

CELEBRATING 10 YEARS | DECEMBER 2023



REPORT

EXTENDING GOD'S VOICE THROUGH MEDIA



Hosting a Forum in Brazil

MEDIAlliance Brazil held our first Forum event in São Paulo in August.

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MEDIAAlliance International

Extending God's voice by building up leaders in Christian media to reach the world for Jesus.

Cover: Leaders representing ministries in Brazil gather together for our first Brazil Forum in São Paulo in August.



From the President Vision: One Billion Souls

Name a continent of our globe, and MEDIAAlliance likely has a ministry partner there using powerful media tools to proclaim the Good News of Jesus. It is incredible to see how God has grown the influence of MEDIAAlliance International over the past ten years. From a beginning in Eastern Europe and Russia in the early days to touch points in over forty countries on five continents, it has been by the hand of God and the prayers and support of His people that this ministry has grown.

Through training seminars, Summits, leadership Forums, and weekly blogs and videos, almost 15,000 people in Christian media have gained new insights, fresh information, and renewed inspiration from MEDIAAlliance instructors and staff. And the growth continues.

Today, our vision is to make the Gospel accessible to one billion unreached people. It is hard to comprehend that there are 3.4 billion souls...forty-two percent of our world population...who don't have access to God's Truth and the salvation He so freely offers. Our desire is to extend God's voice to these unreached using the amazing power of media.

It is hard to find a person who doesn't have a smartphone. Seventy-five percent of the world population has at least one television. Over three billion people globally listen to radio at least once a week. The continuing growth of social media and podcasting confirms that media is the most effective way to reach people today.

MEDIAAlliance is uniquely positioned to strengthen the work of those worldwide who faithfully extend God's voice to the unreached in their areas and disciple those who have come to know Christ as the Lord of their lives.

You have an opportunity to join the MEDIAAlliance team. Your prayers and your financial support will mean so much as we seek to extend God's voice further and further to make His Truth accessible to one billion souls. As you read through the pages of this report, let the Lord speak to your heart about how you can be part of such a great enterprise, reaching the lost through Christian media.

Dr. Ron Harris





CELEBRATING A DECADE OF MINISTRY

Celebrating ten years of God's blessings! MEDIAAlliance held its Global Impact Gala in October and rejoiced with a room full of ministry friends and partners. Two couples received the Andy Horner Global Impact Award for their faithfulness in supporting and encouraging the work of MEDIAAlliance International. Tim and Peggy Horner and Mike and Becky Jones represented their own faithful support and also the legacy of their parents' role in the life of this ministry. Joan and Andy Horner were key supporters from the very beginning. Ed Yates was the founding board chairman of the ministry, and with his wife Gloria, provided constant encouragement.

Also receiving special awards were two international ministry partners. Enkelejda Kumaraku Shelburne from Albania and Paulus Wiratno from Indonesia were given the Global Light Awards for their unique media ministries and the bold proclamation of the

Gospel through Christian media. Both of these leaders and their ministries are powerful illustrations of how the Lord can work through today's media tools to shine His light on the lost.

Attendees responded to the encouragement from speaker Dr. Richard Blackaby, honorary dinner chair Tom Leppert, and other ministry friends, such as Mike Huckabee, Phil Cooke, Gary Chapman, Robert Jeffress, Jack Graham, NRB President Troy Miller, and a host of international ministry partners. This resulted in the largest amount of donations and pledges received at any of these special dinners.

Watch a video of our time together at the 2023 Global Impact Dinner by scanning this QR code.



Dr. Ron Harris presents Paulus Wiratno, Indonesia, with the Global Light Award.



Dr. Ron Harris presents the Global Light Award to Enkelejda Shelburne, Albania.



Tim & Patsy Horner, recipients of the Global Impact Award.



Guest speaker Richard Blackaby, co-author of *Experiencing God*.



Mike & Becky Jones, recipients of the Global Impact Award.



