

“Media Ministry?”

By McKade Marshall

Several years ago I heard a message from a guest speaker at church. The sermon was about being born for “such a time as this”. His message was inspired from one of the most popular stories in the Bible about destiny and being born for a special purpose in the book of Esther. As the story goes, Esther rises as queen of Persia while the Jews are in exile. Through a series of events Esther is able to thwart an evil plan of genocide against the Jewish people by one of the king’s leaders named Haman. Mordecai, who raised Esther, encourages Esther to use her newfound position of authority to save the Jewish people, saying in Esther 4:14 (NASB), “Who knows whether you have not attained royalty *for such a time as this?*”

While we can all sit back and admire Esther for taking hold of her courage and ultimately saving the Jewish people, I believe God included the story of Esther in the Bible because He wants all of us to take hold of the same courage Esther had. One of the most profound things that stuck with me after hearing this guest speaker’s message was when he began to address the congregation that we all were born and meant to live in this age. He continued, describing the age we now live in. “**We live in a media age,**” he said. We live in the age of the computer, cell phones, television, internet, newspapers, books, magazines, billboards, radio, and the list goes on!

Media is the plural word for “medium” and is defined as “the means of communication, like radio and television, newspapers, and magazines, *that reach or influence people widely.*” The preacher went on to say that our generation is now saturated with messages communicated vastly through the media. “How will we reach people with the goodness of God through these new media forms?” the preacher asked. As a follower of Christ, you were not born on the day and hour you were born in history by accident. The Scripture says that all times in history from beginning to end and the epochs of all history are set by God the Father (Acts 1:7). God knew you would be born during the time when computers would connect the world and news would be instantaneously made available to you through different digital media.

As a citizen of this “media generation” how are you going to use this technology for the glory of God? Every time you pick up the phone - whether it’s a cell phone or a landline telephone - you are using a modern form of media to communicate. Now you can use the small smartphone in your hand not only to make phone calls but also to send e-mails, surf the internet, interact on social media, watch videos, record audio and video, and more! The power and influence you possess just by owning one smart phone is unprecedented in the history of mankind. We are all actively involved in media whether we realize it or not. What you post on Facebook is influencing other people’s lives. What you send via text message can be uplifting

or destructive. What messages are you sending out on the various media platforms you have access to on a daily basis?

God's timing for you to live in history is perfect. Your age and location was timed well by your Creator for the call on your life. How will you use these media tools you have to serve God and reach people? While face-to-face in-person communication may be the most effective media form, you still have all these other vast and far reaching media options that should certainly not be taken for granted! More people need to hear about the love of God from you on Facebook and in an instant message. There is a lost world on social media and those who are scrolling through the worldwide web looking for answers. Maybe God is tugging on your heart to use your gifts through social media, on the internet, through radio or on TV. God is saying to you what Mordecai said to Esther, "You were born for such a time as this."

The message and call of every believer is this: **"Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age." (Matthew 28:19-20 NLT)** Jesus has given us His final commission. We all have a place and a purpose in God's work. For each of us this may look different. Some of us can sing, others can speak well, others are nurturers, and others are great counselors. All of our talents are different. But one thing we all have in common is our exposure to media. We are using media every day in many different ways. Why not use your cell phone to call a friend or loved one and show them you care? Use your hands to type an encouraging Scripture to someone God puts on your heart. You might be surprised how much this means to the person who needed to hear a word of encouragement in their life!

Jesus has called us to be bold for Him and for His Word. He tells His disciples in Matthew 10:27 (NLT), "What I tell you now in the darkness, shout abroad when daybreak comes. What I whisper in your ear, shout from the housetops for all to hear!" I find it interesting that when I drive by different neighborhoods there are often satellite dishes on many housetops that are dispatching and receiving all sorts of TV shows, music, internet connection, and digital information. Satellite and sound waves are constantly traveling through the air. You have the ability to actively participate in this new information age. You get to choose what you send through the media with the single click of a button!

As we walk with God and live out the different callings on our lives, the question begs, is there a call to minister through media? We can attend church services, have great Bible studies, and grow our faith in community with other believers. However, there is this massive global communication system at our finger tips. With computers, cell phones, iPads, and other technology, we can share what God is doing in our lives and touch others with the hope of Christ. Modern technology has opened a flood of new information and opportunity for anyone who will take hold of it. Ask God how He wants to use you in different ways to minister through the media you already have easy access to. Share your testimony about something God did for you today. Post a prayer and thank God for His goodness. With all the negativity

and bad things happening in the world that is saturating the media, people need to hear about the love of God and that He is still alive and active!

Maybe you feel called to minister and share God's goodness in different forms of media. I am praying for you. God has His hand of favor and blessing on your life to accomplish the dream He has placed in your heart. You have everything you need dwelling inside of you to fulfill your purpose. As you open up your heart to receive what God has for you, pray this prayer of faith to go to next level in your walk with God:

Heavenly Father,

Thank You for sending Your Son Jesus to die for my sins. If there be any way in me that is not pleasing to You, show me the higher path. My heart and my mind are open to receive the call You have placed on my life. I trust that Your timing and Your planned seasons for my life are perfect. Thank You for giving me the courage, the knowledge, and the wisdom needed to use the different resources and modern technology You have provided me in order to reach a world that needs to hear about Your love.

*In Jesus' Name,
Amen*

When I began mailing out seasonal newsletters almost two years ago like the one you are reading now, God had already placed it on my heart several years prior from listening to the sermon mentioned before about utilizing every source of media I could to reach people for Christ and to glorify God's kingdom. Writing "Tasting the Goodness of God", a 31 day devotional, and my latest book "BREATHE" has only been the tip of the iceberg of what I believe God wants to do. As I've seen God faithful from one project to the next, I really felt God nudging me towards shooting more film at the first of 2016 during the annual #31DayChallenge, which challenges participants to read one devotional every day in January. After shooting short weekly films sharing with #31DayChallenge participants online, the Lord stirred my heart to begin filming monthly videos and uploading them to YouTube. To date, there are six "WORD of the Month" videos (all between 10-20 minutes long) that anyone with access to an internet connection can watch anytime! Check them out online at www.YouTube.com/McKadeMarshall.

I have also begun the summer book tour introducing my newly released book "BREATHE". As I began booking different venues to host book signings, God gave me an idea to begin using a feature on Facebook called "Facebook Live" to share with you and everyone on Facebook live video feed while the book signing is taking place. I call this new media outlet "LIVE on Location". I tested this new idea at my first "BREATHE" book signing, and the reach was far greater than I imagined! People at work, family, friends, and even the barista at the coffee shop drive-thru tuned in at different points of this four day book signing marathon to watch my first ever "LIVE on Location" video feed on Facebook.

As I continue to experiment and try new things to share the goodness of God through different avenues, would you keep me lifted up in your prayers as God continues to expand this media ministry? Without your prayers and support, there is no doubt I could have come as far as I have!

This summer I am believing for the greater things of God in life. I believe He wants to use you and me in fresh, new ways to reach others with His love and grace. This season is a time of refreshment, new opportunities, and newfound freedom that can only come through a relationship with Jesus Christ. **Keep believing bigger, hoping higher, and expecting more, as breakthroughs are just around the corner!** Spend time with God every day. Enjoy reading the Word and praying with Him. As you sow into your relationship with God, His blessings and promises made throughout His Word are sure to come pouring back to you in overflowing measures.

Standing on His Promises,



McKade "Levi" Marshall
Author of "BREATHE" and "Tasting the Goodness of God"

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