

# The Harvest Truly is Great

Media Ministry in  
Ethiopia

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# Ethiopia Now

We have a population of

**107,534,882**

Almost *three times* the population of Kenya.

**65%** of the population in Ethiopia is under the age of 29.

# Religion in Ethiopia

- Evangelical "Born Again" 18%
- Ethiopian Orthodox 44%
- Roman Catholic 0.8%
- Islamic 33.9%
- Traditional and other 2.9%

# Christian Media in Ethiopia

Putting the **Good News** in today's Digital Media

- Television
- Radio
- Internet and Mobile
- Printing

# Christian Television

## When it started...

- The first Ethiopian Christian Television started in 2007
- A 30 minute program per week.
- Reached Europeans and Eritreans only with Genesis Channel from Europe.

# Christian Television in Ethiopia NOW

- More than 20 Satellite TV Channels 24/7
- In Different Languages
  - Amharic
  - Oromo
  - Tigranya and other

*Presenting worship, Preaching, Teaching, Testimony and weekly sermons.*

# Christian Radio in Ethiopia

- There is no Christian FM Radio in Ethiopia
- There are two Christian Radio stations / From South Africa and Kenya/
- Internet Radio/ Podcasts are Increasing

# Mobile and Internet in Ethiopian Christian Media

- High Participation in Social Media / Facebook, Youtube
- Developing and Using Mobile apps and media / Video, Photos, Audio and texts



# Christian Printing Media Now

- There are monthly magazines
- Books / Teaching, Fiction , Biography

# Challenges in Ethiopian Christian Media

- Lack of awareness in Church Leaders
- Misunderstanding of Current Digital Media
- Lack of Media Professional Leaders
- Not having a General Knowledge and Experience in Digital Media
- Gap between the Producers / Financers and Directors/ Creative Professionals
- A Presentation /Media Professional without a Message / Preacher

# My Observation

- Gap between the Producers / Financers and Directors/ Creative Professionals

Church/Producers vs. Professional / Experts  
Leaders vs. The Young

- A Presentation /Media Professional without a Message / Preacher

Equipment vs. Skill  
Labourers /Time vs. Audience/ Harvest

# Why We Lack Impact in Christian Media?

- In Ethiopian Church most people who have the message are **far from the MEDIA.**
- The people who are now good in Ethiopian Christian Media **lack content/Message.**

# Key Note

“Creativity is unlimited , Resources are Limited”  
common saying

- A Media production without **content or message** is a waste
- Lack and missing **Target Audience**
- Media production needs **financing and creativity**
- Working in Professional makes **Fruitful**

# MAKE CHANGE

- People who have the message should learn to use current **Digital MEDIA**
- Provide training on basic media knowledge for the **Messengers**
- Share the vision, the Good News with the **Professionals**
- Resolve Church Division / **Unify for one Message**

# The Future is Bright

- 65 % of the Population is young ,
- The young are both Producer and Consumer
- Change has come in Ethiopian Politics
- Relative Peace in the Horn of Africa /Ethiopia, Eretria, Djibouti and Somalia
- The Role of Ethiopia (political, social, economic) both continental in general, and particularly regional.

# What Ethiopian Christian Media NEEDS?

- Working in Partnership and Collaboration
- Facilitating training and education
- Welcoming local and international media professionals who want to serve GOD.
- Networking and associations
- Investing in the youth
- Working with schools: Christian University, Graduate and high school student associations.
- Reaching the youth, with youth with their Medium - **Digital Media**



# Yes! As Jesus Christ Said

Therefore said he unto them, **The harvest truly is great,** but the labourers are **few**: pray ye therefore the Lord of the harvest, that he would send forth **labourers** into his harvest.

Luck 10. 2

# Thank you !

**Pray** for Ethiopian Christian Media Ministry  
And Be Ready to **Join** this Ministry.

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