

CELEBRATING 11 YEARS | DECEMBER 2024



REPORT

EXTENDING GOD'S VOICE THROUGH MEDIA



Connecting & Encouraging

MEDIA Alliance's sixth International Leadership Media Summit in Dallas. More on page 4.

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

On the cover: Leaders from fourteen different countries gather in the MEDIA Alliance studio one evening after dinner. This has become one of the traditions of our every-other-year ministry gathering called the International Media Leadership Summit.

A photograph of a group of people at a dinner event. Several men in the background are holding lit candles. The scene is dimly lit, with the primary light source being the candles. The people are dressed in formal attire. A blue text box is overlaid on the bottom left of the image.

Global Impact
Awards Dinner



From the President

They couldn't even show their faces.

Ministering to ministry leaders in Iran

Great challenges exist for people who openly share the hope of Jesus in a country where arrest, torture, and even death are real prospects for Christians. MEDIA Alliance had the privilege of training, loving, and encouraging these dedicated followers of Christ, who do so under great peril. Our MEDIA Alliance team was humbled as Iranian Christian media leaders prayed for us, while we prayed for their remarkable service to God.

Looking over the 2024 calendar, I am amazed at how the Lord uses MEDIA Alliance International to assist dedicated Christian media leaders in the Middle East, Asia, Europe, Africa, and Eastern Europe through specific media training conferences. From these key events to regional leadership forums, God gives us the privilege to strengthen His work and extend His voice through these ministry partners in over forty-five countries.

However, I recognize it is by your gracious hand, as you pray for and support MEDIA Alliance, that we are able to have such a global impact.

The days we spent with the Iranian media teams were eye-opening. We learned that those who

came out of Iran for the training conference could not even take their handwritten notes back with them for fear it would be discovered they were Christians and had attended a conference. That could easily lead to arrests and persecution. Yet this was the most excited group of international media servants I have been around. Their joy was infectious, and their prayers and praise moved my heart.

As you think about your year-end giving, please consider helping MEDIA Alliance International extend God's voice, sharing with the unreached, hopeless people of our world the "truth about God's wonderful grace." You can bring eternal hope through your generous gift today.

God's grace is amazing. His hope is everlasting. Our opportunity to share Christ is short. Give today.

Anticipating God's amazing grace,

Ronald L. Harris, DD
Founder/President



Summit attendees gather for a selfie after our awards gala.

THE SUMMIT: ENCOURAGING LEADERS

Every other year, MEDIA Alliance invites key Christian media leaders from all over the world to Dallas take part in the Summit. This week-long conference brings focus and refreshment to those who share God’s Hope in countries where there are few Christians and little influence for Christ. Their broadcast and media platforms are, for many in their audience, the only time they hear of Jesus and God’s love. Yet the cultural pressures and challenges from authorities can wear upon these dedicated servants as they faithfully lead. The Summit is a significant blessing for all who attend. Here are a few responses from those who attended in October:

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“The Summit has a special place in my heart. It always motivates me to do more and strive for more.”

“Very powerful! The Summit was a real eye-opener! I now have a new family to support

me during these very challenging times.”

“Encouragement, alignment, and motivation to move in God’s will and in God’s timing.”

“I really appreciate the investment made in bringing us together for such a time like this. We don’t get to sit down much to receive... It is a time to refresh and retool!”

