

## **“60-Second E-News for You” - from Presbyterian Media Mission (PMM)**

Wednesday, July 8, 2009

### **Youthful Energy Captured in the Presbyterian Church ....**

The Presbyterian Media Mission (PMM) in Pittsburgh won a Gold Remi Award at the prestigious 42nd annual WorldFest of the Houston Film/Video Festival.

PMM’s video short — “Faith Questions and Expressions” — was chosen from among more than 4,300 entries for the award. The 10-minute video captures stories and scenes from the 10<sup>th</sup> anniversary of the Summer Youth Institute held at Pittsburgh Theological Seminary. In it, young people raise deep questions related to God, life, and faith within a visual tapestry of sights and sounds from the conference. This promotional and marketing DVD has served the Summer Youth Institute well in both recruitment and fund raising.

PMM has previously won three Remi Awards — all in the radio category. This is its first Remi for video production. In its 25 years, PMM has won 19 major awards in radio, video, and film.

PMM Director Gregg Hartung said, “This is another tribute to the development of PMM through many fine people who have contributed in so many ways through the years to this ministry of media. I want to especially pay tribute with this award to long-time colleague and friend Dennis Benson (West Olive, MI), Jon Clark (Denver, CO), and musician David M. Bailey, troubadour extraordinaire, for lending us his talents on occasion and the many supporters, churches and governing bodies that make this mission possible.”

For a free DVD copy of “Faith Questions & Expressions” e-mail Gregg Hartung at [pmm@passages.org](mailto:pmm@passages.org)

### **Power Of YouTube: 20 Hours Of New Videos Uploaded Every Minute!**

Despite being the largest repository for videos, YouTube is the second largest search engine in the world. Over 60 percent of all the videos watched online originate from YouTube's servers.

Last month, YouTube reached a milestone with 20 hours of video being uploaded every single minute of the day, totaling more than 86,000 videos uploaded each day. It is overwhelming! PMM produced an introduction to Rev. Dr. Johnnie Monroe (Pittsburgh) receiving recognition for his ministry by the Presbyterian Health, Education and Welfare Association in Atlanta, GA, recently. Go to YouTube on the Internet to view by placing in the search “Dr. Johnnie Monroe presentation PHEWA.” This was at the PCUSA Big Tent event.

## **YouTube idea for churches in serving the community!**

In these tough economic times there are still jobs that some folks would hire a young person in their community to do. A church in Berlin, CT developed a job service for teens. They published a list of jobs: piano lessons, tutors, bike repair, attic cleaning, computer training .... People in the community could call or e-mail the church for the teens services. Youth would do these jobs in teams. The youth charged a set rate and 25 percent of the money goes into supporting missions for the church. The program is looking to use YouTube to show some of the jobs being done to get more people in the community using the service and possibly more teens involved in the church. Getting work related to young people's interests provides a helping hand to the community and instills a sense of service for those teens involved in the program. More creative media ministry ideas each day/week at [www.passages.org](http://www.passages.org)

## **Developing Your Church's Brand in your Community on YouTube**

One of YouTube's best opportunities to make your church special from others is branding your program via YouTube. One of the most impressive branded channels on YouTube belongs to the New York City Ballet. Click on [www.youtube.com/user/newyorkcityballet](http://www.youtube.com/user/newyorkcityballet) to see it and then imagine how PMM can help brand your organization or church via YouTube and other electronic communication tools.

## **About Presbyterian Media Mission (PMM)**

Presbyterian Media Mission (PMM) is committed to relationship oriented marketing. Our mission combines the personal service and cost-efficiency needed for the Church and non-profits with award-winning quality in these times of limited budgets. Our two founding principals from over 25 years of experience are: First, the most under utilized resource of the church today is our stories; Secondly, receiving 19 local and national awards of recognition for producing media and implementing relationship marketing processes makes this a most effective ministry benefiting the Church and community.

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