

# **MEDIA & TECHNOLOGY IN CHRISTIAN MINISTRY**

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# WHAT IS MEDIA



The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.

— *Malcolm X* —

AZ QUOTES

**WHOEVER  
CONTROLS THE  
MEDIA, CONTROLS  
THE MIND.**



**Jim Morrison**  
American singer-songwriter

*QuoteHD.com*

(1943-1971)

**NEVER BEFORE HAS A GENERATION  
SO DILIGENTLY RECORDED  
THEMSELVES ACCOMPLISHING  
SO LITTLE.**

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# INDIA

- ▶ 60 % of Urban crowd using the Internet
- ▶ Biggest market for WhatsApp with over 200 million users
- ▶ 2nd largest Facebook user base
- ▶ Among Top 5 countries viewing YouTube

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## THE MILLENNIALS (AGE 16 – 32)

- ▶ Seven basic traits to the Millennial: special, sheltered, confident, pressured, and achieving.
- ▶ Depressed: More than 40%
- ▶ Addicted: 46% of smartphone users
- ▶ Socially Isolated: 47% adults
- ▶ Narcissistic - Selfie addiction

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# TODAY'S GENERATION

- ▶ Impatient
- ▶ Low concentration span
- ▶ Tech Savvy
- ▶ Nomadic
- ▶ Multi-taskers
- ▶ Practical and Results-oriented



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# WHY MEDIA

**1**

# YOU NEED TO BE WHERE YOUR PEOPLE ARE.

*Mark 16:15*

And then he told them, "Go into all the world and preach the Good News to everyone."

2

## YOU NEED TO BE RELEVANT.

*The way you would communicated 10 years ago is very different from how you communicate now.*

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## HOW IS APC RELEVANT

- ▶ Sermon in 5 minutes - Facebook
- ▶ 5 min DAILY DEVOTIONAL - Phone App
- ▶ 1 min advertisement - Facebook
- ▶ Announcement videos - played at Sunday service, on Phone and Youtube

## Big Sunday Video

<https://www.youtube.com/watch?v=5kdna9pIPfU&t=1s>

3

# CREATIVE ART TO TELL THE GREATEST LOVE STORY

*Songs, short films, documentary, dance, skits*

## Ephesians Video

<https://vimeo.com/channels/1192361>



# MEDIA IS COST EFFECTIVE PER PERSON

*Whether Zero Budget or Big Budget*



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Zero Budget

Medium - High Budget

Phone videos,  
messages

TV, Radio

Share via whatsapp,  
social media, youtube

Share on social media,  
WhatsApp, YouTube

100 - 1 million people

Approx 1lakh - 1million

Zero Production cost

Low - high  
production

Video

Post



**All Peoples Church Bangalore**

Published by Sharene Joseph [?] · December 28, 2016 · 🌐

Something In The Water - By [Sandra Oberoi Naveen Thomas Joseph Liben TomAllan Rohith Paul Prashanth Gnanamuthu](#). Originally sung by Carrie Underwood.

We're blessed to have this power packed team perform for the New Year for our program - Living Strong. Watch this song on our upcoming episode as we receive the Word Of The Lord for 2017 on God TV @Monday 9pm.



🌱 **Get More Likes, Comments and Shares**  
Boost this post for ₹65 to reach up to 540 people.

**48,022** People Reached

**16,854** Video Views

**2,858** Reactions, Comments & Shares

<b>2,363</b> 👍 Like	<b>218</b> On Post	<b>2,145</b> On Shares
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<b>135</b> ❤️ Love	<b>35</b> On Post	<b>100</b> On Shares
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<b>3</b> 😂 Haha	<b>0</b> On Post	<b>3</b> On Shares
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<b>37</b> 😲 Wow	<b>9</b> On Post	<b>28</b> On Shares
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<b>122</b> Comments	<b>7</b> On Post	<b>115</b> On Shares
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<b>199</b> Shares	<b>193</b> On Post	<b>6</b> On Shares
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**11,837** Post Clicks

<b>6,435</b> Clicks to Play ⓘ	<b>1</b> Link Clicks	<b>5,401</b> Other Clicks ⓘ
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Video

Post



All Peoples Church Bangalore with Carol Dsouza and 6 others.

Published by Sharene Joseph [?] · April 16 · Bangalore · 🌐

He has come to deliver us so we find strength over everything. He has conquered the grave!!

Presenting this Easter - God With Us performed by our very own APC worship team for Living Strong. Originally written and composed by All Sons And Daughters

Watch the song tomorrow on our program Living Strong on God Tv at 9pm.