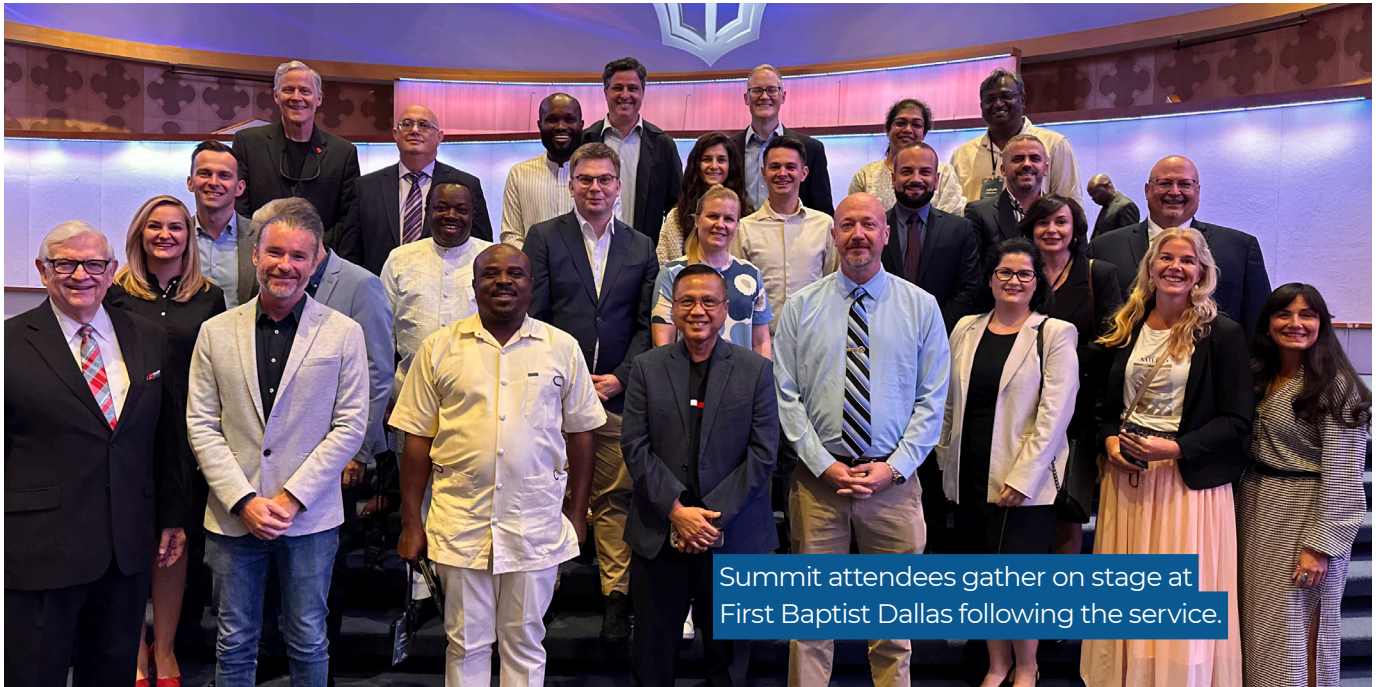
“Getting direction, inspiration, and hope. Growing as a Christian and a leader.”

.....

Generous donors like you allow MEDIA Alliance to offer this time of refreshment at no cost to these dedicated leaders. Thank you.

Watch a video recap of the 2024 Summit by scanning this code.





Summit attendees gather on stage at First Baptist Dallas following the service.



Ron Harris greets internationals as they arrive for the Summit.



Philip Asare from Ghana enjoying a Summit speaker.



Stopping for a photo before dinner.



In the Pathway to Victory studio between services on Sunday.



Our first Middle East Forum held in Cyprus in 2024.

MINISTRY TO THE MIDDLE EAST

One of the exciting new doors opening to MEDIA Alliance is again in the Middle East. A substantial ministry in Amman, Jordan is asking us to help train staff members and churches in using today's media tools. We are exploring various ways we can help support the evangelical group of believers, which is 0.027 percent of the overall population. While Jordan is ninety-six percent Muslim, its constitution allows for religious freedom.

As we are asked to come to new places, it is because of your faithful giving we can say "yes" as the Lord leads. With available funds for projects God brings our way, we can respond quickly to meet a growing need in today's world—the clear communication of God's message.

In the Old Testament book of Habakkuk, God tells this prophet to write what God speaks to him. Then the Lord says:

"Write my answer plainly on tablets, so that a runner can carry the correct message to others."

Habakkuk 2:2 NLT

This is an instructional word to all who handle and transmit God's Word. Make it plain. Make it understandable. Make it so the one who receives God's Truth can take it with them, impacting lives with His message. That is what MEDIA Alliance seeks to do as we train others to clearly broadcast and present the message of hope and salvation found only in Jesus Christ. You are a partner in that clear presentation of God's Truth. Thank you!



Ruba Abbassi visits MEDIA Alliance studio.



ENCOURAGING LEADERS REGIONALLY

This past year, MEDIA Alliance held leadership conferences in Valencia, Spain for Europe and Eastern Europe, and in Cyprus for leaders from across the Middle East and North Africa. It is part of our mandate to equip leaders, leverage media, and see God change lives as we work together to extend the light of the Gospel into the dark places in our world.

Our regional MEDIA Alliance coordinators help us identify key media leaders who are invited to a two-day conference. In 2024, our ministry partnered with Dr. Phil Cooke, noted media producer, author, and speaker. Phil gave media-related leadership insight to help those attending be even more effective as they direct their media teams. Dr. Ron Harris moderated the forums and challenged the leaders to set high standards for excellence, both personally and professionally.

These forums are designed to bring fresh insight, motivation, and inspiration, along with growing strong relationships with their peers in the region.

Overall, the forums encourage these leaders to, in turn, influence other Christian media leaders in their region to grow in excellence as they share God's hope.