Russia 2013

TEN YEARS OF TOUCHING LIVES

In January 2013, four men gathered in a local restaurant for lunch. But a sandwich or a bowl of soup wasn't the only thing on the menu that day. Ed Yates, Bo Sexton, Jim Wilson, and Ron Harris officially launched MEDIAAlliance International with a vision to strengthen Christian media worldwide. Little did we know on that January 11th day how God would grow the ministry to include scores of media leaders and ministries in over forty countries on five continents.

That same month, MEDIAAlliance led training seminars in Moscow, Russia. Other events would soon follow. The focus was on providing media training in places where there was little help available. Leaders throughout Eastern Europe became partners in ministry from countries such as Bulgaria, Albania, Serbia, and Romania. Before long, the MEDIAAlliance influence stretched from South Africa to Finland, Haiti to India, Thailand to Brazil. And to many other countries and cultures in between.

From the start, we gained vision from the Apostle Paul's declaration of his purpose: "...to further the promise of life in Christ Jesus" (2 Peter 1:1 NET).

That purpose is accomplished through Christian radio, television, and the extensive use of the internet. And MEDIAAlliance began to grow almost immediately.

We soon realized that most countries we serve through our ministry partners have very few evangelicals, usually less than two percent of the population. Christian media is the most effective way...sometimes the only way...to share the hope of life in Christ Jesus. We also learned there is a need for media training in radio, television, and the various social media platforms. Seminars and media workshops became the primary work for MEDIAAlliance.

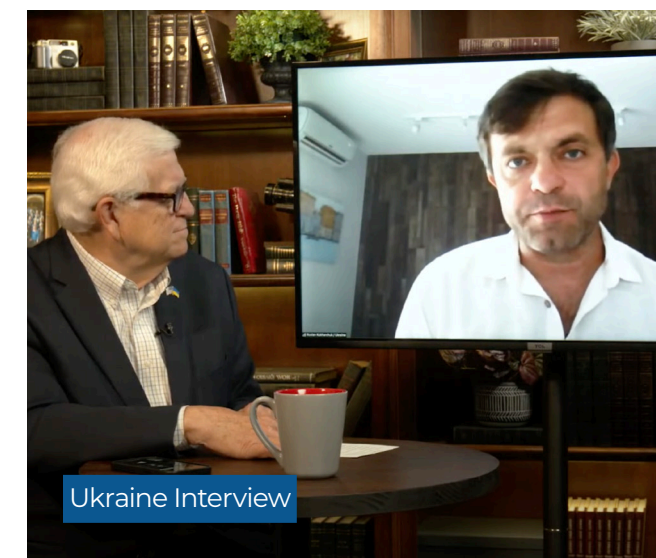


India 2013

In the early days, Dr. Ron Harris was the sole full-time staff person. With assistance from many Christian media professionals in the United States, MEDIAAlliance was able to help media ministries become more effective in sharing the Gospel in their own culture. These friends of MEDIAAlliance paid their own transportation costs out of their desire to see many come to Christ. We continue with that model, making what we do a true partnership among Christians media professionals worldwide.

Adding Kay Leitch as ministry coordinator in 2016 allowed MEDIAAlliance to grow even more. Her help in administrative areas solidified the ministry in many ways. Kay continues to serve the ministry, now in a volunteer capacity. Kyle Gilbert joined MEDIAAlliance in 2020 with key responsibilities in the communication area. He is responsible for major video productions and the communication design and implementation of for MEDIAAlliance.

The years of the pandemic greatly limited the MEDIAAlliance teams in their ability to travel and hold conferences. A new television studio provided fresh opportunities for the ministry to both serve its international partners and to highlight how God was working through their media ministries. A prime example of this occurred when the war in Ukraine began in February 2022. A series of in-depth interviews with partners and friends in Ukraine were produced, giving insight to much of what was happening beyond the headlines of the



Ukraine Interview



The current MEDIAAlliance staff team

war. MEDIAAlliance organized a global prayer conference involving our ministry partners in almost every time zone and region of the world. It culminated in a one-hour online prayer event live from the MEDIAAlliance studios.

