

Is there not a cause?

HOW THE MEDIA CAN INFLUENCE,
TRANSFORM AND CHANGE OUR
THE WORLD.

A message by Chude Jideonwo, co-founder and
managing partner of RED (www.redafrica.xyz) at the
Excellence in Leadership Conference, Daystar Christian
Centre, Lagos Nigeria on 3 November, 2016.

1 Samuel 17:28-29

King James Version (KJV)

28 And Eliab his eldest brother heard when he spake unto the men; and Eliab's anger was kindled against David, and he said, Why camest thou down hither? and with whom hast thou left those few sheep in the wilderness? I know thy pride, and the naughtiness of thine heart; for thou art come down that thou mightest see the battle.

29 And David said, What have I now done? Is there not a cause?

Putting on a show

On the 8th of July this year, 8,000 people entered into Noah's ark in Kentucky, in the United States of America.

It wasn't the original ark of course – it was a full-scale modern reproduction of the Ark that changed the world. With an 800-acre theme park of over \$150 million, expected to receive as many as 2.2 million visitors in its first year. 40 percent of whom will not even be Christians.

But the Ark Encounter is “not just for entertainment,” said Ken Ham, president and chief executive of Answers in Genesis.

It's to “**proclaim God's word and the gospel,**” he said.

“When people say, 'What are you really doing here?,'” Ham said. “What statement are you making?’ well, you know, in a world that we see becoming very secularized before our eyes, it's really time for Christians to do something of this size, of this quality, that competes with the Disneys and the Universals to get a message to the world.”



**ON THE 8TH OF JULY THIS YEAR,
8,000 PEOPLE ENTERED INTO NOAH'S
ARK IN KENTUCKY, IN THE
UNITED STATES OF AMERICA.**

Putting on a show is, in fact, biblical

IN THE HISTORY OF THE BIBLE, GOD'S MESSAGE CONNECTED BY
ATTRACTING AUDIENCES – BY PUTTING ON A SHOW.

Elijah put on a show

36 At the time for the evening sacrifice, the prophet Elijah went near the altar. “Lord, you are the God of Abraham, Isaac, and Israel,” he prayed. “Prove that you are the God of Israel and that I am your servant. Show these people that you commanded me to do all these things.

37 Lord, answer my prayer so these people will know that you, Lord, are God and that you will change their minds.”

1 Kings 18 King James Version (KJV)

Moses put on a show

▸ *Exodus 7* King James Version (KJV)

Joshua put on a show

▸ *Joshua 6* King James Version (KJV)

David put on a show

▸ *1 Samuel 17* King James Version (KJV)

Shadrach, Meshach & Abednego put on a show

▸ *Daniel 3* King James Version (KJV)

Paul put on a show

▸ *Acts 22-24, 28* King James Version (KJV)



