

EXECUTIVE SUMMARY

Media evangelism in TPUM is active and growing rapidly.

In line with global trends, media uptake in the South Pacific is growing at an increasing speed. Across the Trans Pacific Union Mission (TPUM), Adventist television and radio programs are reaching huge proportions of the population.

While Adventist branding and media is largely unrecognised across Australia and New Zealand, approximately 70% of the population of Fiji and Solomon Islands tune into Adventist radio station, HopeFM. Clearly, there is enormous opportunity in this space for reaching people with the gospel.

Resources and training is needed to facilitate growth of Adventist media across TPUM.

Despite the rapid expansion of HopeFM and other programs, there is a lack of skilled media personnel to help sustain and increase reach across TPUM.

In response to this, TPUM partnered with SPD Ministry and Innovation to conduct this research, to explore the feasibility of introducing a media training course at Fulton College or elsewhere in the Pacific.

Approximately 85% of survey respondents are highly likely or likely to enrol in a media course if one is offered in TPUM.

Encouragingly, respondents were relatively flexible in terms of course structure, topics, length and delivery.

Nevertheless, it is clear that a media course should be introduced as part of an employment pathway, in order to meet internal needs within the Adventist Church. This creates both challenges and opportunities.

Despite an openness to learn, there are significant barriers to rolling out a media course in TPUM.

Experts in the Adventist media field were interviewed to ascertain some of the opportunities and challenges in creating a media course. This highlighted four main barriers:

- **Funding:** Growth in the media space requires dedicated funding to create new roles, employ skilled personnel, and buy equipment.
- **Structure:** The current Church structure encourages low job turnover rates, with existing positions not aligning with media skills or needs
- **Support:** A steady flow of students is necessary to sustain a media course year-on-year, and this can be a challenge for Adventist universities.
- **Role of media:** It is unclear what the role of Adventist media will be into the future, in an environment where almost everyone can create high-quality Christian content.

It is recommended that TPUM implement a short media course that is module-based and flexible to real-world needs.

A short, modular media course will help to ascertain real-world interest with lower investment. Modules could also be integrated into existing courses (e.g. Theology) or events (e.g. Digital Discipleship) to train church leaders and members.

This report recommends taking further action before rolling out a media course, including: design-thinking sessions, further research into prospective student interest, and surveys into greatest need gaps in TPUM.