

Christian media conference notes

Session 1: Tim McDermott, General Manager KSBJ

Personal confessions from a leader in transformation

Bad culture devours good strategy

- You can have the best plan in the world but if your staff is unhappy your plan will be devoured.
- A fish stinks from the head down. How are you going to change your culture.

Confession #1: Be a good listener

- Don't assess too quickly
- Its all about me –
 - Your story reminds me of me
- How to overcome being a bad listener:
 - Ask open ended questions
 - Good questions start with a what, how, or who
 - Asking these questions allows a person to go deeper and it provides a deeper relational connect
- How to overcome
- Where is your mind right now?
- Listen – think – respond
- Read the room

Confession #2: I can be too critical

Whatever you focus on expands. Small issues become out of proportion.

1. Don't say the negative first, find the good.
2. Look at yourself before you criticise.
3. I have found that the things I criticize in others could be said about me.
4. Give grace when they make mistakes as they are normally not intentional. It is so powerful to give grace.
5. Show your vulnerability. I am not perfect. Share your war stories

Confession #3: I wasn't handling conflict well

1. Never explain your intentions first.
Show that you care for them first. Show con
2. Trying to fix something when they want comfort.
3. Having all the answers and not connecting with their heart.
4. Dealing with myself before I deal with them.
5. Before address conflict I ask myself: ***What do I really want to accomplish here?***
6. Establish a safe environment.
7. Go back later to make sure they are okay.

Confession #4: I wasn't empowering people

To empower people you have to let them make mistakes

As employee feels more of a sense of ownership the longer they will stay.

How to overcome:

1. People want to be valued.
2. What do you need from me to help make you a success?
3. Give them the tools to help them succeed.

A leader is responsible for shaping their work culture. It's not HR's job.

Session 2: Dr Arnie Cole, CEO, Back to the Bible USA

Launch and implications of 2012 Australian research

Disclaimer

1. I've hated Christians most of my life.

If you engage the bible 4 or more times during the week your life will radically change.

If you are going to do research well you have to ask the right questions.

Most people are Christ followers have own notion of who Jesus Christ is. Not who Jesus really is.

It's not useful to only count decisions for Christ as the only measurable. It is only when the Holy Spirit and that there is life change that is true measurable.

Random spiritual activities produce random spiritual results. The more focus a church to meet the unique local ministry need the better the outcome.

There is a golden opportunity for spiritual evangelism through media done well.

Christian media has a powerful reach among Christians and non Christians alike.

More Australia Christians use Christians

More non-Christians are more likely to listen to Christian media than attend church

Current Christian media consumers will continue to tune in

Gaining new audiences will be difficult.

Evangelism and discipleship is everyone's responsibility.

Unless Christian media radically changes to a consumer needs messaging system Australians who never use Christian media will never listen.

45-50% of Non Christian Australians will never try Christian media

Have the guts to meet people where they are, not where you are

arniec@backtothebible.org

Session 3: Todd Isberner, President Share Media Services

On-Air Appeals... Tested & Proven – How do we know if they still really work?

Four pillars to support on-air appeals

1. The Bible
2. The Giver
3. The Goal
4. The Plan

1. The bible

Moses – Ex 35,36

David – 1 Chronicles 29

Paul - 2 Cor 8,9

2. The Giver

What are the needs that motivate the giver to give?

1. Holy spirit
2. Celebrate God's goodness
3. Role Models

3. The Goal

- Worship of God
- Raise money
- Have fun
- Give proof of what God is doing

4. The Plan

Components:

Strategy

Team

Checkpoints

50% of the success of your event is as a result of planning.

Good pledge drivers help people be included by helping them view themselves as partners rather than 'partakers'

Giving enhances their self-worth

Giving is the right thing to do.

Session 4: Tim Schraeder

Viral faith. How social media can bring revival

Social media is dramatically changing the way we communicate. No longer broadcasting but a conversation.

“Attention is the asset of the future.” Seth Godin

Social media is uniting people and creating good

Charity Water

HopeMob

Kickstarter (blue like Jazz)

Social media is the most significant cultural revolution since the printed press.

