



Christopher Franklin

Developing an Effective
Media Ministry

ABOUT ME

Christopher is an accomplished Marketing leader with over 25 years of experience in brand development, video, design and motion graphics. He has help build strong brands while working in leadership positions at ABC24, FOX Televisions stations, Guardsmark and the Evangelical Presbyterian Church (EPC).

He has won 5 Mid-South Emmy Awards, 10 Promax Awards and a other accolades in Media Production

~CHRISTOPHER FRANKLIN

MARKETING DIRECTOR, ABC24 NEWS
& FOUNDER, INSPIRE MEDIA CONFERENCE



AGENDA

INSPIRE MEDIA MINISTRY CONFERENCE

Goals & Objectives

○ Welcome

Who is Christopher Franklin?
What are your Ministry Goals?

○ Mission

Do you have a Mission?
Why is a Mission important?

○ Staff / Volunteers

When and how to hire staff?
How to build a volunteer base?

○ Technology

What's new?
What's standard?
How much does it REALLY cost?





USING OUR GIFTS

TO CONNECT TO PEOPLE

First Peter 4:10-11

“As each has received a gift, use it to serve one another, as good stewards of God's varied grace: whoever speaks, as one who speaks oracles of God; whoever serves, as one who serves by the strength that God supplies—in order that in everything God may be glorified through Jesus Christ. To him belong glory and dominion forever and ever. Amen.”

WHAT DOES YOUR MISSION SAY?

DOES IT GIVE YOUR TEAM DIRECTION? • DOES IT ANSWER QUESTIONS WHEN THE MINISTRY LEADERS ARE NOT PRESENT?



STATEMENT

Your Mission Statement should not only give your team purpose, but it should also inspire and rally the troops with things are crazy.



SPECIAL PROJECTS

Everything can't be an award winning production. What are the rules behind what projects get special treatment?



STREAMING

What are the goals for streaming? Your goals are determine, when, how and most importantly WHERE you stream.



EXTERNAL

What is the aim of your external communication? New gadgets, apps and media platforms are neat and cool, but they may disrupt how your message is being received.



INTERNAL

What is the aim of your internal communication? Is consistency more important than creativity?



PROTECT YOUR TEAM

Find a way to keep up with time spent by your entire team. Including volunteers. (Internal Billing) Although this gets into staff and volunteer management, the importance of stating in the mission statement that you value your team cannot be overlooked.



5
STEPS
to building
a Media Ministry

Create a system.

Build a Volunteer Culture.

Watch Your Media Ministry Grow.

DEVELOPING CREATIVITY

VIEW YOUR RESTRICTIONS AS A BLESSING

What you can't do gives you a starting point. Don't use that as an excuse that you can't get something done.

PRODUCING ENGAGING MEDIA

Knowing your audience is the core of maximizing your message. When I was in school I had a seminar on "Creating Critical Viewers." The seminar taught us how to be critical about what we see and how we ingest what we're seeing. Viewers today are much more savvy, and the authenticity of the message is easily processed. Creating better media doesn't always mean buying the newest camera, having the latest app, but knowing how, where and when to engage your audience.

GROW YOUR FAITH

When you're excited about spreading the Gospel. What is old becomes new. There are new things you encounter everyday that grow your faith and allow you to tell your story and share the Gospel in a very new and real way. That is ultimately the best way to be creative. Be new in Christ!

PEAK
SUCCESS!

01
RESTRICTIONS

02
ENGAGEMENT

03
GROWTH



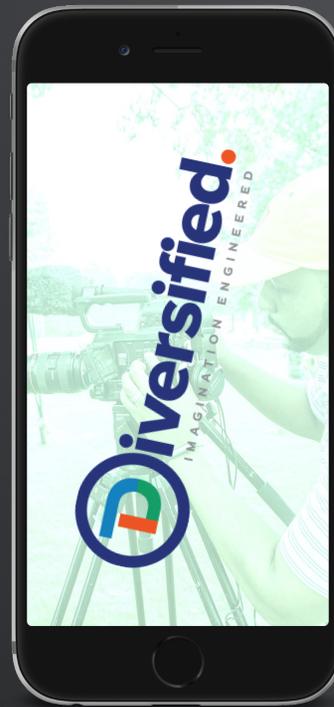
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TECHNOLOGY

How and when to buy • Planning for an upgrade



Installed over 30,000 venues all over the United states



House of Worship & Online

Is what you're producing in your worship space the same thing that goes out into the World Wide Web?



Reuse, Recycle, Upgrade

Can anything you own be saved?
End of Life Technology?
New, Used, Lease, Purchase?



Are you protected?

With all of the new technology, media files and hardware, are you protected?
Do you have a recurring budget or plan for upgrades, upkeep or storage?



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