



# 2009

## annual report



# directors comments: Jerry Gibson



# 2009 annual report

## Connectedness is the Key:

In a digital age, being connected is critical and doable. At IMM, we are working hard to network and connect with those “on the ground” to advance the telling of the story that changes lives. Here is how we have been doing this.

### Connecting with Staff:

This last year I have been working close to home getting to know staff, processes, and a general feel for the ministry. Job ONE for us in 2009 was to build a strong sense of community and ownership of the ministry. We have focused on open communication, daily prayer together, team-building studies and events. In October we had a team-building staff retreat where we worked on our purpose statement and set goals for 2010. (see Goals and Objectives)



Personnel needs are looming large in 2010 and yet God has been answering our prayers and we see great possibilities on the horizon. Currently, we have two new missionary units raising budgets to come and join our team. In no small part to TWMS, eight MAs are approved and also raising budgets to join us, most of them for two-year assignments.

### Connecting with Ministries:

We have gone to a “donate” policy with our license agreements. This simply means, rather than charging a flat rate for our programming, we simply ask the potential partner to do what they can to help us

continue to produce the programs needed. The result has been programming being made available for projects in Malawi, Croatia, Romania and Turkey.

We have also made our studio resources available by helping with projects for local ministries in Spain with an audio production for children and Internet testimonies through the Red Box, Kilometer Zero.



We have uploaded *The Path of Jesus* and *The Parables of Jesus* on AGTV inspiration channel available for viewing in English. These stories are also being used in a pilot program in conjunction with Summer Institute of Linguistics (SIL, part of Wycliffe) for six micro language tribes in Nigeria. Dialogue has been opened with Network 211 to help produce video clips for their “journeyanswers.com” evangelism website.

This coming year I am personally working to network with missionaries, production partners and ministries to learn how IMM might be able to advance kingdom efforts to tell the story that changes lives. I represented IMM in several consultations, learning, gathering information and connecting with ministries focused on Europe, North Africa, the Middle East and some portions of Asia.

We also enjoyed hosting The Europe Regional Networking Strategy team in September 2009.

Having missionaries come and visit us and enjoy the use of our facilities is a true blessing for us.



# directors comments: Jerry Gibson



## Connecting with our Support Team:

The other area of connection we are working to strengthen is with our donor base. IMM had only 124 active donors in 2009. We have contracted with Oneicity ([www.oneicity.com](http://www.oneicity.com)), a development consulting group, to help us analyze our current development issues and then formulate and execute, over the next 12 months, a plan to strengthen and broaden our base of support. It is a step of faith for us and vital to what we believe God is asking of us.

This support team also includes the formation of a Media Vision Board. The individuals in this group have a relational connection with me, have a passion for missions, have proven influence and leadership skills, and have an ability and willingness to give of themselves because they believe in the vision and ministry of IMM. We are asking them to meet once a year, provide input on various decisions, share insight for leadership and development issues and be leaders in giving to IMM. Our first board will consist of the following: Eli and Mary Gautreaux, Bryan and Joani Flintoff, Dan and Katherine Todd, David Lee Jr., David and Millicent Gable and Steve and Cheryl Jamison. Our first meeting is scheduled for May 6th-8th in the IMM facilities.

On a personal level, I have enjoyed connecting with John Merrell, who provided insight and counsel to me this first year as director and also assisted me in our booth at General Council this past year in Orlando, Florida.

I have recently received credentials from The Spanish Assemblies of God and represented the ministry at the national conference.

The connection with media is great and still growing globally. This is the moment to influence people to consider Christ through media. We are grateful for all our partners who stand with us in prayer, finances and distribution.



