

DECEMBER 2022



REPORT

BUILDING UP LEADERS IN CHRISTIAN MEDIA



Leaders from Eleven Countries

Leaders in Christian media united in Dallas in October for the fifth MEDIAlliance Summit.

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MEDIAAlliance International

Building up leaders in Christian media to reach the world for Jesus.

Cover: Leaders representing ministries from around the world gather together at the MEDIAAlliance Summit for a week of training, networking, and reflection this past October. Read more on page 6.



Leaders gathered in the home of Ron & Judy Harris for an evening of food and community.

From the President From Brazil to Iceland to Thailand...and beyond!

MEDIAAlliance International is marking several “firsts” these days. In September we held our first media training conference in Recife, Brazil. In November it was off to Reykjavik, Iceland for what we are told is the first Christian media conference held for this island nation. And we will soon head to Bangkok, Thailand for a media leadership forum, the first event coordinated by our new global offices. These are exciting days for MEDIAAlliance and the gospel of Christ.

This forum will be a great step in what we set as our goal, to build up media leaders who in turn will more effectively share God’s hope and salvation with their cultures. In addition, these new activities will double or triple the impact of MEDIAAlliance by growing the number of media influencers we partner with for Christ. You will read about our conferences and see our plans for 2023 in more detail in this edition of our MEDIAAlliance magazine.

More than just reading about what God is doing through this amazing ministry, I hope you will become a part of it. Let the Lord guide you in your desire to reach the lost of our world with the life-giving truth of Christ. Prayer is the key for MEDIAAlliance to be effective in growing media leaders who touch their world. Your financial support helps us go, to present, encourage, and build strong connections with these dedicated

servants. It is critical. As one media leader from Liberia told us after the recent Summit gathering, “I realize I am not alone, I am not alone!”

That is something we hear again and again. A media leader in a country that has few evangelical Christians feels very much alone. They don’t have a colleague they can talk with about their media strategies and challenges. MEDIAAlliance connects them with others who, like them, are fighting the good fight through Christian media. And, of course, our MEDIAAlliance team is there to encourage and mentor these leaders in a variety of ways.

If we are not careful, we may approach opportunities to serve and support God’s work by telling the Lord what we can’t do. “I can’t go. I can’t teach. I can’t give like others.” Let me suggest you turn that thought around. Ask yourself, “What can I do?” You may be surprised to see how the Lord shows you things that take you above and beyond what you thought you could accomplish on your own. Pray...and ask the Lord for His insight and His wisdom.

Dr. Ron Harris

Seeing the Light in Iceland

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OBRIGADO, BRAZIL!

The global pandemic may have delayed our time in Brazil, but it did not stop it. In 2019 MEDIAAlliance visited Recife, Brazil on the northeast coast of this huge country. Our ministry friends Fernando and Vivianne Câmara met us at First Baptist Church Dallas the year before as they explored ways to improve and grow the impact of their church media ministry. A quick and lasting friendship developed that led to our exploratory visit to Brazil.

While in Recife in 2019 we shared the possibilities of a MEDIAAlliance training conference for churches and ministries in that part of the country. We did not anticipate the delay the global pandemic would bring. Nor did we anticipate the amazing blessings when we were finally able to gather in September of this year. The response of attendees indicated what this investment meant for them.

"The conference is very important because we don't have much content here in Recife as well as Brazil that can give us tools, solutions, and ideas of how to lead a media team and our church to work with this kind of ministry."

"What usually happens is the idea that serving God is just something voluntary without much commitment. These days we realize we can offer something better to God."

Fernando and Vivianne organized and promoted the event, and as a result over one hundred people from thirteen churches and ministries gathered at the Hotel TransAmerica Recife for three days of fellowship, worship, and media training. Our instructors for the conference are professionals in various areas of media. Along with MEDIAAlliance President Ron Harris' teaching, we were blessed to have Bryan Bailey, who heads up the media



First Baptist Dallas featured MEDIAAlliance's Brazil trip in their missions update. Scan this QR code to watch it.



work at Prestonwood Baptist Church, Plano. Kyle Gilbert, the VP for Communication with MEDIAAlliance International, is gifted in digital media and led sessions to show how to use these tools for the gospel of Christ. In addition, we were blessed to have an outstanding Brazilian news journalist join our teaching team. Isly Viana serves one of the largest national news channels in Brazil and has become a great friend. Her sessions on video storytelling helped many learn how to use the unique qualities of video to impact lives and show the powerful ways the Lord is working today.

