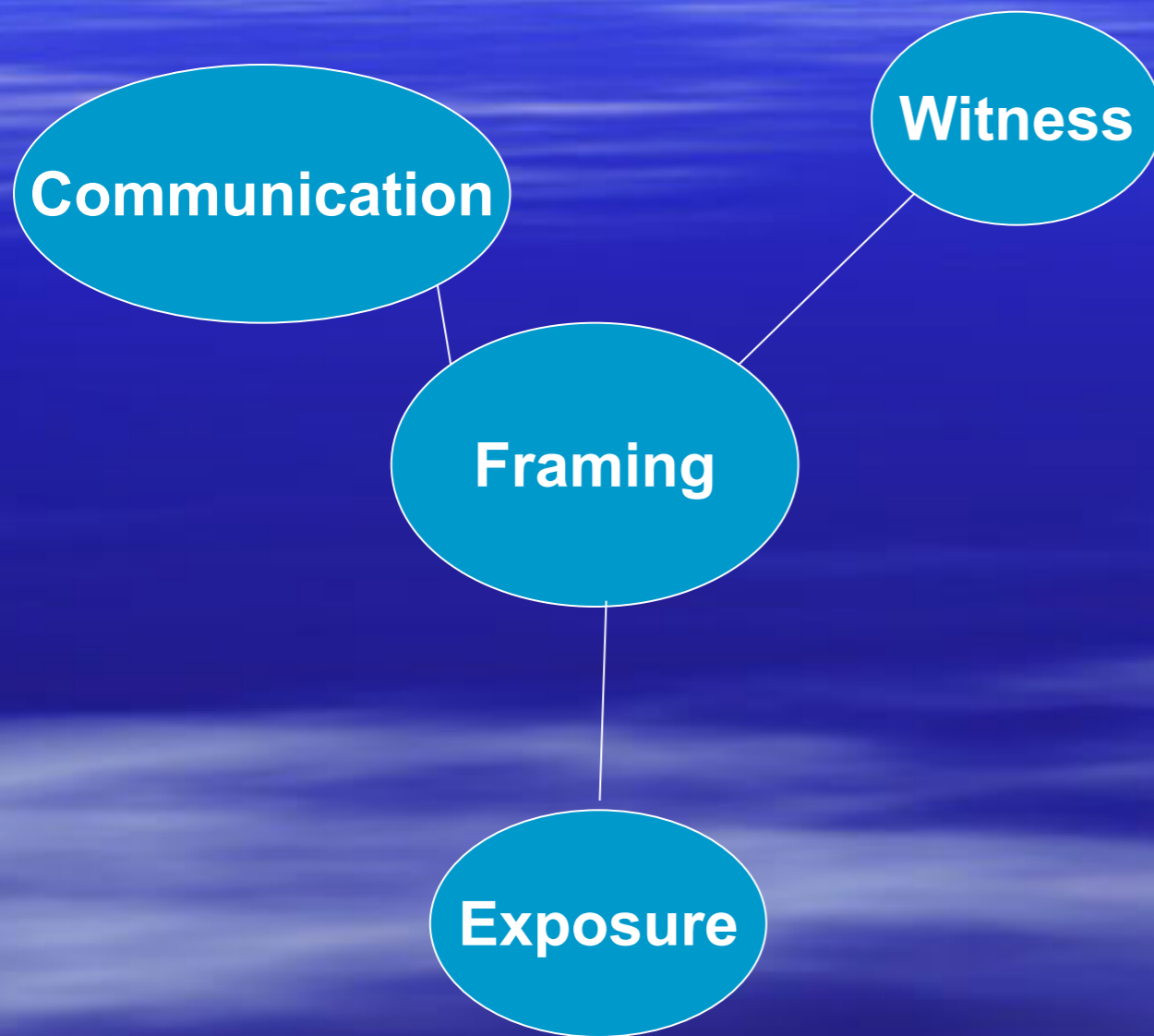


Framing Our Faith Through Media Ministry

Bishop Brandon B. Porter

Framing Our Faith



- The theme, “Framing Our Witness Within Wider Margins”, has to do with communication, faith and exposure.
- In this we see “Witness” which has to do with your “Faith”.
- Witnessing is your perspective because it is what you personally see or hear, and Faith comes by hearing.