Social media is one of the most significant opportunities for Christian media

“The community you build online will spread your gospel and your message for you.” Gary Vaynerchuck

The church needs to do a better job of creating original creative content

A lot of Christian content is like porn. It has a lot of bad acting and you know how its going to end

Luke 14

Acts 1:8

Session 5: SPARC

“Art is born when the temporary touches the eternal.” – GK Chesterton

You have to be really clear on what you want people to know about you.

A great brand needs investment and care.

Seven mountains principles

Business

Govt

Church

Media

Creatively release what God has given you

“The best way for Christians to change culture is to make culture.” Andy Crouch

Day 2, Session 1: Hal Short UCB

Perseverance is not a long race, its many short ones, one after the other.

Day 2, Session 2: Richenda Vermeulen: Social Media Strategy

Social media: Making it work for you

No one knows your brand like you. No one knows like

55-64 yr old fastest growing social media demographic is Australia

The world is becoming more social 4.6 hours average per week.

Aussies use social media more than any other country in the world. Australia led in average time per person spent on sites, with the average Australian spending nearly 7 hours on social media sites on December

It's not the number of followers that counts, it's the level of engagement. Engagement is the centre of social media.

70% log in day

Most trafficked sites

Facebook

Google

Microsoft

Australia has one of the highest mobile phone penetrations in the world

Why is social important to brands

People use social media to make purchasing decisions

- Friends

- People like you

- Experts

- Online friends

- Brands

- Retailers

- Influential bloggers

Actively searching for information

Passively through engagement with brand fan pages and twitter feeds

Passively through monitoring friends

Marketing funnel has evolved

Many brands

Fewer brands

Final choice

Buy

The new marketing funnel – engagement strategy

Consider > Evaluate > Buy > Enjoy > Advocate > Bond > Loyalty

Your average person is connected to 130 people

Some of your greatest influencers are your staff

Every piece of social media content you create has the ability to lose someone as well as gain more followers

The best social media strategy has to have the ability to become better listeners

Its okay to talk about to your detractors

Twitter and Facebook is the way an average aussie can participate with your brand

Social media is an extension of people's engagement with traditional media.

People want to connect with their faith online.

Digital health check

Website

Current ability to tell stories > resource yourself

What non-profits can learn from a call centre

Listen to your audience

Build complementary metrics

Netsquared free for charities

Jeff Crabtree Living with a creative mind

You cannot be a human and not be creative.

God presented Himself to the world as being creative. Genesis 1:1

Once you understand creativity within you cannot do this

Creative process: I see. I think I make.

You perceive. You discover. You produce.

1. Perceive

You cannot make anything you've never really thought about and you cannot think about anything you haven't seen.

We are sensitive to the things we are wired to perceive

Churches attract creative people because they see the possibility to create something.

You can get no creative output without a moment of perception.

Swearing is the Irish national language // to be sure

Creative people live inside their head in extremities because they are trying to see, think or make/create

Unless you believe you have something to offer the world you won't step up onto the stage.

You have to have an ego to step up

Nine dimensions of creativity

<i>High tide</i>		<i>Low tide</i>
Inflated	< EGO >	Deflated
Confronting	< ATTITUDE >	Comformist
Fluid	< THOUGHT >	Schematic
Skinless	< SENSE >	Insulated
Wide angle	< FOCUS >	Zoom
Intense	< EMOTION >	Calm
Manic	< ENERGY >	Still
Chaos	< SPACE >	Order
Risk	< ACTION >	Safety

Ecstatic. Tears. Fear. Love = fuel to ignite the creative process

Having a tidal experience of life is essential to the creative life

Perfection is what people do when they fear what they've done isn't good enough.

What stops you being creative: Fear, anxiety/rejection, insecurity, spin

Self expression purely for the expression of self is indulgent.

Creative people are not a formula. But its helpful to have a construct to help you work with them.