“ Telling the story and multiplying the story tellers. ”

# Goals & Objectives: Jerry Gibson



## Raising the Bar in 2010:

### Raising the bar in production through closer partnerships

1. Roll out new products
  - a) *Open the Bible: The Four Gospels*, English Version, completed by April 1st, two other languages: Mandarin and French by years end.
  - b) Begin Production of Children's Church video curriculum
  - c) New Testament Costume Video
2. Develop New Media focus
  - a) Define what new media means to us
  - b) Develop department structure
  - c) Identify priority projects
  - d) Produce 2 new media pieces
  - e) Available on internet
3. Tune-up Production infrastructure
  - a) Pre-production for future projects
  - b) Work flow process and procedure
  - c) Hardware/software upgrades

### Raising the bar in personnel through intentional effort

1. Develop a Recruiting Plan for A/G schools, Chi Alpha's, other Christian Universities
2. Define and develop an adjunct staff base to represent IMM at events (alumni, etc.)
3. Define and develop an off-site collaborative team
4. Develop media pastor lists
5. Check out volunteer availabilities in Spain



### Raising the bar in training through new venues and technologies

1. Host training events on and off site.
2. Final Cut Pro: 2 offering spring and fall.
3. CST Go Borderless: Summer 2010
4. Tutorial training via Lynda.com
5. In the field training: Bangladesh in the winter and one site yet to be determined in the fall
6. Pilot program for webinar courses

### Raising the bar in development

1. Brand/Image development
  - a. Raise awareness and name recognition within Assemblies of God constituency.
  - b. Identify branding and imagery
  - c. Introduce a style sheet for communication for IMM and its staff missionaries - continuity of information and look
2. Development Strategy
  - a. Raise donor support by 30%
  - b. Create a Media Vision Board
3. Communication Strategy
  - a. Establish multi-stream communications
  - b. Create thematic communiqué
  - c. Delivery across technology platforms

# IMM Vision, Purpose and Core Values



We, at IMM, hold to the Assemblies of God World Missions Vision, Mission, and Core Values which state:

## Vision:

Christ will be proclaimed and His Church will be established in all nations through the power of the Spirit.

## Mission:

Our mission to all nations is to reach the lost with the message of Christ, plant churches, train believers, and touch the poor and suffering.

## AGWM Core Values

We are committed to a biblical understanding of the mission of the Church.

We are committed to fulfilling our mission in the power of the Holy Spirit through Pentecostal practice and preaching.

We are committed to the principles of the indigenous church and partnership.

We are committed to understanding the culture and worldview of those people with whom we work.

We are committed to practicing spiritual disciplines in our lives and to the development of personal spiritual formation.

We are committed to the team concept of working together as missionaries.

We are committed to proclaiming the gospel to unreached people.

We are committed to holistic mission in word, deed, and spirit.

## We at IMM further declare:

### Our Vision:

At IMM, we see people of all cultures experiencing a Christ-like change through the influence of media.

### Purpose:

Our Purpose at IMM is to partner with missionaries, national churches, and media outlets to produce both mainstream and new media pieces, to train others in specific skills and to mentor a new generation in media missions.



# IMM Vision, Mission and Core Values



## IMM 5 Core Values:

### **Biblical Truth**

- Operating in a religious media mode, we may be tempted at times to utilize some religious flim-flammetry... some holy hucksterism if you will. The beauty of Biblical Truth (Biblical NOT being a code-word for 19th & 20th century cultural norms) is that the more we dare remove some of our own pre-conceived Bible-based truthology, the stronger the pure truths appear - and the longer they will endure and outlast our missionary efforts. This is our strength, but can also be used as an excuse for hiding and removing ourselves from the world in which we endeavor to change. Truth without the holiness hijinks... that's the golden ticket.
- The one thing that has always set IMM apart from other media ministries is this fact - if it is not based on the Bible we don't do it.
- The basis of our message does not change. However, the medium, the style, the way we need to communicate it for various generations, cultures, and languages will.

### **Loving Service**

- Service is a truth that we need in order to function in our stated roles. Loving is important because it is the fuel that will sustain us.
- We are here to serve God, one another, and those we reach - but if it isn't out of love, it means nothing.
- As Christians, we are called to be servants anywhere and everywhere we are. God has called us to serve at IMM. Our service can be found in various forms: editing, producing, training, keeping track of money, etc. And, doing this in love is vitally important. We can do many things for people and for God, but if it's without love...it's nothing.

