



Catalyst

International Communication Training Institute Edition



February 2019

Think Locally, Write Globally

LittWorld 2018 sparks fresh vision

"Sometimes we yearn for Christian books but can't find one. Please pray that God would allow Christian bookstores to open in our country," wrote Noelle, who joined MAI's recent (28 October - 2 November 2018) LittWorld conference in Singapore.

Christianity isn't recognized in Noelle's (a pseudonym) homeland, where vocal witness for Christ landed her father in prison for months.

"I have always had a desire to write. LittWorld gave me that direction and re-ignited my passion," she told us. "I want to tell the story of what the Lord has been doing here beyond our borders."

Noelle and 250 more writers and publishing staff from 52 countries were challenged



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planning a writing camp for Ukrainian pastors this year.

Zimbabwe: Publisher Priscilla Musoki plans to pen children's books and is working with church leaders to equip writers and editors.

Mexico: Illustrator José Carlos Gutierrez of Mexico conceived the idea for a book to equip budding Christian comic artists after noting widespread interest in the two workshops he led.

I was truly inspired to sit in a room with 52 nationalities all worshipping together. In a cultural climate that seeks to separate us into identity groups, the myriad of faces from across the globe made it very clear for me that there is only one answer to division—Christ. Simon David Hunter, Australia.

to "think locally and write globally" in a plenary talk by Nigerian author Pusonnam Yiri. During his session and others led by 40-plus talented speakers, many participants gained vision and skills to reach readers far and wide, including:

Ukraine: Pastor Sergey Sologub found a potential publisher for his manuscript, Worship Alphabet for Families, and is

Local chair Bernice Lee of Singapore and her team of volunteers facilitated this successful conference and the last one in 2015. Please pray that these 250+ global wordsmiths will persevere. Pray that

God will protect and empower them to create words of hope in their nations and beyond.

"Each one is a potential collaborator in MAI's efforts to eradicate global hunger for the written word!" Bernice said.

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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

Ethiopian, Dagmawi Wube, reflects on the need to support the online generation through training

Facebook has no user manual! Well, some might ask if 'Facebook' can be categorized into a technology type. Others might think that Facebook has a help menu which the user can refer to. Practically speaking, we can all be honest enough that we do not naturally refer to the user manual when we want to register and use Facebook. Think of this same case in an African context where almost no one cares for a user manual. Shouldn't we, then, prepare a training event to

say about their attachment to the technologies is good in the beginning, the results of it were devastating. So how can I remain silent?

What I had to do for that was plan to prepare and give a training for teenagers from the Evangelical churches in Ethiopia. Hence, my first training became "Christian Youngsters and the Proper Use of Technology." When I give this training, my assumption is that almost all teenagers might act as if they know much better than me. However, I could practically see how lacking they were. So, I had to continue preparing and giving a

The Use of Training Events to Provide the Missing User Manual for the Technology Savvy Generation!

provide the missing user manual for the highly technology savvy generation? For me, it is a must so that we spare the generation from what has been thought to be an advantage, but is really a failing. In this article I will try to show briefly both my experience of giving technology-related training and the challenge for its urgent need everywhere.

The first time I saw the need for technology-related training was in one national meeting which the Great Commission Ministry of Ethiopia (originally Campus Crusade) called a few years ago. In that meeting, they tried to show where the generation is heading in terms of the use of technology and technology related Media. I was shocked watching a 14 years old girl, fervently speaking in the first video documentary about how proudly addicted she was to using Facebook from first thing each morning to plan for the rest of her day. Why was I shocked hearing that? Because that was the time I was convinced that every Christian has to start his/her day by using the Bible to reflect on the day ahead. In my struggle to keep this practice alive I was not even aware of this teenager. Well, the documentary video exposed that day that even if what the teenagers

training called "The Children of Light and their Acceptable Uses of Social Media." These two training courses became very popular. I was invited to 11 different churches of different denominations to give one or other of these courses. I remember how determined the four of the churches were to invite me to give this same training in their main worship services thinking that it would be useful to inform parents who might only be available on Sundays. It has been common to receive a secret phone calls or messenger chat invitations from many of the youngsters. Some of them who have been bold enough to meet in person have told of the need practical support.

We have a call to redeem the next generation by preparing the missing user-manual for the technologies that our sons and daughters are addicted to for a good or bad.

Dagmawi Wube has been working with SIM Ethiopia for almost seven years. He is working with the Ethiopian Kale Heywet Church (EKHC) Head Office's Discipleship Dept. Dagmawi travels extensively to give training. **Contact:** salsawis@gmail.com



You're the Trainer...

After months of searching, John found a job as an electrical engineer.

John travelled to various locales to analyse and fix problems with his company's equipment. Yet it frustrated him that his employer gave him little training.

One day John heard about some training classes coming up and asked his boss if he might attend.

"For sure," his boss said. "I was already planning on sending you."

"You were?"

"Oh yes, who do you think is going to be teaching it?"

Courtesy of www.mikeysFunnies.com

Membership Renewals

The annual membership renewals for the Institute are due in February each year.

The price remains GB£22 for individual members and GB£220 for organisations which will receive up to ten copies of Catalyst per agency (additional copies by Email only) and discounts on Institute events for all its staff.

