

## AGENDA 9.1

# Board for Media Ministry

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### MEMBERS

Rev Ben Hentschke (Qld, Chairperson), Rev Mark Hansen (SA/Qld), Des Kalisch (SA, resigned and joined the LCA Board for Local Mission), Ray Meharg (NZ), Kathy Mildred (Vic), Michelle Shepherd (NSW), Jarrod Graetz (Vic).

### BACKGROUND

The object of the board is to reach out with the Gospel of Jesus Christ through radio, television and other media to all people. Lutheran Media communicates Christ's message of hope by reaching out and connecting to people through media with the Gospel of Jesus Christ.

Lutheran Media goes to people in need of hope in Australia and New Zealand;

- With relevant, innovative, and exceptional quality media content
- By connecting with partners in mission
- Whilst effectively utilizing our resources

*How can they believe if they have not heard the message?* Romans 10:14

Thanks to your support, Lutheran Media reaches out to people with the good news of Jesus Christ to over 5,000,000 people every week. Thanks to the support of our donors, people across Australia and New Zealand are hearing and responding to the Gospel. Your donations help fund a vital outreach mission that includes communicating Christ's message of hope through radio (including commercial radio), internet (including websites, social media and Google searches), and resources (such as booklets, CDs and DVDs).

Please refer to the By-laws of the LCA Board for Media Ministry for more information.

[www.lutheranmedia.org.au](http://www.lutheranmedia.org.au) has links to all of our outreach efforts and supporter information. [www.messagesofhope.org.au](http://www.messagesofhope.org.au) and [www.messagesofhope.org.nz](http://www.messagesofhope.org.nz) contains our outreach messages including podcasts, videos and booklets.

[www.happyland.com.au](http://www.happyland.com.au) has over 35,000 subscribers to an online safe and free internet game for children aged from 4 to 7 years.

### ACHIEVEMENT AGAINST PLAN

#### 1. Quality

Lutheran Media reviewed its branding and as a result GCC changed the name from Lutheran Media Ministry to Lutheran Media.

The board supports Rev Richard Fox to oversee the ministry's theology and teaching. LCA pastors are guest presenters and include: Bishop of the LCA Rev. John Henderson, Bishop of the LCA SA/NT District Rev. David Altus, Rev. Dr. Noel Due, Rev. Trevor Keller, Rev. James Winderlich, Rev. Rob Schubert, Rev. Tim Klein, Rev. Richard Mau, and Rev. Mark Doecke. The director attends LCA leaders meetings and is involved in the spiritual life of the LCA and Churchwide office.

Feedback from our audience, supporters and media outlets help us to continue to improve the quality of our outreach content. Subsequently, we have changed Face to Face to Messages of hope. Face to Face was the brand for over 30 years and was well loved. Messages of hope was the tag line for Face to Face for the last few years and this has helped the transition to the new name. The new name shares who we are and what we offer more clearly and we can reach out to people on the internet more effectively through Google searches, AdWords, and social media.

#### 2. Content

Outreach content is produced that shares Jesus' message of hope including weekly 15 minute messages on contemporary and social issues and offer a free booklet. The script is produced and shared on [www.messagesofhope.org.au](http://www.messagesofhope.org.au). More interview and discussion style programs are being produced. We produce 4 by 1 minute and 4 by 30 second radio messages every month that offer a gospel message. We produce 3 by 1 minute messages and 2 by 30 second messages that have a free booklet offer. Commercial radio stations like the shorter messages and these give us a larger number of responses. A 1 minute video is produced every two weeks and 3 by 30 second videos every month. They are shared on YouTube and other social media.

The printed booklets are now available in an A4 format for people to download and read from [www.messagesofhope.org.nz](http://www.messagesofhope.org.nz).

Lutheran Media supervise and support the recording of worship services in Good Shepherd Lutheran Church, Toowoomba Qld and St Michael's Lutheran Church, Hahndorf SA. Thanks to the pastors and volunteers who record these worship services and send them to us for editing and distribution. These congregations also Livestream their worship services where 100 to 200 people watch weekly (Over 33,000 views). There are communities in regional Australia and beyond who use these as their worship services including a community in Cooper Pedy, SA. About 150 DVDs and 10 CDs are sent out every week with over 1,000 people on the database. Watch the services at [www.livestream.com/luthworship](http://www.livestream.com/luthworship).