### **Purposeful**

- This speaks of our end products (productions, training, consulting). They have to be of a competitive quality, relevant and useful. Irrelevance is irreverence. Biblical truth is our standard. Then, we have to move with the needs of the "market place" not build our product for our own self-actualization.
- Being purposeful in what we create, how we create it, who it's created for, seeking out opportunities to help and partner with others (not waiting around for people to come to us). Everything we do and produce here should have a purpose...the core of this is helping others see/find the Truth in Jesus Christ.
- We can too easily have good tactics and poor strategy. Purposefulness means we have stopped and prayed and thought about where God wants us to go and how he wants us to get there. It includes both the "what" and the "how". It includes vision and process. Without purposefulness all our creativity can be without real impact. We must not drift. We must know what God wants of us and do it by his grace.

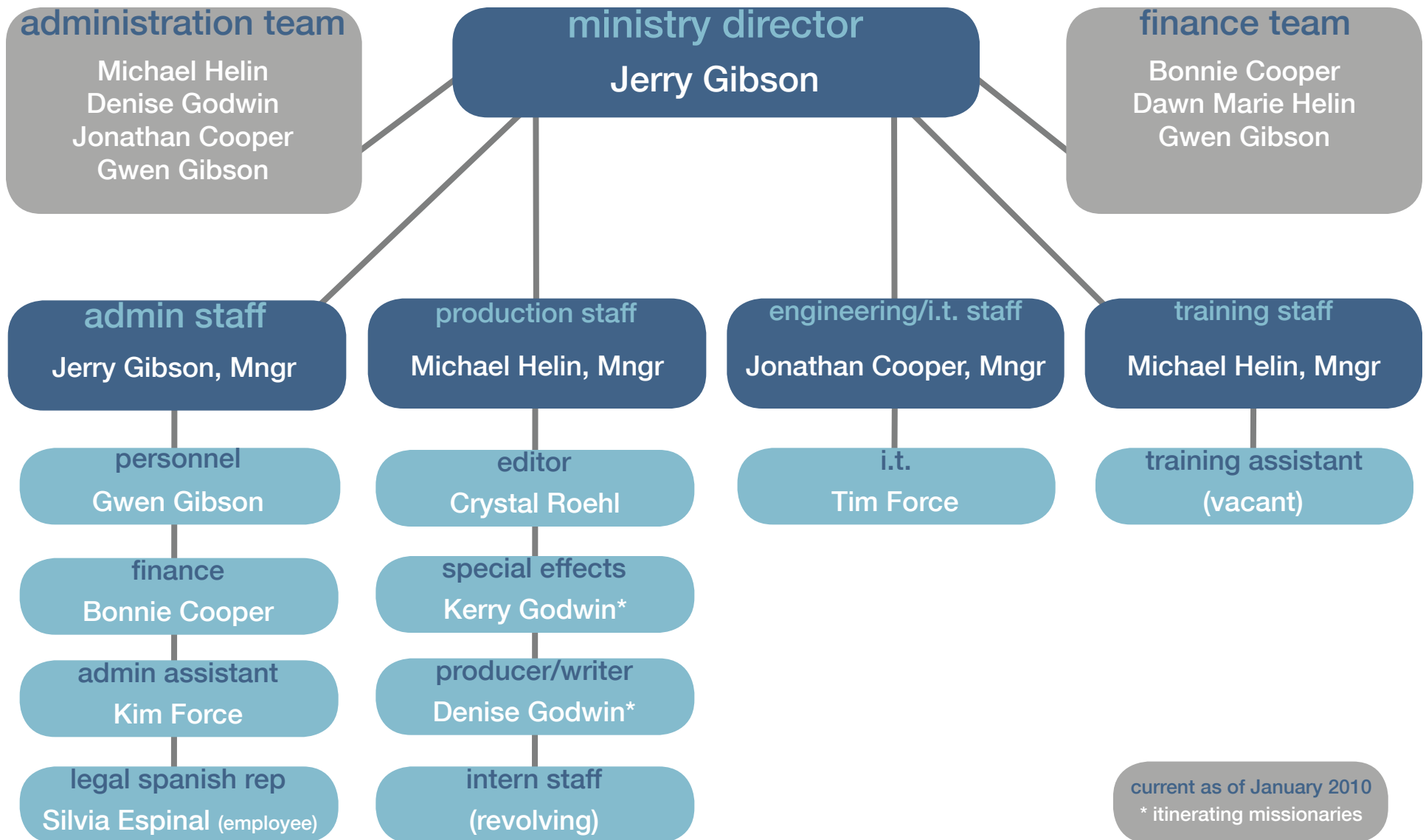
### **Teamwork**

- A strong team will be more effective than one individual or a group who can't work well together, and it will help us to build respect for one another.
- Things (productions, projects, training, etc) get done much better and hopefully with greater quality when there are many minds, perspectives and skill sets being utilized. It's important that we collaborate with national churches, internationals, broadcasters and each other in order to accomplish the mission God has called us to do at IMM. Without the above mentioned people/groups, we cannot do a whole lot.

