



Equipping Passionate Storytellers to Share the Gospel of Jesus Christ

The pandemic of 2020 meant that people around the world looked to media sources for encouragement, information and entertainment. Because of this, more people than ever accessed our media.

Viewership on the *Ella's Backyard* YouTube channel, our Russian children's program, more than doubled with over 800,000 views in 2020. First episodes of our new series, *Ella's Backyard Vlog*, released in May. An Online Celebration in October looked back over the years of growth and looked ahead to the next generation of Russian media with producers Garri Sergienko and Albina Nikitina.

A Skoop of Life, the radio program hosted by Sherryl Koop, launched as a podcast to iTunes and Spotify in January. Listeners from many countries and walks of life became dedicated followers. Season 2 began recording in July.



Sherryl recording *A Skoop of Life*

Micah's Super Vlog, our English children's cartoon, released six "Mailbag Videos" where Micah and his friends answered the questions and displayed the art kids sent in. Two cartoons, "Gabe's Donut Dilemma" and "Show and Smell", were also released in 2020.

We released eight episodes of the Spanish TV program, *180 Grados*, in early 2020. Ernesto and Marina Pinto led a Pastor Couples' Retreat in Honduras in February and returned to Winnipeg in March. Quarantined at home, they began a daily "Encuentro Live on Facebook" show while still producing their regular radio programs. Marina released the 100th episode of *Encuentro Familiar* in July. Meanwhile, being unable to travel, our Spanish Media team produced five additional *180 Grados* programs by recording new studio footage to accompany existing guest interviews that were waiting "for such a time as this".

The *Encuentro* website and social media platforms were especially active. One blog post about "Reconciling with God" was reposted several times with numerous people responding that they accepted the Lord.

Raze Zindagi (The Secret of Life) is the live Persian talk show we produce in partnership with Operation Mobilization. Hosted by Shoaib Ebadi with technical director Grant Hoeppner, the *Raze Zindagi* team produced the 400th episode in August. Another highlight was when two viewers prayed to accept Christ live on program.



Shoaib on the set of *Raze Zindagi*

Andrey Chernomor of The Bible Today-Ukraine began posting short video messages on Instagram in January. He also began streaming longer guest-based videos on Instagram in April. With 20,000 followers on their Instagram account, they are considered influencers among young adults in Ukraine. Meanwhile, Natalia Chernomor launched the *Pro-Relationship* podcast and blog series, a spin-off of her long-running radio program, *For the Sake of Love*.

In Low German news, Irene Marsch took her latest book, *Tronen Un Trua* (Tears and Grief), to Mexico in March on a teaching tour. The book was widely distributed among the colony women before the trip was cut short due to COVID-19. While Irene came home to quarantine in Winnipeg, chapters of her book were released on WhatsApp to women in other regions. In May, she began writing on the topic of domestic violence.

Meanwhile, Eduard and Heidi Giesbrecht, producers of *Ekj Ran* (Run the Race) in Bolivia, were stranded in Brazil when borders closed in March. Using borrowed equipment, Eduard kept producing *Ekj Ran* in Brazil until they were able to get home to Bolivia. Each episode has up to 10,000 views, and the *Ekj Ran* team are overwhelmed with counselling requests.

New in 2020, *Wajch Wiesa* (The Sign Post) is a Low German youth program from Sieglinde and David Toews of the Exalta Jesus Studio in Paraguay. The first episode launched on YouTube and WhatsApp in July. David also partners with Square One to produce a weekly Low German worship song, *Leet von de Wäakj* (Song of the Week).

It's exciting to review what we have accomplished. But there is always more to do. We invite you to pray for us as we continue producing our well-established programs, and as we consider new projects and partnerships for producing Christ-centered media.