CELEBRATING GOD'S FAITHFUL SERVANTS

"Now we ask you, brothers and sisters, to acknowledge those who work hard among you... Hold them in the highest regard in love because of their work..." 1 Thessalonians 5:12

MEDIA Alliance honors the faithful service of those who are part of our global ministry work. **The Global Impact Award** is given to people who show unusual support and encouragement for MEDIA Alliance. **The Global Light Award** is for ministry partners who faithfully and effectively hold out the Light of Jesus.

The Global Impact Award was presented to Ann Stricklin to honor her and her late husband, Chaplain Gil Stricklin. Gil Stricklin's ministry career included serving as a special assistant to Dr. Billy Graham, serving as a chaplain in both the Army and the Air Force, and founding Marketplace Ministries, which provides chaplains for businesses across the United States. Along with their financial support, Gil traveled to Ukraine with MEDIA Alliance to teach on leadership. We were honored to present this award to Ann Stricklin, celebrating both her and Gil's enduring legacy.

For over forty years, Dr. Hannu Haukka and his wife, Laura, have impacted untold numbers around the world. Their unique use of media in their Mega-City Campaigns has introduced Christ and His power to change millions in over one hundred major cities worldwide. This unique strategy, begun over fifteen years ago, continues today in Africa, Asia, Europe, and other significant parts of the world. Hannu has served on the board and the executive committee of the NRB association.

Dr. Haukka is an example of the many Christian media leaders who faithfully follow the Lord's call on their lives, shining God's Light into the darkness.



The Global Impact Award 2024 given to Gil & Ann Stricklin.



The Global Light Award 2024 given to Dr. Hannu Haukka.

A Devotional to **Empower Your Faith**

How can we share the hope of Christ with the world if we struggle to communicate those powerful truths?

Unless Someone Tells Them is not just another devotional—it's a resource to help you grow in your personal faith and develop the skills to share God's eternal message. Filled with insights on leadership, influence, and spiritual growth, this

book is your tool for becoming a more effective ambassador for Christ. Get your copy, and get ready to make an impact!

Pick up your copy at:
mediaalliance.net/devotional
or scan the QR code.



All proceeds go to further the global ministry work of MEDIA Alliance International.

2025 FINANCIAL INITIATIVES

1

New Countries

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

\$19,500 each

Expanding into six new countries in two years.

2

Leadership Forums

Gathering top leaders in different regions of the world (Africa, Asia, Europe, and the Middle East). Average twenty leaders each.

\$32,500 each

Average cost of \$1,600 per participant.

3

Media Training

Partnering to provide in-country media training for one hundred attendees. We're planning for two in 2025.

\$50,000 each

Average cost of \$500 per participant.

4

Studio Expansion

Further extending use of our video studio to enhance overall training.

\$40,000 total

Provides additional sets, lighting, and video options.



Wrapping up the Summit at Ron & Judy's home.



HOW YOU CAN PRAY

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

Every time we have an opportunity to connect with a new international ministry leader or reconnect with a longtime international partner, we’re reminded that 1) God is using media to bring His message of salvation to the world, and that 2) Leadership is often lonely, especially in places where there is hostility to the Gospel.

Those on the front lines with the good news of Jesus are doing incredible work to reach people, but these leaders often face discouragement.

God has positioned the ministry of MEDIA Alliance in a way that we can help encourage, train, and ignite hope in these ministries.

Your prayers for our partners and our staff mean more than you could ever imagine.

- Pray for ministries in Eastern Europe and Asia that are facing pressure to change their programming to be more inclusive of other religions.
- Pray for ministries that often receive physical threats and intimidation.

- Pray that God will protect these leaders from evil and keep them intently focused on their calling to share Jesus with the world.
- Pray for protection against discouragement.
- Pray for the families represented by these leaders. Pray for good health. Pray for these marriages.
- Pray that God will continue to provide for the financial needs of these ministries and also MEDIA Alliance.
- Pray that God will guide the ministry of MEDIA Alliance so that we can provide maximum encouragement and help to these dear people.

Your year-end gift allows us to prepare for a fruitful year of ministry in 2025 and respond quickly as opportunities present themselves.

Give at mediaalliance.net or by check to PO Box 200552, Arlington, TX 76006.



PO Box 200552
Arlington, TX 76006

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UPCOMING EVENTS IN 2025

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

Our team will participate in the National Religious Broadcasters Convention, connecting with leaders in Christian media, this year in Dallas.



HOSTING REGIONAL FORUMS

We're making plans to gather leaders in regional forums in Asia, the Middle East, and Europe.



MEDIA TRAINING EVENTS

Our team will assist several ministries by providing leadership and technical training.