With the support of the Board for Lutheran Aged Care Australia a video and radio series of outreach messages on dementia were produced, along with a fact pamphlet and short booklet (*Dementia-Searching for Hope* written by Colleen Fitzpatrick) to share Jesus' hope in times of dementia. Thanks to the people we interviewed including John Abram, Ann and Timothy Pietsch who shared their insights and how God gave them hope. You can see the resources at [www.messagesofhope.org.au/dementia](http://www.messagesofhope.org.au/dementia). We were State Finalists for the Community Achievement Awards for this work which was celebrated and acknowledged at a Gala Dinner.

A new booklet on *Parenting-Finding the Fun* written by Julie Hahn was produced. Our annual Scripture Calendar designed by Carey Isaacson increases in popularity. We produced online Advent and Easter calendars for [www.happyland.com.au](http://www.happyland.com.au). A new Happyland App is being developed with a planned launch in 2018. A new Messages of Hope App is also in planning.

### **3. Connecting**

People can hear Messages of hope on more than 800 community, Christian and commercial radio reaching more than 5,000,000 people a week. People can hear, read, and watch the content and order the booklets and resources on [www.messagesofhope.org.au](http://www.messagesofhope.org.au) and through social media such as Facebook, YouTube, Twitter, and Instagram.

Messages of hope were also played on New Zealand's number 1 radio station, Newstalk ZB, in prime time in Auckland, Wellington, Hamilton and Palmerston North. We received more than 150 unique website visits a month and more than 50 booklets were downloaded and read every month. The Lutheran Church of New Zealand and the Mountainside Lutheran Church in Auckland supports this outreach ministry. You can see the resources at [www.messagesofhope.org.nz](http://www.messagesofhope.org.nz) and connect to the social media outreach through Facebook, Twitter and YouTube. Through this website people can connect with the [www.lutheran.org.nz](http://www.lutheran.org.nz) and [www.mountainside.co.nz](http://www.mountainside.co.nz).

Our outreach programs refer people to [www.messagesofhope.org.au](http://www.messagesofhope.org.au) or FREECALL 1800 353 350. People can order free booklets or contact us for more support. We

receive almost 2,000 audience responses every year. Many more contact us not necessarily asking for a booklet but wanting to find out more about Jesus. We have received feedback that many more don't contact us but simply begin their enquiries into who Jesus Christ is for them. We refer people to their local congregation so you may be welcoming people into your congregation who have responded to Messages of Hope. Every person who downloads a booklet from [www.messagesofhope.org.nz](http://www.messagesofhope.org.nz) receives an encouragement email after 1 week and 1 month and offers them support and the details for Mountainside Lutheran Church in Auckland.

We continue to develop our social media outreach. Social media pages and accounts:

- Facebook - (**@messageshope, @messagesofhopenz, @luthmedia, @happyland4kids**). Over 6,000 page likes and 10,000 weekly post views.
- Twitter - (**@lutheranmedia, @messagesofhope1, and @messageshopenz**). We have over 1,100 followers and growing.
- YouTube - (**Lutheran Media, Messages of hope, and Messages of hope NZ**). A video has been seen over 50,000 times and has received over 150 comments.
- Instagram - **luthmedia and @messagesofhope1**.

We are continuing to research ways to use mobile technology including Apps, social media and methods where we reach out to people through the internet.

