

Catalyst

International Communication Training Institute Edition



July 2018

2020 Vision A Future for Learning

The International Communication Training Institute was formed in 1996 through a process involving representatives of Christian media agencies involved in the provision of learning and development amongst Church and community media enterprises.

The Institute was formed by the partners with aims agreed in the 1995 Maryvale Covenant in which they agreed to work together to identify training needs and appropriate solutions, promote and facilitate quality training, encourage the sharing of curriculum and training resources, develop and monitor standards, evaluate outcomes and award certificates to agreed standards, and to provide training for trainers.

Impact

In the recent survey of members, the Institute identified the areas we consider important in the Institute's future activities. At different stages the Institute has given focus to these various areas and each one receives attention as members require. The development of the Certificate in Training and associated Training of Trainers course has become a significant focus for the Institute and is the activity area that members most often recognise as a product of the Institute.

The survey results show that the Training of Trainers has been accessed by 90 per cent of members with three-quarters indicating that they would miss the programme if it ceased



to exist. Some say that the course gave them skills which have equipped them for management or provided a pathway to promotion or new employment.

The one activity that the Institute undertakes which was not explicitly mandated in the Maryvale Covenant is the support and encouragement of trainers. The lone nature of the work of many of the trainers connected with ICTI was recognised by Institute staff early on and has been underlined via recent research activity undertaken by the Executive Director. The Institute's response to this need is seen in the newsletter and support for communities of practice.

The Institute has supported several 'Communities of Practice' at different times. Currently the only active group is the Africa Media Trainers. This continues to provide a valuable forum to support media training and trainers working on the continent.



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- ◆ Challenges of growth in media diversity
- ◆ Training Fund Aids Mali Radio
- ◆ Egyptian Media launch Master's Degree
- ◆ Radio in South Sudan
- ◆ LittWorld - A Global Feast
- ◆ Africa Media Trainers Online Meeting

Catalyst provides news from ICTI members to encourage and inspire other trainers.

*The International Communication Training Institute is a division of the International Christian Media Commission
www.icti.org.uk*

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Media diversity challenges

Christian ministry



Tony Pullen, Ministry Leader of RW, reflects on the challenges facing Christian media as media use changes and develops.

The World is changing and changing fast. This was one of the key take-aways delivered at two seminars at a Mission Weekend held at WEC Deutschland's HQ in Eppstein, Germany in June. In addition to seeing just how many partnerships are being explored and developed in media training, attendees were encouraged to seriously consider what future ministries might have to look like if they are to continue to remain relevant in such changing climates.

With less than four new missionaries being added to the 'field' globally each day while over 850,000 people around the world are getting their first social media account every day¹ - more than three times the global birth rate - what place is there for traditional media? How long will the old formats continue to be effective? How many people will fail to hear about God's love if we continue as we have always done? These are key issues facing us today - key issues which should bear upon the training we provide and the format it is provided in.

According to OFCOM in the UK² more people are listening to streamed services such as Spotify than before and fewer are listening to on-line radio, more people are watching short entertainment videos rather than news and factual, more people are using smartphones to go online rather than computers, and men are now less inclined to be offended by online content (but women are now

more inclined to be offended). These are just some of the many ways media consumption and use have changed in the past 5 years, in the UK alone.

Koeppeldirect³ state that millennials spend 18 hours a day consuming media - more than two thirds of them on YouTube; they check their smart phones over 40 times a day, spend over 5 hours on social media, and more than 70% consume hyper-targeted radio such as Pandora and Spotify.

When also considering the global trend away from poverty and the global take-up of smartphones and social media, we have a new, rapidly developing, and exciting field in which to work.

Where are the people from Issachar, who understood the times and knew what to do?⁴

Our vision as RW (formerly Radio Worldwide) is to be on the cutting edge of media when it comes to sharing the Good News. We are specifically focusing on partnership with other organisations who have sensed this wind of change and are adjusting their sails to catch what God is doing. We sense that more and more of the world's least reached are within the grasp of 'new' media - in fact they are moving from the traditional to the new with increasing speed. If we continue to offer outdated modes of outreach we will continue to fail in the commission.

We must train the workers to leave the hoes behind and climb on to the tractors. The harvest is ripening as we watch. Will we respond now while the fruit is ripe, or later, when it has withered on the branch?

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¹ Mobile Advance, 2018

² Adults' media use and attitudes, Report 2017

³ koeppeldirect - advertising campaign and direct response analytics

⁴ After 1 Chronicles 12:32, NIV

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The Institute holds a grant fund created by the AMT to support African trainers and events.

Funding for future development

In the process of gathering survey responses from members it was clear that the majority would miss the work of the Institute and would prefer it to continue as an independent organisation. However, there was an understandable reluctance to commit to increased membership fees.

Members of the ICMC Board and ICTI Council recognise that members need to feel that the benefits they receive will be worth any increased fees.

The challenge faced by the ICMC Board and Institute Council has been to identify a means of responding to members' desire for the Institute to continue but, at the same time, cover the salary requirements of successors to the current executive staff.

The Institute has always been a member-focused organisation. The Council and ICMC Board have agreed that the way ahead needs to be led by the members.

2020 Vision

To build the future direction plans have been announced for a gathering in late September 2019 when members will have the opportunity to participate in setting the agenda to build a vision for the future in 2020 and beyond.