While this was our first media conference in Brazil, if the Lord allows, we will return to help the great folks in this amazing country effectively share God's hope and truth.





Our teaching team in Brazil



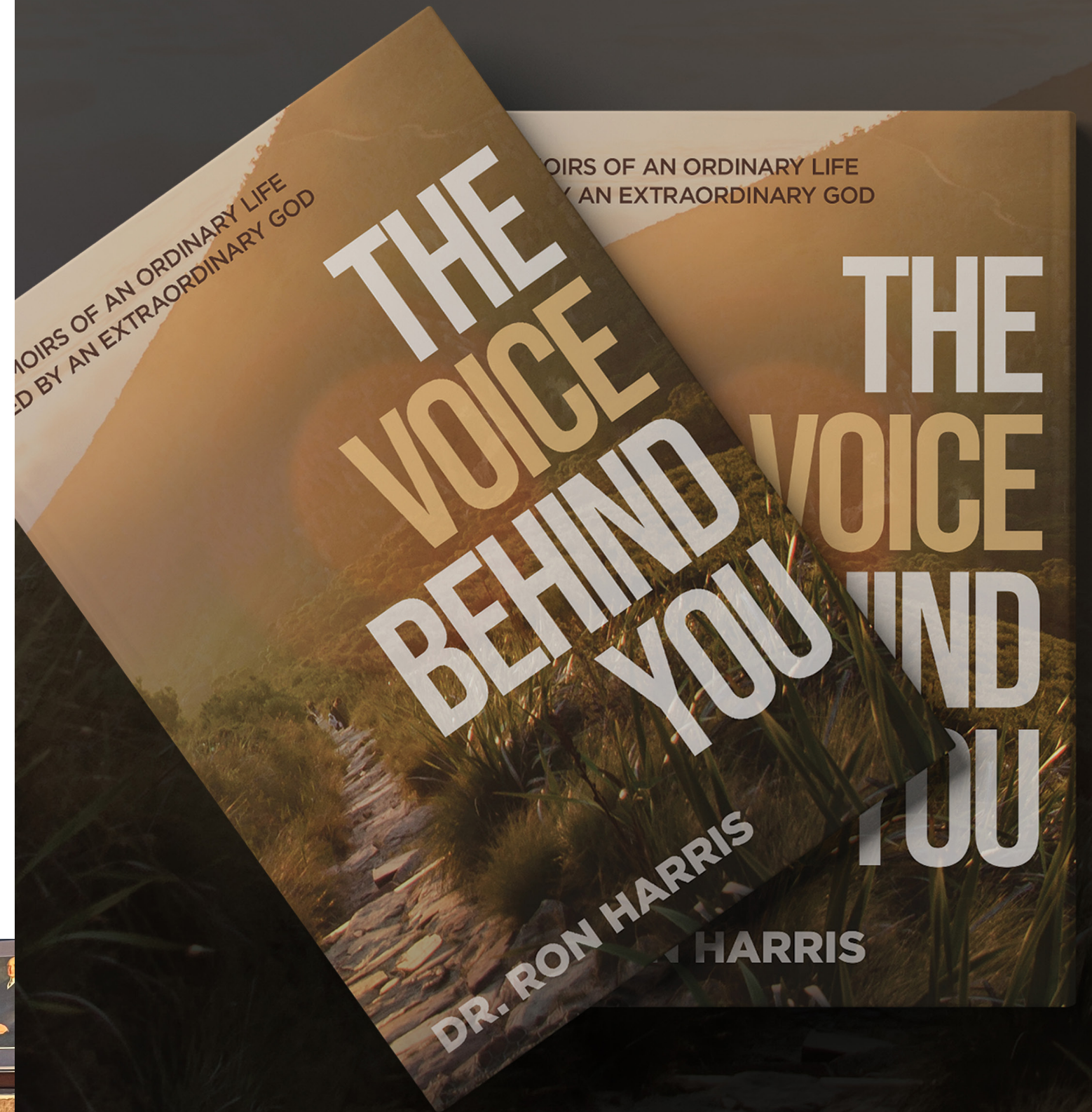
Bryan Bailey from our board of directors teaching on church media