The most recent addition to the MEDIAAlliance team is Doug Price. He serves as vice president for development, a position he has held at other ministries over the years. Doug served with Ron Harris at KCBI Radio for ten years. They have been ministry and personal friends for over forty years. Doug's addition to the staff will help provide the financial resources needed to allow MEDIAAlliance to accomplish what God has put before us.

Today, MEDIAAlliance International focuses on leadership training. To focus on various global areas, we have opened virtual offices with coordinators in Asia, Europe/Eastern Europe, Brazil, and the Middle East. Conferences were held in 2023 in Bangkok, Thailand; Budapest, Hungary; and Sao Paulo, Brazil.

A new partnership was formed in 2023 with Dr. Phil Cooke, one of Christian media's most important influencers. Phil and Ron Harris have been friends and have served together for over twenty years. Cooke Media has been involved in major productions with people like Francis Schaeffer, Billy Graham, Oral Roberts, and Jack Graham. They have produced videos for TBN, Museum of the Bible, and others. Phil Cooke serves as our key speaker at the Global Leadership

Forums.

In 2024, we will again draw key media leaders to attend MEDIAAlliance leadership forums. We believe a crucial part of increasing the reach of Christian media is to provide information, inspiration, and encouragement to these leaders. You can read more about the forums on page 12 of this report.

Looking back to that lunch meeting in 2013 when a small ministry was launched, no one around the table could have envisioned what God could do with dedicated people, committed supporters, faithful partners, and the Lord's leadership. An amazing decade. What will God lead us to do in the coming years? Our intention is be ready to follow His way and see His victory in the lives of millions around the globe who hear of God's love through His Son Jesus.



.....
"I really want to thank you, because ten or twelve years ago...I had no idea about Christian society in the West. And Ron really helped us. Really helped and encouraged and introduced us to other people." **Soner (Türkiye)**

"When I think about MEDIAAlliance International, I see a team of leaders in Christian media—a family that is helping, training and mentoring us. And I'm very privileged to be part of this family." **Catalin (Romania)**

"For me personally, it has been a week of inspiration and offering you a vision coming back from that Summit. I have felt refreshed and ready for the new things God wanted to do through our ministry." **Jonida (Albania)**

"God has taught us so much through Ron personally and his selfless support and big heart full of love and encouragement. Ron walked with us through the darkest times of our lives, and with his support and the support of MEDIAAlliance, we knew we were not walking that path alone." **Ira Bogeski (Serbia)**





Current logo

Beginning in January

New Logo Update

In January, as a part of clarifying our brand, MEDIAAlliance International will become MEDIA Alliance International. You'll notice a minor change to our logo, and we'll begin forwarding all website and email traffic to our new website domain:

mediaalliance.net

Get ready for a trip of a lifetime!

Join MEDIAAlliance International for an incredible eleven-day cruise and tour of Greece as we retrace the footsteps of Paul!