This 2020 Vision event is scheduled to run from 28 September until 3 October 2019 at a venue in Africa. It will be open to all members of the Institute as well as others who have an interest in the future of learning and development in Church and community enterprises - especially those in the countries of the South.

Members will receive invitations and booking forms early in 2019 but, in the meantime, please schedule the date in your diary.

Fund assists technical training in Mali

In June, Honoré Boni of Soleil d'Espoir, supported by the Africa Media Training Fund, Reach Beyond and AbR Media travelled to Mali to support staff from Christian community radio stations and deliver training covering studio operation and basic maintenance.

Christian stations in Mali have faced many challenges from Islamist insurgents - especially in the North-East part of the country.

Even though French is an official language, many participants preferred to work in their first language of Bamabara. The language challenges meant that practical sessions were particularly useful.

Boni reports that the participants valued the event: "They were very excited about this training and they have enjoyed the time asking questions, discovering new things about the radio studio. We were not being able to do any course on audio editing because of lack of computer and also because much of them are not

familiar with computer usage."

At the end of the training the participants said that they wanted to see the training become a yearly event which will help them to learn many things without going to electronics school.

The Africa Media Training Fund is operated by the Africa Media Trainers group to support local trainers in the continent to deliver key media skills needed by Church and community media projects.



Ministries launch Master's Degree for Middle East

Christian media ministries in Egypt have launched a Masters' degree course in Media Leadership (MML) in partnership with the Evangelical Theological Seminary in Cairo.

The Christian Academy for Media (CAM) was established by Institute members, Ibrahimia Media Center



(IMC) together with AV Ministry, The Rock Media Ministry, Sat7 and others. The vision for the Christian Academy has been led by Youssef Mansour of IMC. Mansour now also serves as the Chairman of CAM.

The course offers a two-year discipleship programme for potential Christian leaders who have chosen to work in media. It aims to equip them technically for media ministry, to think about their work theologically, develop leadership skill and train them to reach out to others in their communities.

The course will start in September 2018 and applications to participate should be submitted by 15 August.

For more information contact Youssef Mansour
yyassa@imcegypt.net
www.mmleg.org

Media Evangelism and Discipleship Training through Radio South Sudan

As Mike Gwartney and his wife Cheryl watched reports of massacres in the South Sudan civil war they felt compelled to offer help by establishing FM radio stations. The Gwartneys, members of Irving Bible Church, in Dallas, USA, launched Radio South Sudan to teach and educate the people of South Sudan about peace and reconciliation. They are also seek to share the Christian message through the radio. So far, five stations have been built in Yei, Kajo Keji, Rumbek, Lietnohm, and Bor.

Mike is currently working to bring Internet connectivity to South Sudan as part of the overall vision of using the social media to transforming the people of South Sudan and to encourage peaceful co-existence across the communities of the divided nation.

Mike Gwartney is working Rev'd Alex Aciga of the Anglican Church in South Sudan to install the radio stations and train beginner radio producers and presenters.



Nigerian author Pusonnam Yiri lowered his voice in the noisy room. His listeners around the table leaned forward, not to miss a word.

"I compare the LittWorld conference to a big family Christmas dinner with family members attending from around the world," he said intently. "I met people from many countries who are now my friends."

There's something profoundly energising about joining a global family serving Christ through the published word.

Pusonnam left LittWorld 2015 with an

As we prepare for LittWorld2018 in Singapore 28 October to 2 November, I wonder who else, like Pusonnam, will join the LittWorld "family"? And what new Christian publications, or even publishing houses, will be born as a result?

A long list of scholarship applicants includes: --A Bhutanese writer who prays that "one day the world will read our stories and be drawn to God" --A Congolese leader writing materials to "help win more people to Christ" --A Slovakian leader seeking "a fresh vision for Christian publishing"



of MAI and first published in Words for the World newsletter, May-August, 2018.

Africa Trainers Meet Online

The annual meeting for the Africa Media Trainers network will take place online this year. Since it was established in 2003, the network has met annually to plan and set strategy for media training on the continent.

For the first time, this year's meeting will take place online using the Zoom meeting platform on 20 September, Alex Walker of Reach Beyond and Radio Africa Network will be convenor for the gathering.

Trainers working in Africa or with an interest in learning and development amongst Church and community media projects can join the network by signing up for the Network Email list. Visit <http://lists.icmc.org/cgi-bin/mailman/listinfo/africa-trainers> Your request will be confirmed by a moderator and once welcomed you will be free to participate.

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LittWorld: A Feast at the Global Dinner Table

idea for a book on "thinking locally, writing globally," just now published. "God willing, people will produce more locally authored content after reading the book," he said.

Based in an area of violent extremism in northern Nigeria, the father of three also formed a publishing house and focused on training believers to write books.

"The more I write and the more I train, the more I see the publishing needs," he said. "Africa needs publishing houses more than oil refineries."

LittWorld participants eagerly pursue training to maximize their skills. But they are just as hungry to build relationships with peers who offer them strength and encouragement to persevere.

LittWorld organisers are seeking sponsors to assist in providing scholarships.

Learn more about LittWorld 2018:
<https://littworld.org/littworld/>
Register online by 15 August:
<https://littworld.org/littworld/registration/>.

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Response Form

• **I want to join ICTI or renew my annual membership**

- Personal Membership £22
- Organisation Membership £220
- I will pay online by Visa/MasterCard/PayPal

- I enclose a bank cheque in pounds sterling
- Please send me an invoice

Name:

Address:

Email:

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