Fernando Câmara, our ministry partner in Brazil



Reconnecting with our Brazilian ministry partners at DBU after the Summit



The story of what can happen when an ordinary person says “yes” to the Lord.

Order your copy of Ron’s latest book on Amazon or purchase a signed copy at medialliance.cc/voice. All proceeds benefit the ministry of MEDIAliance to build up leaders in Christian media worldwide.



THE MEDIALLIANCE SUMMIT 2022

In October, leaders from eleven countries united in DFW for MEDIAAlliance's 5th International Media Leadership Summit. This is our ministry's primary event for building up leaders in Christian media by providing rest, community, and encouragement. Through the generosity of our donors, we're able to provide the Summit free of charge to the select group of individuals who are invited to attend.

In many parts of the globe, sharing the gospel through television, radio, and digital media is opposed by their government and culture. Despite the spiritual victories they see, the challenges can be discouraging, and leaders can feel alone in their work.

The situation is reminiscent of Elijah's standoff with the prophets of Baal on Mount Carmel. After God demonstrated his holiness and power by sending down fire from heaven, Jezebel became enraged and threatened to kill Elijah. In response, Elijah fled into the wilderness and became discouraged, feeling that he had failed in his mission.



In that time of discouragement, God answered Elijah's despair by giving him an assignment and letting him know that he wasn't alone.

In a similar way, the Summit is an event where God uses MEDIAAlliance to remind our international partners of their assignment and remind them that they're not alone.

While our team works hard to make this a great event for our guests, the hardest part is seeing these friends leave after our week together. Pray that God would use their time at this year's Summit to propel them forward in ministry.



Watch our video recap from our time together at the 2022 MEDIAAlliance Summit by scanning this QR code.





MEDIAAlliance is supported and strengthened by those who pray, encourage, and faithfully give to help us build up Christian media leaders in 40 countries. This year we highlight two couples who are wonderful examples of those God uses to keep MEDIAAlliance strong.

Bill and Ruth Miller give month after month in a way that brings great encouragement to our MEDIAAlliance family. It is a joy each month to open the envelope and know they have been faithful to do what the Lord puts on their heart to give. It is a blessing, and we honor them for that faithfulness.



Bo and Ethel Sexton have supported this international work for many years. Their faithful, selfless support has kept MEDIAAlliance on the field training, mentoring, and encouraging those in other lands who share God's hope through electronic media. The Sextons have also encouraged our team in this amazing global work. Bo was one of the founding board members of MEDIAAlliance International and now serves as its chairman.

We pray God will raise up others like the Millers and the Sextons to faithfully support MEDIAAlliance. Untold millions are hearing about Jesus because of all who give.



SEEING THE LIGHT IN ICELAND

Most people who have a “bucket list” have the country of Iceland on that list. It is a place filled with wonder and beauty. Many want to see these wonders and hope to see the famous Northern Lights from that vantage point. They learn that Icelandic living standards are very high, it is extremely safe there, with high-quality education, modern infrastructure, and a stable government. Combine these factors with plenty of space, a stunning environment, clean air and water, and you will quickly realize how exceptional Iceland is. But Iceland has a deep need.

Of the 372 thousand people living in Iceland, only about ten thousand are evangelical believers. *Operation World* says most Icelanders are only nominally Christians. People in Iceland need Jesus. And media today can be effective in taking God's amazing love and salvation to the people of Iceland to shine His light into the darkness.

MEDIAAlliance held a first-ever Christian media training conference in Reykjavik in November, and we were blessed to see some forty people

attend the three-day event to learn more about today's media tools and how to effectively use them for God's purpose. For many attending it was an awakening, learning how powerful things like social media, television, and church media can be.