This year membership includes the cost of participation in the **2020 Vision** event in Alexandria in September and October (see page 3 to register). Renew online at <https://is.gd/pZmBXF>



You are warmly welcome to join the Institute's Council and other members to explore the future. Established in 1996 the Council and the Board of the International Christian Media Commission are calling us together to make plans.

In 1995 members 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 and to provide training for trainers.

Impact

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. A recent survey has shown that the Training of Trainers has been accessed by 90 per cent of members. Some say that the course gave them skills which have equipped them for management or provided a pathway to promotion.

Throughout its life the Institute has focused on the support and encouragement of trainers. The lone nature of the work of many of the trainers connected with ICTI has been underlined via recent research activity undertaken by the Executive Director.

This event will provide you with the opportunity to connect with fellow trainers and managers. You will have time to discuss your plans for the future and connect with colleagues.

The Institute continues to support media training and trainers through communities of practice and holds a grant fund created by the AMT to support African trainers and events.

2020 Vision

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. To build the future direction plans you are invited to participate in setting the agenda to build a vision for the future in 2020 and beyond.

This 2020 Vision event will take place from 29 September until 3 October 2019 in Alexandria, Egypt. It is 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.

Venue

The venue in Egypt has been chosen because it offers easy access for all members, has good facilities at reasonable cost and recognises the contribution of colleagues in the South to the Institute and its future.

Accommodation will be in single bedrooms (with twin rooms available for couples) at Villa Dreams and Villa Pathy in the King Marriout area - a short drive from Alexandria's Burg el Arab international airport.

Programme

In addition to the planning and discussion meetings time will be given for private discussions, relaxation and tours to visit Alexandria which offers opportunities to see the Roman amphitheatre, the famous Alexandria Library, and the Citadel.

The event will include opportunities to dream of how the future might look for training in Christian media as well as time to learn from one another.

As well as the visits to Alexandria which are included in the conference event, you will have the opportunity to register at your own cost for optional tours. Spouses are welcome to join for the event and tours.

Cost

There will be no charge to participate in the Institute's 2020 Vision event. We want everyone to be able to attend. Participation is limited to members and associates of ICTI who complete the registration.

Participants will be responsible for their own travel to and from Alexandria and for visa fees. If you get to Alexandria we will look after you while you are there.

The follow-up tours to visit Cairo and Pyramids, the Nile Cruise or spend time at the Red Sea resort of Hurghada can be booked at your own expense and paid for separately.

Travel

You should book your travel to arrive in Alexandria on the afternoon / evening of 28 September. Flights arrive via Cairo and Istanbul. It is also possible to arrange ground transport from Cairo to Alexandria at your own expense. At the end of the conference you should depart from Alexandria on the early morning of Friday, 4 October. If you are joining one of the optional tours you should arrange your home flights from Cairo. We will advise on the best options for you to connect with your chosen tour.

How to Register

You can register for this event at the ICTI website:
www.icti.org.uk/futures_event/

Côte d'Ivoire to be site of new Introduction to Magazine Publishing Course

Magazine Training International (MTI) has announced a new "Introduction to Magazine Publishing" course, and a corresponding manual published, as part of a conference in Abidjan.

The seven-day course is designed primarily for those who have little or no experience in professional magazine publishing. It will present an overview of the entire magazine publishing process, giving students a thumbnail view of everything they need to know to successfully publish a Christian periodical. An international team of six publishing professionals will include experts in magazine editing, management, and design.

"I'm looking forward to meeting Christians in magazine publishing in West Africa," says Sharon Mumper, president of MTI. "Because our website and most of our resources are in English, we've had little contact with French-speaking publishers. However, they are now asking for training in magazine publishing. Few French-language resources on publishing are accessible to them.

For this reason, we are developing an Introduction to Magazine Publishing course."

The course is aimed at publishers, editors, and designers of existing magazines, as well as those who are considering starting a magazine. At least a full day will be devoted to exploring the process of starting a new magazine.

Staff of small magazines, where one or two people are responsible to handle jobs in multiple disciplines, will specifically benefit from the course. It will also help those whose experience is limited to one area, but who desire to see how the whole publishing process works together.

The 100-page manual will outline the course and provide additional resource materials. It will be made available in French and will eventually be offered in other languages.

The French-language course will be held in Abidjan 8-14 September, 2019, and is organised for magazine publishing staff in Francophone Africa. It is the second conference in MTI's 10-year training programme for Africa, which was launched in 2018.



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Ibrahimia Media Center in Egypt has offered training for "Location Sound" and "Hollywood Acting Class", in cooperation with Behind The Scene. 23 people attended the courses from various background and nationalities. IMC offers a number of courses including "Professional Performance Development" in partnership with International Drama- Without Borders Institute. 24 participants attended the recent course which used Psychodrama for releasing the potential in work places.

In 2021, MTI will build on the 2018 Kenya training programme in Nigeria for English-speaking magazine staff. Further training may be offered in Francophone Africa in 2022, if the staff of the French-language magazines believe they will benefit from further coursework. If not, individual consulting help to publishers and editors of French-language magazines may be offered instead.

Other courses offered by MTI during the last 30 years include intensive, four-to-seven-day, college-level courses on magazine design, writing, editing, management, and advanced business of magazine publishing.

Contact:
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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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