

The 2nd Gutenberg Effect Impacting the World Through Story

Technology has radically changed the world for authors and film makers and created new opportunities for Christians to use books, shows and movies to capture the imagination of people and open doors for conversations about the most important issues of life. In this seminar, Keith Ogorek will draw from his years of working in publishing and connecting independent authors to Hollywood to show how there has never been a better time to tell meaningful stories through publishing and video. He will walk through the five essential element of every great story and discuss the new ways content creators are connecting with audiences.

Keith Ogorek, president of the Author Learning Center, brings a unique perspective to communications, having worked simultaneously in ministry and the marketplace for virtually his whole career. Using his experience as a marketing and communications professional for banks, as an ad agency creative director, and at the world's leading self-publishing company, he has worked with a number of ministries to vastly improve their communication and development efforts by crafting a message that is compelling, differentiating, and true. In addition, he has cultivated unique opportunities for independent authors to have their work pitched to Hollywood. Along with pursuing excellence in the marketplace, Keith is passionate about discipleship and has led multiple men's groups through a two-year discipleship process at his local church. His book, *A Clear View*, which addresses how a person's worldview is formed, is now used in select high schools and at a Biblical Institute in Italy. When his schedule allows, Keith speaks at conferences on the topic of marketing communications for ministries, as well as at men's retreats and family camps.

I. Most important invention in the past 1,000 years

A. Impact of Gutenberg's Press

1. Birth of an industry
2. Spread of the Gospel
3. Literacy and education exploded

II. Changes in technology have created another similar opportunity

A. Reach people through books and video with stories

1. Publishing changed because of the convergence of three technologies
 - a. Desktop publishing
 - b. Internet as a distribution channel

- c. Print-on-demand digital printing
- 2. Video content has also grown exponentially
 - a. 532 scripted shows produced in Hollywood in 2019
 - b. Up from 216 in 2010
 - c. \$20+B investment in new programming

III. The Power of Story

A. 5 Essential Elements of a Great Story

- 1. Inciting Action
- 2. Protagonist
- 3. Antagonist
- 4. Conflict
- 5. Resolution

B. What's at stake?

C. The Greatest Story Ever Told

IV. Stories...

- A. Are not just for entertainment or distraction
- B. Create opportunities for reflection and conversation.
- C. Illustrate powerful concepts such as forgiveness, redemption and sacrificial love.
- D. Are not morally neutral
- E. Are vehicles for values and world view
- F. "Idea contagions"

All television is educational television. The question is: What is it teaching?"
Nicolas Johnson

*"Art is a selective re-creation of reality according to an artist's
metaphysical value-judgments."*

Ayn Rand

V. History gives us examples

A. Voltaire

1. A prolific writer, he produced works in almost every literary form, authoring plays, poetry, novels, essays, historical and scientific works to promote Enlightenment ideas
2. *Candide*, his most famous work, attacks religious and philosophical optimism.
3. Other works were written to deride the Bible.
4. Voltaire's ironic style without exaggeration is apparent in all his work

B. C.S. Lewis

1. The Chronicles of Narnia

"What we want is not more little books about Christianity, but more little books by Christians on other subjects—with their Christianity latent.

You can see this most easily if you look at it the other way around. Our faith is not very likely to be shaken by any book on Hinduism. But if whenever we read an elementary book on Geology, Botany, Politics, or Astronomy, we found that its implications were Hindu, that would shake us.

It is not the books written in direct defense of Materialism that make the modern man a materialist; it is the materialistic assumptions in all the other books

VI. So what can you do?

A. Take advantage of this time in history to create great stories

B. Support and encourage those who are storytellers and who want to impact people in all media