20,990 People Reached

8,509 Video Views

1,060 Reactions, Comments & Shares

793 👍 Like	114 On Post	679 On Shares
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86 ❤️ Love	18 On Post	68 On Shares
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1 😂 Haha	0 On Post	1 On Shares
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13 😲 Wow	6 On Post	7 On Shares
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55 Comments	11 On Post	44 On Shares
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113 Shares	110 On Post	3 On Shares
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4,508 Post Clicks

1,245 Clicks to Play <i>i</i>	0 Link Clicks	3,263 Other Clicks <i>i</i>
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## All Peoples Church Bangalore

Published by Sharene Joseph [?] · June 7 at 8:00pm · 🌐

Coming up on Living Strong, an 8-part study on Paul's letter to the Ephesians, starting June 12th.

Paul journeyed to Rome and was in Roman imprisonment (A.D. 60 - A.D. 63). His epistle to the Ephesians is somewhere about 3 years. It is a powerful revelation of what God has done for us in Christ, and how we have to live our lives as believers.

Watch the series on the following TV Networks:... [See More](#)



 **Get More Likes, Comments and Shares**  
Boost this post for ₹65 to reach up to 540 people.

**3,365** People Reached

**1,339** Video Views

**148** Reactions, Comments & Shares

**104** Like **32** On Post **72** On Shares

**17** Love **8** On Post **9** On Shares

**2** Wow **1** On Post **1** On Shares

**15** Comments **0** On Post **15** On Shares

**9** Shares **8** On Post **1** On Shares

**989** Post Clicks

**255** Clicks to Play **1** Link Clicks **733** Other Clicks

### NEGATIVE FEEDBACK

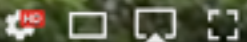
**1** Hide Post **0** Hide All Posts  
**0** Report as Spam **0** Unlike Page

## Reference Video

<https://www.youtube.com/channel/UCKEPJo5eTHbKDgHxvUSR9Jw>



0:18 / 10:59



### WATERMELON CHICKEN BY MY GRANNY



Country Foods

Subscribe 408K

8,576,102 views

+ Add to   Share   ... More

79,071   8,529



Country Foods

Subscribe 408,684

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584,319 views · 2 months ago  
Country Foods Granny Birthday Party | Mastanamma Birthday

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- WATERMELON CHICKEN BY MY GRANNY**  
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3,796,082 views · 5 months ago
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2,247,873 views · 5 months ago
- My Grandma's 105 years Yummy Chicken Drumstick Recipe |...**  
2,101,749 views · 4 months ago

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71,483 views · 1 day ago
- Jackfruit Biryani Recipe by my Granny Mastanamma**  
137,796 views · 3 days ago
- Thotakura(Amaranthus Dal) Pappu By Granny Mastanamma**  
63,252 views · 5 days ago
- Bread Roll Recipe | Bread Potato Roll | Potato Stuffed Bread Roll...**  
105,962 views · 1 week ago
- Fish Pakora | Fish fry by Granny's Mastanamma**  
47,894 views · 1 week ago

Recent activities

- Green Chillies chutney | Traditional Chutney By Granny Mastanamma**  
Country Foods  
1 day ago · 71,483 views  
Green Chillies chutney | Traditional Chutney By Granny Mastanamma
- Jackfruit Biryani Recipe by my Granny Mastanamma**  
Country Foods  
3 days ago · 137,796 views  
Healthy Jackfruit Biryani Recipe by my Granny Mastanamma
- Thotakura(Amaranthus Dal) Pappu By Granny Mastanamma**
- Bread Roll Recipe | Bread Potato Roll | Potato Stuffed Bread Roll By Mastanamma**

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# WHAT YOU CAN DO

- ▶ Start small and grow in stages
- ▶ Build a team and train them
- ▶ Know your audience
- ▶ Every church has its own strategy and strengths. Work on your strength



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## CREATE BRANDING

- ▶ Church/ Ministry vision
- ▶ Ministry Identity - logo with a strong tagline
- ▶ Find the strength of your ministry
- ▶ Be consistent

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# DIGITAL MEDIA

- ▶ Whatsapp
- ▶ Facebook
- ▶ Livestreaming / Sermon recording
- ▶ YouTube - testimonies, sermons worship, short motivational message
- ▶ Website - free template examples
- ▶ Announcement Videos
- ▶ Worship audio and video
- ▶ Phone app
- ▶ TV/Radio
- ▶ Christian movies / documentaries



*wise  
people*

TAKE

ADVICE

PROVERBS 12:15



**LITTLE THINGS DONE  
IN CHRIST'S NAME  
ARE GREAT THINGS.**

[christianquotesforyou.tumblr.com](http://christianquotesforyou.tumblr.com)



YOU CAN  
MAKE  
MANY PLANS,  
BUT  
THE LORD'S  
PURPOSE  
WILL  
PREVAIL.

