
Media Impact International



WHITE PAPER:

**Shaping Mutually-Beneficial Partnerships in
India Between Churches and Media Ministries**

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Preface

Peter's first sermon in Acts 2 used the early "media" platform of speaking in the public forum to a large crowd to introduce the Gospel. The number of baptized believers added that day to the small band of Jesus followers was 3,000. Media and church growth have been intertwined from the earliest of days. The spark of the Protestant Reformation was the printing press. Radio and Television led the way to reach people in hard to reach areas.

And now in this digital age, India is radically fortunate to have the assets in place where Church-Media Partnerships can result in significantly increased, Kingdom growth. Existing already are ministries using media effectively, welcoming churches throughout the country, a strong technological infrastructure, and a populace desperate for hope. What if all those puzzle pieces fit together? Other parts of the world are thriving in these scenarios and experiencing significant spiritual fruit.

In 2019, a ministry operating in the Greater Middle East ran some evangelistic Facebook campaigns. These campaigns resulted in conversations with 12,794 unique people, leading to 96 professions of faith and resulting in 47 responders meeting face-to-face with Christian counselors affiliated with local churches.

These ventures are starting to happen in India, but there is still an enormous, untapped need for so many more to get involved. **The time is now for Indian leaders to join hands to lead the "world changers" from church and media to more strongly impact the country for Christ through the creation of strategic partnerships.**

God has placed the parts in the body, every one of them, just as he wanted them to be. If they were all one part, where would the body be? As it is, there are many parts, but one body. The eye cannot say to the hand, "I don't need you!" 1 Corinthians 12

Historically around the world...

- **Local churches** have proven highly equipped to build up the body of Christ as described in Ephesians 4:11-13.
- **Media** soars as a strong adjunct to the church by proclaiming the Gospel and building up church members, much like is described in Colossians 1:28-29.



The body of Christ needs all the parts functioning in unity and mutual respect. That includes the relationship between churches and media ministries. When the two work together, we see a compounding, exponential effect that can allow for explosive growth as found in Acts 2.

The focus of this White Paper has been to understand the range and possibilities for partnerships between churches and media ministries in India. We have endeavored to surface the best methodologies to allow these partnerships to flourish.



Overview

Research Purpose / Benefits

The purpose of the White Paper was to study the most effective ways for media ministries and churches in India to work together to more strongly impact the country for Christ. Experience in various international settings demonstrate that local churches are most equipped to build up the body of Christ as described in Ephesians 4:11-13, whereas media is a strong adjunct to the church by proclaiming the Gospel and building up the church members, much like is described in Colossians 1:28-29.

Research Process

To accomplish this purpose, Media Impact International (MII) explored various research projects, held strategic consultations with key leaders in India, compiled and assessed data from digital campaigns and pilot partnership projects, and interviewed media and church leaders – transcribing, analyzing and coding the results according to the research purpose (please see the Appendix for a list of participating organizations in the entire research process, from January 2019 through April 2020).

Research Focus

Media in Church Growth and Church in Media Growth

Peter's first sermon in Acts 2 used the communication method of the public forum to introduce the Gospel to a large crowd of seekers, each hearing the message in their own language. On that day, the number of baptized believers added to the small band of Jesus followers was 3,000. In Acts 19, Paul's ministry had the habit of using the media of public speaking to identify seekers – God fearing Greeks – who attended the local synagogue. Media and church growth have been intertwined from the earliest of days. George Hunter noted that the Wesleyan movement in the 1700s was laid on the bedrock of media outreach.¹ The spark of the protestant reformation was the printing press.² Radio and Television led the way for new means to reach people in hard to reach areas.³ The current decade has seen an explosion of digital media leading the way for church and media to expand the

¹ *John Wesley as Church Growth Strategist* by George Hunter. Adapted by Wesley Center for Applied Theology at Northwest Nazarene University from Hunter, G. G. (1987). *To Spread the Power: Church Growth in the Wesleyan Spirit*. Abingdon Press.

² *Cheap Print and Popular Piety, 1550-1640*. Watt, Tessa, Cambridge: Cambridge University Press, 1991.

³ *Models of Christian Missionary Broadcasting*. Hughes, RD. *Review & Expositor*, 1984.



Gospel message into areas where church growth has been stymied.⁴ Media products and church growth have always been partners.

