

## Using Media to Reach the Unreached: Two Case Studies

Media has a highly significant role globally in pre-evangelism and evangelism through a wide variety of channels, platforms, and genres. This session introduces two different case studies on challenges and opportunities in using media to reach unreached people groups. During this session, the participants are invited to ask clarifying questions.

### Reaching Hearts and Screens: The Power of Gospel Media

The message of the Gospel is the same, but the environment has changed, allowing new delivery methods. The world has moved from analog to digital, from offline to online, from local to global. Drawing from the speaker's experience as co-host of an award-winning podcast and co-author of several popular books, this session will outline a few ways in which we can leverage these fundamental shifts in technology and media for Gospel ministry.

**Ján Máhrik** has been wholeheartedly involved in youth ministry in Slovakia for over a decade. On a local level, he has been working full-time as a youth pastor while developing an outreach project called ESCAPEclub with the purpose of creating a platform where the church and the city meet. On a national level, Ján is co-founder of the Union of Children and Youth that serves to develop youth ministries across the Slovakia. Ján has been called to a church-planting movement in recent years but still serves youth leaders as a teacher, coach and mentor.

#### I. Introduction

My story

#### II. Why is this an issue?

*„ Go therefore and make disciples of all nations... “*  
- Matthew 28:19a

#### III. New public square

*“The Internet is becoming the town square for the global village of tomorrow“*  
- Bill Gates

#### IV. Opportunities

Online public square offers us unparalleled opportunities to share the Gospel.

#### V. Case study: podcasting

*“Podcasting is a medium that allows anyone to share their voice and their message with the world...”*  
-Sarah Koenig, host of Serial

## VI. From online to offline

„...It is not good that the man should be alone...“  
- Genesis 2:18

### ***Suggested Readings:***

Dave Adamson, *MetaChurch: How to Use Digital Ministry to Reach People and Make Disciples*

Nona Jones, *From Social Media to Social Ministry: A Guide to Digital Discipleship*

Jay Y. Kim, *Analog Church: Why We Need Real People, Places, and Things in the Digital Age*

## **The Legacy of Adam**

**Harald Endresen** is a communicator and fundraiser, journalist and writer. He has been involved in media ministry for almost 25 years in Norea Mediemisjon, an organization based in Kristiansand, Norway. The last 10 years he has been the Communication Director, as well as the PR Director for the animation series Legacy of Adam. Harald has a vision to use media creatively to transmit the love and light of Jesus in regions of the world where normal mission is difficult or impossible. He holds an MA in Communication from Bethel University. He is married to Jennifer and a father of Peter, Markus and David, and currently serves as an elder at a Presbyterian Evangelical Lutheran Church in his hometown.

**Roger A. Gihlemon** is an accomplished animation filmmaker with a diverse background in film and visual arts, educated as an Art Director from Westerdal, and recognized with several awards. His work blends technical proficiency with a passion for storytelling, earning him an Emmy nomination for "Tegneby," among other accolades. In 2017, Roger embarked on a mission in Tanzania, creating East Africa's first motion capture project, *The Legacy of Adam*, showcasing his innovative problem-solving skills, and overcoming challenges in a region with limited infrastructure. His dedication to create Christian content for children is now bringing one of East Africa's first animated series for children to life, demonstrating his long-term commitment and adaptability in diverse environments.

### **Outline**

1. Introduction and background
2. Video trailer
3. Content of series
4. Why do we this
  - a. Missions
  - b. Africa First
  - c. Power of storytelling
5. Fundraising through crowdfunding
6. International partners

## Background:

1. **Logline:** “The Legacy of Adam” is a groundbreaking series of 3D-animated shorts designed to impact unreached people with the stories of the Bible in an inventive way. The series is created in Tanzania, East Africa, and uses scripture and begins with stories revered by Christians, Jews, and Muslims alike in an intentional way to present the true Messiah, Jesus Christ.
2. **Target audience:** The animated series “The Legacy of Adam” aims to impact families from all faith backgrounds with the Good News of Jesus Christ. We plan to make the series available for churches and organizations in the west to build a funding platform in order to offer it for free to unreached people groups in Africa and the Middle East. The end goal is to tell unreached people groups about Jesus.
3. **What’s unique:** “The Legacy of Adam” is specifically designed to attract the eyes of those outside of the traditional Christian community. Its animated form is strikingly memorable, using East African artwork and patterns as well as recycled metal, paper and clay. The musical score is created by a diverse group of professional artists from Tanzania.
4. **Show format:** Twenty-seven episodes, about 10-12 minutes long. Total run length of about 4,5 hrs. We have discussed making it into feature films, but nothing concrete at this point.
5. **Marketability and audience appeal:** We posted an early version on social media in Tanzania, in Swahili, and it quickly reached more than 40.000 views. Now in full quality, the expectations are heightened, because millions of Swahili-speaking children and families have very little high quality movies in their mother tongue. We know this will be a hit when they recognize the African-style scenery, animals made out of recycled metal strips from cans, and the fact that the actors look African.

Several TV-channels in the region have shown strong interest, and we are working to line up dubbing companies to help us take the series into numerous languages, prioritizing people groups with little or no knowledge about Jesus Christ as the Savior.

6. **Production:** We have filmed all the clips we need to finalize the series in a Sunday school room in Tanzania with motion-capture gear. A company in Europe is working around the clock on finalizing the scenes from episode to episode.

The producer, Roger Gihlemon, a missionary to Tanzania, is crucial to this project. He had the idea, and wrote the scripts. The scripts have been edited several times, with both biblical experts, and experts in Islamic culture, tradition and theology. There are four people running the project now to handle the finances, fundraising and marketing, international coordination and production. The team at large consist of between 30 - 70 people, depending on the tasks.