PROVERBS 19:21

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# FREE RESOURCES

Images and Videos: <https://pixabay.com>  
<https://www.pexels.com>  
<https://stocksnap.io>

Website: <https://wordpress.org>

Audio: Free Music Archive  
Vimeo Music Store  
SoundCloud Creative  
Commons

# SUBSCRIPTION RESOURCES

<https://www.videoblocks.com>

<https://www.audioblocks.com>



**ALL PEOPLES CHURCH AND WORLD OUTREACH**  
Bangalore, India

To be *salt* and *light* in the city of Bangalore, and a *voice* to the nation of India and to the nations.

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# COUPLES DINNER DATE

PURSuing GOD'S PURPOSES TOGETHER

**SAT 1 JULY**  
**6PM - 9PM**

**SPEAKERS**  
DR. P.C. MATHEW  
CIBY MATHEW  
- URBAN INDIA MINISTRIES

RS. 1300 PER COUPLE  
[REGISTER HERE](#)

VENUE:  
THE GRAND MAGRATH HOTEL

### Weekend School

Marketplace Principles, Sat/Sun June 10-11

### Youth Workshop

Maximizing Potential & Performance, Sat June 24

### Couples Dinner Date

Pursuing God's Purposes Together, Sat July 01

### Bible College

Semester Starting July 2017

### Our Latest FREE Book!

Revivals, Visitations & Moves of God

### Key Points (Sermon Summary in 5 minutes)

[View full listing](#)

4 JUN 2017

KEY POINTS

## UNDERSTANDING

*Worship*

THE WORSHIP SERIES - PART 1

05:00

28 MAY 2017

KEY POINTS

## PREACH THE WORD IN AND OUT OF SEASON

2 TIMOTHY CHAPTER 4

DR. ASHISH RAICHUR

05:00

APC... A CHURCH  
WHERE YOUR  
HEART FINDS  
A HOME

Living Strong TV/ Radio

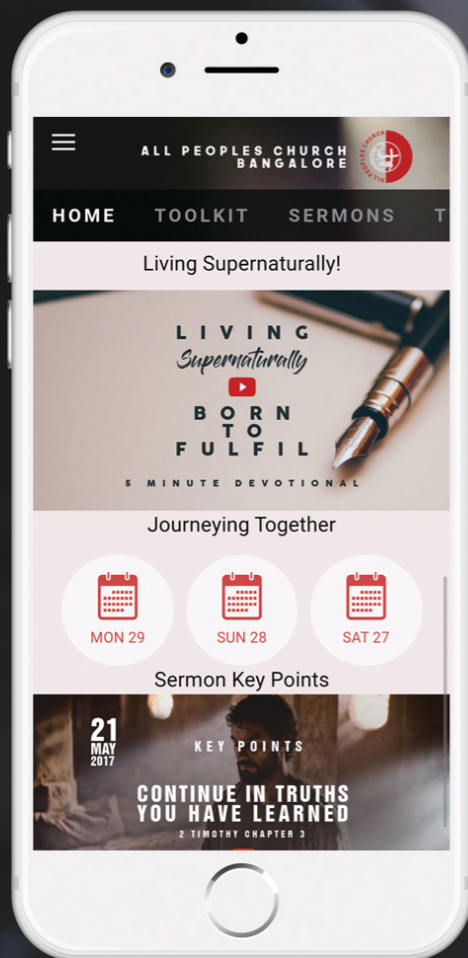
<https://vimeo.com/channels/livingstrong>