In our global media work, we have seen God use these amazing tools to let millions know of His love. Through radio in Africa, satellite television in the Middle East, and church media on the internet in places like India, we have seen how effective media can be. And now with the emergence of social media, a church or ministry of any size can have an impact for the gospel of Jesus Christ. But these people need to know how to use the tools in the most effective way.

MEDIAAlliance is blessed to call on experts in various media areas who are effective practitioners, not just teachers. Lee Ann Jackson from California serves top U.S. ministries, helping them with social media strategies. Lee Ann brings that kind of expertise to her teaching. Bryan Bailey

leads church media teams, something he has done for decades. His presentations on finding and training volunteers are drawn from his vast experience in this important realm.

Kyle Gilbert is gifted in church media and digital media and draws upon his two decades of experience as he leads. And Ron Harris, who began his media profession and ministry over fifty-five years ago, uses his many years of communication experience to encourage and cast a vision to those in ministry to seek God's best in every area of the broad media world.

Some might ask, "Why go to Iceland, a small country with few evangelicals?" The answer is simple. People in Iceland need Jesus, and today's media can reach into the hearts of those

needing Him...if media tools are used effectively.

Pray for the emerging opportunities for Christian media in Iceland. Pray for friends like Helga Vilborg and Hafsteinn Einarsson, ministry partners with MEDIAIalliance, for their efforts to grow the impact of Christian media in their home country. Many people travel to Iceland in hopes of seeing the Northern Lights. Pray the people of Iceland will come to know the One who is the Light...the Light of Life.

Watch a video we recorded with our hosts in Iceland and hear their appreciation for the training we provided.



Visiting Radio Lindin with our hosts to promote our training



The teaching team at a waterfall in Iceland's Golden Circle



GOING GLOBAL

The biggest step in our history! by Ron Harris

You may read that headline and wonder, "I thought MEDIAIalliance International was already global." We are, but we are now taking that calling to a new level. As 2023 begins, MEDIAIalliance is initiating three global offices to help us better cover vast areas of our world as we build up Christian media leaders for God's Kingdom work. While no one ministry can reach the world with the gospel of Christ, MEDIAIalliance and its partners use the leverage of today's most powerful communication tools to make God's Truth accessible to billions. These new offices will be a launch pad for new strategies and events to build up Christian media leaders on a more focused level.

MEDIAIalliance-Asia

Depending on which countries you include, Asia accounts for over 4.5 billion people, and the vast majority do not know Christ as the Lord of

their lives. Working through ministry partners in Thailand, MEDIAIalliance is launching this new office and has an event already lined up for January 2023.

The Asia Leadership Forum will take place in Bangkok, Thailand, coordinated by our MEDIAIalliance-Asia office led by Nickie Dussadee. Dr. Phil Cooke, a noted producer, author, and international speaker, will be the keynote speaker at the Forum on January 18-19. The goal is to help key Christian media leaders with fresh insights on how to engage their audiences and grow the opportunities for the gospel. MEDIAIalliance President Dr. Ron Harris will also speak and moderate the Asia Leadership Forum.

MEDIAIalliance-Europe

The countries that make up Europe and Eastern Europe account for more than 745 million people. Though many European countries have



Nickie Dussadee,
Asia office coordinator

a Christian heritage, most have grown cold to things of the Bible or Christianity in general. Yet God has His people, and they are wanting to bring the Truth of God's Word to their countries and cultures. Media is a strong tool to open hearts and minds to the hope found in Jesus.

Our office for that area is in Romania and the work is coordinated by a longtime ministry partner, Cristina Olariu. Plans are well underway for a European Leadership Forum similar to the one in Asia. A gathering is scheduled for March 13-14 in Budapest, Hungary to draw Christian media leaders from all over the European continent. Noted leadership expert Steve Gutzler will help these dedicated media leaders in this part of the world be more effective in their leadership skills as they lead media ministries to share God's Good News.

