such as the annual LWF Sunday pamphlet.

The survey and calculation of the LWF membership figures are held in the unit, as well as the establishment, maintenance and updating of the LWF database. This ensures prompt and accurate labeling for dispatch of individual and bulk mailings in one or more of the LWF official working languages, merging of addresses into letters/documents, generation of reference lists and public online use by LWF headquarters' and field staff.

The unit monitors input for accuracy and coherence before transfer of information to the LWF web site and *LWF Directory*, and coordinates publications. It also maintains four subscription lists.

Moreover, the unit endeavors to cut costs by assessing commercial printing services regularly.

Languages

The document you are reading—in all its versions except the English original—is one of the major products of the LWF's Language Services for the Tenth Assembly. Translating this report, together with the

Assembly Study Book and other Assembly documents, has comprised a large part of the language coordinator's and translator's work in the run-up to the Assembly. In Winnipeg itself, you will probably meet members of the teams of freelance interpreters and translators coordinated by the two permanent staff members. They will ensure the best possible multilingual communication between all participants.

Frequently, it is pointed out that most people can neither read LWF documents in their native language nor rely on it for communicating at LWF meetings. Practical solutions to such difficulties, e.g., language courses and encouragement to churches to translate documents into local languages, still need to be found. The *Report on Prioritization and Workload Assessment* stressed this as an area that could become a higher priority. The 1999 Report of the General Secretary to the Council concluded that only "when the texts are properly understood can the issues be grasped ... the citizens of every continent have a right to understand".

Translation and Interpretation

The unit regularly translates Council and Executive Committee documents, mate-

rials for publications such as *LWI* and the *LWF Documentation* and *LWF Studies* series and various other texts. Freelance translators are employed for work that cannot be undertaken in-house, especially English/French and English/Spanish translation. The unit also relies to a large extent on freelance interpreters. Interpretation is organized for conferences and meetings in cooperation with relevant departments



and offices. Council meetings, for example, involve about 10 interpreters. The unit coordinates all translation, revises texts as necessary and manages the network of freelance translators and interpreters.

The JDDJ process dominated the Language Services' work for a long time, starting before the Ninth Assembly and continuing well beyond the signing event itself. The work of translation and interpretation made the whole issue accessible to a large audience and contributed significantly to this important act of reconciliation.

Networking

OCS depends on member churches for information in its efforts to make visible the work of the LWF. *LWI* editors maintain contact with church communication staff and journalists from Africa, Asia, Europe and Latin America and the Caribbean. News is not always received in English or German: correspondents may send news in Spanish or French, which is then translated for use in *LWI*. OCS collaborates with the DMD Christian Education and Communication Consultancy desk to make new contacts in the LWF's regional communications bodies in Eastern Europe, Latin America and the Caribbean, Asia and Africa.

Media persons from LWF member churches have been commissioned to cover Council meetings, significant global events such as the 2001 UN World Conference against Racism, Racial Discrimination, Xenophobia and Related Intolerance and regional and national church meetings. More contacts have been forged with member churches in Central and Eastern Europe, resulting in an increase in the number of stories published from Russia and the CIS, Estonia, Latvia, Lithuania, Poland, the Czech and Slovak Republics and Romania. In addition, contacts have been made with potential correspondents in Africa and Latin America.

Cooperation between OCS and ACT International has also increased, particularly with regard to news coverage of those events involving LWF's international, humanitarian relief and development work through DWS. However, as some regions and language constituencies are still not covered adequately, OCS actively seeks new stringers/correspondents to ensure visibility for all parts of the communion.

Technologies

World Wide Web

There is no doubt that the World Wide Web is the future of Information Technology—

although perhaps not in the way many pundits predicted. The increasing ubiquity of the Internet has rendered its use as a worldwide distribution network more apparent. Documents can be shared across the world in formats that are easy to read and print, thanks to technologies such as Hypertext Markup Language (HTML) and Portable Document Format (PDF). The LWF web site already serves as a “virtual library” for several LWF documents: reports, minutes, terms of reference, catalogues, and so on. Further advances in technology will reduce costs and enhance accessibility.

The Web is a rapid and economic channel for the distribution of LWF documents and publications. However, it must not be forgotten that Web technologies are far from universal. Many countries and remote areas lack access to the Internet. “Traditional” paper documents are still regarded as “more tangible” and, therefore, remain important.

The LWF web site was created and registered just before the Ninth Assembly. During the Assembly, the web site was used for news services in five languages and for posting photographs.

Since 1998, the web site has been enhanced gradually for information dissemination, promotional material, a photo service and discussion forums. In 1998 and 1999, the web site contained basic information on the LWF, its services and member churches.

A new LWF web site went online on October 30, 1999, the eve of the JDDJ signing. As well as basic information on the LWF, the site included a short introduction to JDDJ and a calendar of LWF events. By the end of 1999, the site included a list of all LWF member churches, with their postal, e-mail and Web addresses. This aspect of the web site underscores the importance of the Internet as a tool for communication among member churches.

In 2001, OCS began to redesign the web site to help users even more. Improvements focused on a homepage offering information, search engines, a new structure



and navigation allowing “three-clicks” access to any relevant information. All units and departments were asked to provide text for relevant Web pages. With the help of external editors, OCS edited around 200 pages of new text.

A new database was also developed for LWF stories, allowing user-friendly Web access to LWF materials.