### **Creativity**

- I would also add innovation and excellence here as well. How many ways can we tell a story, how many moods, under what glorious and threatening skies?
- Constantly challenging ourselves and others to think creatively will keep our work fresh and hopefully relevant (if our creative thinking also involves taking in current culture) and it will keep us from becoming stagnant. We present an ancient, unchanging message in a constantly shifting medium.
- This should be one area that we excel at - "a small budget does not mean we can't do the incredible, it just means we have to be more creative".

# current organizational chart: imm team



# personnel: Gwen Gibson

The excitement here at IMM is palpable as we look to the future! We have had a lot of interest in IMM. Many contacts have come through the “goag” website. Other contacts have been through general council, our website, personal contacts and our Go Borderless event, which was promoted at The World Missions Summit.

It is our desire to visit all of the Assemblies of God universities to build relationship and establish internship partnerships where possible. Also, we are building a database of Christian universities and colleges in the U.S. with the plan to investigate the possibility of establishing partnerships with internship programs through the communications or accounting departments.

In order to improve our MA/internship program, we have developed questionnaires that will be administered upon their arrival and as part of an exit interview. We want our MA's and interns to feel they were valued and poured into while here.

We also have a goal to develop off-site collaborative staff who will provide a variety of services like web design, training, editing and writing, which has been made possible through today's digital technology.



## Future and Current Personnel

- Contact with 15 units/individuals interested in coming as MA's or interns.
- 9 individuals who have been approved as MA
- 2 approved interns (Javier and Haley)
- 1 missionary veteran couple approved (currently MIR at Evangel)
- 1 missionary candidate couple approved and itinerating



### Career Itineration Schedule

Gibsons	5/13-5/14
Helins	8/11-8/12
Coopers	7/10-7/11
Godwins	11/09-11/10

### Career Itineration Schedule

Smallies	8/09 (MIR till 5/10) 6/10-6/11
McMath	11/09-6/11
Gornold-Smiths	retiring from field 3/10

### MA / Intern Schedule

	*estimated dates
Crystal Roehl	Nov 2010 departure
Tim & Kim Force	1/10-4/11
Chip Redd	6/10-6/12*
Tyler Gibson	4/10-4/12*
Javier Robles	5/10-7/10*
Amanda Murphy	9/10-9/11*
Haley Hill	5/10-8/10*
Danielle Lafont	7/10-7/12*
Sonya Hornsby	9/10-9/12*
Jennifer Ellenwood	4/11-4/13*
Tamara Gutel	1/11-1/13*
Aaron & Jennifer Ramos	4/11-4/13*
Michael Winters	9/10-9/12*
Al & Marilyn Pulis	on-going as required for radio projects