Framing Our Faith

- When something is framed, the set purpose is for it to be on display.
- It becomes a focal point of interest.
 - So in some ways, Framing your witness could also mean framing your faith
- The word Communicate means to Share or Fellowship.
- In the Greek it is Koinoneo, to distribute or become a sharer.

Framing Our Faith

- So true fellowship is when we freely share with others something helpful.
 - Being truthful about our struggles.
 - We don't share for fear someone will pass us up.
- Fear is a result of Narrowed Vision
 - If we are on the same team, others may pass us up, but we all finished.

So Let's share

The Difference Between Good And Great Is Exposure!

- Increasing the size of your church is simple.
 - You must get people to Visit.
 - A crowd is not a church.
 - To grow a larger church you must first attract a crowd.
 - Once you draw a crowd you must be aware of them and their needs.

The Difference Between Good And Great Is Exposure!

- The crowd is different from the congregation. And they won't sit through everything your congregation will sit through.
- Becoming Seeker Sensitive does not limit what you say, but how you say it.

The Difference Between Good And Great Is Exposure!

- Strength of a church is:
 - The Number of its members
 - The enlightenment of their Faith
 - The cheerfulness of their obedience
 - The completeness of their organization
- All these things can be shown (Framed) through an effective Media Ministry.
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- Luke 14:23 "...that my house may be filled..."

Effective Media Ministry

- Free Options for Advertising
 - Email Club – Ask others to send announcements to everyone in their email address book.
 - Free cable access
 - Public service announcements
 - Faxed announcements to radio stations and newspapers of upcoming events.

Effective Media Ministry

- If you are unable to do a television or radio program, developing a thirty second television or sixty second radio advertisement is just as effective.
- You can also get cable access in other cities if you can get a ministry in that area to sponsor you by using their local address.

Effective Media Ministry

- Pricing Equipment

- Cameras, recorders, lights, cables, editing items, tapes, audio mixing boards, mikes, lapels and booms, space for equipment and storage, dubbing, label covers for jackets of tapes or sleeves, etc.
- Many things can be purchased on line from a box house, or through a local supplier. Keep in mind with local suppliers you sometimes get better assistance for your equipment and staff.

Effective Media Ministry

- Production

- Manpower, staffing, skillful workers and teachable volunteers, training sessions and viewing times for the team.
- Use a story board or outline for your program so you can select what you want before you start.
- Time is money and on a shoe string budget, you don't want to waste time.

Effective Media Ministry

- Post Production
 - Staffing is very key, this is Mr. or Miss fix it.
 - Editing is where it all comes together.
 - Must have computer literate help.
 - Spell Check!!!!!!!!!!
 - Bible
 - The finishing of the FRAME WORK!

Effective Media Ministry

• Purchasing Time

- Pricing will differ depending on your market area. Some cities are a lot less than others so you will have to shop around.
- Radio can, in some cases, can cost just as much as TV depending on the market.
- Ask someone in your area who is doing it to share with you their cost to ensure you are getting the best deal.

Effective Media Ministry

• Purchasing Time

- If cost for a program is too expensive on Radio or TV, look into doing spots. Spots can be just as effective in letting people know the Who, Where and What about your ministry.
- Spots can be purchase at a Run On Station (ROS). This is wherever they want to drop them (very inexpensive).

Effective Media Ministry

- Prayer Lines and Production Offered
 - This area must not be neglected in your planning & promotions. It is your bookstore that can boost your revenue for the support of your media ministry.
 - We are not on Television to raise money, but we have to raise money to be on television.
 - You can hire an answering service to take the orders for your tapes, books, etc..

Effective Media Ministry

- Prayer Lines and Production Offered
 - People give but they also like to get; so it is better to offer them something in return other than PRAYER.
 - Speaking of Prayer, do not call your prayer team counselor, but rather partners. This will help to lessen the chance of lawsuits.

Effective Media Ministry

- Remember word of mouth can never be underestimated.
- We were all challenged to go into the world and preach the gospel (Mark 16:15).
- And Jesus tell us further in Matthew 28:18 – 20, to make disciples of all the nations....

Effective Media Ministry

- In closing remember that our task is:
 - Universal in scope, “Go into all the world”.
 - Individual in its appeal, “To every creature”.
 - Practical in its purpose, “Make disciples of all nations”.
 - Personal in its obligation, “Go ye”.

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