

Catalyst

July 2019

# Catalyst

An Experiment in Sharing Your  
News

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## Creative Responses to Training Delivery in Egypt

Ramses Gendy has been active as a trainer alongside his other responsibilities for some years but

## An Experiment in Sharing Your News

Normally you would be receiving Catalyst by post. In fact, the Institute office has firmly believed that a printed newsletter will be more likely to be read than an Email only publication. Even so, this time around we are experimenting

has had to respond to requests for training in ways he had not anticipated.

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with an Email only approach.

As well as being an experiment, it will allow us to focus on preparations for the Institute's 2020 Vision conference at the end of September. More information later in this edition.

## Radio Training in Sub-Saharan Africa



Christian Media Training Institute for French-speaking Africa, Mediafrique, has resumed the second quarter since 8 July with the students of the ninth cohort attending the school. Komlan Sowou reports on the current students at Mediafrique, the media school serving Francophone West Africa from Togo.

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TWR Malawi has embarked on a new partnership with local community radio stations like Gaka FM at Bangula in Nsanje District. This is the only community radio station in the Lower Shire area. The partnership has been set up to share programmes and provide a greater impact for Gaka FM and TWR Malawi.

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## Creative Response Generates Training Impact



**Ramses Gendy has been active as a trainer alongside his other responsibilities for some years but has had to respond to requests for training in ways he had not anticipated.**

Last week, I got a message from a trainee who expressed how online training was very helpful for her. The story started with a request from Eman (different name) who lives in a very conservative society in a small town in upper Egypt. She wanted to learn how to communicate the Good News with her Muslim colleagues whom she meets at work. The only available way of communication was WhatsApp on her mobile phone. I was able to re-format the training materials (Text, videos, ...) to suit a smartphone. WhatsApp was the platform of the interactive conversations between me as trainer and others involved in the training process. At the end of the four weeks of training, I expected that would be as far as

we would go. However, Eman was very active applying all she had learned. What encouraged me was that she could build trust with her colleagues and on this bridge of trust she was able to share the gospel with them. What was more important was the passion she gained from the training and the interest in transferring the training with others.

I liked this WhatsApp online training which gave more flexibility for me as trainer and my trainees.



Media trainers, Dan and Christine Henrich are conducting three Smartphone Filmmaking Workshops in June and July in Asia. The first workshop held in Mumbai, 24-28 June, had 17 students from all over India. The second will be in Varanasi and the third in Khon Kaen, Thailand. The Henrich's believe strongly in raising up media producers to use their smartphones to produce these untold stories of God at Work!

**Komlan Sowou reports on the current students at Mediafrique, the media school serving Francophone West Africa from Togo.**

Christian Media Training Institute for French-speaking Africa, Mediafrique, has resumed the second quarter since 8 July with the students of the ninth cohort to attend the school. These media missionaries have just completed six weeks of practical training in radios after the first trimester of



classes. The objective assigned to the internship is to enable them to value their achievements, to rub their hands to the realities of the field and to acquire other experiences. They came back very proud to have lived up to the demands of the trade and enjoyed the training at Mediafrique. Students say that they feel their experiences at Mediafrique are as good as other training centres with programmes that span two or three years. They can anticipate with pride that at the end of the eight-month course, they will be professionals who can use the media and communicate the gospel effectively to make disciples of Christ.

[www.mediafrique-edu.org](http://www.mediafrique-edu.org)

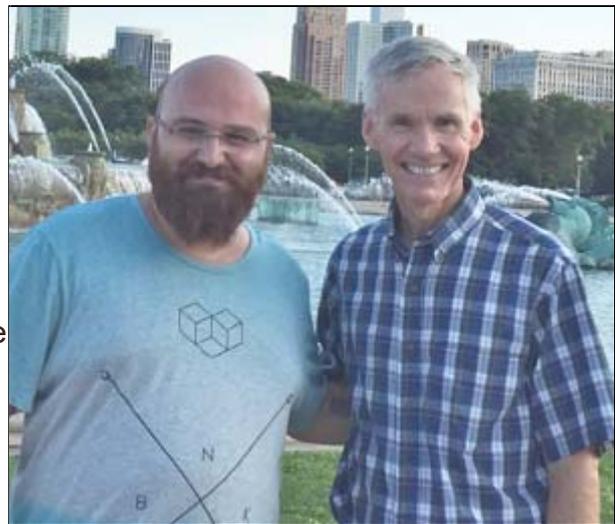
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## The Power of Presence

### John Maust reflects on the challenges facing Christian publishers

I've been thinking about Gökhan Talas's tattoo. "Here I am" reads the Hebrew text on his arm, quoting Moses' response to God in Exodus 3:4.

