



BTGMI's ReFrame Media team

Seeing God's Story in Your Life

We minister to a world that is ever more skeptical of Christianity.

David Kinnaman from the Barna Group wrote the popular book *unChristian* based on research into how young non-Christians view Christianity. Kinnaman's study finds that many 16- to 29-year-olds see Christianity as negative, opposing more things than it embraces. The study also notes a common perception that "Christianity has changed from what it used to be. Christianity no longer looks like Jesus."

Although Kinnaman's study focused primarily on young non-Christians, people who identify themselves as Christian are also becoming disillusioned with the church. A long-time listener to *The Back to God Hour* and *TODAY* reader asked, "What do you have for my grandchildren? How are you reaching them?"

A key challenge for the church is to help the next generation see God's relevance in their lives. In 2009, Back to God Ministries International renamed its English-language ministry "ReFrame Media" to more effectively reach people

of all ages in various stages of their faith journey.

As the ReFrame Media team works to share God's Word, our goal is to authentically help people see God's story in their lives. When people see God's story in their lives, their whole world is "reframed" within the gospel perspective. We are here to walk beside people, wherever they are in life. We want to show them how God is already at work restoring, refreshing, renewing, and reforming their lives.

Whether you are meeting Jesus for the first time, looking for ways to grow in faith, or desiring to disciple others, *reframe-media.com* will help you find resources to nurture your faith and that of your friends and family.

—Rev. Steven Koster is
ReFrame Media director for
BTGMI.

Thanks to your support, BTGMI and ReFrame Media are reaching English-speaking people worldwide and providing tools for you to use to disciple people in your own neighborhood.

ReFrame Media at a Glance

ReFrame Media's eight ministry programs offer a variety of resources delivered in traditional and new ways. Here's how ReFrame can help you rediscover God's story in your life or nurture faith in others. Where do you see yourself in these media ministries?

- Add *BackToGodRadio.net* to your website favorites list so you can listen at your convenience. You can also hear *The Back to God Hour* on one of 106 local radio stations in Canada and the U.S. (and 41 international stations). CDs of the messages are also available.
- Sign up to receive your *TODAY* devotional by e-mail, podcast, or as a print copy at *ThisIsToday.net*. Every other month 350,000 printed *TODAY* booklets are distributed worldwide; 3,671 people subscribe to the daily devotional by e-mail.
- Introduce your children or grandchildren to the resources at *KidsCorner.net* to help them become lifelong followers of Jesus. *Kids Corner* also airs on 392 radio outlets.
- Learn how to live out your faith in everyday life at *WalkTheWay.net* with our daily video blog challenge. *Walk the Way* airs on 412 outlets and can be accessed on Facebook or delivered via SMS to your phone.
- Tune in to *RadarRadio.net* to hear the best undiscovered music from Christian artists, along with *Under the Radar* interviews and stories. *Under the Radar* is also available on 60 stations and through iTunes.
- Share your faith at *ThinkChristian.net*. An average of 25,649 people check out the Think Christian website each month, and hundreds participate in the ongoing blog with those who may be wondering how Christians can impact today's world. Think Christian is also gaining fans on Facebook.
- Start a *Spotlight* Listeners' Club to help people learn English as a second language. See *SpotlightRadio.net* for materials produced from a Christian perspective. The *Spotlight* radio program airs on the Internet and on 73 stations worldwide.
- Check out *ChurchJuice.com* for resources your church can use for effective local media outreach. Watch for how this developing website will provide tools for energizing your church's witness.

—Steven Koster



High school students in Ontario view the *Walk the Way* website.