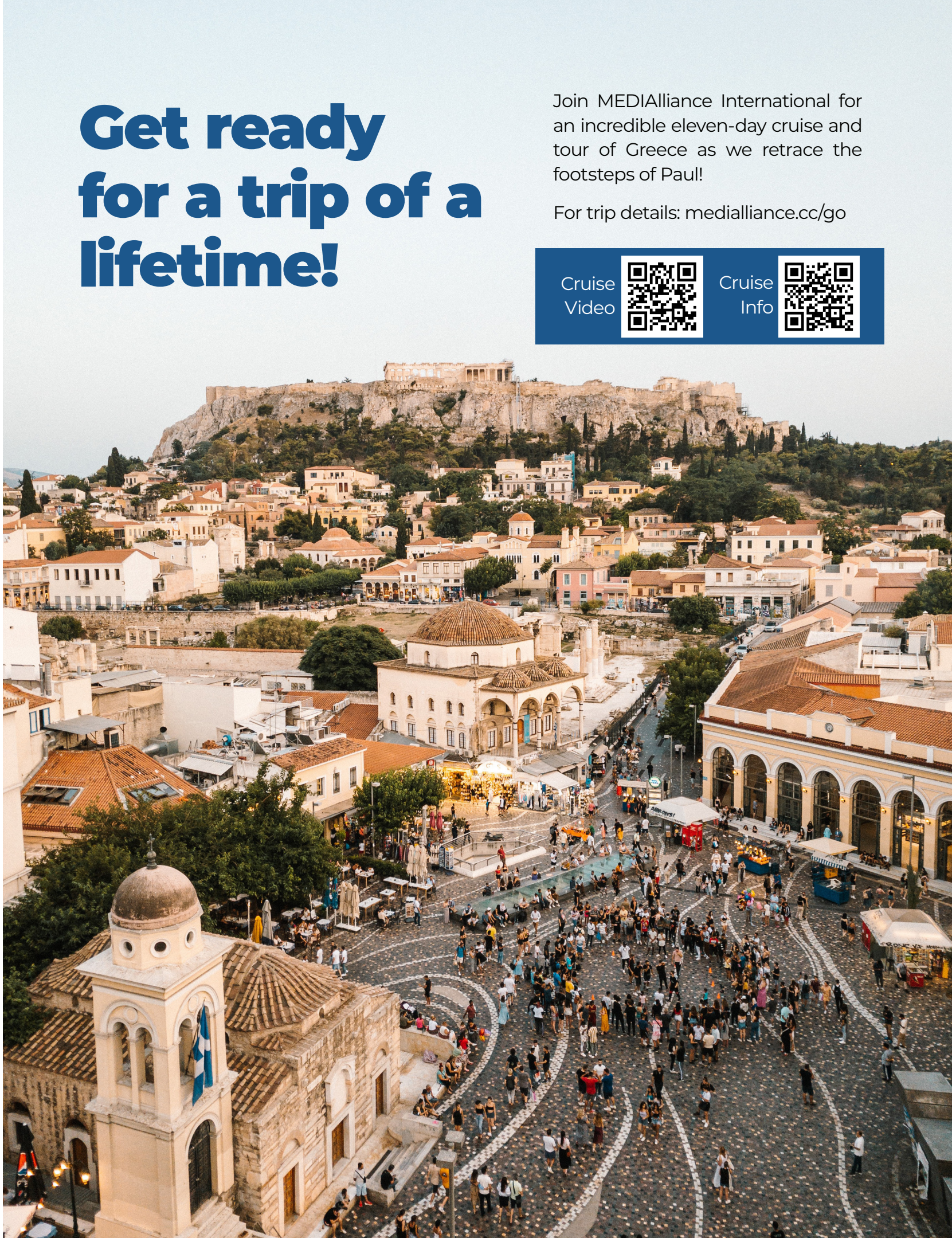
For trip details: mediaalliance.cc/go

Cruise Video



Cruise Info







Soner Tufan and his wife, Rabia, stand with the Petra Media team.

A NEW BEGINNING IN TÜRKİYE

The country of Türkiye is home to many biblical locations, including Antioch (the place where Christians were first called Christians) and the seven churches of Revelation. But despite it's rich Christian heritage, Türkiye is now a predominantly Muslim country, and evangelical Christians make up only .03 percent of the population.

Doing ministry in an environment like this brings its own unique challenges. In addition to physical threats from radical Islamic groups such as ISIS, there's also the lack of Christian education and training. While the government funds mosques in each city, Christian churches are generally not allowed to build their own buildings. Most churches meet in businesses and homes, severely limiting the visibility of Christian churches.

