

## Managing a Contemporary Media Ministry

Today's changing world, particularly in the area of media and technology, requires even more from its leadership. Still, the biblical principles apply. Important factors:

1. Speed in adapting, or even better – in leading trends; thinking outside the box;
2. Utilizing the wisdom and potential of all the staff, including the youngest;
3. Following the mission, staying true to your chosen commitment;
4. True caring for staff and customers, for their best;
5. Offering stability and consistency to the organization and staff.

This list could be much longer, of course. On top of all of that, a leader (CEO) is also responsible for the finances. When finances are healthy, then everybody smiles. As leaders, we are learning all the time. The 40 years of my involvement with the DEOrecordings Association (CCM Media) have taught me some lessons, but I still feel like I am at the beginning of the road...

**Henryk Król** is president & CEO of DEOrecordings Association (CCM Media), an umbrella organisation owning three limited companies: Studio DR, Ltd (he is its President and CEO), Radio CCM Ltd. and MCC Group, Ltd. It forms an innovative media ministry based in Poland that combines traditional media (6 FM Radio stations), art (professional recording studio and publishing), and new tools (Software development with a flagship – Gele/CODEX e-learning platform tailored to spiritual follow-up, Service Center to Jesus.net global evangelistic movement, multiple own portals, multimedia productions, etc). Having a holistic vision of a “full path,” all the communications and technology are backed by an army of hundreds of volunteers who implement it daily with interested seekers, both on-line as e-coaches and off-line as small group leaders. His heart is in building cooperation and partnership across denominations and countries, networking for better effectiveness in spreading the Gospel. Henryk holds a PhD in engineering. His present research focuses on how to best use the Internet without forgetting to "stand firm" on the biblical truth as the final authority. He is married to Boguslawa, with whom he has three adult children: Filip, Paulina, and Szczepan.

### I. Massive change of user habits

#### A. Internet

1. Streaming versus discs (music, films)
2. Streaming versus FM/DAB+
3. Streaming (VoD) versus traditional TV and cable
4. Challenges:
  - a. No good model of monetizing
  - b. Incredible competition, because of low entry threshold
  - c. Expectations of ever faster and more specialized information/news

## B. Global village

1. Internet becoming very democratic tool, opening literally all the markets to knowledge and participation
2. Exponential growth of available information causing chaos
3. “New morals” formed by sitcoms, what speeds up unifying/decay process around globe
4. Strong resistance to liberal, cultural *drum roller*, in some markets causing unrest, wars and tribulation, causing disasters touching lives of millions of refugees, etc.

## II. How could we restructure to win in new circumstances

### A. Define our convictions. What we stand for

1. Liberal Christian teaching has already proven to bring destruction to the church.
2. Only biblical teaching that clearly defines sin, God’s judgement and grace, God’s plan of salvation again and again shows its relevance and power. This is simply the Truth. “Fear of God is the beginning of wisdom.” We must be a salt and light.
3. Even when the world is tired of religion, it is attracted by examples, testimonials of real people who live transformed life.
4. I am convinced the world is ready for a new format of church, based on Jesus’ teaching, the whole Gospel, without historical baggage not understood in most cultures today.
5. Human spiritual needs are the same all the time, but we must speak the language people understand.

B. What general changes should be considered?

1. An era of huge Christian organisations and big leaders is over. Most of them struggle, are not flexible/fast enough to cope with today's challenges, budgets are bleeding...
2. Low entry cost; believers with great ideas and entrepreneurial spirit, who have a passion for the world can make an enormous difference, even from a "garage" operation;
3. Developing a financial model, that allows sustainability and, in the best case scenario – self-financing
4. True partnership and cooperation of people and organisations is a must. Exchange of best materials, know-how, ideas, concepts in an atmosphere of trust, honesty, and deep friendship makes synergy a reality. Investing much more money into *relationship building*. Perhaps no more conferences, but *vacations together*??? People still maintain their identity and independence/responsibility.

C. How to change our organisational culture?

1. Most people in any organisation/company want stability for their families. A true leader should take this challenge on him, allowing people to focus on work they are assigned to, be forward thinking. As long as people deliver, they should feel secure.
2. Listen to (and implement) the ideas of your staff. They are usually better than yours 😊. People love to develop what they have proposed. Give credit. Celebrate success.
3. Know your staff strengths. Use tools like Strengthfinder 2.0 or Birkman test and assign people to jobs reflecting their strengths.

4. Monetize your work where it is possible. Yes, we want to offer the Gospel for free, but if there are some side products/programs that enhance spiritual growth, open a voluntary path of direct donations towards that. You will be surprised how many people who were greatly helped by your program will be happy to support its development and spread! This is also a proof that your material has made a difference!
5. More often than ever before, advertisers look for audience numbers, not content. You may monetize your traffic.
6. Be transparent about your true **Outputs** (statistics), **Outcomes** (change) and **Impact** (transformation and engagement). Truth builds a new level of trust, credibility, efficiency and improvement.
7. Truly care for needs of your staff, volunteers, and “clients”
8. Personal, deep spiritual life of all involved based on daily relationship with the Lord and the Word. We can give away only what we have in abundance 😊

*Suggested Readings:*

Dallas Willard, *The Divine Conspiracy*

Dennis f. Kinlaw, *This Day with the Master*

John Ortberg, *Soul Keeping*