As publisher of the only Christian magazine in volatile Turkey, Gökhan perseveres in his work with the attitude toward God, "Here I am, and I'm not going anywhere."



Other MAI colleagues in hard places may not sport the tattoo. But they demonstrate Gökhan's same availability to God and steadfast service in the place where He has called them.

These behind-the-scenes heroes include men and women like Peter in Pakistan, Joanna in Burkina Faso, Haruo in Japan, Etienne in DR Congo, and Joseph in South Sudan.

Somehow they keep publishing Good News for people who don't see much of it on a daily basis. They show up for work each morning, despite the dangers and drudgery, maybe remembering the Apostle Paul's command to stand firm and let nothing move you. MAI tries to help them persist and succeed through training and encouragement.

The weeks, months and years go by, and maybe they don't see many exciting results to lighten the burden. But then one day they step back long enough to reflect on a life's work, and remember a reader who found some light in the darkness, a bit of hope to carry on, or an open door to a personal relationship with Jesus. And they know their labour in the Lord was not in vain.

Being available and being present make a powerful combination for longevity and

impact in ministry of the published word.

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## TWR Trains and Partners with GAKA FM, Nsanje



Malawi Radio Station While TWR boasts of reaching almost all Malawi through ten transmitting sites, there are still spaces that are better reached by local community radio stations like Gaka FM at Bangula in Nsanje District. This is the only community radio station in the Lower Shire-an area often prone to floods from the Shire River that feeds into the famous Zambezi River and onto the Indian Ocean through Mozambique.

To enhance their programming and enable TWR reach more people in the community, a partnership has been set up to share programmes. Gaka FM committed to airing some of TWR's local programmes like Tisanthule Baibulo, Nzeru pa Chuma and Growing the Marriage. The Executive Director for the Foundation for Active Civic Education (FACE) that owns Gaka FM, Gizex Gizayi, appreciated TWR's reach to the area which he said needs spiritual transformation that TWR can offer through its programmes.

During the visit to the station, Gaka FM staff were taken through production and presentation issues. In attendance were 13 producers and presenters. They greatly appreciated the training which they said enlightened them to the programming and programme management gaps. For instance, one of them, Charity, said that the training helped her understand her roles as a producer. she added that normally, she would wake up and not be sure of what to present that day for her women's programme.

Another presenter understood appreciated why his listeners liked particular presenters more than others. He attributed that to knowledge of the audience which every producer and presenter needs to have. earlier, the station management had mobilized 27 pastors to interact briefly with TWR National Director. The pastors appreciated TWR's reach to the area and looked forward to more collaboration through Gaka FM broadcasts.

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### **Pastor Mabutwa Miatsi Edouard reports on the latest training in western DRC**

In RAOFM Media ministry we are involved in training in the region where we have radio production activity. Sometimes we offer seminars to participants from different local churches to build awareness of the use radio in proclaiming the Good News. In those seminars we show them its power and weakness so that they may overcome

all barriers in using this powerful tool.

Last semester we had two training courses in Gemena, a city where we installed a new radio station. In April, 15 young people were trained as part of a new team of journalists and technicians who are going help at this new radio station. During the training we talked about : How to address a message to our audience; different strategies of wrapping up the gospel or Christian message in short announcement; different strategies of making our message interest; types radio programs.

The second training in Gemena was over four days in May. About 28 pastors and evangelists participated because of their interest in producing programmes. The first day we talked about some principles and process of communication, Why do we use radio, from this topic we learned about the power and weakness of radio. The second and the third day we learnt about different types of radio programs. At the beginning of this session we talked how to conceive or start a programme and how we get ideas for programmes. On the last day we learned how to write for radio programmes.

We will have other training events in which will be in journalism: Collecting , treating, and writing news . Interview and presenting News in the studio. This training will be in Goma during July and Gemena in August 2019.

## 2020 Vision Conference Approaching

Around 30 Institute members are expected to gather in Alexandria, Egypt at the end of September for the Institute's 2020 Vision: A Future for Learning event.

The world has changed significantly since the Institute was founded at the Maryvale conferences in the late 1990s. Learning and development is also very different. Both our way of thinking and delivering training have changed almost beyond our expectations.

The conference aim is to set a course for the next phase in the Institute's journey and the participants will bring their knowledge and insight to make a plan.

Not all members have been able to attend but this key event depends on hearing the whisper of the Holy Spirit as well as professional wisdom and insight.

The conference gathers from 29 September until 4 October.



# **International Communication Training Institute**

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