Fear is the resident of truth

Paul Nevison – Producer Hillsong Church

Passion is persuasive. Authenticity and transparency impact culture.

Film engenders emotion and provokes a response.

Film is the grand concert of all the arts.

Cinema is magical when it is done well

Loves:

Research

Design

Photography

If you're diligent with the gifts God has given you there's a chance you can truly impact culture.

The best use of film is to spark emotion using simplicity. The place for details is in print and on the web.

Its amazing when you bring the concert of the arts the results you get

The way to get an emotional connection with your audience is through story.

We need to be educated how we tell stories

Speak where people are listening. Often the church is speaking where people are ceasing to listen.

Wrap up a spiritual truth in a creative way

News rallying the church

Our job as storytellers is to enlarge people's view of God

The Christian message never changes but the ways we communicate it needs to change.

Film has the power to take people to places where they wouldn't normally go

The creative process

Do the work. There are no shortcuts. The more you do you discover what works, what doesn't work.

70% thinking 30% doing

For something to be really great you have to live in it.

John Cleese, creativity video

How to approach creativity: Play with ideas. Not structure. Not execution

You need to be able to sum up what you are communicating in one sentence. One idea. From that you execute.

Good ideas. Separate out the good from the great.

Editing you have to enjoy killing the bad ideas to focus on the great ideas.

Collaboration is important because other people can make your ideas even better.

Collaboration is not a democracy. - Hans Zimmer

At the end of the day a good director will take the best ideas.

Sometimes mystery is more important than knowledge - JJ Abrams

Respect your audience. Help them connect their own dot.

Whisper draws you in. Shouting repels.

If you limit the length of a creative piece, you might not know what happy collisions could happen. Create, then reduce.

We need to hone the craft of subtlety telling stories. Leave room for questions. Jesus did.

Jesus was ok with leaving people hanging... You don't have to provide all the answers, fill all the gaps.

The whole idea of subtly of storytelling is great. Help people create their own pictures.

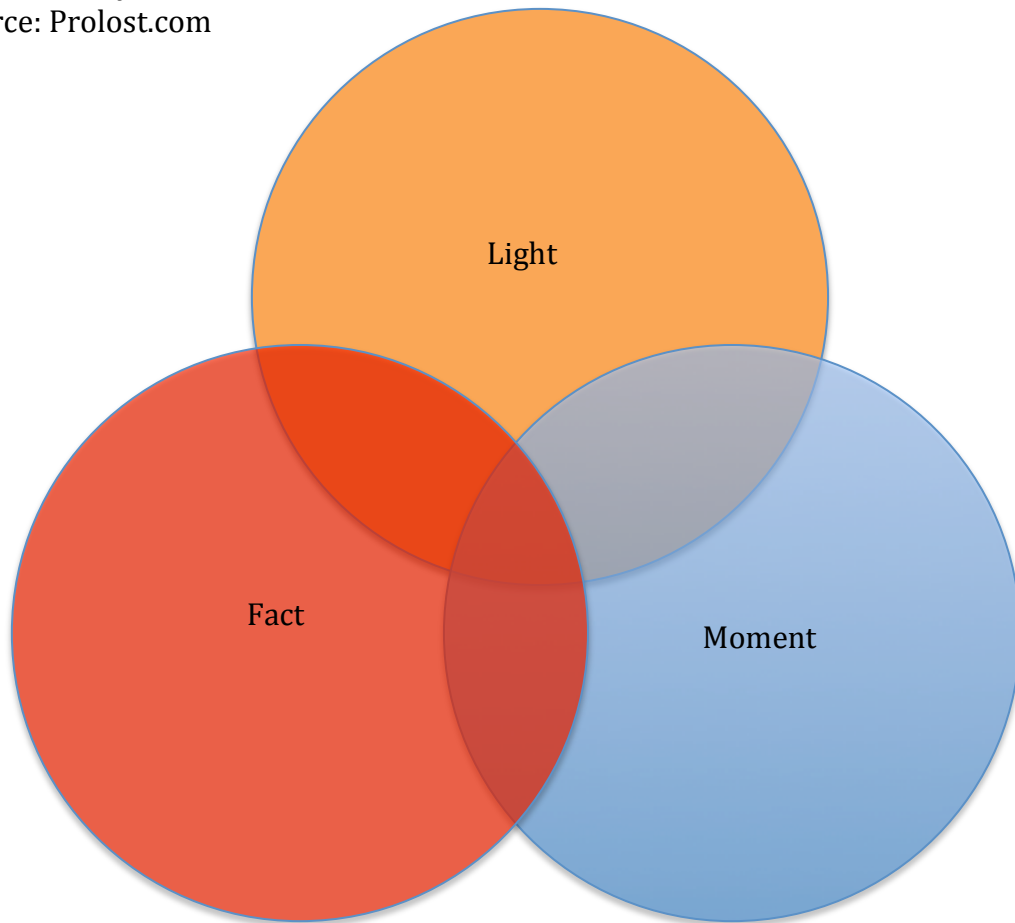
Miss direction creates tension and tension creates interest.

