

JANUARY 2022



REPORT

CONNECTING LEADERS IN INTERNATIONAL CHRISTIAN MEDIA



Media Leaders from Ten Countries

In October, MEDIAlliance once again held the International Media Leadership Summit in Dallas, TX. Here the group tours the new MEDIAlliance studio.



The impact of the International Media Leadership Summit



What's on the horizon?



A word from our President



Leda's Incredible Transformation Story

TRANSFORMING LIVES
THROUGH CHRISTIAN MEDIA

A WORD FROM OUR PRESIDENT



One of Jesus' most powerful parables had its roots (literally and figuratively) in the agrarian culture of His day. It begins...

A sower went out to sow...

You likely remember the account found in Matthew 13 and other Gospels. The sower is sowing seed over a broad field. The seed fell on various kinds of soil...a hard-packed path, a rocky area, a weed and thorn-infested place, and on good soil ready to accept the seed.

When the disciples asked the meaning of the parable, Jesus explained it. And what an illustration this is for the use of media today to share God's hope. The seed, said Jesus, is the Truth of God's Word. **And what that farmer was doing was called broadcasting...casting seed over a broad area.** Even though Jesus acknowledged that the seed fell in places where it wasn't well received or wasn't very

productive, enough fell on fertile soil to make the process valuable and successful.

What a great picture of those in Christian media today. Modern day sowers. Each day these media ministries are using radio, television, and the internet to fling the seed...God's Truth...out to a world that is lost without Jesus...without hope. This seed is being broadcast to a vast audience all over the globe. And among the places where the seed falls are souls that are prepared and ready for that Truth to take hold.

In the turmoil of our world today, where are people finding hope? It is not in government. Not in education. Not in finances. The only hope for our world is Jesus. He brings, as the old hymn said, "strength for today and bright hope for tomorrow. Great is Thy faithfulness."

There is not a moment where the Gospel is not being proclaimed by our MEDIAAlliance ministry partners. Not a single moment! The faith-filled leaders and ministries we serve in over 40 countries on five continents make the seed...the Gospel...available to over 500 million people in places where God's Truth is greatly challenged. And the Lord will reap a harvest.

This MEDIAAlliance Report lets you know what God is doing through our MEDIAAlliance International partners. You will meet some of the faithful servants the Lord has in Christian media. And you will begin to see how you can partner with them and with us through your financial support and your faithful prayers.

With your investment, you become a part of the team of "sowers" who are covering broad areas of our world with seed of God's hope.





THE IMPACT OF THE SUMMIT

They laugh. They smile. They share joys and challenges. They hear great speakers in media, leadership, and spiritual growth. And they impact their world with the Gospel. These are the friends and partners who attend the MEDIAlliance Summit. They are world changers, but not without a price.

MEDIAlliance has held four International Media Leadership Summits, graciously hosted by Dallas Baptist University. Each time, we invite media leaders from around the globe who are part of the MEDIAlliance family. Our ministry currently works with leaders in Christian media in over 40 countries. We typically limit the number of attendees for the Summit to around 40 so that the individuals who come can get to know each other and build strong relationships with others who serve in similar situations.

While the Covid virus and the related travel restrictions reduced our numbers this year, we still welcomed over a dozen leaders from many countries: Ghana, Nigeria, Ukraine, Romania, Indonesia, Paraguay, Egypt, and Turkey. Most years our attendees came from over 20 countries on five

continents. Their impact truly reaches around the globe, making the hope of Christ accessible to over a half-billion people. But not without a price.

A price? Yes. Within our 2021 Summit group are faithful servants who, for their faith, have been kidnapped, beaten, have been threatened with a gun, have had direct ISIS threats for their stations, had equipment seized and held for months, had threats of harm to their ministry and threats of their broadcast licenses taken away. For their faith. Yet they continue to do what the Lord has called them to do: touch lives with the Gospel through the use of today's electronic media.

This year's speakers, each a recognized leader in their areas of media and leadership, led discussions on topics ranging from fundraising to radio to leadership in ministry. And along with this ministry information and inspiration, was the building of relationships and joyful fellowship. You can see it in the faces of those who attended this year.

