

in this issue...

■ New York Prayers :

While Americans struggled with shock and fear the day after the Sept. 11 terrorist attacks, a Holston minister drove to New York to offer comfort to a fallen city. **Page 8**

■ Nation/World:

United Methodist news from outside the conference. **Pages 6-7**

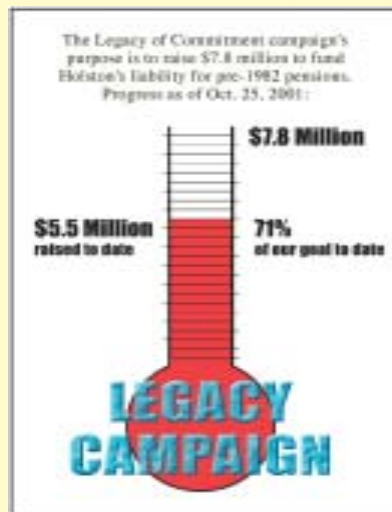
■ Stop It:

Stop All Violence Everywhere (SAVE), the conference's youth seminar, has been rescheduled for March 2002. Destination: Washington, D.C. and New York City. **Page 8**



■ Roadshow:

The Connectional Ministries and Wesley Institute Roadshow is coming to a district meeting near you. **Pages 4-5**



We took the plunge

Conference newspaper goes in-house

Beginning with the Nov. 5 issue, *The Call* is published independently by the Holston Conference communications office.

The transition required months of planning and involves three major changes:

- **Layout** and design is now done in the Knoxville Conference Center office with the aid of a part-time graphic designer, Dion Dykes Sr. (See related story, page 3.)
- **The newspaper** is being printed at the Jefferson City (Tenn.) Standard Banner.
- **The conference** has contracted with Hensley National Mailing Service, in Knoxville, to mail the newspaper.

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All of these services were previously performed by UMR Communications in Dallas.

According to the conference's director of communications, the push to move the newspaper's production in-house was "apparently a long-time dream for a lot of folks in Holston," said Kevin Slimp.

Dion Dykes Sr. of Newport, Tenn., has been hired as part-time layout artist for 'The Call.' See story on page 3.

"In addition to controlling our own layout, this allows us to place *The Call* on the Holston.org website without having to redesign the newspaper each issue," he said.

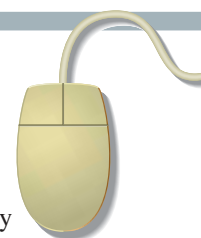
"In several meetings with Holston teams, as well as the conference cabinet, the response was almost unanimous in terms of bringing the newspaper in-house."

Instead of a four-page tabloid, *The Call* is now an eight-page tabloid. *The United Methodist Review* will no longer be inserted in this news-

► See 'We Took the Plunge,' on page 7

Log on, get down to business:

Online meetings now available



Hi everyone! Thank you for joining us for this online meeting.

And with that greeting from Director of Communications Kevin Slimp, the Holston Conference's first online meeting, hosted by its own website, commenced on Oct. 18 at 10 a.m.

From Radford, Va., to Chattanooga, Tenn.,

12 members of the conference Communications Team gathered at their respective computers to tap out questions and insights on topics such as crisis communications and Sunday bulletin inserts. They even shared an onscreen prayer.

According to Slimp, it was an experiment

that turned out to be highly productive. Online meetings can now be made available to conference groups who want to save time and expense whenever members need to put their heads together.

"This one online meeting probably saved the conference 40 hours of travel and mileage costs," he said.

Another advantage is the likelihood of higher participation, Slimp said: "Rather than our usual five to six people in attendance, we had 12 participants."

The meeting was set up by Holston Webmaster Donna Hankins. Other Holston groups have conducted online meetings but this was the first through the conference website. To participate, team members were instructed to go to a designated www.holston.org site and type in their first names and last initials.

For nearly an hour, participants addressed three predetermined topics by keyboarding in comments, chat-room style. Communications

► See 'Online Meetings,' on page 7



Screen Time – Bristol News Anchor Steve Hawkins (left) and Knoxville Webmaster Donna Hankins (right) log on for an online meeting hosted at holston.org.