# 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.





# **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.





## Lesson 1

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





# 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.





### 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:

# UNL CCRASS BIBLE PROPRIEMENTALE PROPRIEMENTAL

INTERNATIONAL

MASTER CLASS with CAMI OETMAN



ADVENTIST WORLD RADIO PRESENTS: **MASTER CLASS** with **CAMI OETMAN** 





# 10K DMs in ~5 days



# PDFs, landing page, podcast, livestreams























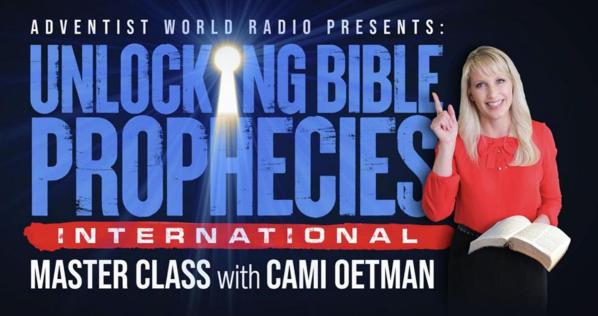








# Available in 30+ languages, with another ~50 in process









# 9.8 million views









awr.org/prophecies



# AWR360° Health





PROPRECIES

IS **HEAVEN** 



## 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!**





