



OFFICIAL PROGRAM

**EVANGELICAL PRESS ASSOCIATION
ANNUAL CONVENTION**

APRIL 12-14, 2023

Lancaster, Pennsylvania



TITLE SPONSOR



#EPAideas

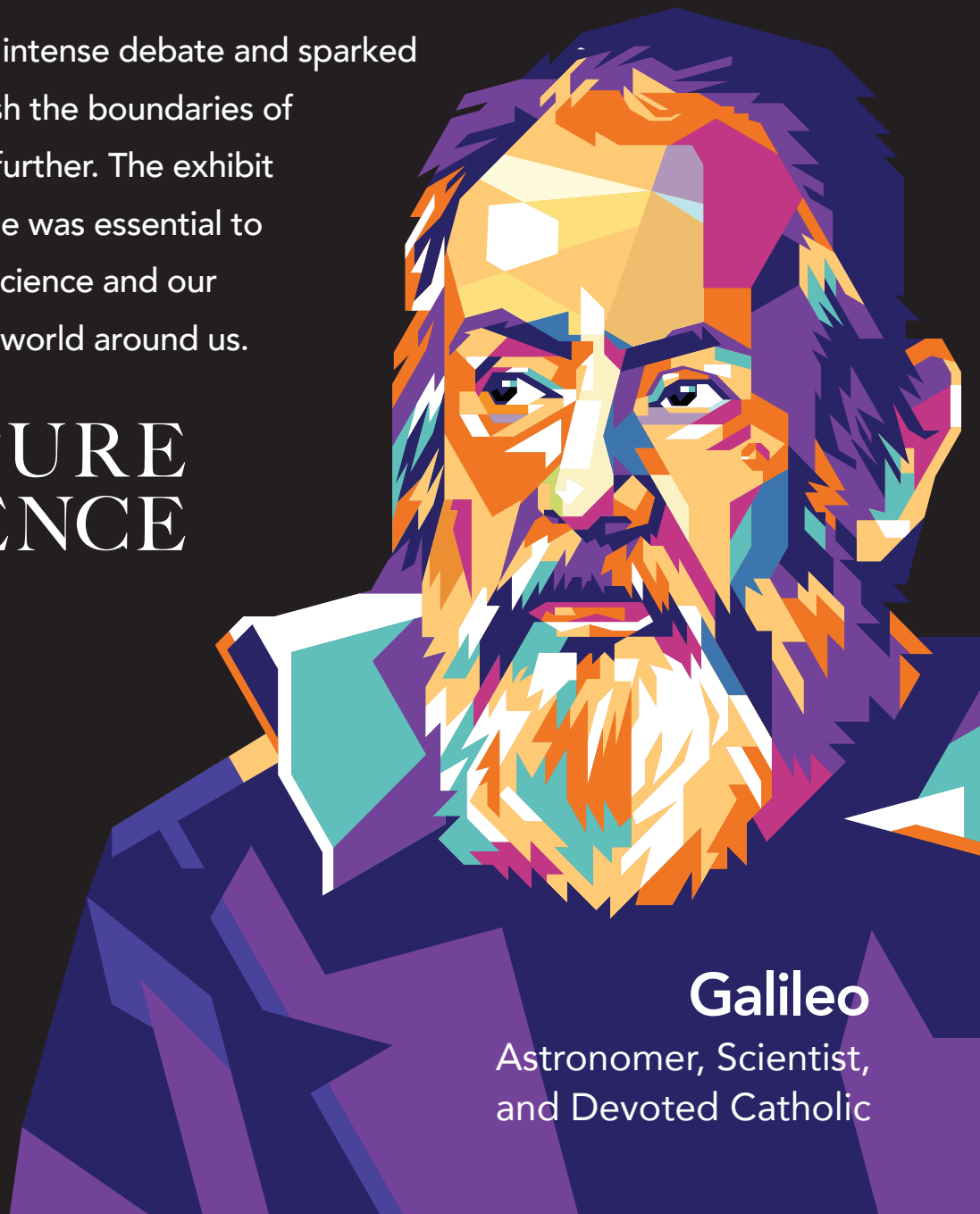
A priest, an astronomer, and a missionary walk into a museum...

This exhibition will bust the myth that science and religion have been diametrically opposed to each other throughout history. In fact, the Bible encouraged curiosity. Its ideas provided a framework for the way philosophers, scholars, and scientists understood their discoveries.

At times, it provoked intense debate and sparked a strong desire to push the boundaries of our knowledge even further. The exhibit will posit that the Bible was essential to the advancement of science and our understanding of the world around us.