In this hostile environment, our longtime ministry partner, Soner Tufan, has established a new ministry office. After many years of radio ministry under the name of Shema Media, Soner and his leadership team have rebranded as Petra Media Group and have set up a new office

in Ankara, the capital of Türkiye. From there, they run multiple radio stations, openly sharing the Good News of Jesus over the airwaves.

For Christians in these cities, this station is a source of inspiration and encouragement in their faith. For those who don't yet know Jesus, these stations are a testament to a loving heavenly Father and the saving grace of His Son.

To help celebrate this new ministry launch and encourage the team there, Kyle Gilbert, Senior VP of Communications at MEDIAAlliance, traveled to Ankara. Kyle recently joined the board of Petra Media to attend and speak at the opening ceremony for the new office space.

This new office has been designed to be flexible, allowing the common space to be used in multiple ways. It was used as a workspace, meeting hall, and church gathering place over the few days that Kyle was in town.

While the team has a vision for many ministry and outreach opportunities, chief among them is a desire to secure a national radio license to

broadcast to the entire country. While this is a major financial challenge, God has already provided significant financial pledges from partners, bringing this dream closer to reality.

Pray for the staff and volunteers of Petra Media Group. Ask that the Lord would keep this team from harm and will allow them to boldly proclaim salvation in Jesus Christ. Pray also that God will provide funding through donors and ministries so that Petra Media Group can

take the next steps in establishing a national radio station.

Kyle recorded an interview with Soner in the Petra Media studio in Ankara. Watch it here.



Part of the Petra Media board meets with staff leadership.



Inside the new video recording studio.



The view of Ankara from the new offices.



Visiting "The Castle" in Ankara.



A vendor in Ankara displays a variety of dried fruits and nuts.



WHY FORUMS?

Why Leaders Are Important

We recognize them throughout history. Alexander the Great. Napoleon. Washington. Patton. There is a long list of those who have both led and inspired people and nations. We call them leaders, and rightfully so.

Today, leaders are also called by another name: influencers. In our digital age, an influencer shows others certain products or fashions, and by the way they present themselves and the products they represent, they influence thousands, often millions.

MEDIAAlliance is privileged to work with great leaders in Christian media. They have taken a stand...often an unpopular one in their culture... and have presented Christ in ways that influence others to follow Jesus.

Recognizing the value of leaders like this, MEDIAAlliance focuses on enhancing the work of Christian media leaders around the world. They serve in over forty countries, a number that

continues to grow. Earlier this year, we connected with leaders of Christian radio stations in Kenya as well as a couple from Finland who are moving to Asia to focus on media ministry in Japan. Leaders. Influencers.

The world is a vast mission field, so MEDIAAlliance is breaking it down into regions and establishing hubs or virtual offices to focus on specific areas of our world. Asia. Europe. South America (Brazil), and the Middle East. In each of these regions, we will hold Leadership Forums to help these gifted and dedicated influencers improve their effectiveness in leading their ministries and in impacting their culture for Christ.

Upcoming Leadership Forums will be held in Valencia, Spain for Europe; Bali, Indonesia for Asia; and Larnaca, Cyprus for the Middle East. A Forum is in the planning stages for Brazil to be held in Belo Horizonte.

Our regional MEDIAAlliance coordinators help us identify key media leaders who are invited to a two-day conference. Our ministry has partnered with Dr. Phil Cooke, noted media producer, author, and speaker, who will hold sessions at each Forum. Dr. Ron Harris, founder and president of MEDIAAlliance, will also speak.

Our prayer is that these leaders will gain new insight and encouragement and influence other Christian media leaders in their region to grow in excellence. Join with us in praying, and help support this work as the Lord leads.



