It was an unusual encounter even for Pastor Mark Finley, former speaker of \textit{It is Written}, who has conducted evangelistic meetings all over the world.

Recently in Singapore a man walked up to Pastor Finley and handed him an envelope. “This is my tithe,” he announced. Finley quickly told him that he couldn’t accept tithe, but that he would give it to the appropriate church entity. Then he looked in the envelope. It held nearly $6,000 in cash!

As Pastor Finley engaged the man in conversation, he quickly learned that he wasn’t a Seventh-day Adventist. So Finley asked him what had prompted him to bring his tithe to him.

“I was in China on business,” the man explained, “and I started listening to you and Pastor Kinsey on the \textit{Voice of Prophecy}. I heard your presentation on tithing, and I’ve been waiting for one of the two of you to show up to pay my tithe.” The man plans to become a baptized member of the Seventh-day Adventist Church.

That’s simply amazing, isn’t it? A broadcast designed primarily for North American distribution had contributed to the conversion of someone listening on the Internet in China! It made me wish that Voice of Prophecy’s Founder H.M.S. Richards could see how the Internet has expanded the reach of our broadcasts today.

**Uplift Jesus**

With the ability to influence countless people all over the world, it is obvious that we should use the media for the Lord. But before we do, I can think of two guiding principles to keep in mind. While the definition of media has expanded greatly in the last decade, the first principle still remains paramount—\textit{always uplift the cross}.
Nothing in the Bible speaks of the value of lifting up anyone or anything other than Jesus Christ. It is only if He is lifted up that anyone will be drawn to Him and our ministry made effective. How easy it is to be sidetracked by such important and critical issues as fund-raising and attracting an audience.

The Holy Spirit blesses those efforts done for the right reason. A quick reading of the Gospels and the book of Acts shows a message growing from an unknown village in Israel to Rome within one generation. It happened much as the message. It is not trite but profound to say “it is all about Jesus!”

**Getting results from a communication strategy**

The next principle is taken from the parable of the sower and the analogy of farming. We note that the seed falls on many types of ground. That is also true with current media options; however, it is getting slightly easier to target a specific audience. For instance, Nielsen data shows that women are “heavier users of social features of phones (SMS, MMS, social networking) compared to men who tend to use features like GPS, email, and Internet more.” The study also suggests that women “visit more social and community sites.”

Those are just a few examples of what we are learning about the changing face of media. But still the parable reminds me of another mandate—If you are going to sow, figure out how you intend to reap! Don’t assume that it is someone else’s responsibility. Advertising for cars is designed to get you into the showroom where a salesperson will close the deal once the new car smell has settled into your senses. They know how to get results from their communication strategy and so should we.

**Implement a five-step process**

A clear plan needs to be in place. In my communication classes at Pacific Union College, I taught a five-step process: Awareness-Interest-Trial-Evaluation-Adoption. The first two steps are the role of the media. The last three are best accomplished through human interaction.

For Voice of Prophecy, we aim to use media to get listeners involved with the Bible School and then into a connection with a local church. As in relay races, runners know that one person does not carry the baton the whole way. Knowing where you fit in the communication ministry plan is critical.

This can be difficult, especially in today’s heavily media-driven world. There are so many options today for ministry. I remember a poster several decades ago that proclaimed, “the power of the press belongs to those who own one.” Quite literally nearly everyone does today. Unfortunately that also means it is significantly more difficult to be noticed and to reach people.

**Focus on core values**

So as you initiate a media outreach, remember the basic core values: focus on Jesus and know how you expect people to respond. Then you may consider and hopefully use the myriad of communication possibilities available to the Church today to assure that “this Gospel of the Kingdom shall be preached in all the world” so that Jesus will come again soon!

Fred Kinsey is the speaker/director of Voice of Prophecy, a radio ministry founded in 1929, one of the oldest radio programs.

By Mark Bond

I’m not that old. At least I don’t like to think of myself as old. When I got the call to work at the Southwestern Union headquarters, my first thought was, Who me? I’m only 40. I don’t have enough experience or gray hair!

In many ways, I feel like I’m somewhere in the middle. I’m still new enough at working for the church that I can speak honestly about things without stepping on my own toes. But I’m no longer a young person perceived to have fresh, cutting edge ideas. I can, however, trigger a discussion that I hope leads to action.

Premise #1: The content created for broadcast on Adventist media outlets is largely irrelevant to the world at large.