But church and media have not always had an easy relationship. Noted communications expert Dr. Viggo Søgaaard notes:

This is primarily a communication task and the resulting mission aims at enhancing or restoring communication between human persons and God. But the church has often failed to understand and practice such communication... The most profound statement on communication will have little influence if we fail in our communication practice.⁵

Key Research Terms / Definitions

What is the Church?

Søgaaard's observation above is contingent on a working definition of "what is the Church?" MII sought to understand the function of "church" as it was applied to various media and church leaders in India.

Some leaders described the church as an institution with hierarchy and purpose – that purpose being to shepherd the flock (the Organized Church). The institution of the church was to serve that end. Most of the believers in such churches were from Christian backgrounds that had multi-generations of believers. Those with this paradigm have a strong Biblical and theological foundation to support their proposition.

Other Indian leaders talked about church in community terms. Some of those interviewed described them as "Independent Churches," or Next Gen churches, that had worshipping communities that had congregants with less in common in religious backgrounds and see themselves in sociological terms as Indian nationals.

If the first group would be Christian Indians, which means they foremost think of themselves as Christians with a national identify as a subset of being Christian, then the second group would be Indian Christians, which means they first consider themselves as Indian and then Christian within the Indian construct. Basically the identity structure is flipped.

⁴ The Internet and the Church: An Introduction. Hutchings T. *The Expository Times*, 122(1) 11–19, 2010.

⁵ *Media In Church and Mission*. Søgaaard, V William Carey Library, Pasadena, CA., 1993



A third church definition that came from the interviews with Indian leaders is what some termed the “Pioneering Church.” These are generally comprised of congregants from different religious backgrounds, first-generation Christians, whose sociological and cultural foundations would be Hindu background believers (HBB) or Muslim background believers (MBB). Many of these worship in house churches. Some leaders described these in sub-classifications as cell groups (not yet believers), then house churches (under seven believers per fellowship), emerging churches (10-15 believers per church), and then established churches (15-30 believers per church). The established church generally is in a simple building structure. But in all these three sub-categories, the HBB or MBB congregants are actively evangelizing friends and neighbors from their religious backgrounds, testifying of how God and the Bible are changing their lives. This third category finds strong foundations in the scripture for their belief and practice.

Scholars have used Acts 1:8 as a model to describe these three expressions of church: Jerusalem and Judea to represent the first group, Samaria for the independent church group, and then pioneering church being the “remotest part of the earth” church.⁶

What is Media’s Role?

As we interviewed media organizations, we found a similar pattern. Some felt called to support the established church through “encouragement,” much like what is noted in Hebrews 10:24-25, while others provided “teaching” on foundational doctrines for young believers, and yet a third group used media to reach deep into the pioneering mission world with salvation messages (“evangelism”).

One observation was at times media or church organizations felt disappointed in their counterpart’s approach. For example, Jerusalem type of churches criticized pioneering media’s evangelistic approaches. The research suggests that this might flow from the lack of appreciation of God’s call on various ministries.

In the diagram below, this phenomena could look like this. Note that these categories are not easily delineated as there are numerous hybrids.

⁶ <https://www.charismanews.com/opinion/the-pulse/70298-5-primary-paradigms-that-continue-the-mission-of-jesus>



Structure	Encouragement Christian Media	Christian Teaching Media	Evangelism Media
Organized Church	Good Match	Maybe Match	Mismatch
Independent Church	Fair Match	Good Match	Fair Match
Pioneering Church	Mismatch	Maybe Match	Good Match

Figure 1: Possible Church/Media Model from Acts 1:8

From the interviews, difficulties/confusion appear when media and church are mismatched, and the levels of tolerance are identified as “Fair Match” or “Maybe Match.” Positive attitudes and effectiveness are prevalent in the highlighted “Good Match” areas.

What is Partnership?

The project’s interviews were interested in learning how churches and media organizations viewed their counterparts in a partnership relationship. One interviewee from media stated: “to be really frank, it's extremely difficult to partner with the local church. They don't really want our help.” One church person stated: “the reason why the (project) failed was because we don't have a healthy partnership...that is an agreed upon shared vision.” The projects that have gone bad are when each party contributes, but don’t have a shared vision.” Another described it this way: “In evangelism... We desire the help of media.” In the first two quotes, there was not a shared vision and in the third quote there was an expressed need for a partnership focusing on Kingdom impact.