We partnered with other LCA departments including Local Mission, Grow Ministries, International Mission, Board for Lutheran Aged Care Australia (*Dementia-searching for hope* stories), Commission on Worship, and Lutheran Education Australia (Happyland and video content). We have a MoU with Lutheran Hour Ministries (LHM) to partner with them to bring Christ to the nations and the nations to Christ. Examples of their resources are; booklets, Men's Network website, small group videos and discussion guides, and the Martin Luther DVDs. Their On Main Street TV program has finished on the Australian Christian Chanel. I was invited to visit Ethiopia and present our 1 minute messages to the media mission directors from Africa, Europe, and the Middle East. The LHM President and CEO Kurt Buchholz, the LHM Director of International Ministries Rev Dr Doug Rutt and the LHM Regional Director for Asia Gunya Na Thalang visited Australia and gave a presentation to the Board for Media Ministry and attended our 70<sup>th</sup> Anniversary. LHM invited me to their 100<sup>th</sup> Anniversary which also included a workshop for all of their international directors.

We partner with congregations and church groups such as Lutheran Women and Men. For example, thanks to volunteers at Bethlehem Lutheran Church, Adelaide, we distributed a Lessons and Carols worship service. I guest preach and present when invited by congregations. We attend and present at District Synods and Lutheran Women and Men events. Lutheran Media is a member of Christian Media and Arts Australia which includes leaders in media mission in other denominations. We joined them at the National Religious Broadcasters conference in Nashville in 2016. Ministries from around the world took samples of our outreach content to share in their countries. The CMAA have helped us with strategizing our outreach efforts including the transition to Messages of hope and our social media outreach.

#### 4. **Resourcing**

We hired a research assistant who helped set us up for many years to come with information on Australian and New Zealand society and connecting points for the gospel. We have also engaged the services of Jonathan Krause to help with our fundraising efforts. The director went through a 360 degree review which was very positive and affirming. A new role description and professional development plan have been written. The Director completed the Integral Leader training with the Leadership Institute of SA. People who have worked or are working at Lutheran Media during the last synodical term are; Andy Voigt (Production Manager), Celia Fielke (Media Presenter), Kathy Heavyside (Office Manager), Lizzy Brown (Administration Assistant),

Sarah Wiltshire (Receptionist), David Mau (Ecommerce Manager), Ricky Shipard (Videographer), Ben Crossley (Video editor), Carey Isaacson (Designer), Cathy Hamilton (Researcher), Chelsea Schiller (Event Coordinator), Jonathan Krause. And volunteers; Annette Wessling, Barb Luhrs, Rose Kilmier, Marlene Januasitis, Jo Trautwein, Barry Marshall, and many more. Thank you to you all.

## **5. Funding**

We rely on donations (\$300,000 to \$600,000 a year) to fund this vital outreach mission. We can only do what we do because of people's support. We had at least 125 face to face supporter events in 2015 to 2017. Thanks to the LLL and LCA grants that help Lutheran Media. We also look outside the church to other Christian grant providers but there are very few available for us to apply for funding. We give thanks for our supporters! You can go to [www.lutheranmedia.org.au/donations](http://www.lutheranmedia.org.au/donations) to support Lutheran Media.

## **SUCSESSES**

- 70 years of media mission work celebrated.
- Change from Face to Face to Messages of hope and the growth on secular radio including number one radio station in New Zealand with the partnership and support of LCNZ and Mountainside Lutheran Church, Auckland. Over 280 outreach gospel messages shared every year over radio alone. As a result, people are hearing and believing in Jesus Christ with over 2,000 booklet orders and congregation referrals every year.
- Growing video outreach including regular short videos, stories (on topics such as pain, dementia and anger), discussions, and the short video competition (over 60 videos entered).
- Social media outreach has grown with 1,000s of people engaging and sharing our content on Facebook, Twitter, Instagram and YouTube.
- New booklets on Dementia and Parenting. State Finalist for a Community Achievement Award for Dementia outreach.
- 500 Luther DVDs sold and numerous downloads.
- The opportunity to showcase our outreach content to the world at the NRB Conference in Nashville USA, LHM100th, Asia and Africa conferences.
- A successful 360 review of the director of Lutheran Media.