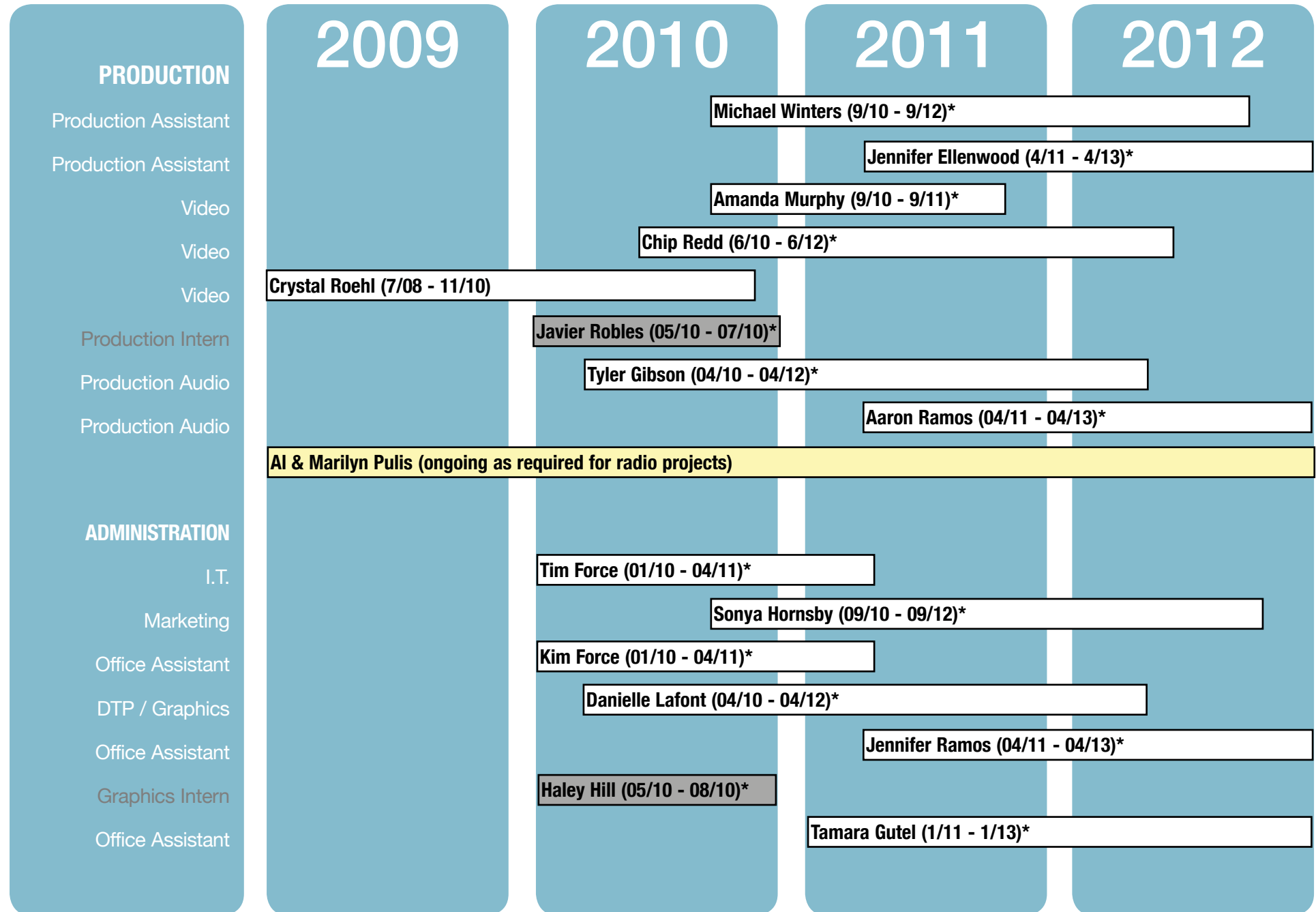


# Missionary Personnel / Deputation Cycle

2009	2010	2011	2012	2013	2014	2015
Jerry & Gwen Gibson - AG (01/09)				(5/13 - 5/14)		
Christopher & Ragna Gornold-Smith - Retired 3/2010						
Jonathan & Bonnie Cooper - AG (10/00)		(7/10 - 7/11)				
Michael & Dawn Marie Helin - AS (8/03)			(8/11 - 8/12)			
Kerry & Denise Godwin - SA (7/05)		(11/09 - 11/10)				
(11/09 - 6/11)			Brad & Glenda McMath - AG 11/09)			
(8/09 - 6/11)			Rich & Laura Smallie - AG (8/09)			
*Estimated	= DEPUTATION					

# MAPS / Missionary Associates

\*estimated dates



# imm out takes: behind the scenes

*imm*  
International Media Ministries

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# training: Michael Helin



To IMM, “emerging nations” means emerging media – and IMM is training national workers so they can get to the “head of the line.”

At the heart of the missions mandate is the fundamental concept of training national workers to “do the work.” That, joined with the growing media opportunities emerging in strategic places around the globe, presents IMM with the dynamic challenge of meeting those opportunities with practical and precision training. IMM is doing just that!

We have created MISMO: The Media Immersion School for Missions Operatives. With MISMO we’re defining a comprehensive strategy to grow the training dimensions of IMM.

