

Media Report

Media is literally almost everywhere. What once began with publications in print through books, newspapers and magazines eventually revolutionized with the inventions of radio and television broadcasting. And today, thanks in large part to the internet, the use of media travels with us virtually everywhere. Websites provide instant information at our fingertips. Social media and its many platforms help us communicate, stay current and be get educated in just about anything we wish to know. So, what does all this have to do with Christ, church and the Gospel?

Obviously, Jesus nor the early church had media as we know it today. But Jesus was all about the aim of media which is mass communication. Mark 16:15 in the NLT reads, *And then he told them, "Go into all the world and preach the Good News to everyone."* According to wycliffe.net, the entire Bible has been translated into 736 languages. But where many countries cannot get printed Bibles, radio broadcasts and podcasts carry the Gospel into villages and communities. Utilizing film to bring the Gospel into unreached countries, the JESUS film has been dubbed into over 2000 languages, making it the most-translated film in history. But you don't have to be a missionary or church-planter to use media in ministry.

Churches and pastors today understand the blessings of multimedia technology in worship services. Through streaming services online, many social media platforms bring worship to the home bound, the sick, the vacationers and to anyone wishing to hear more Word. And for those who hunger for the Word daily, churches and ministers are bringing Christ through daily podcasts. Bogard Press has developed a full curriculum of not only printed but digital curriculum to further disciple churches and individuals. Churches are seeing the advantages of apps and QR codes that can link its members directly to studies, activities, online giving and so much more. Churches are creating media director positions to better connect within the church and without in the community. And if churches or church plants need help, there are a variety of ministries throughout the TMBA as well as the ABA to help with installation and training in multimedia usage.

In closing, I had an experience several years back with a church I pastored where we began using multimedia in worship. I was told by one disgruntled member that I was "bringing the world into the church." I hit pause for a moment and then replied, "No, we are bring the church into the world." Apostle Paul would agree, I think, for he stated in 1 Corinthians 9:22 (CSB), *...I have become all things to all people, so that I may by every possible means save some.* May we take to heart Paul's admonition and God's Word, and utilize every means possible, including media and technology, to win and disciple our communities and our world for the glory of our Lord.

Respectfully submitted,
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