

How to Use Media in Times of Crises

A Comprehensive Approach
to Media Channels



Hope at Home

**How pandemic and lockdown
shaped global collaboration.**

A space in time for people to
worship as if they were attending
a church in their home.



HOPE
AT HOME



HopeChannel

Small Talk Big God

Focus on exclusively on digital spaces.

“Small Talk Big God” –
an exclusively online brand,
a daily program on Facebook
and eventually YouTube.

SMALL TALK
BIG
GOD

Lesson 1

We must be **agile, flexible, nimble**, in how we present our last-minute message when we are in a crisis situation.



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Lesson 2



Know our audience and how to communicate with them.

Hope at Home → Seeking a Church Worship Experience

Small Talk Big God → Seeking a Community

- ✓ Gaining their trust
- ✓ Inviting them into a spiritual thought or community where they could learn more about the Bible

Lesson 3

Creation of a crisis response team.



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N.A.M.U



N

news

what is new in
the crisis?

A

assurance

instill hope or
assure that
things will be ok.

M

message

to present a consistent
message in your local
context.

U

updates

when the next
update is going
to be made.

ADVENTIST WORLD RADIO PRESENTS:

UNLOCKING BIBLE PROPHECIES

INTERNATIONAL

MASTER CLASS with CAMI OETMAN



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Digital
missionaries



mission #05

You Tube

The best channel on YouTube



10K DMs in ~5 days



Available in 30+ languages,
with another ~50 in process



ADVENTIST WORLD RADIO PRESENTS:

UNLOCKING BIBLE PROPHECIES

INTERNATIONAL
MASTER CLASS with CAMI OETMAN



9.8 million views





AWR360° Health



3 Lessons



Lessons 1

When **opportunities** come, you may not have all the details figured out, but there are times when you just have to **go for it.**



Lessons 2

The pandemic opened our eyes to **possibilities** we had never seen before **in digital and social media evangelism**. But at the end of the day it comes down to **personal work**.



Lessons 3

When we follow the **Gospel Commission** to go **preach, teach** and **baptize**--even in the midst of a pandemic--the Lord will bless in ways we can't even expect.



THANK YOU!



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BROADCAST TO BAPTISM

