

Media Monitor Report

JUNE 2009



The advocate JUNE 2009

The cover of 'the advocate' newspaper for June 2009. The main headline is 'the advocate' in large white letters on a dark blue background. Below it, it says 'WESTERN AUSTRALIA'S NEWSPAPER FOR CHRISTIANS'. The cover features several articles and images:

- Baptists celebrate 400 years** by Rick Warren, with a photo of two men in suits.
- Shenanigans on school stage**, with a photo of a group of young people.
- 25th Jesus Pro Am** a winner, with a photo of a person surfing.

Jesus racing on detention

The Jesus Racing Team, who are part of Bible Society's Jesus. All about life campaign went behind bars recently to talk to detainees of the Relby and Cobham Juvenile Justice Centres. Driver Andrew Fisher and offsider, Pastor Steve Peach visited the NSW-based centres with the replica V8 Ute racing car. Andrew races in the Yokohama V8 Ute series and the Fujitsu V8 Supercar series under the banner of the "Jesus Racing Team". Pastor Leah Bromley from Relby Juvenile Justice Centre said the visit left a lasting impression on the boys aged 12 to 16 years.

June 2009
theadvocate.tv



INSIGHTS JUNE 2009

>called to be inclusive



Campaign for Jesus helps the church fulfil its calling

In last month's Insights, reflecting on Billy Graham's 1959 visit to Australia, I indicated that I believed that in 21st century Australia effective evangelism has to be on the ground in one-to-one relationships.

This year the Uniting Church is participating in a Bible Society initiative, the *Jesus. All about life* media campaign. The idea is that, over a six-week period in September-October, an advertising campaign will be conducted on prime time TV with the goal of connecting with people in the context of their life-experiences.

Research carried out by the Bible Society has shown that in our society there is wide acceptance of Jesus as a person but that "Christianity is widely rejected by most non-Christians as an anachronistic and undesirably rigid set of doctrines, while the Church is widely regarded as an old-fashioned organisation that is guilty of failing to live up to its own ideals of tolerance, forgiveness and humility."

"That research in itself should be enough to call us to action.

The purpose of the TV ads is to encourage people to engage and to talk about Jesus, to be the catalyst for conversations.

Ultimately it will be individual Christians and congregations who will have the responsibility for bearing the gospel message on the ground in face-to-face conversations.

There are resources available to prepare congregations and for follow-up should people seek information as a result of the ads.

Of course if people should find their way into a church the critical concern will be whether they discover communities of grace able to embrace them in their context or, as they might expect, communities that fall to live up to the ideals they profess to live by.

The purpose of the TV ads is to encourage people to engage and to talk about Jesus, to be the catalyst for conversations.

I would like to encourage congregations to get on board and register as participating congregations on www.jesusallaboutlife.com.au.

At the time of writing there are about 50 Uniting Church congregations registered.

Because the ads will be viewed by millions of Australians over a six-week period, there is the real possibility that congregations and their members will find themselves involved whether or not their congregation is registered.

So it would be better to be involved, to be prepared, use or adapt the training materials and prepare members of our congregations to respond and share their faith.

It is really important that we know our own story of faith because it is apparent that in our time the

most effective means of imparting the gospel is through sharing our own personal story, being able to answer questions such as: How and why did you become a Christian? How has being a Christian changed your life? What does it mean for you to live daily as a Christian?

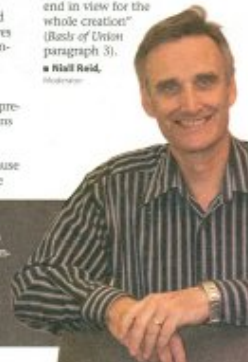
So, why would we be involved? For me it is simply this: the relationship with God that I have come to experience through Jesus has changed my life and continues to change it for the better.

It is a relationship that sustains me, guides me, alleviates my fears, offers me forgiveness and hope; it makes me whole.

Although my life does not give full expression to that experience, I know that every time I offer forgiveness, seek forgiveness, act out of grace, shun violence and revenge, the world is just that little bit closer to the world God intends it to be.

As more people embrace the message of Jesus for themselves and for the world the Church fulfils its call to serve the "ongoing reconciliation and renewal which is the end in view for the whole creation" (Basis of Union paragraph 3).

■ **Niall Reid,**
Moderator



Spot the Moderator

Niall Reid will take part in Sydney Diocesan Recovery Training on June 24, the Sydney Alliance Organising Committee on June 25 and Synod Standing Committee on June 26 and 27. He will visit Foster Rectory on July 11 and 12 and take part in the Uniting Church National Assembly meeting from July 15 to 21 at the University of New South Wales in Sydney. The Triennial Assembly is a meeting of about 250 representatives elected by synods and parishes. Its decisions affect the life of the church nationwide.