April 2009 - we sent a team of trainers to Oradea, Romania to equip and train students of the Eastern European Bible School in motion graphics and advanced editing techniques. Those students are already steadily producing programs that are being broadcast in the country. They are being asked by the studio, “Do you have any more programs?”

May 2009 - IMM hosted our very first Go Borderless Media Encounter, providing 18 students from five nations with multi-dimensional media training in scriptwriting, acting, camera works, costuming, lighting, production, editing, graphics, and post-production. The aggressive pace right here in our own IMM facilities pushed the students to new levels of skill and discovery. We now have two of those same students coming back to IMM as MAs. Others are continuing in media ministry in places like France, the Dominican Republic, the USA, and Romania.

October 2009 - We provided an extended training program in Calcutta (Kolkata), India, joining forces with AG missionary Dale Decker. Over 70% of the 1.2 billion people in India are under 30 years old. That equals twice the total population of the USA. The media team there in Calcutta aims to create new and effective evangelistic media to connect with the massive young culture that is impacting the world. Our precision training gave them the momentum to launch their media team.

January 2010 - A neighbor to India is another massive population – Bangladesh. IMM teamed up again with AG missionary Larry Smith to provide advanced training in video editing. A group of 10 young people gathered for over 32 hours of intense study. Those students are now ready to join the already active media team to produce increased programming. The Bengali Media Ministry is broadcasting weekly television shows on the leading national Muslim operated network in the country, with over 75 million tuning in. Amazing.

In the remaining months of 2010 we will be hosting a series of interns who come to add hands-on-skills to their college studies in communications. We are also planning training events at IMM for students from the Spanish Bible School. In preparation for these students, we have updated our lab/training room with more workstations to provide an ideal environment for interactive skill training.



# production: Denise Godwin

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In 2009, we transitioned in our new ministry director, Jerry Gibson. He and Gwen had to hit the ground running, arriving just weeks before our big Go Borderless Media Encounter. The event was a training, sharing, mentoring exercise with 15 college and adult students from five countries.

One glitch we hit was about two weeks before the event. The Bengali students were denied visas to enter Spain. Suddenly, our plan to do the *Path of Jesus* in Bengali hit a snag. However, we were able to find a Spanish announcer who agreed to come do talent, enabling us through editing later in the year, to complete the *Path of Jesus* in Spanish for distribution to Spanish pastors in 2010. We hope to do more by bringing various languages of BSVP to reality with our broadcast partners in the coming year.

A project that took a lot of our attention in 2009 was the work on the *Four Gospels* for the *Open The Bible Project*. We did a series of shots to complete the scene of Lazarus' resurrection, a scene for Mark writing his book with input from Peter, John dictating to scribes and church leaders in his old age, as well as audio and man on camera segments throughout the year. While the shoots were completed in 2009, the video and audio editing will be completed this spring for a final product. There is interest in translating for Mandarin and French African this year and discussions are underway to use our studios for this purpose if it can be arranged. Also, one of our Middle East broadcast partners is interested in incorporating the *Four Gospels* into their longer program that has a broadcast audience of 300 million.

Another big production endeavor in 2009 was the shooting of the pilot story for *Women of the Bible*. We shot with three professional actors for two weeks as well as a host of volunteers as extras and production help. The story of Ruth is in the can and a rough video edit and a trailer were completed. The producer, however, is on deputation so it will not be completed in 2010. Some aspects of editing and formatting can move forward in 2010 but final completion will be in 2011. The idea is to take Biblical stories of women and dramatize them to share how deeply God loves women even if they have been marginalized by their society or circumstances. The concept has already brought interest from broadcast partners in: Uzbekistan, Middle East, Germany, North Africa, Albania, Romania, Turkey, Spain, Bulgaria, and even Australia.



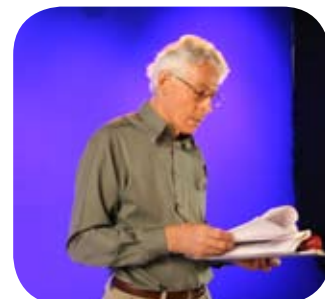
# production: Denise Godwin



The Engage Project was completed at the end of the summer. This program calls young people across the USA to dedicate two years to missions. The most economic way we found to shoot this project involved getting shots in three different countries as well as some deep visual effects. The product promises to be quite effective and we are confident the missions community will be impacted.