Truth is black and white but how we interpret in the modern world is very grey

Clichés hunts down every creative person like lions hunting gazelles. It's just the way it goes.

Whatever you create is a result of your input. Be broad with what you absorb.

Fact – make it interesting, unusual
Moment –
Light – beauty.
Source: Prolost.com



We experience our world through our emotions. That makes us keen to sense manipulation.

Interesting subject + powerful moments + stunning aesthetics, equals great story.

Day 3, Session 1: Tim Schraeder

Read Rework

What is inherent in our culture today is that we have to change to survive

The message is sacred, the method the message is communicated isn't

Stop creating art for God

"We don't create for God. He doesn't need it. We create art in response to God. Because the world needs it." Gary Molander

It's not either/Or. It's both/And.

Get more creative with traditional communications.

Know your real competition.

Your logo isn't your brand.

Your brand is the gut feeling when they hear/see your name.

Your brand is defined by what people say, not what you say.

Forget your mission and vision.

What's your passion?

'True brand is defined by experience'

Your friends won't rally around your vision and mission, but they will rally around what you are passionate about.

Technology isn't the Savior.

Content is king. Technology will help but it isn't the be all and end all.

Social media is narcissistic. Don't get lost in metric

Be inspired. Don't imitate.

Microsoft store vs Apple store

Find your own brand voice.

Constraints are a blessing.

They force to you rely on creativity.

Constraints force you to find new ways of doing things. See them as a blessing.

Be present.

There's a big difference between having a presence online, & being present. Not a broadcast platform, a 2 way convo

People will assume you are listening. Be engaged. A conversation is a happening about your brand whether you are there or not.

Do something new

We need to be leading the charge

If you keep doing what always works you will keep getting the same results. Try something new.

Be openhanded with your content.

They talk about 15 minutes of fame. Social media gives your 15 seconds.

Day 3, Session 2: Sam Childers

When you live on the edge Jesus is there with you

We are too much concerned about making Christians comfortable

He has a tattoo shop and motorcycle shop in his church

Day 3, Session 3: Simon Hunter

You've got to have a story that is a compelling in its idea

You can't teach attitude and you cant get rid of fear

The opposite of love is not hate. Its apathy

The Story

TITLE

This is a story about: A _____ who wants _____ but
_____ because _____ so he/she decides to
_____ But _____ which results in _____

The whole film should generate one question. A Superwant

Day 3, Session 2: Jeff Crabtree

Creativity is the process of having original ideas that have value

There are gatekeepers who determine values

The creative process is like a lava lamp. It constantly evolves, moves, grows. It's not like a manufacturing process.

Managers try to measure to prove that they are good and then measure what they manage.

You can't measure the time and space to measure a good idea

Ideas are often mistaken for a single event. Flash, stroke, epiphany. An idea isn't a single thing it is a network.

Memory filling the well. Memory is the well you draw upon for creative ideas. How do you fill the well?

If you're in an organization that doesn't like confronting challenging ideas you won't get much creativity

Creative people by their very nature, are trying to avoid boredom.