## **CHALLENGES AND LESSONS LEARNED**

- The transition from Face to Face to Messages of hope enabled us to review our outreach efforts and provide a platform into the future. More radio stations are playing us as a result.
- Lutheran Media was invited by the Lutheran Church New Zealand to investigate the possibility of re-establishing a media ministry in New Zealand. After meeting with them, Mountainside Lutheran Church in Auckland, other Christian broadcasters, and New Zealand's number 1 radio station (NewstalkZB), Messages of hope is being played on NewstalkZB.
- The outreach radio content has been refreshed and includes more interviews and discussions.
- A Short Video Competition was run for the first time and will continue due to its popularity.
- We have reviewed and learnt more about how to use social media to reach out to people.
- The constant challenge to raise funds in a 'noisy' environment for a vital outreach ministry is difficult. Promotion, fundraising, and event displays and presentations are an ongoing challenge. The processes to inform congregational members that these materials exist for them to use, share and to support has been difficult but vital for Lutheran Media.

- Transitioning from a board to a committee and being directly connected to other mission departments of the LCA has been a challenge and rewarding.

## **RISKS**

<b>Description of risk</b>	<b>Likelihood of risk occurring and potential impact for the ministry and LCA</b>	<b>Summary of action to mitigate the risk</b>
<b>Financial – loss of support</b>	Medium likelihood. High impact.	Regular appeals and diversify funding base
<b>Reputation damage</b>	Medium likelihood. High impact.	Regular study on Lutheran theology and social context and issues.
<b>Loss of Personnel</b>	Medium likelihood. Medium impact.	Regular support. Develop back up personnel.

## **ALIGNMENT TO LCA STRATEGIC DIRECTION 2013–2018**

### **1. Grow as God's people**

- Lutheran Media works with congregations to provide worship DVDs and Livestream worship services to reach and nurture people in their worship and faith life. Radio and internet content (Messages of Hope) ministers to people.

### **2. Go as God's People**

- Lutheran Media produces outreach resources and are distributed on behalf of our supporters and the LCA. These resources are also available for them to use and distribute.
- Lutheran Media visit congregations and groups regularly to preach and encourage a mission culture in the LCA.
- Lutheran Media provides mission resources and messages for leaders in the LCA. We engage in regular meetings to encourage, inspire and learn together to reach out to people with the good news of Jesus Christ.
- Lutheran Media provides modern and relevant resources and messages for communities in their mission fields. This includes the use of radio and the internet. Podcasts, videos and booklets are produced for communities to use and share.
- Lutheran Media continually researches and reviews contemporary media to determine how the gospel may be spread by such means. This includes social media, mobile technology such as Apps, internet outreach such as Google AdWords, modern radio methods.
- Lutheran Media supports new mission fields with outreach messages through media and engages local congregations. Lutheran Media is on commercial media which enables us to reach audiences who do not know the good news of Jesus Christ or are even looking for him. Lutheran Media follows up with audience responses and refers them to their local Lutheran church.
- Lutheran Media encourages and supports existing communities with resources, advice, and messages to help with their mission.
- Lutheran Media has partnerships with Lutheran Hour Ministries and works with the LCA International Mission to provide outreach messages and resources into Asia, Africa, and America.

## **COOPERATING LCA BOARDS AND AGENCIES**

<b>LCA Communications</b>	<b>Design, communication, and distribution of content and resources.</b>
<b>Board for International Mission</b>	Cooperation with LHM in Asia and Africa
<b>Board for Lutheran Aged Care</b>	Dementia outreach resources
<b>Grow Ministries</b>	Happyland outreach resources, Round the Table discussion starters

<b>Lutheran Community Care SA/NT</b>	Interviewees and resources for radio programs
<b>LCNZ</b>	Messages of hope in NZ
<b>Commission on Worship</b>	Worship DVD and Live Streaming
<b>Board for Local Mission</b>	Shared mission focus and support
<b>Lutheran Education Australia</b>	Happyland website and resources. Video content and devotions.

## **FINANCIAL PERFORMANCE**

<b>Alignment to LCA Strategic Priorities</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Expenditure</b>			
1 Growing as God's People	19,927	19,763	20,147
2 Going as God's People	606,277	600,718	630,197
3 Enable us to Go & Grow	2,833	6,158	4,551
<b>Total</b>	<b>629,037</b>	<b>626,639</b>	<b>654,895</b>