The production department also had Clarisse, a French African intern, who is learning the production process with the intention to create media ministries in the Congo one day. We also had volunteer work from a Masters Degree media student who was in Spain from the Dominican Republic with a dream to do Christian children's programming for her country. Both were integral to the *Women of the Bible* project this year as well as several of the *Four Gospels* shoots.

In 2010, despite being short handed, we will see the completion of the *Four Gospels* project this spring, and we will be working with a local missionary on some short pieces to provoke discussion at a Muslim ministry center in Madrid. Also, preproduction is underway to do some children's segments in conjunction with children's ministries in the Netherlands.



# equipment & building: Jonathan Cooper

  
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## Equipment:

We are grateful to Speed the Light for all of our new equipment purchases during 2009. Before this year, our professional cameras had parts that were 16 years old. We searched high and low for the best cameras at the best prices to replace these “old” machines. We were blessed to be able to purchase two Red One cameras. What is the significance of that? Well, there have been numerous hollywood films that were shot using these cameras, including one oscar winning film. These are professional cameras. They are capable of capturing five times the size of HD at half the cost of our previous cameras. As broadcasters are trying to make HD even bigger, this is paving the way for IMM to do any project possible, from the big screen to the web. These cameras will carry us forward for many years to come.

In May of 2009 we were also able to purchase some needed equipment before our Go Borderless event. We purchased a DSLR for recording behind the scenes pictures and video for smaller projects. We were also able to purchase a “steadicam” system for filming with a moving platform. These purchases made during 2009 have secured a bright future for International Media Ministries, making it possible to reach farther and wider than ever before.



## Building:

After utilizing a transition facility for five years, we have been very thankful to be in a wonderful custom built facility as our base, from which we are reaching the world. The last year has brought a few surprises. We have had to make a few adjustments requested by the town hall to meet new specifications, such as lowering the perimeter walls and making the top part see through. We have also completed our final inspection by the town hall and are much closer to receiving the occupancy permit.

There have been a few bumps with the building in 2009 as well. Most of these are regular building maintenance. However, we have a small issue with the drains on the patios leaking. We are working with the builder to fix these problems but everything takes time in Spain.

God’s blessings are evident everywhere around the IMM grounds and we are looking forward to years of service for His kingdom through this facility.



# radio broadcast: Al & Marilyn Pulis

  
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We continue to make the important connections to move media ministry ahead through radio. Much of the work is done behind the scenes as we endeavor to acquire equipment through donations or cash support for purchases. We are thankful for what God has provided over this past year. Here is a brief overview of what has been happening.

**January 2009** A site evaluation was done in Zambia for future FM radio work. It was determined that each of the three quasi A/G groups would need to do their own station in their part of Zambia. It was recommended that the groups cooperate together.



**October 2009** By mutual agreement with the missionary fellowship in Tanzania, we hosted the Tanzania General Superintendent, Barnabas Mtokambali for ten days in the Southern Missouri District. One of the highlights was being able to meet with General Superintendent, Dr. George Wood. We met EVERYONE who is anybody (I have photos to prove it) from the US General Superintendent on down. Tanzanian field moderator, Scott Hansen, declared it a "huge success" with interesting ramification for future ministry coming out of this meeting.

**January 2010** We took a team to Malawi and Tanzania. While in Malawi we were able to deliver over \$20,000 in media equipment. IMM engineer Jonathan Cooper helped set up a fabulous video editing system. We were also able to deliver a 1000 watt FM transmitter and two xmtr antennae. In Tanzania, we inspected the new regional FM station set to go on the air very soon. Tanzania Assemblies of God (TAG) is applying for a TV station license for Dar Salaam. They are also working on a smaller, much cheaper FM station for Morongo, Tanzania.



At present, we are preparing an order for all the FM radio station production and transmitting equipment for Mbeya, Tanzania. We anticipate this equipment to be shipped to them in two or three weeks.

Marilyn and I enjoy our labor of love in Media and believe many more people will be touched by this wonderful partnership.