After four days of the Summit conference, we held

our closing gathering, the Global Impact Award Dinner, and gave our international guests the opportunity to meet and visit with many who support MEDIAlliance. This gave the international media leaders the opportunity to share a bit about their ministry, their country, and what MEDIAlliance and the Summit means for the spread of the Gospel of Jesus Christ in their land.

It also gave our MEDIAlliance team the opportunity to thank some of the amazing donors who support MEDIAlliance in faithful ways. This year we presented the Andy Horner Global Impact Award to Patsy and Kim Pedersen. Monthly donations from this couple, given for many years, have been foundational for MEDIAlliance International. The Pedersens join a wonderful list of others who have been honored in previous years.

2021	Patsy and Kim Pedersen
2020	Nancy and Stu Epperson, Donna and Hollis Sullivan
2019	Irene and Ray Jones and the person for which the award was named, Andy Horner.

It was a disappointment to know that many who wanted to attend the Summit could not come due to the strict Covid protocols and travel restrictions. It was a greater disappointment to think that these who value the Summit so much and count on it for the encouragement and information it brings them would have to wait two more years to attend again.

After prayer and consultation with our Board of Directors, MEDIAlliance has determined to hold a Summit in 2022. This will give those who wanted to be with us but could not do so the opportunity to be part of this event that builds strength into the lives of faithful servants. Join us in prayer for the doors to be open for global travel and for the International Media Leadership Summit next October.

From the very beginning, MEDIAlliance has seen this International Media Leadership Summit as something to provide refreshment to faithful servants who are laboring in very difficult places. For that reason, our ministry, with the help of gracious donors, has covered virtually all the cost of each attendee attending. Registration, hotel, transportation, and meals have been provided at no cost

to those attending. And a stipend was given to help cover some of the cost of international air travel.

Does the Summit make a difference? Listen to what our international guests say in their own words:

“My ministry draws strength from MEDIAAlliance and the Summit.”

“The Summit provides me with the opportunity to network with other media leaders from different countries. Without the Summit, this would not be possible.”

“It’s encouraging being around brothers and sisters in ministry so that I do not feel alone in our dark country.”

“God spoke to my heart. I was deeply touched by the messages I received at the Summit.”

Would you consider helping us refresh, renew, and inspire some of God’s choice servants by donating to the Summit for next year?

The Summit is scheduled for October 14-21, 2022, at Dallas Baptist University. By God’s grace, we are looking for 40-45 media leaders to take part. Pray and see what the Lord would have you do.



STRATEGY OF THE SUMMIT

The desire of the team at MEDIAAlliance is that the Summit would be more than just a relaxing time away for our international friends. Our prayer is that God would use the elements of the Summit to encourage our partners as they share the Gospel of Jesus to the world.

FRESH IDEAS

Through the Summit speakers and conversations around tables, fresh ideas for ministry are formed.

TIME WITH OTHER MEDIA LEADERS

When leaders get together, they sharpen one another and are challenged to grow.

SENSE OF BELONGING

Media ministry can be lonely, but our ministry partners now have a place where they are known.

PASSION FOR SHARING JESUS

Your gifts to MEDIAAlliance help us to cultivate a passion for reaching the unreached worldwide.



For the first years of my faith, it was just me, the TV show, and those first passages of Scripture.

TRANSFORMED

HOW ONE ALBANIAN FOUND FAITH IN JESUS AND NOW SHARES JESUS WITH HER COUNTRY

I was born and raised in Albania in a time when Albania was experiencing great unrest. During my first years in school I was very active in media - participating in shows and involved in every kind of media I could find.

At the time, there was only one media channel, and it was owned by the government. The first missionaries came to the country in 1991, so the first Christian programs bought air time on the channel. This is how I was introduced to the Lord. **I was 16 when I watched for the first time, and I gave my life to Jesus that day.**

Long ago, Albania was a Christian nation, and the Apostles themselves planted churches here. But from the 14th-19th centuries, most of the country converted to Islam. After the First World War, we gained independence, but after the Second World War, the country

became Communist, and all religious people were imprisoned and all religious buildings were destroyed. Even the word 'God' was taken out of the dictionary, and many Albanian Christian words were lost. When Communism fell, there was chaos for a time. Criminal groups took over, and even some of my close friends were kidnapped.

So as a new believer, I didn't know any Christians, and I didn't know where I could attend church. And each week, during the radio program, they would talk about reading the Bible, but I didn't have one, so **I began searching and praying that I would find a Bible.** I found the first pieces of Scripture on a tract that someone had discarded into the road. And those words were so precious to me.

