

EXECUTIVE SUMMARY

The focus of this research was to gather practical feedback for Hope Channel New Zealand (HCNZ), to help improve its effectiveness in reaching both Adventists and the general public.

A VALUABLE MINISTRY

Overall, respondents agreed that HCNZ is a valuable free-to-air television ministry that should continue. It is seen as a very worthwhile investment and outreach tool for the Adventist Church in New Zealand.

When asked whether HCNZ was effective in reaching their community, 86.7% of respondents agreed or strongly agreed that it was, with the same percentage agreeing that its content is interesting, engaging and meets community needs.

DIGITAL VERSUS FREE-TO-AIR

Another focus of this research was to uncover whether investing \$1M annually to provide HCNZ free-to-air is a worthwhile investment. Overall, respondents said that it was.

Some highlighted how free-to-air allows viewers to organically discover HCNZ's content, while moving to digital or streaming platforms would limit discoverability. Nevertheless, many also suggested that it would be worth HCNZ investing some budget into their digital presence, while also remaining free-to-air.

A WIDE-NET APPROACH

In general, focus group respondents said HCNZ's current approach of targeting a secular audience was correct. However, most also said that their local church receives more visitors through First Light than HCNZ. It is recommended that HCNZ address their relationship with First Light and work together to bring viewers on a more cohesive, comprehensive journey.

IMPROVING COMMUNICATION IS KEY

HCNZ is well-loved by Adventists, with 100% of survey respondents agreeing or strongly agreeing that HCNZ is an important ministry for their local church. However, only 26.6% of respondents said that Hope Channel is mentioned or featured in some way at their church on a regular basis (weekly or monthly). Further, respondents said that, on average, only 40% of their congregation watch Hope Channel regularly.

While there is an onus on local churches to engage with HCNZ and treat it as an evangelistic tool, many respondents suggested that improved communication and collaboration between HCNZ and local churches would help church members want to engage with HCNZ more.

Currently, a perceived lack of communication between HCNZ and local churches is limiting how many public viewers are brought into churches for the first time, and how congregations receive them.

Respondents suggested that communication and connection between HCNZ and local churches is crucial in improving this ministry, and specified that this could be done in a number of ways:

- **By improving branding and advertising in local church contexts.**
- **Through vision-casting and training events.**
- **Through improving communication infrastructure with community members.**
- **Through producing more local content.**

Overall, respondents believed that addressing these four areas would not only help local church members to catch the vision for Hope Channel and therefore become more evangelistically-focussed, but also encourage viewers to attend a local church by understanding that process better.