2024 Forum Initiatives

European Forum
Valencia, Spain, March 20-24

Asia Forum
Bail, Indonesia, June 5-8

Middle East Forum
Unlisted for security, August 27-31

Brazil Forum
Belo Horizonte, August 27-31



2024 MAJOR INITIATIVES

Leadership Summit

A week-long gathering of media leaders, providing an intensive time of training and encouragement

\$123,500 (whole event)
\$3,100 (each person)

Regional Forums

Gatherings of media leaders in different regions of the world (Asia, Brazil, Europe, and the Middle East)

\$130,000 (four forums)
\$32,500 (each forum)

New Countries

Expansion of ministry into new countries to help encourage leaders in new areas

\$195,000 (ten countries)
\$19,500 (each country)

Over-the-Air Broadcast

Expanding the ministry of MEDIAIalliance to include a regular broadcast through traditional media

\$130,000

Studio Updates

Further extending the use of our video studio to include additional sets, lighting, and video options

\$41,500



CHARTING A COURSE

by Doug Price, Vice President for Development

“In their hearts humans plan their course, but the Lord establishes their steps.” Proverbs 16:9

Ten years ago, Ron Harris charted a course to utilize his talents, influence, and years of experience in Christian broadcast leadership in a new direction. Since then, God has opened doors to ministry in more than forty countries and over one hundred Christian media leaders have been encouraged.

As we approach 2024, we are still following that course and setting goals to maximize our resources. In August, we prayed through the major projects and priorities we believed would best honor God and satisfy the expectations of our supporters and donors. The projects include repeating successful activities of the past like Leadership Summits and Regional Forums that are the lifeblood of so many of our international partners who benefit from the personal contact with their peers.

We included giving priority to finding resources that would allow us to meet the demands of ministry growth. Our international media partners live in a world in need of Jesus, yet they face chaotic times with mounting personal and spiritual challenges. We need to be ready to accept the call to help future media ministries to extend the voice of God in countries they serve.

Probably the greatest challenge we face at MEDIAIalliance is our need for more people to know about us and support our work. It seems a bit unfair to expect the same generous donors of the past years to continue to fund additional programs and ministries without asking others to share the load.

So, our new projects include “Extending the Voice of God” to our own Jerusalem; asking others outside our immediate home base to learn of us and allow God to work in their hearts. We need others here, and “in Samaria and Judea”, to come alongside us in assisting media leaders as they make the Gospel message available internationally.

Reaching our own Jerusalem means reaching North Texas and other places through media. A new item in our budget is to build awareness of MEDIAIalliance through over-the-air broadcasts to discover new friends. Ron Harris has strong recognition in the Dallas/Fort Worth area from his work on the air at KCBI Radio and through National Religious Broadcasters. Capitalizing on that recognition by purchasing local radio time will attract new supporters and donors who can stand with us for the future.

Many of our international partners broadcast on television. Our communications with them must include video productions. Those productions can also be used on social media and other digital channels. Our small studio in Arlington is wonderfully effective but needs equipment upgrades for expanded capabilities.

We are still following that course laid out for us ten years ago, and still trusting the Lord for each step along the way. But when I hear and see the world headlines, I sense a new urgency. Maybe you do, too.

God might want to use you in accomplishing the steps before us. Is that possible? I would love to talk with you about it. Contact me at 817-330-4105 or at doug@medialliance.cc





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UPCOMING EVENTS IN 2024

Your generosity creates opportunities to build up leaders as we travel to provide training in strategic locations. Pray that God will open doors and work through these upcoming events.



NRB CONVENTION

Nashville, Tennessee - February



EUROPEAN FORUM

Valencia, Spain - March



MIDDLE EAST FORUM

Unlisted - April



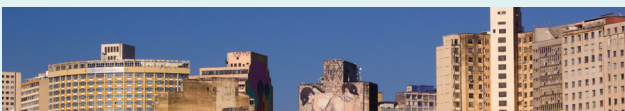
ASIA FORUM

Bali, Indonesia - June



GREECE TOUR & CRUISE

Greece & Türkiye - July



BRAZIL FORUM

Belo Horizonte, Brazil - August



MEDIALLIANCE SUMMIT & DINNER

Dallas, Texas - October