

## Lessons Learned: Communicating in Media Today

Media can be an ally, a nuisance, or a hazard, depending on how it's used. Radio-type shows—whether broadcast or podcast—coupled with other social media tools, offer promise for the Christian ambassador, but they also have pitfalls. This talk, from a veteran radio talk show host, will provide some insight on making a *difference* using media, instead of making a *mess*.

**Greg Koukl** is the founder and President of Stand to Reason, an organization that trains Christians to think more clearly about their faith and to make an even-handed, incisive, yet gracious defense for classical Christianity and classical Christian values in the public square. He received his Masters in Philosophy of Religion and Ethics at Talbot School of Theology, graduating with high honors, and his Masters in Christian Apologetics from Simon Greenleaf University. He is an adjunct professor in Christian apologetics at Biola University. He is the author of *Tactics—A Game Plan for Discussing Your Christian Convictions*, *Relativism: Feet Firmly Planted in Mid-Air* with Francis J. Beckwith, and *Precious Unborn Human Persons*. He has hosted his own radio talk show for over 20 years advocating clear-thinking Christianity and defending the Christian worldview.