**The purpose of a show is
to pass across a message in the
most effective way possible.**

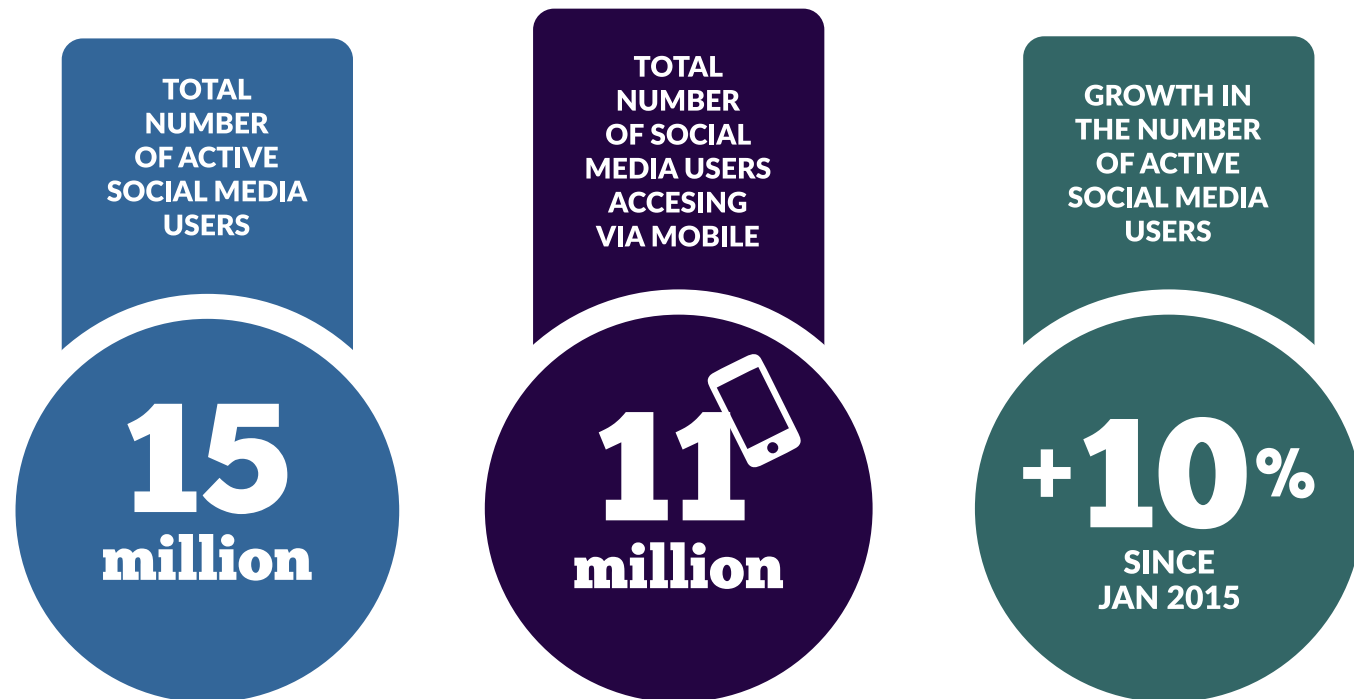
TO COMMAND PEOPLE'S ATTENTION.

TO COMMAND THEIR HEARTS, AND THEIR MINDS.

See the power of the media today

It's the most powerful force in everyday life.

Social Media Use in Nigeria



It has single-handedly powered the candidacy of America's Donald Trump for president.

It drove Nigerians - via social media - to unify as one to fight an unprecedented battle called #OccupyNigeria.

It essentially de-legitimised a government in Nigeria in 2015 - and ushered a regime of 'change' that unseated a 16-year political monopoly.

It enabled Nigeria mobilise its citizen to prepare for ebola, to fight ebola and to win.

THE MEDIA IS THE MOST POWERFUL FORCE FOR SOCIALIZATION AND MOBILIZATION ACROSS THE WORLD.

Let's talk about the brand, Jesus

(HE PIONEERED AND DEPLOYED SOLID BRAND BUILDING STRATEGIES)

JESUS | THE MESSAGE OF JESUS WAS A PRODUCT

1. Like every successful product, it had a brand.

In my Father's house are many rooms. If it were not so, would I have told you that I go to prepare a place for you?

John 14:2 *King James Version (KJV)*

2. The blood is essentially its brand identity.

“but with the precious blood of Christ, a lamb without blemish or defect”

1 Peter 18:19 *King James Version (KJV)*

“The blood shall be a sign for you” **Exodus 12:13** *King James Version (KJV)*

3. He used storytelling and sold narratives to build the brand.

► *Matthew 13:10-17* King James Version (KJV)

4. He understood soft launches.

Jesus replied, “Let it be so now; it is proper for us to do this to fulfill all righteousness.” Then John consented

Matthew 3:15 King James Version (KJV)

5. He believed in Public Relations.

Who do men say I am?

Matthew 16:13 *King James Version (KJV)*

6. He practiced experiential marketing.

5 Loaves and 2 Fishes ▶ **Mark 6:41** *King James Version (KJV)*

(Connected with their primary needs to sell what he needed to sell)

That the work of God might be revealed in him

John 9:1-12 *King James Version (KJV)*

7. He believed in out-of-home advertising.

Riding on a donkey ▶ **John 14:2** *King James Version (KJV)*

8. In street activations.

Carrying the cross ▶ **John 19:17** *King James Version (KJV)*

9. In guerilla marketing.

Jesus commanded them not to tell anyone.
But the more he did so, the more they kept talking about it

Mark 7:36 *King James Version (KJV)*

10. In brand ambassadors.

The Resurrection ▶ **Mark 16:91-11** *King James Version (KJV)*
(His 12 and other apostles)

11. And in word of mouth.

But the angel said to the women, "Do not be afraid, for I know that you are looking for Jesus, who was crucified. He is not here; He has risen, just as He said! Come, see the place where He lay. Then go quickly and tell His disciples, 'He has risen from the dead and is going ahead of you into Galilee. So the women hurried away from the tomb, afraid yet filled with joy, and ran to tell his disciples

Matthew 28:5-8 *King James Version (KJV)*

■ He was aggressive

At 12, he went to the most important venue for the Word.