SCRIPTURE AND SCIENCE

Exhibition runs until
January 15, 2024



Galileo

Astronomer, Scientist,
and Devoted Catholic



- 5 Welcome from EPA President**
- 6-7 List of Sponsors & Exhibitors**
- 7 Things You Might Want to Know**
- 8 EPA's 75th Anniversary**
- 9 Bonus Activities**
- 9 Board Member Nominee**
- 10 Daily Schedule Summary**
- 11 Meeting Space Map | Bus Pick Up Location**
- 13, 15 Plenary Sessions**
- 17 Workshops at a Glance**
- 18-23 Workshops in Detail**
- 24-29 Speaker Bios**
- 30-31 Ministry & Benefit Partners**

Statements and publications from speakers and workshop presenters do not necessarily reflect the official positions of the Evangelical Press Association.

**“You have given us as
You swore to our
fathers, a land flowing
with milk and honey.”**

Deuteronomy 26:15

Come to the Holy Land.

Walk in Jesus' footsteps and you will feel closer to Him than ever before.

In the Holy Land, you can experience a baptism in the Jordan River, sail on the Sea of Galilee, walk to Golgotha, and visit the Garden Tomb.

The Bible will come alive as you journey through the places you've been waiting your whole life to see.”





Welcome to EPA's 2023 Convention!

This year the Evangelical Press Association celebrates its 75th anniversary, and the way we communicate to our audiences has certainly changed since 1948. But there is one thing that has remained a constant for each publication and ministry—the message of the good news of Jesus Christ.

The 2023 EPA convention offers opportunities for inspiration and refreshment as we interact with others in the Christian media industry. Each of us has the opportunity to expand and sharpen our skills through more than 30 sessions led by 44 qualified speakers. I also encourage you to learn about valuable resources available at our exhibitor booths and listen for your publication's name in our Higher Goals and Awards of Excellence presentations.



I hope this year's convention will encourage and sharpen each of us to better reach our audiences with the good news through written, print, and digital communication.

A handwritten signature in blue ink that reads "Dan Stelzer".

Dan Stelzer
EPA Board President

Join the conversation.
Send private messages.
Receive push notifications.
Create your personal agenda.

Download the **WHOVA** mobile app from the Apple iOS or Google Android stores. Log in using the email address under which you are registered.



SPONSORS & EXHIBITORS

TITLE SPONSOR

Museum of the Bible – Museum of the Bible is a global, innovative, educational institution whose purpose is to invite all people to engage with the transformative power of the Bible. Through interactive exhibits and cutting-edge technology, we bring guests an immersive, personal experience with the impact, narrative, and history of the Bible. Learn more at museumofthebible.org.

Contact: Charlotte Clay
202-603-3672 | charlotte.clay@mbible.org

DIAMOND SPONSOR

Freeport Press, Inc. – A nationally-recognized leader in the print production of high-quality, short-run niche publications and catalogs. Freeport Press has a partnership with EPA to print our annual directory, the Liaison newsletter and the convention program. Learn more at freeportpress.com.

Contact: David Pilcher
740-658-4014 | dppilcher@freeportpress.com

PLATINUM SPONSORS

Israel Ministry of Tourism – The Israel Ministry of Tourism is your resource to discover Israel, the Land of Creation. Learn more at goisrael.com.

Contact: Jill Daly
312-803-7080 | jilld@goisrael.gov.il

Sight & Sound Theatres – Sight & Sound Theatres is the nation's largest Christian theatre company. A visit to Sight & Sound Theatres is truly a unique experience. Story, song and spectacular staging bring the Bible to life on stage. "Takes you back in time" and "epic" are ways our guests have described our shows. Theatres in Lancaster County, PA, and Branson, MO. Learn more at sight-sound.com.

Contact: Katie Miller
(717) 687-4220 | katie.miller@sight-sound.com

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Infinity Concepts – Infinity Concepts is an integrated brand communications agency that helps organizations grow through effective communication in an ever-changing culture. Infinity Concepts partners with its clients to inspire response for their organization and its mission. Services include: consulting, branding, creative, fundraising, public relations, traditional media, digital media. Learn more at infinityconcepts.com.

Contact: Darrell Law
724-733-1200 | darrell@infinityconcepts.com

Modern Litho – For eight decades, both local and national companies seeking excellence in commercial and digital print have trusted Modern Litho for their communication and marketing needs. Learn more at modernlitho.com.

Contact: Cassandra Atchison
573-619-7197 | catchison@modernlitho.com

SILVER SPONSORS

HSL Digital – HSL Digital is a content marketing consultancy that serves as an extension of your team by providing content marketing solutions without the full time marketer price tag. HSL Digital handles your digital marketing and communication needs so you can focus on what only YOU can do for your business. Learn more at hsldigital.com.