Portions of Scripture were being translated into Albanian at that time, and there was a New Testament that had been translated but not printed. After a year and a half, I was able to find a New Testament, but it took me another two and a half years to meet another Christian and then find a church.

It was during that time that I was reading the Bible every night and praying. There were things I didn't understand, but I promised God that if He helped me find a Bible, I would read four chapters every night. I didn't understand some things at first, but because I made a promise, I continued reading each day.

I started working in public radio while I was both attending a secular university and a Bible school. I have no idea how I did it, but now I miss those times. Like a child, I was a sponge, and I wanted to learn everything I could about the Lord. In the middle of this time, there was a civil war, and the school and Bible school were both closed. During these three months, I had nothing to do but read the Bible and listen to the program, so I read the Bible during this time.

Eventually, I joined some friends to begin a radio station. When that radio station was closed, I eventually was able to begin Radio 7.

This year we celebrated the 20th anniversary of our ministry. The atmosphere has changed in our area, and there is more hostility to

the gospel, but we want Media 7 to be a light to our region.

For the first years of my faith, it was just me, the TV show, and those first passages of Scripture. Because of that, I'm very sensitive to our audience. There are churches in some places where we broadcast, but in many places, there is no local church. Or it is really difficult for local believers to come together because of persecution.

I was asked several years ago to compare Christianity in the United States to Christianity in Albania. Christian media in the U.S. is like a beautiful and extremely tasty dessert. It's like a great cheesecake. I love it. But Christian media in Albania and the rest of our broadcast area may be the only meal that person has. They don't have churches. They don't have support groups. They don't have great resources.

Things are changing, and there are more resources now, but in many

places people still don't have good enough internet access to watch online.

My heart's desire is that all Albanians would come to know Jesus and that the local church would grow and begin to impact society.

Leda Shelburne is the founder and CEO of Media 7 Albania and Kosovo. Media 7 owns the largest Christian radio network in Western Balkans and broadcasts in four languages in the countries of Albania, Kosovo, Montenegro, Macedonia and Greece. Media 7 has the only Christian television station in Albania and Kosovo.

Leda has attended all four of the MEDIAAlliance Summit events that we've held in Dallas over the past six years and is an important part of the MEDIAAlliance family.

My heart's desire is that all Albanians would come to know Jesus.



Leda with her staff team in the Media 7 studio.

WHAT’S ON THE HORIZON IN 2022?

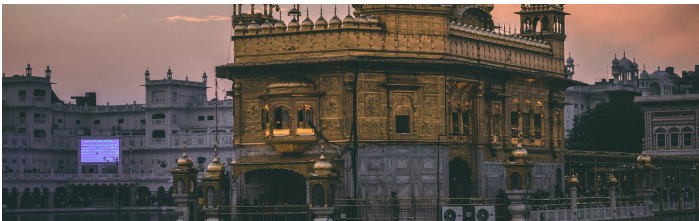
Though COVID restrictions have made it difficult to plan international travel, we’re tentatively planning on the following international trips and gatherings in 2022. Through your generosity, we’re able to train and encourage international media leaders to share the Gospel of Jesus in their regions.



ICELAND
We’re scheduled to offer our first media training in Reykjavik, Iceland early in 2022. While the country considers itself Christian, the population is only 4% evangelical. Christian media is greatly needed.



UKRAINE
Once again, we plan to provide training in Kiev, Ukraine in April as we partner with Novomedia International, a Ukrainian ministry to journalists and media professionals.