Whether you watch 3ABN, Hope Channel, LLBN, or some other church-related source, the bulk of what you’ll see are people talking—at live events, sermons, and interviews. Talk, talk, talk. We are actually quite good at capturing all this talk, and rebroadcasting it over and over again. But, for the most part, we’re preaching to the choir.

I’m not saying there’s no need for good sermons. Hundreds, maybe thousands, of people have been converted as the result of watching an evangelistic series on television. However, entire generations of people would rather go to the dentist than sit through a televised sermon or interview.

Premise #2: Scores of talented young professionals are graduating from our universities with degrees in television and film. They are an untapped resource.

These graduates have the skills and the know-how to create documentaries, dramas, animations, and even comedies. Many of them haven’t caught the vision that these art forms can be used to share life-changing truths with a world that is hungry for something real. Many would love...

——Submitted by Karen Suvankham, Hope Channel Program Acquisitions

Hope Channel Guidelines for Creative Works

It wasn’t many years ago that the idea of filmmaking as a ministry was unthinkable. But as visionary leaders began to use satellite to share the gospel in the ’90s, and they moved towards 24/7 broadcasting, the need for new programming gave rise to a new kind of ministry.

Filmmakers who would like to see their work used by Adventist television networks should consider the following guidelines.

A series of quality 30-second (preferred) or one-minute spots that have a consistent style and accomplish any one of the following:

• Portray Adventist young people making a difference in their world through outreach.
• Share short passages from the Psalms in a way that is relevant to young people.
• Warmly profile any of the fruits of the Spirit.
• Communicate to non-Adventists the joy of the Sabbath.
• Portray the benefits of a healthy lifestyle or the eight natural remedies.
• Share Bible promises/verses with illustration, music, sound effects.
• Communicate portraits of the Adventist Church—facts about things the church is or has done that non-Adventists would appreciate, e.g. Loma Linda’s proton center, the remarkable contribution of a local church to its community.

Hope Channel can also use:

• One- to three-minute documentary-style retellings of answered prayer.
• Man-on-the-street interviews about prayer-related topics.
• One- to three-minute Bible study topic teasers.

——Mark Bond, Communication Director, Southwestern Union, and editor of the Southwestern Union Record.
Utilizing Videos in Electronic Mail

By Chip Dizard

Video has become a popular means of communicating messages. According to the Global Online Media Landscape Report, users that frequented online video destinations have grown 339% since 2009. Also, a report by Forrester Research, a technology and market research company, revealed that incorporating video into email newsletters can double or even triple click rates—thus allowing people to find out more about your organization.

So, how do you utilize video in your email communication?

1. Prepare your speaker to understand that the video is to be 4 minutes or less. A short message gets the point across quicker.
2. Choose an attractive setting with proper lighting. Make sure your audio is clear. Consider using a lapel or boom mic instead of the microphone on the camera.
3. Make sure the video output is compressed for web. Larger files will not play quickly in browsers and will frustrate clients when they try to play your message. Programs such as MPEG Streamclip (free) Adobe Media Encoder or Compressor will help you get your output to the correct file size.
4. Instead of embedding the video directly into your electronic mail, consider placing a screen shot of the video and host it on a site such as Vimeo or YouTube. FYI: Vimeo and YouTube have an immediate and larger viewer base. Some email clients such as Outlook, Groupwise, Gmail, and Yahoo have limitations and restrict you from playing videos directly in the email. Placing a screen shot will help overcome this limitation.
5. Ensure that your videos can be played on mobile devices such as iPads, iPhones, and Android phones. Video hosting services like Vimeo or YouTube are smartphone friendly and will ensure that your message can be seen.

Let’s face it, video can be the most memorable way to reach people who are looking for information about your organization. Try this way of communicating and see how effective it is.

Chip Dizard is co-founder of Sympacticoapps.com, a new media and app development company. He is also co-host of TechTalk, a technology show produced by the NAD Office of Communication.

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to use their skills for ministry but don’t have a clue how to begin.

It is admirable that we train them in the tools and technology of filmmaking. But if we don’t mentor them to use their God-given talents to share God with the world, we fail. We also fail if we don’t allocate significant production funds to commission new and better ways to communicate with a dying world. We must invest in methods that turn our talk (truths) into action.

Jesus was an engaging storyteller. We also must tell stories that engage; stories that move; stories that heal; stories that save. And we must use more than talk to do it.