Contact: Hilary Sutton
(615) 513-9060 | hilary@hilarysutton.com

Whitaker House – Our goal is to advance God's kingdom by publishing biblically focused authors who proclaim the power of the gospel and minister to the spiritual needs of people around the world. Learn more at whitakerhouse.com.

Contact: Christine Whitaker
724-334-7000 | christinew@whitakerhouse.com

BRONZE SPONSORS

Hope International – With Christ-centered financial services, HOPE International, invests in the dreams of families in the world's underserved communities as we proclaim and live the Gospel. Learn more at hopeinternational.org.

Contact: Rebecca Svendsen
717-464-3220 | rsvendsen@hopeinternational.org

Lifeway Christian Resources – LifeWay Christian Resources is one of the largest providers of Christian products and services, including Bibles, books, Bible studies, music, church supplies, and events. LifewayResearch.com is designed to help pastors navigate the issues and trends impacting the church by providing information, insights, and resources for effective ministry. Learn more at lifeway.com.

Contact: Carol Pipes
615-251-2516 | carol.pipes@lifeway.com

EXHIBITORS

Discover Lancaster – Discover Lancaster is the official Destination Marketing Organization for Lancaster County. Learn more at discoverlancaster.com.

Contact: Julie Dautrich
717-391-6006 | jdautrich@discoverlancaster.com

Divine Family Entertainment – Divine Family Entertainment is the new streaming platform that guards the hearts and minds of Christians, families and children with high-quality news and entertainment that points people to Jesus Christ implicitly or explicitly.

Contact: Tami DeVine
626-365-3741 | tami@watchdfe.com

MCC Material Resource Center – The Material Resources Center is a central collection point for items donated by people in the United States who are responding to requests for materials from Mennonite Central Committee partners. Learn more at mcc.org/ephrata-mrc.

Contact: Carol Zook
717-733-2847 | carolzook@mcc.org

Piercing Word – Piercing Word is a group of theatre professionals who are passionate about coming alongside Christian leaders to help them artistically engage their people with the Word of God. Learn more at piercingword.org.

Contact: Aaron House
888-244-3461 | aaron@piercingword.org

Religion News Foundation/Religion News Service – RNS is an independent, nonprofit and award-winning source of global news on religion, spirituality, culture and ethics, reported by a staff of professional journalists. Learn more at religionnews.com.

Contact: Deborah Caldwell
844-767-6397 | deborah.caldwell@religionnews.com

Solutions Journalism Network – The Solutions Journalism Network is leading a global shift in journalism, focused on what the news misses most often: how people are trying to solve problems and what we can learn from their successes or failures. Learn more at solutionsjournalism.org.

Contact: Keith Hammonds
914-373-9115 | keith@solutionsjournalism.org

EPA also thanks **Affirm Films/Sony, International Christian Embassy Jerusalem, InterVarsity Press, HarperCollins** and **SCS Creative**.



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THINGS YOU MIGHT WANT TO KNOW

- The WiFi password for the meeting area: **epa2023**
- The mobile app is the best way to follow the convention and to connect with each other. Download the **WHOVA** mobile app from the Apple iOS or Google Android stores. Search for **EPA 2023 Lancaster**. Use the same email address that you registered to attend the convention. You can also search using event code: **epa2023app**.
- Social media hashtag: **#EPAideas**.
- Award certificates and judge comments for all awards will be emailed after the closing dinner.
- The Chestnut Board Room is available for private meetings, consultations, and media interviews. Sign up at the registration desk for a time slot.
- Get to know all our exhibitors and sponsors. Thank them for helping to underwrite the cost of the convention.
- EPA-issued Sight & Sound MOSES tickets must be exchanged for official Sight & Sound tickets at the registration desk.
- Extra tickets for Sight & Sound's MOSES will be available as long as they last (for registered attendees only). Check at the registration desk.
- Extra tickets for Miller's Smorgasbord will be available as long as they last (\$30). Purchase at the registration desk.



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On May 6, 1948, 35 editors met in Chicago to organize the Evangelical Press Association.

Join Club 75

You can help EPA celebrate this milestone by making an anniversary gift contribution to EPA. Contributions may be from you as an individual or from the magazine/organization you work for – or both.

The 75-for-75 campaign seeks \$75 donations from 75 organizations and individuals to support the work of EPA.

You can give \$75, or more, or less; whatever works for you. But do something.

Join Club 75 by giving at evangelicalpress.com/75-for-75 or point your camera to the Venmo QR code to donate now.



BONUS ACTIVITIES

MCC Tour | Service Project **Wednesday, 12:15 - 3:30 p.m.**

Early arrivals will have the opportunity to participate in a tour and service project at the Mennonite Central Committee's Material Resources Center. Witness firsthand the worldwide humanitarian work of MCC. Then put your hands to work preparing relief supplies for refugees.

