

Building a Digital News and Opinion Platform to Give Evangelicals a Voice

What are some issues that Evangelicals in Europe face when we try to communicate with society? How do we reduce the distrust that Evangelicals face in the secular environment? How can we inform and give an opinion that is audible in the all-embracing world of online communication? How can evangelicals unite and join the conversation about relevant affairs, connecting both with believers *and* people who do not identify themselves as Christians? In this session we will learn some practical lessons from the experience of the most visited Evangelical media project in Spain (“Protestante Digital”), and will introduce a new exciting project for Europe which has recently launched (“Evangelical Focus”).

Jaume Llenas has been working for the Spanish Evangelical Alliance since 2002 as General Secretary, and he also serves as the Secretary of the Board of the European Evangelical Alliance. He is a pastor and church planter near Barcelona. He has a degree in Labour Law from the University of Barcelona, and he has previously worked as a professor of law and has taught evangelism and discipleship in various seminaries. Jaume is the Chairman of the Lausanne Movement in Spain, and one of his passions is the relationship between mission and culture. During his time as the General Secretary, the Spanish Evangelical Alliance has started three media projects. The first was www.protestantedigital.com, which is the most read evangelical digital newspaper in Spanish. More recently the Spanish EA has started two other media projects: www.evangelicalfocus.com, an evangelical digital newspaper in English and Global.Radio, a digital radio station on which the majority of the evangelical radio stations of Spain share their programs. Jaume acts as one of the spokespersons for evangelicals in Spain.

Joel Forster is a journalist and lives in Barcelona (Spain). He is deputy editor of the new European media project Evangelical Focus, which aims to give voice to biblical perspectives on current affairs happening in Europe (politics, culture, social issues, freedom of speech, Human Rights, etc.). He is also a member of the editorial team of Spain's Protestante Digital, one of the leading Evangelical news websites in the Spanish-speaking Evangelical context. Joel also served as a GBU España (IFES) staff worker for 5 years, encouraging Christian students to speak to their classmates about Jesus.

I. Vision: A Christian digital project as a tool to cause impact in society

- A. What are the benefits of a digital project, compared to other kind of communication tools?
- B. What kind of journal? Is it possible that a Christian journal would get some attention from both evangelicals and seculars?
- C. What kind of information and opinion? Is it possible that a digital newspaper made from the periphery gets attention from the whole?

II. Application: The model and a new project:

- A. The case of Spain: “Protestante Digital”

1. The story so far
2. Profile of readers. International impact.
3. A plural platform. A tool for the Church.
 - a. Creating a network of Christian experts who give regular input on current issues: Education, Psychology, Political engagement, Freedom of speech issues, Theology, Cultural reviews...
4. Connecting with society
 - a. Engagement with secular Politics
 - b. Opinion. A Christian perspective on the News
 - c. The “Unamuno Prize”

B. A project for Europe: Evangelical Focus

1. What has happened since launch in January, 2015
2. Daily update: News, Opinion and Magazine
3. Reactions in Europe so far
4. “Double bridge”: Explaining the Church to society, explaining society to the Church

Websites:

www.evangelicalfocus.com

www.protestantedigital.com

Contact:

Evangelical Focus: office@evangelicalfocus.com

Jaume Llenas: secretariogral@aeesp.net

Joel Forster: joelforster@evangelicalfocus.com