Shared vision is the bedrock of partnership. One church leader stated they wished media organizations would just ask them (the church) what the church needed. Asking, “how can we help you meet your goals?” can provide clarity on how a partnership can be formed. Returning to the grid in Figure 1, media organizations may or may not be able to meet the partnership need of the church, so careful and intentional inquiring is foundational. A working definition of partnership is “two or more people (organizations) sharing resources toward a common vision.” The common vision requires discussion, exploration and negotiation to determine if each party has the capacity to (a) shape and share a vision and (b) execute the vision. Proverbs 28:18 supports this with the idea that “If people can't see what God is doing, they stumble all over themselves.” MSG This has the tendency to produce



relational conflict and judgement. But clarity of vision gives harmony, unity, and purpose.

Potential Partners

Identifying With Whom to Work

Extending on the partnership concept, MII wanted to know how media and church presently determine who would be partners. The interviews revealed that the greatest criteria was convenience. It was churches or media organizations that had a natural cross pathway they could engage in partnership discussions. Instead of starting with the Amos 3:3 principle – “Do two walk together unless they have agreed to do so?” – most churches or media look to natural relationships which are convenient. This may be beneficial on one level, but being intentional to seek out possible partnerships, and then discussing shared vision and capacity could extend one’s realm of possibilities.

Again, returning to Figure 1, exploring the vision of each group on the grid could sharpen the scope of each other’s contribution. One media organization that we interviewed discovered that churches had choirs that had talent and the media organization was called to entertain and encourage Christians via media. Once one choir was aired, they had requests from other churches to replicate the programming. It became a mutually-beneficial relationship that blossomed to other projects.

In reviewing “lessons learned” from the India Pilot Partnership Project that was initiated at MII’s strategic consultations (please see Appendix for an overview of the project conducted in India in 2020), the question arose as to what were the key lessons. Affirming what was observed above, the project team stated:

“We need to pick churches who understand the process of people growing in faith (discipleship) and are willing to take the time and effort to see this happen, as opposed to just bringing people to church. Another key step is to compare notes of how effective the hand-off is between media and church.”

A second lesson learned was that media must trust the church partnership with mutual respect. Media has many tools and opportunities that the church can use and it needs to make these available.



A final lesson was discussing frequently how a project is progressing while it is in process. That allows for mid-project evaluation where improvements can be made, such as better media messages and the training of church follow-up teams.

A ministry has been working in one South Central Asian Country and another in East Asia. They wanted people to respond to their digital, evangelistic campaigns but needed churches to follow up with people. They carefully selected churches who were in their geographic targets, were welcoming to new congregants, and that were in sync doctrinally. These relationships have been fruitful and have resulted in connecting 22,026 people to a local churches between 2013 and 2019.

Who to Involve (Or Not) in a Partnership

MII wanted to dig deeper in the criteria of partnership decision-making. Both church and media organizations sought out partners who expressed solid, similar foundations of faith, some even noting the Apostles Creed or the Lausanne Covenant. But extending beyond the fundamentals, they looked for partners who could mutually benefit from the relationship. However, there could be a mismatch if the wrong contact person was engaged within the church.

Some media leaders expressed frustration that pastors were too content with how they fed their flock to consider help that media could offer to the church. On the other hand, it was found in two interviews, media leaders discussed how they identified “inside leaders” in the church who were interested in partnering. In both cases, the inside leader presented a proposal to the pastor and the leadership team and the inside leader found church support. In these cases, the Amos 3:3 principle had application. But, other interviewees discussed scenarios, as defined in the Figure 1 model, that found that partnership was not possible. In this case, there was no fault on anyone’s part, it was that the media and church organizations had different visions.

What’s Next?

Ways That Media Organizations Can Work Better With Churches

After reviewing the suggestions above, MII was interested in how to address issues that generate unity, partnership and Kingdom impact. Several interviewees noted a solution that was surprisingly simple: media organizations should just ask how they can help the church meet its goals.



The task and possibilities are enormous. **The India Missions Association** website indicates 250 membership organizations with some 60,000 missionaries spread out over India.⁷ There are 28 million Christians and an unknown number of churches. Finding partners is an overwhelming task. Hence, it is imperative that media and church organizations be intentional in partnership development.

