

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*