In March 2002, the English version of the new web site and homepage went online; the German version was finalized in early fall 2002. In close cooperation with ELCA and ELCIC, OCS developed an Assembly web site, which provides basic information on the Tenth Assembly in 2003, the host church, and information for delegates.

The LWF web site provides all major LWF documents online and enables Web users to download the information, thus reducing costs for the LWF. In 2001, online discussion forums were initiated by DTS on the Geneva-based LWF MaRS web site.



Database

Over the last six years, solutions have been sought to the problem of how best to manage the LWF database system, both technically and operationally. In 2001, OCS was advised by a consultant attached to ELCIC. The 2002 *LWF Directory/Handbook* will be generated directly from the database and posted on the LWF web site. The database now allows for calculation of the annual membership figures of Lutheran churches worldwide.

Communicating

Audiovisual Services

In today's world, people are less inclined to read long articles and are drawn increasingly to stories through photographs. The antiquated manual archiving system of the Photo Service unit needed replacing urgently. In 2000, the unit began work on an Image Database archiving program, in collaboration with the staff of the MaRS project. This tool would eventually allow access to the entire LWF photo catalogue, including field offices and others within and outside the Lutheran family. Its deployment allowed for the growth of the photo library, but major improvements are still required in order to speed up and enhance professionalism in the library.

Another urgent concern is the quality of available images. The photo librarian, appointed in 2002, has begun to advise all field staff on how to take better pictures.

Graphic Identity and Layout

An image is said to be worth a thousand words. While that is not always true, nevertheless, there is a proliferation of symbols and cues, where brands are identified by their logos. International organizations like the LWF are identified—made visible—in a similar way.

LWF documents need to be consistent and distinctive. It is important that people are able to identify them immediately. To achieve this distinctiveness, all LWF documents must share a common, unified graphic identity. Thus, over the past seven years, OCS has constructed a “graphics chart” for all LWF documents. One major problem was the existence of several different versions of the LWF logo. An “official” logo was selected with standardized characters and colors.

This effort to provide the LWF with a stronger visual identity has produced good results. All major LWF publications have been redesigned to include elements from the graphics chart and improve their attractiveness and readability. The *Documentation* and *Studies* series now share a basic graphic identity. *LWI* has also been remodeled for improved quality and ease of use.

Graphic design is a strange blend of constraint and freedom; the graphics chart must not be seen as a cage, but as a set of rules with enough flexibility to allow artistic creativity. No graphic design should be carved in stone. Design trends come and go. LWF publications must also evolve in order to remain attractive in a changing world.

Comprehensive Communication Policy

The Ninth Assembly requested the LWF to develop a “comprehensive communication



A group of communicators from LWF member churches and Geneva secretariat staff during a May 2002 international meeting of the LWF Task Force on Communication that also discussed the Comprehensive Communication Policy process.
© LWF/H.Putsman

policy for the Lutheran communion, including communication within our churches on the grassroots level and giving due consideration to the work of the ecumenical partners”. The Assembly underlined the need to study the prevailing moral, practical and financial limitations of new technologies, as well as the implications of globalization for communication. OCS was asked to take the lead in implementing this Assembly recommendation, in collaboration with DMD’s Communication Consultancy desk (now Christian Education and Communication Consultancy).

A global CCP consultation took place at the LWF Geneva Secretariat in March 1999. Ten church communicators, drawn from the different LWF regions, emphasized the need for effective communication in the communion and called for consideration of “the three interrelated communication circles—the Lutheran communion, the wider ecumenical movement, and the secular world at large”.

In 2002, OCS and DMD proposed a dynamic framework for a CCP process that would evolve in cooperation with member churches and pave the way for systematic planning, monitoring and evaluation of communication within the LWF communion. As a result of the CCP process, LWF Guiding Principles for Comprehensive Communication were presented to the 2002 Council meeting.

Subscription Policy

A subscription policy for *LWI*, requested by the Council in 2000, is still in embryo. Staff time and a good computer database are the prerequisites for such a policy geared for income generation. The Program Committee discussed the matter and advised that *LWI* should not be isolated from other publications. Rather, it recommended developing a global policy for all LWF publications with allocation of staff time and identification of clear target groups. The need for a better promotional policy for all LWF publications was also stressed.

Budget

Strengthening constructive collaboration with OFA is a priority for OCS.

Task Force on Communication

At its June 2001 meeting, the Council noted with great concern the continuing, very difficult financial situation of OCS. It expressed regret at the failure of previous requests to make special efforts to cover a major part of the OCS budget, and that only 30 percent of the 2000 budget had been assured. Due to staff and financial limitations,

OCS was not able to fully implement the recommendations of the Ninth Assembly, namely to develop a Comprehensive Communication Policy for the LWF.

Aware of the importance of communication within the LWF, and in light of the 1999 Report of the Prioritization and Workload Assessment Project, the Council noted the concern of the Program Committee for Communication Services that the OCS budget was understood mainly as support toward ongoing activities that constitute an integral part of LWF core functions.

The Council was reminded that a lack of assurances and funds had made it difficult for staff to produce promotional material over the past year. Particular mention was made of OCS' concern to provide professional, timely, and effective communications for the Tenth Assembly. In a revised recommendation, the Council asked the General Secretary to appoint a task force to study the place of communication within the whole LWF structure and to report to the Council in 2002. A report on the outcome of the May meeting of the task force in Geneva was presented to the 2002 meeting of the Council.