MEDIAAlliance-Brazil

Brazil, or as they spell it, Brasil, is the fifth largest country in the world by size, and the sixth largest by population. Unique to South America, the language of Brazil is Portuguese. That puts this huge country on the radar for MEDIAAlliance International. We often are led to countries or regions where there are few evangelical



Cristina Olariu,
Europe office coordinator

Christians and where MEDIAAlliance can provide ministry and training not otherwise available. Our recent media training conference in Recife confirmed in our hearts that this country is a key focus for our ministry in these critical days. Coming off our successful time in Brazil in September, detailed in this report, has led us to establish MEDIAAlliance-Brasil as one of our three global offices. Fernando Câmera and his wife Vivianne serve as our coordinators for the initiatives coming from this new office. A recent strategy session identified places and people who can help us build up Christian media leaders in Brazil to take the gospel of Jesus Christ farther and deeper into this land to reach more lives... more souls...who need the hope of Jesus.

A big task. A great need.

Together, these three regions represent about seventy-five percent of the world population. As I began to see the strategy emerge, the opportunities grow, and the potential for spreading God's Truth, I had to ask, "What if there were an alliance of Christian media people who worked together to use the most powerful communication tools to share the most powerful story of hope and salvation through Jesus Christ?" MEDIAAlliance International is uniquely positioned by the Lord

to draw together these evangelical media leaders for just such a task.

In my over five decades of media work, much of it in Christian media, I have seen the Lord do amazing things globally through media. Hundreds of people coming to Christ because of faithful leadership through Christian radio in Indonesia. Individuals, whose lives were marked by personal challenges and cultural and faith obstacles, being drawn to Jesus through the dedicated work of a Christian radio station...and seeing a whole family change their eternal destination from hell to heaven.

These stories are being repeated again and again and the lost are drawn to God's Truth as heard or seen on Christian radio, television, and today's social media platforms. There is more to do... because there are millions who have yet to be reached. Forty-two percent of the world is listed as unreached, and many of them are in the very regions MEDIAAlliance will be serving through these new regional offices.

We need your prayers and your financial support as we take these bold steps in ministry. The news stories and daily headlines tell a reality that leads

us to wonder how long we have to share the hope of Christ. Peter reminded us of how God's timing works, and the intent of the Lord's heart.

...A day is like a thousand years to the Lord, and a thousand years is like a day. The Lord isn't really being slow about his promise, as some people think. No, he is being patient for your sake. He does not want anyone to be destroyed, but wants everyone to repent.

2 Peter 3:8-9 NLT

Yet we know that to repent, people need to hear the call from the Lord. Christian media is proclaiming God's voice to millions. But more need to be reached. It will take a monumental effort as we grow MEDIAAlliance International to meet these needs. Our overall goal is \$1 million to fully fund these offices and provide additional support staff at our main office in Arlington, TX. What can you do to carry hope to the millions living in darkness?

Your donation can help us touch the world with His Word through Christian media. Donations can be made on our website at medialliance.cc/donations.



Fernando and Vivianne Câmera,
Brazil office coordinators



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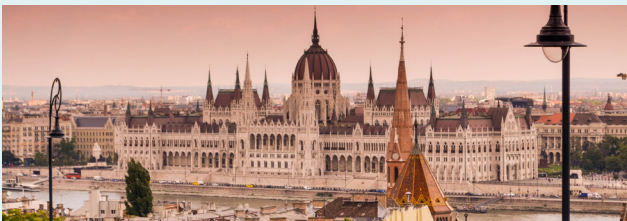
UPCOMING EVENTS IN 2023

Your generosity creates opportunities to build up leaders as we travel to provide training in strategic locations. Pray that God will open doors and work through these upcoming events.



ASIA LEADERSHIP FORUM

In January we will be in Bangkok, Thailand as we work with our international office to host our first Leadership Forum. This small group of leaders will serve as the foundation for ministry in Asia.



EUROPE LEADERSHIP FORUM

Our March Leadership Forum will be similar to our Asia event as we gather a small group of influential leaders in Budapest, Hungary.



NRB CONVENTION

Our team will travel to Florida in May for the annual gathering of National Religious Broadcasters, connecting with leaders in Christian media.