Viggo Sogaard suggests three questions when considering a partnership:

1. **Who is their intended audience?** This involves the persona/target audience of the potential partner, which relates to the grid in Figure 1, as well as the campaign the media organization is wanting to deploy.
2. **What do you want them to do?** This involves what the needs are in the partnership and if the partner meets those needs. Once a contact is made, then a specific discussion with the church should be done to determine their stated need and determined how there can be a needs match.
3. **How to reach them?** For media, this is thinking through the project plan and then reach out to a segmented list of churches that fit the media organization's best contribution(s). When reaching out to a church, it is important to learn the leadership structure. The pastor may not be the right person to begin a conversation. Also, the mode of first communication should be considered. Don't assume one mode of communication will fit all candidates.⁸

One interviewee for this survey discussed how once they identified a partner, that the partner gave referrals for both current and future campaigns.

Immediate Application

As Amos 3:3 notes, we have to know who we are in the Figure 1 continuum and which partners can offer the best contribution toward a common vision. Media leaders need to listen to the needs of the church leaders and consider how they can be partners in the truest sense of a collective vision and collective participation. It is suggested that suspending criticism and embracing co-laborers' different spheres of ministry would improve postures of unity.

⁷ <https://imaindia.org/>

⁸ Adapted from *Media in Church and Mission*. Sogaard, V. William Carey Library, Pasadena, CA - 1993

Strategic Framework

In 2019, MII brought together key media and church leaders for two strategic consultations – one in Hyderabad and one in Mumbai, which included a total of 20 organizations. The purpose was to begin the development of a strategic framework that could foster strong partnerships in India between media ministries and churches. There were three key objectives for the consultations:

1. Developing new / stronger relationships that could provide a solid foundation for ministry partnerships between media and church leaders; establishing a level of mutual commitment and teamwork.
2. Understanding and having a shared ownership of a joint strategic planning approach and process – one that values the synergistic impact of working together.
3. Refining a strategic framework that could guide the overall strategy and defined key strategic objectives and outcomes that could measure joint impact and effectiveness.

The participants developed the following **Visionary** aspects as to what they wanted to see in the future:

- God's Kingdom advanced – people engaged, becoming and growing as multiplying disciples.
- The church impacting the culture and influencing policy.
- Media ministries and churches working together utilizing effective / relevant content and platforms that reach people for Christ.

The participants affirmed the following **Commitments** that they would hold each other accountable to in order to function as an effective partners:

- Ownership of, and a commitment to help each other towards a common goal.
- Commitment to execute a plan within a time frame, following through on promises and understanding each individual's role in the common goal.
- Focus – on the plan and the next steps.
- Humility.
- Unity.
- Healthy conflict resolution.



The greatest overall ministry **Needs** related to church-media partnerships in the country were defined – especially those that had the greatest potential to impact ministry in India. The top three needs were:

- Dream with more faith for bigger things
- Acknowledging the need for effective media partnerships / exposure
- Effective media training / equipping.

The greatest overall ministry **Opportunities** (via media) in the country were also defined, especially those that had the greatest potential to positively impact ministry in India. The top three opportunities were:

1. Rapidly growing digital / mobile market
2. Undiscovered and under-marketed resources
3. Improving quality and stronger content.

The participants also identified the greatest **Gaps / Obstacles** that needed to be overcome for effective church and media partnerships in the country. The top three gaps / obstacles were:

1. Lack of strategic thinking
2. Disunity
3. Fear of losing creative control / product offerings / professional credit.

Summary

Overall, from the results of the research project, indigenous Indian Christian leaders need to provide leadership and join hands in partnership to more strongly impact the country for Christ. Case studies and examples from other parts of the 10/40 Window have shown similar approaches can significantly increase overall Kingdom impact. For example:

A media organization that targets Indonesia with online, evangelism campaigns recently reported that they have seen 51 MBBs join house churches, 94 are in Discovery Bible Studies and 247 are involved in one-to-one Bible Studies. Their typical journey goes from online, to face-to-face, and then to either house churches or the one-on-one Bible Studies.

To see this type of impact throughout India, key leaders need to step up and drive the following recommended steps:



1. Shape a training consultation where leaders can discuss strategic planning that includes how to affirm a variety of media ministries, churches and gifts by understanding collaboration and partnerships; how they work and when they should not be initiated.
2. Help church and media organizations determine how to identify visions and needs and then to set goals, plans, and partnerships that are mutually beneficial.
3. Address obstacles in the Indian context that hinder partnership as described in Hebrews 12:1-3.
4. Train leaders on how to find qualified partners that are less dependent on natural connections. In other words, intentionally finding partnerships and then set up agreements of understanding.
5. Create an atmosphere of collaboration that fosters idea productivity. A place where partnerships can result in “dream with more faith for bigger things.”
6. Establish visions in the domain of the kingdom of God and not the kingdom of man.