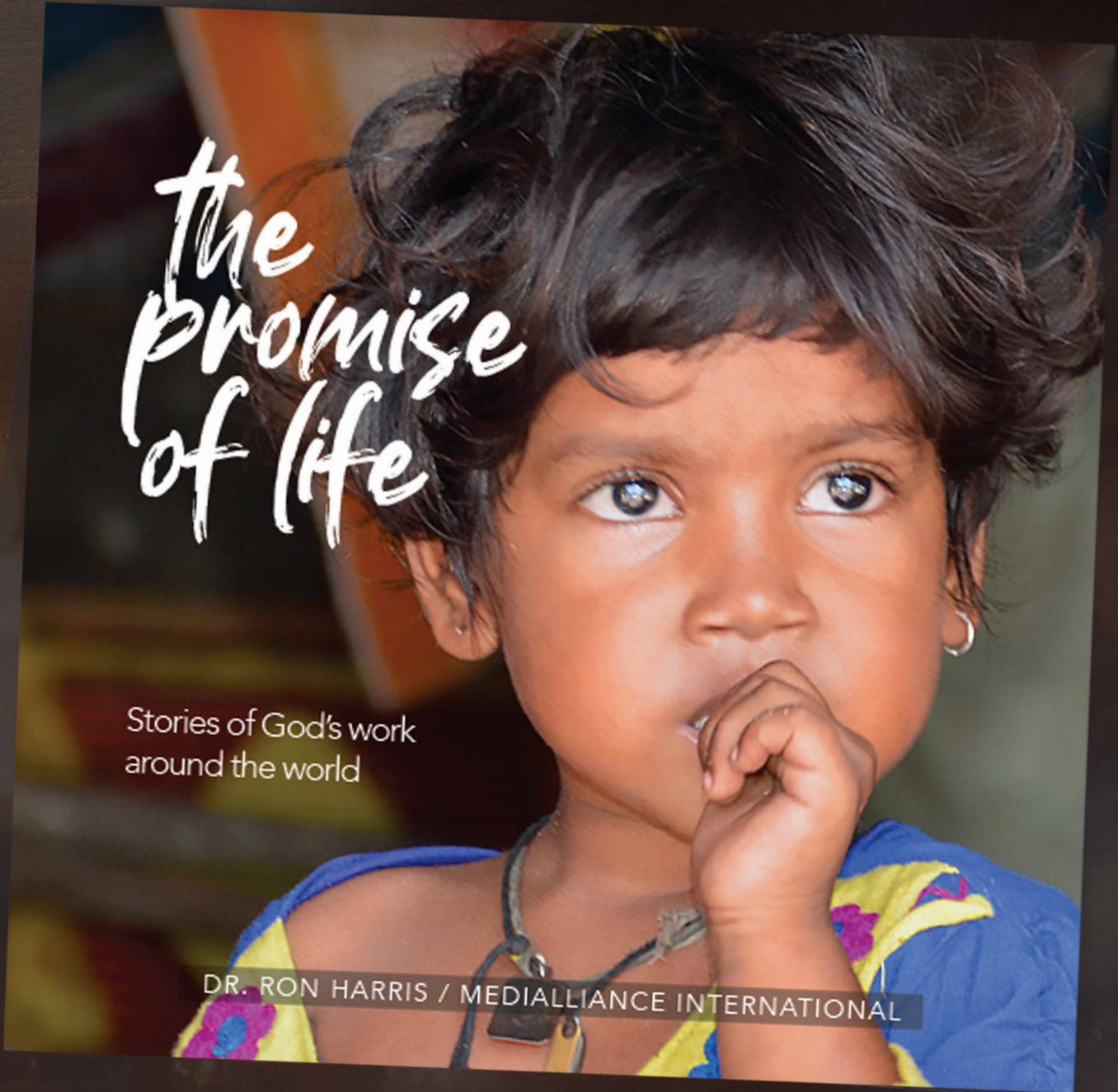
INDIA
The India Christian Media Association conference started as a result of training from MEDIAAlliance. While participating remotely for several years, we hope to once again provide training in person.



SUMMIT 2022
Since many of our international partners were not able to join us in 2021 for our Summit, we plan to once again host our International Media Leadership Summit in Dallas in October of 2022.



BRAZIL
We plan to present training in Recife, Brazil to strengthen media teams in churches in the area to help them as they broadcast online and improve their media presence.



FREE GIFT FOR NEW DONATIONS OF ANY SIZE

This beautiful 60-page book is filled with photos that show the reach and impact of MEDIAAlliance International over the years. We’re happy to provide this book in response to any new gift to MEDIAAlliance.

To give online, go to medialliance.cc/donations. You can also mail a check to 3309 Shellbrook Court Arlington, TX 76016.



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BRINGING ATTENTION TO INTERNATIONAL CHRISTIAN MEDIA LEADERS AT NRB

President Dr. Ron Harris leading a session at the National Religious Broadcasters conference 2021 while serving as Chairman of the Board of NRB.