# A FREE APP EVERY CHRISTIAN MUST HAVE



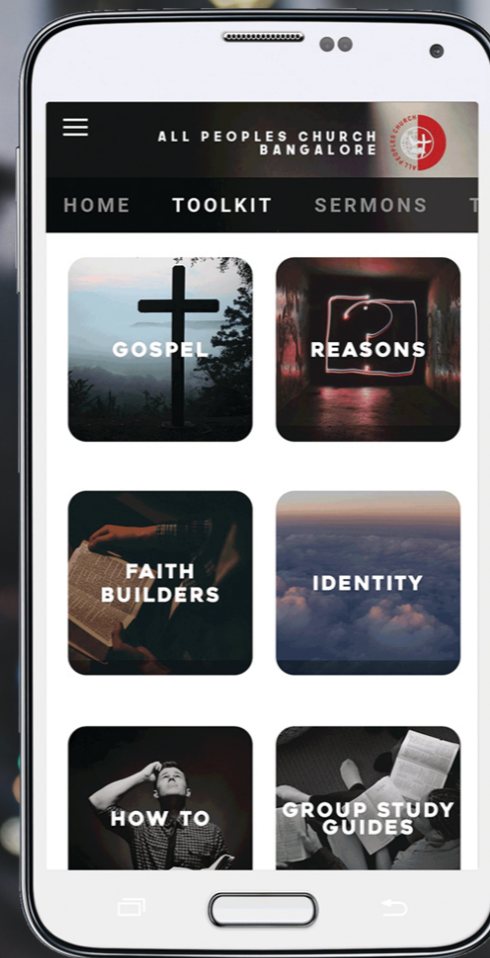
**DOWNLOAD NOW!**



➔ **A DAILY 5 MINUTE VIDEO DEVOTIONAL BY PS. ASHISH RAICHUR**

➔ **A DAILY BIBLE READING AND PRAYER GUIDE**

➔ **5 MINUTE SERMON SUMMARY**



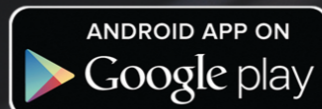
— **FIND ANSWERS TO QUESTIONS ON GOD, CREATION, FAITH AND MORE**

— **SCRIPTURES TO BUILD FAITH AND ESTABLISH IDENTITY**

— **HOW TO, A QUICK REFERENCE AND GROUP STUDY GUIDES**



Search for **ALL PEOPLES CHURCH BANGALORE**



[APCWO.ORG/APP](http://APCWO.ORG/APP)

🔍 **THE BIBLE - 20 VERSIONS**

🔍 **SERMONS TV PROGRAMS**

🔍 **WORSHIP VIDEOS BOOKS & MUCH MORE**



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# PRINT MEDIA

- ▶ Posters/fliers
- ▶ Tracts
- ▶ Books



W E E K E N D S C H O O L

# MARKETPLACE PRINCIPLES & ENTREPRENEURSHIP

REGISTER AT [APCWO.ORG/WEEKENDSCHOOL](http://APCWO.ORG/WEEKENDSCHOOL)

REGISTRATION FEE: RS. 350/-

10AM - 5PM, SAT-SUN  
10-11 JUN 2017

APC OFFICE, KALYAN NAGAR

**YOUTH WORKSHOP**

# **GROWING PROFESSIONALLY WITHIN AN ORGANIZATION**

**4PM-8PM SAT  
25 MARCH**

**APC OFFICE  
KALYAN NAGAR**

*Hosted by*



**RATHNAKUMAR AND VIVEKA  
TECH. PROFESSIONALS**

*Speakers*



**MANJU GEORGE  
CHARTERED ACCOUNTANT**



**MOHAN PATNAIK  
GLOBAL HEAD - FINTECH**



**LALIT KUMAR RAICHUR  
CORPORATE LEADERSHIP**

**REGISTRATION FEE RS 200/-**

**[APCWO.ORG/WORKSHOPS](http://APCWO.ORG/WORKSHOPS)**



WOMEN'S  
CONFERENCE

# Father's Love

KNOWING AND EXPERIENCING  
- THE FATHER'S LOVE -

SAT, 8 JULY 2017  
9AM - 5PM

REGISTRATION FEE - RS. 250  
[APCWO.ORG/WOMENSCONFERENCE](http://APCWO.ORG/WOMENSCONFERENCE)

ST. JOSEPH'S BOYS' HIGH SCHOOL, MUSEUM ROAD



WOMEN'S  
CONFERENCE

# Father's Love

KNOWING AND EXPERIENCING  
- THE FATHER'S LOVE -

SAT, 8 JULY 2017  
9AM - 5PM

REGISTRATION FEE - RS. 250  
[APCWO.ORG/WOMENSCONFERENCE](http://APCWO.ORG/WOMENSCONFERENCE)

SAVE THE DATE





# COUPLES DINNER

DATE

S U S T A I N I N G I N T I M A C Y

SAT 25 FEB  
6PM - 9PM

RS. 1500 PER COUPLE

**REGISTER AT [APCWO.ORG/COUPLES DINNER](https://apcwo.org/couplesdinner)**

CHILDCARE WILL BE PROVIDED

THE GRAND MAGRATH HOTEL, 30 MAGRATH RD, ASHOK NAGAR, BENGALURU

**MEDIA IS A MISSION FIELD.  
DON'T NEGLECT IT.  
FLOOD IT WITH THE LOVE OF JESUS.**

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## Worship Video

<https://www.youtube.com/watch?v=cw5FlwhJgeg&list=PLPWRUKFcHoIVsTv-7O7Xq4fAJaNmOZ-vQ>

## Follow us on

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