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**OUACHITA
BAPTIST UNIVERSITY**



NEWS

For immediate release

Trennis Henderson, Ouachita communications VP, accepts new role as WMU national correspondent

May 17, 2018

For more information, contact OBU's news bureau at newsbureau@obu.edu or (870) 245-5208

ARKADELPHIA, Ark.—Trennis Henderson, vice president for communications at Ouachita Baptist University since 2008, has accepted a new ministry role in partnership with National Woman's Missionary Union effective Aug. 1. He will serve as WMU's national correspondent and his wife, Pam, will be involved in related administrative and production services.

Henderson, who has extensive experience in the field of Christian journalism, previously served as editor of the Kentucky Baptist *Western Recorder* and the *Arkansas Baptist News* as well as managing editor of the Missouri Baptist *Word & Way*. He holds degrees from the College of the Ozarks and Southern Baptist Theological Seminary.

"It has been an incredible privilege to help communicate Ouachita's mission and message for the past 10-plus years," Henderson said. "I am especially grateful for the opportunity I've had to work closely with our talented communications staff as well as dedicated colleagues and students. My years at Ouachita always will be a cherished part of my personal and professional journey.

"As we look to the future, Pam and I are excited about God's direction and timing as we pursue this new missions opportunity with WMU," Henderson explained. "One of our primary goals will be to tell stories designed to help younger generations explore God's call to missions and ministry."

In their new roles, the Hendersons will travel throughout the nation as he researches, conducts interviews and produces news and feature articles and related content about missions and ministry projects, events and volunteers. Mrs. Henderson will coordinate logistics for national travel, interviews and production schedules as well as photography and video resources.

"Trennis came to Ouachita 10 years ago as a one-person communications staff," noted Ouachita President Ben Sells. "He has led in Ouachita's efforts to build a professional communications team that provides substantial resources for the university and our constituents."

While at Ouachita, Henderson has coordinated and supervised communications and marketing efforts in such areas as news and feature writing, advertising, graphic design, media relations, social media, university website and more.

"In the past few years, his team has expanded its emphasis in digital marketing and other innovative efforts, contributing to the momentum Ouachita is experiencing in enrollment gains and deeper engagement with alumni," Dr. Sells added. "I'm grateful for his service and commend his opportunity to serve Baptist mission causes on the national level."



Henderson has served as editor of both *The Ouachita Circle* alumni magazine and Ouachita's 125th anniversary commemorative book, *Ouachita Voices: Celebrating 125 Years of Academic & Christian Excellence*. He also has served as national president of both the Association of State Baptist Papers and Baptist Communicators Association.

Brooke Zimny, director of communications and marketing, will assume responsibility for supervising the work of the Office of Communications. Zimny, a 2008 Ouachita graduate, also holds a Master of Arts degree in communication from Johns Hopkins University. She has served in Ouachita's Office of Communications since 2008.

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PHOTO OF HENDERSON AVAILABLE FOR DOWNLOAD AT <https://obu.edu/news/2018/05/17/trennis-henderson-ouachita-communications-vp-accepts-new-role-wmu-national-correspondent/>.