



Filet Mignon Media on a Meat Loaf Budget

How to Begin a Media Ministry on a Shoestring and a Prayer

By Phil Cooke

Do you feel called to use the media to reach this culture with a message of hope? To find out how, *Wireless Age* magazine asked award winning television producer Phil Cooke what steps would be appropriate if you felt called into the media world, but had a limited budget. Here's his advice...

- 1) Be Absolutely Sure of Your Calling** – A radio or television outreach will be the most expensive outreach you will ever pursue. It has bankrupted churches and ministries alike, and pastors and ministry leaders who have begun media ministries outside the genuine calling of God have felt the incredible financial strain. Seek God's guidance for any possibility of ego, vanity, or other natural reasons, and make sure your calling is absolutely sure.

- 2) Think Quality People Before Equipment** – Most churches and ministries are happy to spend serious money on equipment, and then hire untrained volunteers to operate it. But remember - God works through *people*, not *equipment*. I would much rather have creative, innovative people working with second rate equipment, over great equipment operated by average people. When you allocate your budget – concentrate on qualified people before you purchase state-of-the-art equipment.

- 3) Consult with Someone Who Understands the Media** - How often do most people watch or listen to Christian programs? What type of person watches or listens to religious media? Are on-screen graphics important? How do you get people to respond to your ministry? What's the best equipment? There are a million questions, and you need to find someone with the answers. Before you spend a penny, be prepared to pay for good advice from an experienced media professional. It will save you hundreds of thousands of dollars down the road...

Radio, television and the internet are remarkable ways to reach a potential audience that numbers in the millions. But before you take the most expensive step of your life, make sure you have the information that will help assure your success. Take the time to learn about media, understand it's strengths and weaknesses, and find the right experts, so you can make the right decisions in a culture where

perception is more important than reality, and the media is the key influence for this generation.

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