Next Steps & Resources

The publisher of this White Paper, Media Impact International, is available to provide more information and/or to answer questions at: info@mii.global

Guiding Principles for Collaboration

In 1 Corinthians 12 Paul says:

God has placed the parts in the body, every one of them, just as he wanted them to be. If they were all one part, where would the body be? As it is, there are many parts, but one body. The eye cannot say to the hand, "I don't need you!"

The body of Christ needs all the parts functioning in unity and mutual respect. Again, media and church outreach have a rich history. They have always benefited from each other's contribution. Partnerships between the church and media organizations are of high importance. The following steps can be looked at as a recipe to build lasting and effective bonds:

1. **Know who you are.** Identify the primary, secondary and tertiary church and organizational foci as is indicated in the church definitions on page 6 and Figure 1. Though all three focus points are always present, what stage is your church primarily focused on: shepherding same culture/same demographic populations (Jerusalem) or shepherding a broader ethnic/cultural population (Judea)?
2. **Know what the needs are for the next stage.** Walk through a process of identifying your specific needs. A simple construct called Four Helpful Lists can help facilitate the proper thinking. Each list has a question: What is right? What is wrong? What is missing? and What is confused? Once a list has been generated under each question, you can then work to identify your core needs for the next stage by looking at similarities between the answers to the four questions.
3. **Find help to get to the next stage.** Think through what it will take to work in partnership with others. Create a list of media organizations and churches in your region that have similar values and can help you take the next step. Begin to have conversations with those organizations until you find a partner who resonates with what God has called you to.



Søgaard noted “what do you want them to do?” He often found churches tended to do something programmatically instead of planning toward a clear outcome. Planning for change is very much in the spirit of Ephesians 4:11-13. But to get to the next stage, churches will need to find who will be a good partner. But knowing what you need or want should proceed who can help you.

If you are a church:

- Are there members in your church who can be the church’s connecting point person with media organizations?
- As you consider this White Paper, be open to:
 - ✓ This is an opportunity for your church.
 - ✓ The possibility that the timing may not be good now, but don’t use that as an excuse.

If you are an organization using media for the Gospel:

- If you have people responding to your outputs, are you walking with them on their spiritual journeys? If not, immediately consider on how you or others can fill this essential need.
- Do you have a clear roadmap for the seeker to respond that will guide them on the pathway of conversion, discipleship and integration into a church?

4. **Plan to execute.** In moving into the concentric circles of Jerusalem, Judea, Samaria and then pioneering work, media strategies will change. Media can be supporting or proclaiming. Again, being intentional is fundamental.
5. **Stay up to date.** The media world is changing rapidly so that staying relevant is crucial. Reviewing the weekly, 5-minute media tour of the Connected Church is a good place to start at:
<https://www.mii.global/theconnectedchurch>.
6. **Consistently partner.** As stated earlier, a working definition of partnership is “two or more people (organizations) sharing resources toward a common vision.” The body of Christ needs to have negotiated relationships like Amos 3:3 discusses for collaboration to be successful.
7. **Create effective content.** Churches and Media Organizations should consider what type of content is needed in their regions:
 - Relevant short form content
 - Examples of worship / teaching
 - Unique felt needs that could be addressed through content in your region.



8. **Develop natural partnerships.** Church and Media Organizations have a natural partnership opportunity when thinking about reaching people. Media Organizations can act as the attractional, content generating agent. Churches can act as the on-the-ground local follow-up agent. This allows the church to simultaneously reach externally while also facilitating spiritual growth internally.
9. **Utilize resources.** There are excellent resources available to help ministries along the way. See “Media Resources / Reports” further below.

Partnership Design Criteria

The following “design criteria” was affirmed by strategic consultation participants for when a potential church and media partnership should be pursued, while asking the key overall question: “what is the problem that we are trying to solve?”