▸ **Luke 2:41-52** *King James Version (KJV)*

■ And strategic

Jesus saw many people.

He went up on the mountain and sat down

Matthew 5:1 *King James Version (KJV)*

- **Above all,
his message is**

powerful

38 For I am persuaded, that neither death, nor life, nor angels, nor principalities, nor powers, nor things present, nor things to come,
39 Nor height, nor depth, nor any other creature, shall be able to separate us from the love of God, which is in Christ Jesus our Lord

Romans 8:38-39 *King James Version (KJV)*

We are supremely confident in the power of the word.
Not our power. Not our wisdom. Not our eloquence.
Not our interpretations. Not forcing anyone.

Just acting as vessels.
For an already powerful Word.

We are confident

**That the Gospel is the power of God
unto salvation** (Romans 1:16).

It renews mindsets and sets men free (John 8:32).

**It can “set on fire the course of a life and cycle
of man's existence”** (James 3:6 AMP).



**What is the primary
business of the Church?**

The Church is in the business of audiences

Our primary mandate is simple:

Go into all the world and preach the gospel to EVERY creature.

Mark 16:15 King James Version (KJV)

THIS IS THE SAME WAY HE DID IT – HE WENT WHENEVER THE AUDIENCES WERE. AND CONNECTED WITH THEM THE BEST WAY THEY COULD RECEIVE HIS MESSAGE.

Evangelism Dinner, 5000 People, 5 loaves and 2 fishes (Mark 6: 41)

Christianity is in the business of audiences - finding people where they are and reaching them, in the most effective ways possible.

Audiences are reached through media.

Therefore, essentially, the church is in the business of media.

The Church is in the business of media

We are called to be media.

In the beginning was the word

John 1:1 King James Version (KJV)

THE MASTER BRAND, JESUS, HAS CALLED US TO BE CARRIERS OF HIS WORD FAR AND WIDE.

God didn't just share messages. He was strategic about media.

From Moses and the burning bush to David facing Goliath, he wrapped the message in media. He was purposeful, dramatic and always thought of amplifying the message.

He was effective in using the tools and the carriers of the age to spread that message. And that is why the gospel has always attracted multitudes.

Culture is the driver of media

**We don't mean heritage, or tradition.
We mean the way people live their lives today –
and the factors that define that.**

CULTURE IS A COLLECTION OF THOUGHTS & BELIEFS THAT DEFINE A WAY OF LIFE. BELIEF IS GAINED BY EXPERIENCE & INFORMATION. INFORMATION IS DELIVERED BY MEDIA. THEREFORE, CULTURE IS HEAVILY INFLUENCED BY MEDIA - WHAT A GENERATION CONSISTENTLY HEARS, READS AND WATCHES.

Unfortunately, the church – and Christians – has failed to engage their minds and influence popular culture.

The Church-Culture gap

(According to Phil Cooke; author The Last TV Evangelist: Why the Next Generation Couldn't Care Less About Religious Media and Why It Matters)

"Early in the 20th century, the Church embraced motion pictures, radio, then television and now the Internet and social media.

"But in the vast majority of cases today, they're not using those platforms to engage the greater culture, but instead living inside a bubble.

"From the web, to publishing, to record labels, TV networks, universities and more, the last 50 years have seen a remarkable withdrawal from mainstream culture and a move back to a cloistered, protective bubble.

"In all honesty, the Church hasn't been losing its voice, it's been giving it away. As a result, they've lost remarkable influence in culture.

“It's time for the church to take ministry to the next level.”

Cooke's message has been summed up as: "If churches want to be listened to, they need to respond adequately to the new situation, or risk not being heard."

Cooke says that the world is in the greatest transition between two generations of media use, and he posits that the drive behind this shift is that "The Millennial generation wants to have a voice," and that it has the technological backing to realize that desire.

One of Cooke's main criticisms of contemporary U.S. "Christian culture" is its lack of creativity. He is firmly against what he describes as the "bubble" that the Christian subculture is in, as it is focused on developing its own music, books, and movies that do not engage the culture at large. Cooke explains: "Changing the culture is a gigantic task. It's like the weather.... We can't change the weather, but we can rescue people from the storm....We need to connect with that great audience out there so real change can eventually happen."

