



The campaign message was displayed 12,960 times in the month of November on a mega-screen video monitor located on central square Kiev.



The Gospel message was displayed at all 623 subway stations and inside 615 subway cars for one month, reaching hundreds of thousands of people.

Campaign opponents attack campaign in local press. Finnish Embassy speaks out against purposeful disinformation.

# Mega-City Campaign Stirs Ukrainian Capital

**Millions of families saw and heard the campaign message on television this past November. One of the goals of the campaign was already reached in the second week. The campaign had become the talk of the town on the street, in the media and in homes throughout Kiev.**

“God should not be advertised on billboards! The place for preaching the Gospel is inside the walls of the church!” So protested the secular afternoon press at a news conference held at Kiev’s INTERFAX facility.

The mega-city campaign in Kiev was, to date, the largest ever conducted in the history of the city, and it caused a stir not witnessed by the churches before in Ukraine capital.

Life-changing stories from celebrities and ordinary people alike appeared on giant billboards, every

subway station, in daily newspapers as well as on three major TV channels for thirty days straight.

The largest billboard measured over six hundred square yards (over six thousand square feet) and is located on one of the busiest commuter routes in downtown Kiev. Ukraine’s president and government ministers drove by the billboard every day.

## Record Amount of Calls

The message hit home. The number of calls received at the Call Cen-

ter proved the point. After the campaign TV programs started airing in the second week, the incoming calls increased dramatically and peaked at seven hundred calls in a one-day period.

“I doubt I will ever forget the moment I stepped into the Counseling Center and noticed that all twenty phone lines were busy with people calling for spiritual help,” says Hannu Haukka director of IRR/TV ministries. As soon as one call ended the phone would ring again. In a city of several million people we estimated that hundreds of people were trying to call any given phone line at the same time.

The noise level at the Counseling Center was high as twenty counselors

dealt with callers simultaneously. As I looked around I felt tears well up. I looked at the other visitors in the room and noticed that they were in tears as well.

Callers were asking for spiritual help. Life’s questions and challenges had become overwhelming mountains and now they were turning to the campaign hotline for help.

## Campaign Wakes City

Yuri Babinets, the campaign manager, saw that the city campaign was a success right from the start.

“The campaign is a fantastic opportunity for us! The president of Ukraine already knows about the campaign. The whole nation knows that something is happening in Kiev. Everyone’s

curiosity has been aroused.”

Stefan Resko, a believer and star player with the Kiev Dynamos soccer team, said that when the president of the Soccer Club, a member of parliament and a friend of the Prime Minister saw his face on the billboards, they came up to him and inquired about the campaign.

People are calling us from every part of the nation asking about the people that appear in the campaign ads.

Yesterday we received a call from the head office of a marketing company. They are experts in the field of advertising and marketing, they were impressed with the enormous size of the campaign advertising. They asked us what the budget for the campaign

was. When we said that it cost us ten U.S. cents per person living in Kiev, they simply couldn’t believe our statistics. According to them, a campaign such as this should have cost five million dollars.

## Embassy Intervenes

The campaign was not to everybody’s liking. The Kiev daily “DELO” released a politically-motivated, paid, front-page story harshly criticizing the campaign.

Finnish Embassy statements were purposefully distorted to create a negative picture of the campaign. The Finnish Ambassador dispatched diplomats to a press conference criticizing the press for falsely quoting government representatives.





The largest billboard to display the campaign message was 30 ft high by 200 ft long. It was located on the busiest commuter route downtown Kiev. In the photo: visiting partners from Canada and USA visit Kiev during the city campaign.