B & T Online 3rd JUNE 2009

<http://www.bandt.com.au/news/8A/0C06158A.asp>

The Bible Society has appointed 303 Sydney for a campaign titled 'Jesus. All about life.'

PR Campaigns Sydney

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Ads by Google

The Christian organisation has also hired Horizon Communications to handle the PR and internal communications for the push.

'Jesus. All about life' is a non-denominational campaign which will encourage people to think about Jesus and separate him from the negative view some have of organised religion.

The campaign will run for six-weeks, starting in mid-September. Activity will take place in NSW and WA, with 303's Perth office overseeing the WA work.

Planning for the integrated campaign, including advertising, PR, online, ambient and media is already underway.

Julian Watt, creative director at 303, said: "We are extremely excited about creating a multi-media campaign encouraging people to re-examine Jesus.

"It's not often you receive a brief which has such profound significance to individuals. This is deeply personal and we want to touch people in a sensitive way. It will certainly be challenging!"

Bible Society CEO Daniel Willis added: "We live in a community where the McDonalds golden arches are more prominent than the cross.

"The church needed to take a radical step to increase our presence. People often relate to Jesus in a highly personal way, but not to the church.

"This campaign aims to show them how the teachings of Jesus are still relevant, because basic problems remain the same century after century."



Dungog Chronicle 10TH JUNE 2009

'Jesus. All About Life

The Bible Society is preparing three television advertisements. They will be shown state-wide in September-October this year.

The ads feature teenagers who are searching for life's meaning, young marrieds who want to know what values to pass on to their kids, and senior folks who look back on what was valuable and lasting for them.

All agree that the words of Jesus are important in their thinking. For from Jesus we have such words as 'do unto others as you would have them do unto you', 'love your enemies and do good to those who hate you', 'do not worry about your life' and 'love the Lord your God with all your heart and with all your soul and with all your mind ... and love your neighbour as yourself'.

Now connected with these TV ads are books and booklets entitled 'Jesus. All About Life'. This title comes from Jesus' words, 'I have come that they may have life, and have it to the full'.

Jesus does not mean merely pleasure seeking, party as hard as you can, shop till you drop – life with ourselves at the centre.

He means life that is lived in relationship with God: deeply loved by God and thereby loving others, forgiven by God and so forgiving others, blessed by God and therefore doing good to others.

These are values from the kingdom of God. They will build stable and happy families! They will build caring communities! With these, our nation will be strong! We won't need to fear what lies beyond the grave!

Men like Andrew 'Fishtail' Fisher are circulating NSW with the message, 'Jesus. All about life' – how to receive the life he offers and what it costs to live life Jesus' way. Are you living life Jesus' way?

Tony Adams, Presbyterian minister.



Myall Coast Nota 11TH JUNE 2009

Christian communities combine

REPRESENTITIVES of the Christian Churches of Tea Gardens recently met to discuss the upcoming 'Jesus All about life' campaign.

The state-wide campaign, beginning in September, is an initiative which will use prime time television supported by radio and outdoor media over a four week period to promote and evangelise the Christian message.

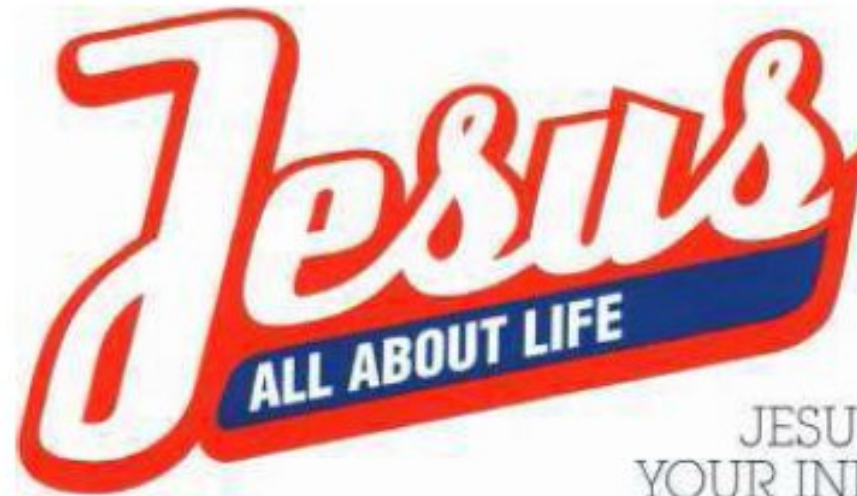
The Anglican, Baptist, Catholic and Uniting Churches are committed to using this opportunity to spread the good news of the gospel in our local area.