How do you speak to Nigerians in the mainstream as effectively as Oprah did with her messages, as effectively as EbonyLife TV or Channels TV without allowing them dismiss it as 'church talk'?

In October, after a year of research we began to reach out to Christian leaders and business people with a burden in their hearts – to build a 360-degree mainstream media platform – TV, radio and online – focused on Jesus.

People ask us why a faith-based platform? And we say, because it's the market need.

How do you connect with people, like Jesus did? By first dealing with the issues they care about – that they believe are most important now, and then after you have created a connection, you speak your message to them? Not religious platforms preaching messages to the converted.

Because the message – and ultimately, the influence - of the gospel is not for Christians alone. The gospel is first and foremost for those who have not yet found Christ.

What are the issues the culture is focused on now?

1. Unemployment: Over a 100 million jobless youths is a ticking time bomb.

2. Desperation/hopelessness: Besides the exhilaration of the 2015 popular victory, there are not many things that have given this generation hope in the last decade. It is alarming the numbers of people who want to commit suicide – who want to end it.

3. Sexuality: The data is alarming and this issue must be tackled from two angles - values reorientation and healing/deliverance for the afflicted. Sexual damage destroys lives, families, relationships and the fabric of society. Also, we don't have the policing structure to protect the vulnerable if this issue goes viral and we start producing psychotic predators. Already, according to Google Trends, the popularity of searches for rape video downloads on Nigeria is already in the highest percentile. By the time you start feasting on those types of videos, you are no longer normal.

What are the issues the culture is focused on now?

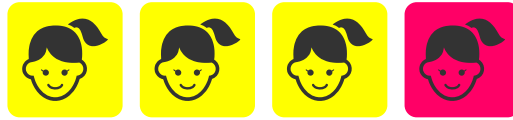
4. Values reorientation: There's an ongoing fight between tradition and idealism. The gender wars, rise of feminism, fight against patriarchy, disillusionment about pastors, challenge of authority etc are just symptoms of this war. The underlying undercurrent is people are beginning to push back against what they're always been told and there's a values vacuum as people seek direction and new role models. This vacuum is currently filled by celebrities.

5. Government: Ultimately, without good governance everything we do will be like patching the holes of a leaking wine skin. We'll be dealing with symptoms and at some point the effect of bad governance will overwhelm all our efforts.

The task is urgent

That same question confronts
Christians today:

Is there not a cause?