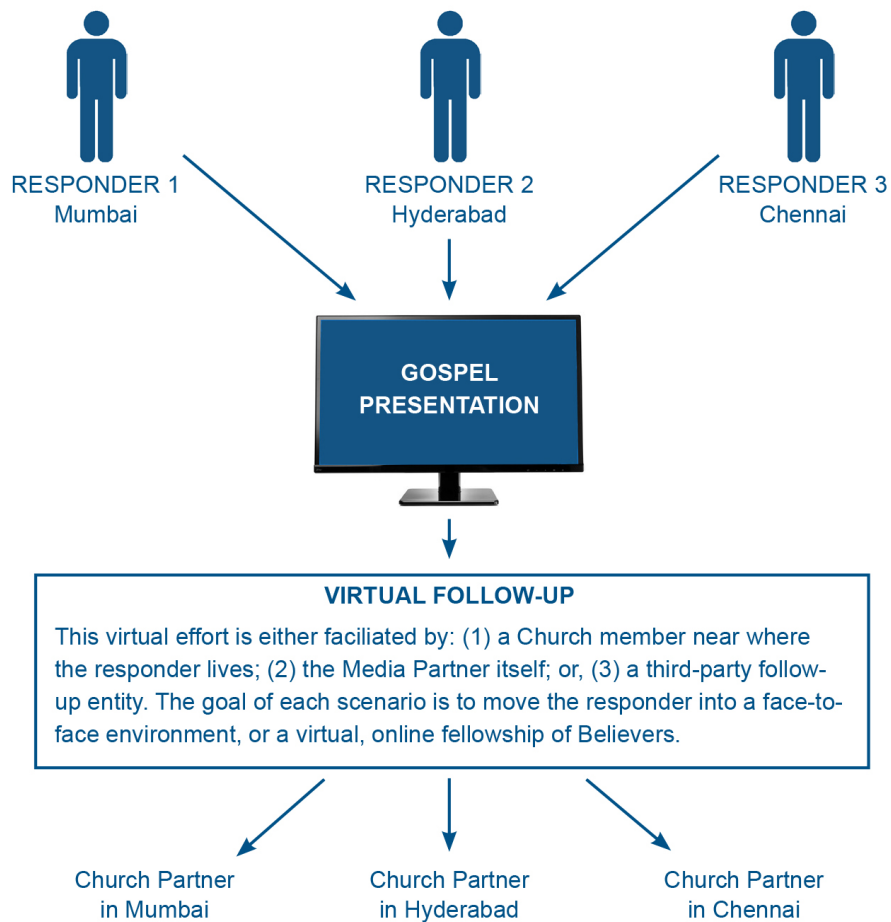
1. **Fit.** Does the partnership support the missions of all organizations involved and are the core values aligned?
2. **Leadership.** Is the leadership of the organization 100% committed to making the partnership work? (If not, it is not likely to succeed.)
3. **Scalability.** Just like the typical question in Silicon Valley design thinking, “will this work when it is ramped up?”
4. **Multiply Impact.** Will the partnership exponentially improve the impact of all organizations involved?
5. **Alternatives.** Partnerships are hard. Can the goal be accomplished any other way individually?

Potential Partnership Model

Following is a potential partnership model related to evangelism or discipleship, and showing how media organizations and churches can work together to increase Kingdom impact across India. This project model could be used in a region or in a specific language group in India. These partnership projects have two key aspects:

- A media partner runs an evangelistic or discipleship “social media” campaign that generates numerous responders who are likely either candidates to explore Christianity, or those wanting to grow in Christ.

- A responder then enters a virtual conversation with a Christian counselor who is either a team member of the media partner, or a representative of a third-party, follow-up initiative, or a church member located close to where the responder lives. This counselor then walks with the responder virtually with the goals of addressing personal issues, addressing spiritual needs, and subsequently engaging her/him in a face-to-face relationship or a virtual fellowship. An additional step is enfolding them into a local church.



NEEDED QUALITIES FOR KEY ROLES:

Media Partner [plants seeds – early cultivation]

- ✓ Demonstrated competency in media – digital media / radio / television / etc., that is willing / able to create and facilitate evangelistic or discipleship campaigns designed to generate large numbers of responders.



- ✓ Committed to partnership with the church; not looking to just run a campaign and generate responses, but making sure that there is an intentional follow-up process so that someone is coming alongside each responder.

Virtual Follow-up Team [initial contact with the seeker]

- ✓ Plays the key role of building a virtual relationship with a seeker or disciple and then providing a smooth “hand off” to a face-to-face counselor, a local church or an online fellowship.
- ✓ Must have mature team members with doctrinal strength, relational understanding, security sensitivity and flexibility/availability. May need to walk with them for an extended period of time before attempting to hand off to a face-to-face meeting.

