



## Mega City Media Saturation Campaign

Great Commission Media Ministries

Campaign Proposal by  
J. Brian Vaughan

### Campaign Goals:

“To reach the city of Odessa and millions more in the immediate area with the message: God gives you the power to forgive.”

### Expected Start Date:

Summer, 2014

### Expected Completion Date:

Summer, 2014

### Location, Population

Population  
Odessa proper: 1,003,705  
Oblast: 2,300,000

Odessa is a major seaport and hub of transportation located on the northwestern shores of the Black Sea.

### Estimated Budget Amount

\$200,000 USD

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## Mega City Media Saturation Campaign Odessa, Ukraine

### OPPORTUNITY

Odessa lies inside the danger zone of Russian armed forces massed along the Ukrainian border. This is an opportunity to reach the entire population of Odessa Oblast, engaging all available media for a 30-day period using life-changing stories and dynamic testimonies of local believers who have experienced God's power to change in their lives.

After comprehensive training in preceding months enthusiastic members from local churches would volunteer to operate the call center and deliver the campaign book to responders.

Local church follow-up is critical. The harvest of souls is dependent on their efforts in following years.

Great Commission Media Ministries

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## THE PLAN

To reach the entire population of the city of Odessa, during this time of crisis, in a limited period of time using a well thought-out, well executed strategy. Local pastors report that Odessa as well as the rest of East Ukraine is unusually receptive to the Gospel at the moment. This is a window of opportunity. This could well be our only chance to aid the churches of Odessa. Only God knows the future.

Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media that is available for our use.

A symphony of media will be simultaneously used including Television, Radio, Newspapers, Magazines, Flyers, Billboards, Ads in Public Transport System, Internet, Social Media, Campaign Book to proclaim the Gospel through life-changing personal testimonies.

A call center, operated 24/7 by volunteer counsellors, from most of the participating churches and prayer groups, receive calls directed by the ads and full-length programs.

## COST OF PROJECT

\$200,000 USD

The total costs for the campaign are divided into two parts.

1. Overall city costs:
  - a. The media costs
  - b. The central operational costs
    - i) Call center
    - ii) Administrative center personnel, office equipment
    - iii) Internet Services
    - iv) Informational meetings — church mobilization
    - v) Informational materials
    - vi) Staff costs (coordination, training)
    - vii) Campaign Books
2. The community/local costs (e.g. a city or zone of a city)
  - a. Special events
  - b. Additional media



62-meter high "Mother Motherland" statue stands guard over Kiev.

## THE PEOPLE AND THE REGION

Odessa is the third largest city in Ukraine. It is a major seaport and transportation hub strategically located on the northwestern shores of the Black Sea, close to the Crimean Peninsula.

Odessa is the administrative centre of the Odessa Oblast (province), the city is also the main constituent of the Odessa Municipality.

Odessa's oil and chemical processing facilities are connected to Russia's and EU's respective networks by strategic pipelines.

The city's industries include shipbuilding, oil refining, chemicals, metalworking and food processing. Odessa is also a Ukrainian naval base and home to a fishing fleet.

Ukrainians make up a majority (62 percent) of Odessa's inhabitants, and there is also a large and well established ethnic Russian minority (29 percent). Despite the increasing status of the Ukrainian language, the primary language spoken in the city continues to be Russian.

## PROJECTED SATURATION

Our goal is to reach 80-90% of approximately 2,300,000 Ukrainian and Russian-speaking people, as well as minority groups who speak the two main languages, in and around the city of Odessa.

Elements (Media Buy): TV, Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book.



In 2009 GCM Ministries held a media saturation campaign in the seaport of Sevastopol on the Crimean Peninsula, resulting in thousands coming to faith in Christ.

# CAMPAIGN CALENDAR

## Month One

CAMPAIGN PREPARATION STARTS: Final meeting of Pastors and P2C team; Champion assigned; IRR-TV leaders lay out campaign calendar to the churches; City wide prayer campaign gains intensity.

## Month Two

CALL CENTER & MEDIA BUY: Call Center is set up; Negotiations with Media agencies for media buy commence; Outstanding local testimonies selected for campaign book and other media; Brainstorming session with local evangelists to define most common social woes in the city. City officials invited to round table meeting.

## Month Three

TRAINING: Training of telephone counselors, literature couriers, leadership skills for pastors, possible humanitarian projects.

## Month Four

MOBILIZATION: Mobilizing of Church members stepped up; Corporate prayer intensifies; Campaign media content production moves ahead at full speed.

## Month Five

LAUNCH: Campaign is launched; All media is activated simultaneously for 30 days, ads appear in all major media; Call center is activated; Campaign books delivered to office; Churches embark on ministry in the city (primarily outside church facilities); Special events; Home visits by couriers.

## Month Six

FOLLOW UP: Follow-up becomes the priority; Churches provide follow up and discipleship; Accumulated database distributed to participating churches; Evaluation of Campaign; Joint thanks giving/worship service; Special events, special interest groups, focus groups, continue to take place on a church by church basis.

## Duration of the Campaign

The duration of the campaign is 30 days with a possible extension to 45 days.

The campaign can be broken down to three distinct phases:

- Preparation: three months
- Execution: one month
- Follow-up: 6 to 18 months.

## STRATEGY AND THE CHALLENGE

To reach the population of the city of Odessa in a limited period of time using a well thought-out, well executed strategy. Media to be used includes TV, Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book.

- a) To reach the population of the city of Odessa in a limited period of time using a well thought-out, well executed strategy.
- b) Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media available to us.
- c) Using local testimonies of known and unknown people chosen by campaign church pastors creates ownership in the churches of the city. Among non-believers this projects relevance that "this is my city, these people live in my city, they work here, go to school here. Their experience can be mine as well."

Key elements of the strategy are a presentation of the Gospel as follows:

- 1) Convenient Time—the recipient's down time, time of rest/least external pressures
- 2) Convenient Location—where external disturbances are at a minimum
- 3) Convenient Language—the mother tongue of the recipient
- 4) Cultural relevance—indigenous content
- 5) Multiple Opportunity—repetition of presentation with a "symphony" of media presenting the message



## RESPONSE MECHANISMS

- 1) Call Center: Toll free number
- 2) Website
- 3) Social Media
- 4) Campaign Book
- 5) One-on-one contact
- 6) Special events

## SUCCESS CRITERIA

- 1) Change the area's atmosphere
- 2) Reach majority of targetted people
- 3) Touch government
- 4) Create unity of pastors
- 5) Vision casting—broaden horizons
- 6) Growth—increase  
Church membership
- 7) Plant new churches
- 8) Discipleship
- 9) Equip—training churches  
to use media



Mega City Media Saturation Campaigns were held in Kiev in 2007, and Sevastopol in 2009. Churches reported thousands coming to faith in Jesus Christ and numerous church plantings as a result.

## FOLLOW-UP

Campaign success criteria and measurable results:

- a) The campaign causes the media, the people of the city to start talking about the campaign message
- b) Total exposures to the campaign message are to be provided by area's media agencies data
- c) The campaign database will contain data showing how the campaign has reached people that the Church will not normally reach.
- d) Judging by past campaigns one will see pastors commenting on how the campaign has created unprecedented unity among participating churches
- e) Churches will see the unmatched firepower of the media in reaching a whole population of a whole city
- f) Churches will be asked to submit information to measure increases in Church attendance and consequent growth
- g) Churches will be asked to submit information to document new groups, cells, churches resulting from the campaign