ONE OUT OF EVERY FOUR GIRLS
SUFFERS SEXUAL VIOLENCE

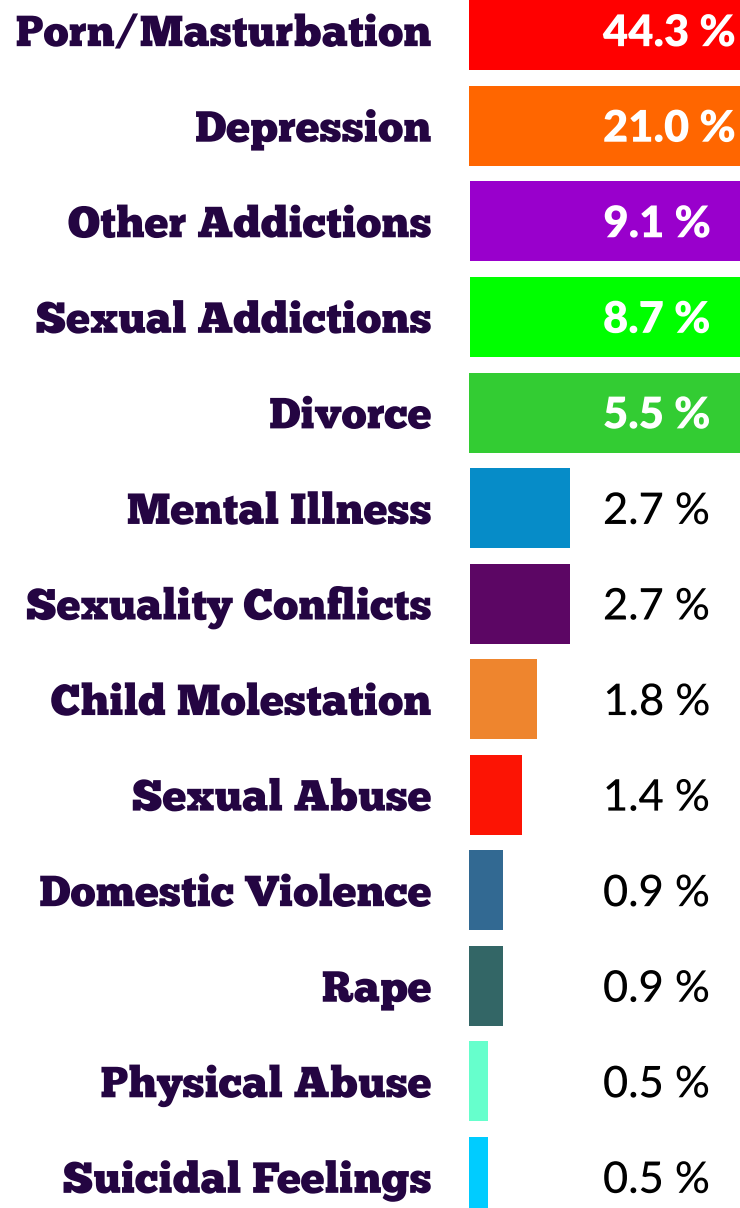


ONE OUT OF EVERY TEN BOYS
SUFFERS SEXUAL VIOLENCE



Age of
first sexual
intercourse





Top Therapy
Bookings on
Jack & Jil Live
(2015)

According to the Pew Research Center's
American Trends Panel 2016

- **Only 24% of Millennials considered themselves responsible**
- **Only 27% of Millennials considered their generation self-reliant**
- **Only 17% considered themselves moral**
- **Only 29% considered themselves compassionate**

Did you know that

depression

**is now the leading cause of disability worldwide?
(WHO Depression Fact Sheet 2016)**

And the effect? Apart from a major contribute to heart disease, over 800,000 people die due to suicide every year. Suicide is the second leading cause of death in 15-29 years old. The burden of depression and other mental conditions is on the rise globally.

Urgent for the church

The point is clear: more than ever before,
the world needs Jesus.

**Unfortunately, the principal vehicle
for this message, the church is viewed
very poorly by the world.**

In another Pew Research data set for this year,
the church is the third lowest respected
institution, after banks.

In Nigeria, Church reputation is at an all time low.

How Nigerian Youths Rate Pastors
on the following parameters



Knowledge
of the Word

60.3

Honesty &
Integrity

33.6

Care &
Concern

31.3

Discretion &
Confidentiality

31.0

Ethics &
Morality

30.8

Financial
Stewardship

24.5

The Challenge

Can we introduce the real Jesus to this generation in a way that people can feel and get to know him?



The Challenge

**How can we speak of the
gospel of grace and not works,
of the simplicity of the gospel?**

**How can we inspire people to
love?**



The Challenge

**How can we
move from fear to hope?**



The Challenge

How can we speak to the world's challenges by going beyond condemnation/rhetoric/tradition and addressing issues with data and sound arguments?



The Challenge

**Can the Gospel be shared in a way
that people can readily relate to and
that impacts their lives?**

**Can it be the most important force in
our lives, and for our choices – our
governance, our politics, our culture,
our careers, our lives?**





Our Mission

- **You can't influence people that are not paying attention to you.**
- **You cannot transform lives, if you are first not relevant to those lives.**
- **Like we learnt from Jesus, you cannot matter to people if they don't first think that they matter to you.**

WHAT WOULD JESUS DO?

...And seeing the multitudes, he went up into a mountain: and when he was set, his disciples came unto him.

► *Matthew 5:1* (KJV)

What has been done will be done again, what has been done will be done again; there is nothing new under the sun

► *Ecclesiastes 1:9* (NLT)

...And he said unto them, Go ye into all the world, and preach the gospel to every creature.

► *Mark 16:15* (KJV)

Like all through bible history, and all through the history of the church and its growth and its expansion, that tool for spreading the message and for transforming lives and nations is the media.

We need to occupy the media space, and occupy it with messages tailored for the times - to impact mindsets and to transform humanity.



**Ladies and gentlemen, there is a cause.
And it is as urgent as it ever was, at any
point in human history.**

*May God give us the grace to do
the work He has sent us with purpose,
with urgency and with victory.*