Church Partner [walks alongside the seeker / enfolds into the church]

- ✓ Represents an existing church network (not just a single church), so that the responder can be passed along to a church that is close to wherever they may be.
- ✓ Committed to partnership with media ministries, seeing them as a critical partner for effective evangelism and the growth of the church; values their cutting-edge expertise that doesn’t usually exist within a local church.



Media Resources / Reports

Visual Story Network

- Visual Story Network has put together an extensive list of resources for Film, Production, Media Content and many other items. That list can be found at the following link: www.visualstory.org/wiki
- Visual Story Network courses on media in ministry:
<https://www.visualstory.org/media>

Media Impact International

- MII-University has online, training courses at: <https://mii.global>
- Read the following MII research projects. Although originally written with the Middle East in mind, the principles are fully applicable to India. All three reports are available at: <https://www.mii.global/reports>
 - **Impacting MENA Through New Media Strategies**
 - **Media Response & Follow-up in the Middle East**
 - **Cyber Security Report**

Media Associations

Get to know the following organizations and plan on attending the annual conference of the ICMA and select the sessions beneficial to your work, network and ask a lot of questions.

- **ICMA**
- **Eurasia Media and Distribution Consultation (EMDC)**
For further information, contact: info@emdcon.org
- **National Religious Broadcasters**
<http://nrb.org>



Social Media Response Tools

As your church or organization begins to think through how it can / should respond on social media, the platforms listed below can help monitor, schedule and follow-up well.

- Disciple Tools
<https://disciple.tools>
- Agora Pulse
<https://www.agorapulse.com>
- Napoleon Cat
<https://napoleoncat.com>
- Traject Social
<https://bytraject.com/software/social>
- Echo Global
<https://www.echoglobal.org>
- Sprout Social
<https://sproutsocial.com>
- Hootsuite
<https://hootsuite.com>

Digital Bibles / Resources

- The Bible App
<https://www.youversion.com/the-bible-app>
- The Bible App for Kids
<https://www.youversion.com/the-bible-app-for-kids>
- Bible.is
<http://www.bible.is/>



Appendix

- **Pilot Partnership Project Overview**
- **Research Project Participants**



Pilot Partnership Project Overview

MINISTRY: India Campus Crusade for Christ
CAMPAIGN FOCUS: Overcoming Loneliness (through the power of the Gospel)
TARGET AUDIENCE: Young Adults and Youth
TIME PERIOD: Initial 90-day run in the Spring of 2020

The “Never Alone” campaign was created with the purpose of ministering to young people who are ‘lonely.’ The target audience was 18-28 year old English-speaking urban youth, living in Delhi, Darjeeling and Siliguri. The strategy was to get their attention using video content that they can relate to, and lead them to a landing page where they will get exposed to thought-provoking content (related to the video that they watched) with Bible stories weaved into it. Then they would respond to a call-to-action button on the page and connect them with a follow-up team.

To accomplish this, the pilot project team created 4 personas:

- Paro, a popular influencer who feels lonely in spite of her social media fame
- Banerjee, a successful corporate star who feels lonely in spite of his success
- Mira, a super-woman achiever who feels lonely in spite of her achievements
- Deepak, a much-admired fitness guru who feels lonely in spite of all the attention he gets

The team created short top-of-the-funnel video content based on these personas and their life. They used the latest trends and techniques in the visuals to make them attention grabbing (e.g., Instagram App layout, Typography, etc.). The team wrote content that had words and phrases that these audiences would easily relate to. They used the video to get the attention of the target audience and lead them down the funnel, and used Facebook and Instagram as the main channels. Initially they targeted based on interest groups, but as the campaign progressed they created custom audience and look-alike audience based on social media engagement and website visits. This helped expand the audience base to a more interested group. This strategy and approach helped the campaign perform well in the later stages, in spite of the shorter duration.



Research Project Participants

- Assemblies of Believers Church
- Badavo Banjara Phozear Trust
- Biblica
- Campus Crusade For Christ
- CBN
- Christian Vision
- Church of North India
- Cooperative Outreach India
- Faith Comes by Hearing
- FEBA
- GEMS
- GNPI
- Grace Chapel
- Grace TV
- Hope Education
- IEM
- Jesus Redeems
- Live Jam
- Maha Jesus
- Media Concerns
- New Life Fellowship
- Operation Nehemiah
- Rock Church Ministries
- Seva Bharat
- TWR
- YouVersion

RESEARCH PAPER TEAM:

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