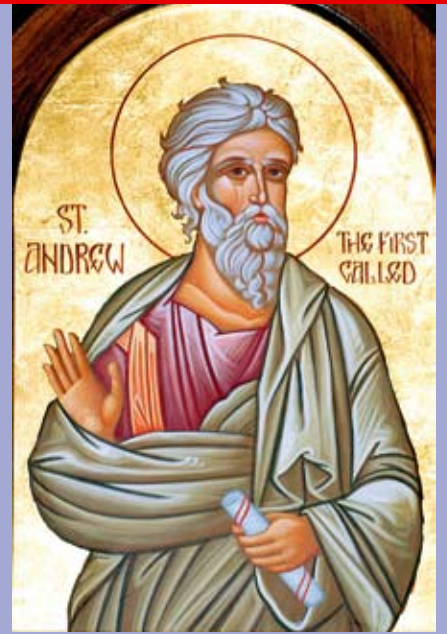
## Missions in Kiev

### 50 A.D. The Apostle Andrew

According to tradition the apostle Andrew preached throughout Asia Minor, from shores of the Black Sea to the mouth of Dniepr River and all the way to Kiev.

When the Apostle reached the hills of Kiev he spent the night there. In the morning when he awoke he said to his disciples: "Look at these hills! God's mercy and blessings shall shine forth from here, and a great city shall rise in this place, and God will raise up many churches here."

The Apostle walked on the hills and blessed each hilltop. After praying he travelled on to an inhabitation that was later called Novgorod.



### 2007 A.D.

The churches of Kiev in partnership with IRR/TV conducted a mega-city campaign in November 2007. The campaign included:

- 676 radio spots
- 145 ads on television channels
- 67 TV programs on 3 major TV channels
- 8 "live" radio programs
- 3 mega-screens in downtown Kiev
- 1,421 outdoor ads
- 255,000 posters throughout the city
- 650 sq yd (over 7000 sq ft) giant billboard
- 36,000 family members reached
- 9,986 campaign book orders
- 20,000 campaign books distributed

- 9,114 calls to call-in center,
- 35 articles in Kiev's major newspapers
- 3 million reached by prime time TV
- 700 women attend one special event
- Over 100 news items posted on various websites.

IRR/TV's press conference was published on a Kiev website. Within three hours the site was bursting at the seams with visitors asking questions. Visits to the website had risen by 3000 per cent in three hours.

### Baptized by the Sword

The "DELO" newspaper article maintained that Kievites were being involuntarily converted to the Faith.

The journalist must have had confused fictitious history with fact. In 988 AD prince Vladimir forcibly baptised his subjects, using the sword as an instrument of persuasion.

Today, godlessness and lawlessness are prevalent in Kiev and throughout Ukraine.

Corruption is rampant in all government institutions, from the Police Force and the Ministry of Justice to the Department of Immigration and the taxation authorities.

Residents of Kiev are looking for an antidote to their spiritual state of illness.

The campaign offers people the power to change instead of unending godlessness. It offers freedom from harmful habits, reconciliation, restoration of relationships, marriages, families.

### "Presidential Reaction"

In newspaper articles and on billboards lieutenant-colonel Vasili Peregenets of the Police force said that he does not accept bribes. This statement was regarded as fiction because everybody knows that everyone in the Police force

accept bribes on a daily basis.

Officer Peregenets added with a smile, "God is able to give me so much more than law-breaking drivers! I have four hundred men under me. I can't speak on their behalf, but I have made my convictions known clearly."

In a speech on national television the following Sunday, President Yushenko addressed the issue of corruption in the Police force. THE President ordered the issue to be dealt with immediately.

The Lieutenant-colonel's photo was on the largest billboard in the city. It measured thirty feet high by two hundred feet long. Officer Peregenets

said that many of his friends at the Ministry of Internal Affairs called him and asked how much he had been paid in order to have his picture put up on the billboard. They also wanted to know what the campaign meant.

A General even called him to his office for an explanation as to what the campaign was all about and why he was involved.

### Summary

At the closing ceremony of the campaign, Hannu Haukka challenged the spiritual leaders of Kiev: "Behind every call to the Counseling Center is a family of two to four people. Accord-

ing to our calculations about thirty-six thousand people were personally reached with the Gospel during the campaign through the call center alone.

