WatchWords

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Committee on Publication

SOCIAL MEDIA AND THE INTERNET

If you were asked the question, *How important do you think social media is to the Cause of Christian Science?* What would your answer be? Two different social media experts presented the following information during our recent annual Assistant's Committee conferences:

Social media and the internet is where the most active dialogue and sharing of ideas is going on. Dr. Drescher, speaker from the Northern Assistant Committee conference, outlined how to engage effectively in social media through the use of the acronym **L.A.C.E**.

- ***Listening*** - viewing Facebook, Twitter, blogs, and websites.
- ***Attending*** – actively "liking" or "retweeting" (sharing) a page or post.
- ***Connecting*** – Going out and "meeting" people on their own turf.
- ***Engaging*** – writing blog posts, tweeting, posting on Facebook.

A dynamic video on YouTube gives some statistics on this social media revolution http://www.youtube.com/watch?v=3SuNx0UrnEo:

- More than **50%** of the world's population is under 30 years old.
- **Facebook** tops Google in weekly traffic.
- **eReaders** have surpassed traditional book sales.
- **YouTube** is the 2nd largest search engine in the world.
- **90%** of consumers trust peer recommendations.
- **93%** of marketers use social media for business.

TALK

A talk on Committee work will be held at 28th Los Angeles Church, located at 1018 Hilgard Ave. on **Monday, Oct 17 at 7:30 p.m.**

WORKSHOPS

Workshops are "Explaining Christian Science to the Public" and are about 1 1/2 to 2 hours in length. Each person will have an opportunity to participate.

Schedule of workshops for Southern California

Yorba Linda Church
18343 Lemon Dr., Yorba Linda
Saturday, Oct 1 at 10:00 a.m.

Palm Desert Church
74-025 Larrea St., Palm Desert
Saturday, Nov 12 at 10:30 a.m.

Check with church for time before attending.

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Social Media and the Internet cont'd

We are engaged in social media with our blog site, on Facebook, and using Twitter. In fact, Twitter is one of the best ways to stay current on the religious/spiritual and health discussions going on right now. We are able to get new Pew and scientific study results the day they are released, and we can then write about this new information on our blog site. We can also share articles that are of interest on Facebook, Twitter, and other social media sites.

More on our blog site: The Committee on Publication blog site is www. CSinSOCAL.com. A new article is posted every Monday through Thursday. At the end of each article there is a place where you can leave a comment. PLEASE LEAVE A COMMENT. These articles are written in a more conversational tone. Every effort is made to write them in a manner that will engage the public, as well as those who are already Christian Scientists. The following was a blog posted September 22 and published on the Laguna Beach Patch on August 25.

Take the Leap?

By Don Ingwerson

Sometimes when I'm talking about health with friends and neighbors who don't know me well, the conversation will turn toward a health problem or concern that someone experienced. Like it or not, I'm generally asked about my experience, which is when I politely mention that I handle my health problems through prayer. Recently, when a reporter asked me how I took care of my health needs and I mentioned by prayer, she wanted to know about check ups and prevention. I'm finding however that I'm not alone – there are a great number of individuals finding reasons for not jumping for expensive medical treatments before alternative methods are tried, such as physical therapy and spirituality.

In an article written by Jordon Rau titled, "Hospitals Have Got Your Back, Maybe a Little Too Quickly," Medicare data was presented that stated "that among states, Minnesota had the highest average rate of MRI back scans without prior interventions, at 40.9% percent. Wyoming was second, followed by Arkansas, West Virginia, Utah, and Montana." This data indicates a high use of expensive medical services without preliminary and/or non-invasive alternatives.

It seems that budget slicing, at least with Medicare, doctors, and hospitals, are coming under scrutiny as to not only how to cut costs but how to practice better health care. Recently, *Newsweek* carried an article by Sharon Begley titled, "One Word Can Save Your Life: No!" I think I would be safe in stating that the essence of this article was that alternative methods of health care should be explored and that more health care is not necessarily better health care. Author Begley quotes Dr. Rita Redberg, professor of Medicine of the University of California, San Francisco, and editor of the prestigious Archives of Internal Medicine, as stating, "there are many areas in medicine where not testing, not imaging, and not treating actually result in better health outcomes."

The public should be aware of the effectiveness of the mind-body and spiritual alternatives. A recent You-Tube presentation by 15-year Pharmaceutical Representative, Gwen Olsen, urges all Americans to become much more knowledgeable about the long term effects of drugs on the individual's health and alternative options available to them. It does seem that there are many thoughtful ways that health care can be managed and that one of the most unexplored is alternative care.

Does It Make A Difference?

The Southern California conference social media spokesperson, Leona Laurie, told the assistants that, *"Non-participation is participation."* If we want Christian Science to be accurately presented – then we all need to consider actively engaging in the social media conversation.

Commenting on the blog shows participation and dialogue. Another way that you can participate is to share these articles on Twitter or Facebook.

You might ask the question, *Does this make a difference?* This can be answered in several ways. One way would be to ask how many people in the public read our blog or any other article about healing and Christian Science. This past month, we had 5000 visitors to our site. A year ago when we started our blog, there were 500 monthly visitors to the blog.

RECENT ACTIVITY

- Held annual Assistant Committee Conference
- Participated in Northern California's Assistant Committee conference
- Met with the Texas Committee on Publication
- Published "Are Healing and Religion Converging" on Laguna Beach Patch
- Published "Is Spiritual Care Something People Want? on Laguna Beach Patch
- North County Times - Submitted Op Ed to Jim Trageser, Editor
- Daily Breeze - Submitted Op Ed to Melissa Evans, Reporter
- San Gabriel Valley Tribune/Pasadena Star-News - Submitted Op Ed to Steve Scauzillo, Editor
- California Health Care Foundation - Submitted article to David Westphal, Editor
- Laguna Beach Patch - Scheduled meeting with Rich Kane, Editor

MORE ON THE INTERNET

We continue to scan the internet for articles that mention something about Christian Science. When we find those articles, they are reviewed. If a correction is needed it is posted.

Here is an example of an imposition: A review of the book *fathermothergod: A Journey Out of Christian Science* was published in the Rye Patch. http://rye.patch.com/articles/about-town-between-the-covers-of-a-rye-authors-first-book

Response by one of our internet responders: While I appreciate the author's right to write about her experience as a Christian Scientist, I would like to offer another perspective. We have a fifth generation Christian Scientist living in our household - my granddaughter - and all of us, including my parents (who have passed on) have experienced countless wonderful healings by applying the teachings of Christian Science and relying on prayer to God. We all love our children and want what is best for them and many Christian Scientists have found prayer a practical answer for meeting their needs.

It shall be the duty of the Committee on Publication to correct in a Christian manner impositions on the public in regard to Christian Science, injustices done Mrs. Eddy or members of this Church by the daily press, by periodicals or circulated literature of any sort. This Committee on Publication shall be responsible for correcting or having corrected a false newspaper article which has not been replied to by other Scientists, or which has been forwarded to this Committee for the purpose of having him reply to it.

Article XXXIII, Section 2, Church Manual of The First Church of Christ, Scientist

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