Most churches are afraid of ideas that are contradictory to the gospel.

Makers time

There are two kinds of time. Manager time. Makers time.

Outlook/ create a mentality that you must order your day.

It takes an instant to think of an idea. It takes half a day to do anything valuable with it.

Don't wait for the creative moment to strike. It should strike once you get the cheque and creative brief. Get outcomes! Deliver.

How do you measure performance of a 'Creative' - what they deliver by their deadline... not how they get there.

20% time

Give creative people 20% innovation time a week... like Google et al does - that's how Gmail was invented!

More coffee

Breakthroughs don't come in the lab. They come by the water cooler, in the lunch room. Ideas emerge in the social space, not the work-space.

You need an unpredictable chaotic space with confrontation for ideas to emerge

Free ranges eggs are tastier than caged eggs. Set your idea creators free

Collaborate

When you collaborate you give up the sole credit. You share ownership of your ideas.

Deliberately create collaboration. Force people to work together especially those don't that think the same way. Chaos

Culture

You have to create a culture where the idea and the value of the person isn't equated. Its about what is the best idea.

You have to create an environment full of affirmation

Collaboration means giving up something. Sharing ownership of your ideas. It's hard & requires a lack of ego

You've got to take care of people's souls.

Create a culture where you can have healthy conflict and disagreement where best idea rises to the top.

Creativity for money isn't romantic. It's a job

Every real creative understands the deadline is sacred

You can have it good and fast but it won't be cheap. If you want fast and cheap it won't be good.

Day 3, Session 3:

Richenda Vermeulen: Building A Social Media Strategy

It can take six months to build a strategy and two years to explain it.

It's about?

Social media is all about engagement.

Your social channel is competing with content from people's friends, pictures and comments

Your content shouldn't suck.

Do you have an engagement strategy?

- Do you have a goal in the way you engage your audience?
- Do you have on air and off air engagement tactics?
- Do you know your target demographics?
- Do you currently have a distinct style/personality to engage your audience?
- Do you have answers to the hard questions?
- Social will not create new problems for you it will highlight existing problems you have
- The only thing you have to fear are the things you are hiding

Digital health check

- What is the state of your website?
- Does your website the visitor or your organization?
- Do you have analytics running?
- Do people currently visit/give?
- Can people give feedback on you website?
- Are you responding to feedback?
- Do you have e-commerce?
- Do you have e-commerce tracking?
- Have you thought about search marketing?
- Are you partnering with your affiliates?
- Social friendly site?

Listen and learn

Use tools to listen

- Google alerts
- Tweetdeck
- Social monitoring

Analyse current social media activity

- Highest performing content
- Most popular days to post
- Ask questions online and offline

Explore resources

- Stories
- Pictures
- Partners

Identify current and potential influencers

- New media, bloggers etc
- Staff

Develop your social strategy

- Create a goal that aligns with your engagement strategy
- Ensure that your strategy lives beyond platforms
- Think culturally
 - 'Changing the way we talk' 'Unlocking our secrets'
 - 'Make the church relevant' 'present ourselves as our listeners see us'
- Think big but achievable
 - Unify online. Mobilise influencers. Expand your offline experience
 - Digitize our fundraising efforts. Reach a different demographic.
- Develop a tactical plan
- Develop aligned metrics

Pick your metrics

Social metrics

- Audience reach (likes, followers etc)
- Audience engagement (talking about this, RT's, direct conversions)
- Social reach of engaged audience
- Impressions and interactions and social content

Social Media Monitoring Metrics

- Share of voice
- Sentiment changes
- Insights provided

Digital Metrics

- Social traffic to site
- Online Acquisitions
- Trigger codes
- Long term donor value

Other metrics

- Integrate social media in to research

Ask for help

- Online – Jerimiah Owyang, Beth Kanter, e-marketer, social media today
- Meet-ups – Netsquared, Connecting Up
- Ask your supporters
- Ask your partners
- Pay for advice, not activity