In addition to ten thousand calls there are hundreds of thousands of others who watched the programs on TV and felt the Holy Spirit speak to them but did not pick up the phone to call in.

The harvest field is much bigger and the spiritual thirst is more widespread than what you imagine.

About three million watched the TV programs in Kiev for a month.

We must not rest until we have exhausted all our resources in finding

these people and guiding them to a personal faith in God.

People will continue to search for God even after the campaign is over. They may shy away from the church but at the same time they are searching for God. As you reach out to them use the creativity God has given you. Meet these people where they are ready to meet with you. Bring them into the Kingdom of God."

*Jari Sippola, Laura Haukka, Markku Tenhunen, Jorma Uusi-Vähälä*



# Christian Leaders' Comments



## Ukrainian Baptist Union Leader Grigory Komendant

I received calls from various governmental offices asking if this campaign will continue. Many hoped that we would stay together and continue the campaign. I received a similar call from the department of religious affairs. It is God's time to move among the people. We did what we were to supposed to do, it is now up to God to finish the work, and He is.



## Bishop Filip Savochka

God allowed us to carry this fantastic campaign to completion.

Kiev has been shaken. Kiev has been blessed during the city campaign. I believe that people saw God and his power in the lives of normal people.

We waited for great change to come out of this. And change happened.



## Ukrainian Pentecostal Union Bishop Mihail Panotshko

Thank God he led you to Ukraine. This campaign has awakened the city, the city began to move and shake.

Hundreds of thousands of people are looking for higher spiritual values in life. For them, this was like a beam of light in their darkness.

Why advertise cigarettes and alcohol that destroy the lives of people, cause cancer, conflicts, divorce and death. Nine thousand Ukrainians die from alcohol abuse each year but still they advertise it.

We live in a sick society, that is why we need to have these campaigns.

We want to thank IRR/TV. Without you we would not have had this campaign. Please thank everyone who opened up their wallets and gave toward this campaign and to those who prayed for it.

I heard about this campaign while I was visiting a conference in Moscow. They told how this campaign reaches people and impacts society.



## Campaign Pastor Yuri Babinets

This has been an immensely large campaign in Ukraine.

I was moved to tears the first time I saw the word of God written out with 2 meter high (6ft) letters.

The billboard displaying the campaign ad measured 10m (30 ft) high by 60m (200 ft) long had a very powerful effect. The city was buzzing and the Gospel could be seen everywhere.

We praise God for this incredible campaign in Kiev.

This is the first time in the history of Ukraine that all the Protestant churches came together behind a joint cause.

Brothers and sisters who never met under the same roof now meet with each other and work together.

This is a miracle of God.



## CBN Kiev office VP Vitaly Stebenev

This campaign is the most powerful megaproject that has ever been conducted, and perhaps ever will be, in the history of Ukraine. All the churches took advantage of this time and talked about Jesus Christ on radio ad TV programs.

For a whole month we put our own projects on hold and joined with IRR/TV proclaiming the great works of God in people's lives.

The TV channels that carried the campaign programming broadcast throughout the whole nation. We were able to reach the total population of Ukraine to tell everyone that God can give them the power to turn their life around. He can give a happy, meaningful life to an officer in the Police force, to the winner of the Miss Ukraine pageant, a soccer star or a drug addict and criminal alike.

Thank you IRR/TV for bringing this campaign to Ukraine.



## Former Mafia Leader

The city of Kiev was shaken by this campaign. A change was happening in many people's lives. They were calling and asking why we were proclaiming the Gospel using outdoor advertising?

People who saw and recognized me were asking many questions.



The IRR/TV mega-city campaign stirred the capital of Ukraine. Opponents attacked with a front page, paid, politically motivated article in the Kiev daily "DELO". The Finnish Embassy accused the press of distortion.

The testimony of police lieutenant-colonel Vasili Peregenets triggered a reaction from the Ministry of Interior and the president of the Ukraine.

Other photos: Scenes from a political rally by Christian MP Julia Tymoshenko in Kiev last fall prior to the parliamentary elections.