The churches are united in prayer for the success of this campaign and will work together to develop ecumenical and individual church initiatives to evangelise the message of hope being communicated in the 'Jesus, All about life' campaign.

Dhonda Bobako

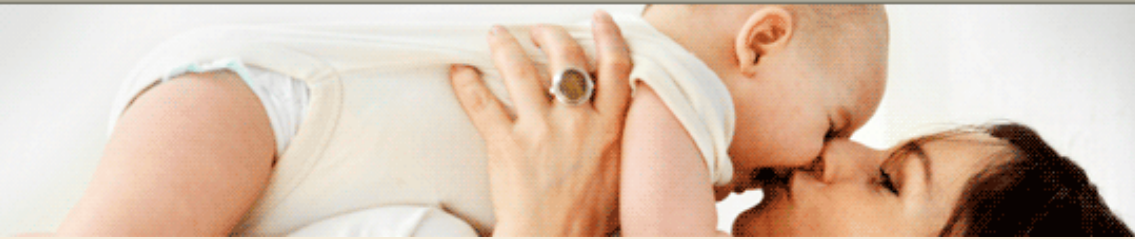
Jesus
ALL ABOUT LIFE

B&T 12TH JUNE 2009



JESUS IN
YOUR INBOX

Things you never expected to see in your email inbox: "303 wins Jesus Account". Though it turns out the son of God isn't personally looking to launch an integrated campaign to deal with an increasingly fragmented audience, but rather the Bible Society has hired ad agency 303 for its "Jesus. All about life" campaign set for launch in New South Wales later this year. Following Jesus on Twitter anyone?



CHRISTIAN TODAY 17TH JUNE 2009

<http://au.christiantoday.com/article/jaal-fundraising-launch-a-success/6455.htm>

JAAL Fundraising Launch a success

Wednesday, 17 June 2009, 9:25 (EST)

Font Scale: A A A

More than 170 people have gathered at Pier One's Water's Edge Function Centre for the 'Jesus. All about life' Fundraising Launch.

The event aimed to raise money for the 'Jesus. All about life' campaign and create awareness of the need for Christians to engage with the project on a variety of levels.

'Jesus. All about life' is a non-denominational mass-media campaign that is designed to have the whole of NSW talking about Jesus.

It's believed that through awareness and conversation with existing Christians, tens of thousands of people will be brought to Jesus.

The event was addressed by an impressive line-up of speakers, including ABC Head Mark Scott.

Despite his background in television, Mark spoke of our changing world and the importance of connecting to an audience using the available information technologies.

Mark sung the praises of internet-based communication such as Facebook and Twitter, and quoted great American pastor and writer, Eugene Peterson (who has a new book out on the words of Jesus).

Peterson makes the point that Jesus spent some of his time preaching and some of his time teaching – but most of his time he was out amongst the people.

Mark told the gathering Peterson describes Jesus 'talking with the men and women with whom he lived in terms of what was going on at the moment – people, events, questions, whatever – using the circumstances of their lives as his text'.



"Peterson believes the church runs the same risk as the old media barons," said Mark, "by continuing to talk with fewer people hearing, believing what worked once to connect with a crowd will continue to work in the future, and not seeing the opportunity of the new."

Mark says it's vital Christians use these new media to reach all sectors of the market

The Jesus. All about life campaign is being designed to tap into this evolving communication medium.

MP John Anderson, told the gathering the campaign is of great benefit to the younger generation as it introduces them to the word of God.

"We are failing our children," says John. "Society is not empowering them with good values. Knowledge of Jesus and the Bible will give the next generation a foundation on which to make good judgements and good life decisions. 'Jesus All about life' will introduce many families to all Jesus has to offer, and the big winner will be the future of Australia"

Jesus Racing Team driver Andrew Fisher also spoke on the day. In conjunction with his time on the track, Andrew runs an extensive public speaking campaign that sees him address 50,000 high school students and tens of thousands of adults about Jesus. All about life.

"Jesus came so that we may have life and have it to the full," says Andrew. "We want the whole of NSW to be aware of that so they too can have fulfilled lives."

While fundraising for the 'Jesus. All about life' campaign is still rolling out, it's hoped that by September 14, 1500 churches across the State will be signed up, flying the flag and running outreach events to introduce newcomers to Jesus.