



Lake Union Club Ministry Academy

Media Broadcasting Honor

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Definition: Media Broadcasting

The term '**broadcast media**' covers a wide range of different communication methods that include television, radio, podcasts, blogs, advertising, websites, online streaming and digital journalism.

Broadcast media provides valuable information that can inform and educate and includes public service announcements, daily news, weather forecasts, interviews, and documentaries.

Broadcast media is also recreational and includes reality television, situation and sketch comedies, movies, sports and advertising.



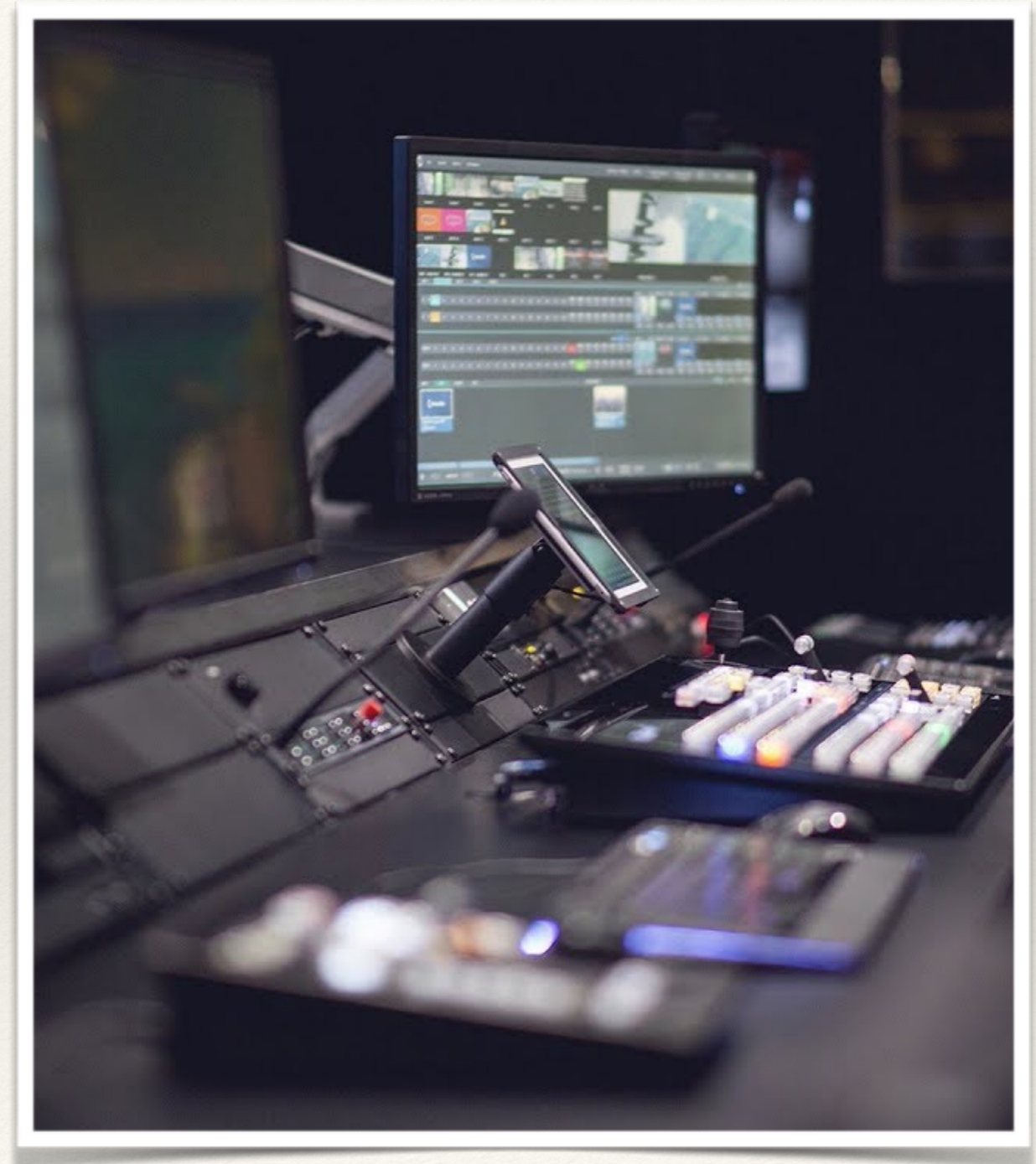
Types of Media Broadcasting

- television
- radio
- podcasts
- blogs
- advertising
- websites,
- online streaming
- digital journalism
- public service announcements daily news
- weather forecasts
- interviews
- documentaries
- reality television
- situation and sketch comedies
- movies
- sports
- advertising
- & More



Media Beyond the Sanctuary Walls

- To broadcast a church service
- To give a bible studies
- To provide Pastoral Counseling
- To provide a daily devotional
- To distribute Digital Tracks & reading material
- To provide a Christian Podcasts discussing various subjects
- To provide Christian Music on various online platforms



Media & Live Stream as a Crucial Role in Local Church Ministry

1. It helps to share services, and sermons with people

- That live around the world
- That can't make it to church due to work or sickness
- That moved out of the area, or are away at schoolIt helps to share services, and sermons with people

2. It allows us to digitalize our bible studies to appeal to younger generations and reach larger audiences

3. Allows me to have ministry meetings online

- Despite busy schedules
- Regardless of location
- Cutting cost of bringing in guest from out of time

4. When conducting training, & organize workshops online via Webcam



Media Broadcasting & Delivering the Gospel to the World

❖ There are various media broadcasting platforms that help to deliver the Gospel globally. Some of these media platforms include but are not limited to:

1. Television

- 3 ABN

2. Radio

- Adventist Radio

3. Live Streaming

- www.PraiseVision.com



Impacts of Technology in Church

Positive

- Church services are more accessible
- Small group bible studies can be completed without leaving home
- Allows individuals searching for a local church to find a service that matches their preferred worship service.

Negative

- ❖ Sometimes local church services can lose their authentic sense of intimate community to focus on reaching the larger online community
- ❖ When technological features are not properly handled they can become a distraction instead of a blessing.

Church Supportive Media in Praise & Worship

Traditional Culture Worship

- Hymnals in hand during worship, or song in bulletin
- More congregational engagement during praise & worship

Church Supportive Media

- ❖ Words on the screen during worship can encourage more people to participate
- ❖ Worship team can be observed from the television screen in the sanctuary during worship. This can sometime lead to people watching in worship, instead of engaging in worship

Interviews with panelists that include:

- ❖ Conference Youth Director
- ❖ Conference Communication Director
- ❖ Local Church Audio & Visual Team Leader
- ❖ Long-standing Church Member
- ❖ Local Church Pastor