Movie Screening | Big George Foreman **Wednesday, 7:45 - 9:30 p.m.**

The miraculous story of the once and future heavyweight champion of the world is based on the remarkable true story of one of the greatest comebacks of all time and the transformational power of second chances.

MOSES at Sight & Sound Theatre **Thursday, 2:00 - 5:30 p.m.**

We'll be boarding coaches to take a short ride into the country to Sight & Sound Theatre for their spectacular matinee performance of MOSES. Tickets are complimentary for registered attendees.

Smorgasbord Dinner at Miller's Restaurant **Thursday, 6:30-7:30 p.m.**

Following the matinee show, feast on a traditional Pennsylvania Dutch all-you-can-eat smorgasbord at a popular Lancaster County restaurant. There is a cost of \$30 (in advance) for the dinner.

Museum of the Bible Excursion and Tour **Saturday, 7:15 a.m. - 6:00 p.m.**

Board a luxury coach for a ride to our nation's capital for a free tour and lunch at the Museum of the Bible. Limited to 56 passengers on the bus, but you may provide your own transportation.



MCC Live, Interactive Exhibit

During the convention, Mennonite Central Committee will be hosting a live exhibit at the convention. MCC volunteers will be knitting comforters and space is available for convention attendees to sit down and learn the craft of comforter knotting.

EPA BOARD NOMINEE



Candidate for President-elect: **Dwight Widaman**

Dwight Widaman has been nominated to fill the role of president-elect in the EPA board election that will take place in Friday's annual business meeting. This is the only position to be filled in 2023 as President Dan Stelzer will be completing his term and will be succeeded by current President-elect Sandra Glahn. The president-elect serves two years in advance of moving into the role of president.

Dwight began his journalism career in 1989. His roles have included reporter, editor, and publisher for both daily and weekly secular newspapers and, with his wife Anita, operating the Metro Voice Christian media outlet since 1990. The Kansas City Metro Voice was one of the leading regional Christian newspapers in the U.S. for nearly three decades, and Dwight was a key figure in the formation and leadership of the Christian Newspaper Association. In 2018, they migrated to a digital-only news website, metrovoicenews.com.

Dwight has been a member of EPA since 1992 when he attended his first convention. He served on the EPA board as treasurer from 2011 to 2017.

Since 2014, Dwight and Anita have been part of the on-site volunteer staff for the annual EPA convention.

Nominations from the floor


The candidate will be presented to the membership for approval at the annual business meeting on Friday. Members may make additional nominations from the floor during the business meeting. However, it is necessary to confirm, in advance, the ability and willingness to serve by the potential candidate. Their presence is recommended, but not required. In the case of additional nominations from the floor, a vote will be taken during the meeting.

DAILY SCHEDULE

APRIL 12, WEDNESDAY

12:00 p.m.	Convention Check-in and Registration Opens	Heritage Pre-Function
12:15 p.m.	Bus loads to go to MCC Resource Center	
3:45 p.m.	First-time Attendee Orientation	Heritage Salon D
4:30 p.m.	Opening Plenary with Russell Moore	Heritage Salon C Ballroom
6:00 p.m.	Dinner and Networking <i>Dinner sponsored by Museum of the Bible</i>	Commonwealth Salons 3 & 4 (level 2)
		
7:45 p.m.	Movie Screening – Big George Foreman: The Miraculous Story of the Once and Future Heavyweight Champion of the World	Heritage Salon C Ballroom
7:45 p.m.	Live recording of “The Bulletin” podcast with Russell Moore and Mike Cosper	Heritage Salon A

APRIL 13, THURSDAY

8:15 a.m.	Plenary Forum featuring Naghmeh Panahi and Mariam Ibraheem	Heritage Salon C Ballroom
9:10 a.m.	Networking Coffee Break	Heritage Pre-Function
9:40 a.m.	Workshop Block 1	
10:35 a.m.	Networking Coffee Break	Heritage Pre-Function
10:45 a.m.	Magazine Training International Info Session	Chestnut Board Room
11:05 a.m.	Workshop Block 2	
12:15 p.m.	Luncheon Higher Goals Presentation Part 1* <i>Luncheon sponsored by Sight & Sound Theatres</i>	Heritage Salon C Ballroom
		
2:00 p.m.	Buses load to go to Sight & Sound Theatre	
3:00 p.m.	MOSES at Sight & Sound Theatre	
5:45 p.m.	Buses load (at theater) to go to Millers Restaurant or Hotel	
6:30 p.m.	Smorgasboard Dinner (or dinner on your own)	Miller's Restaurant

APRIL 14, FRIDAY

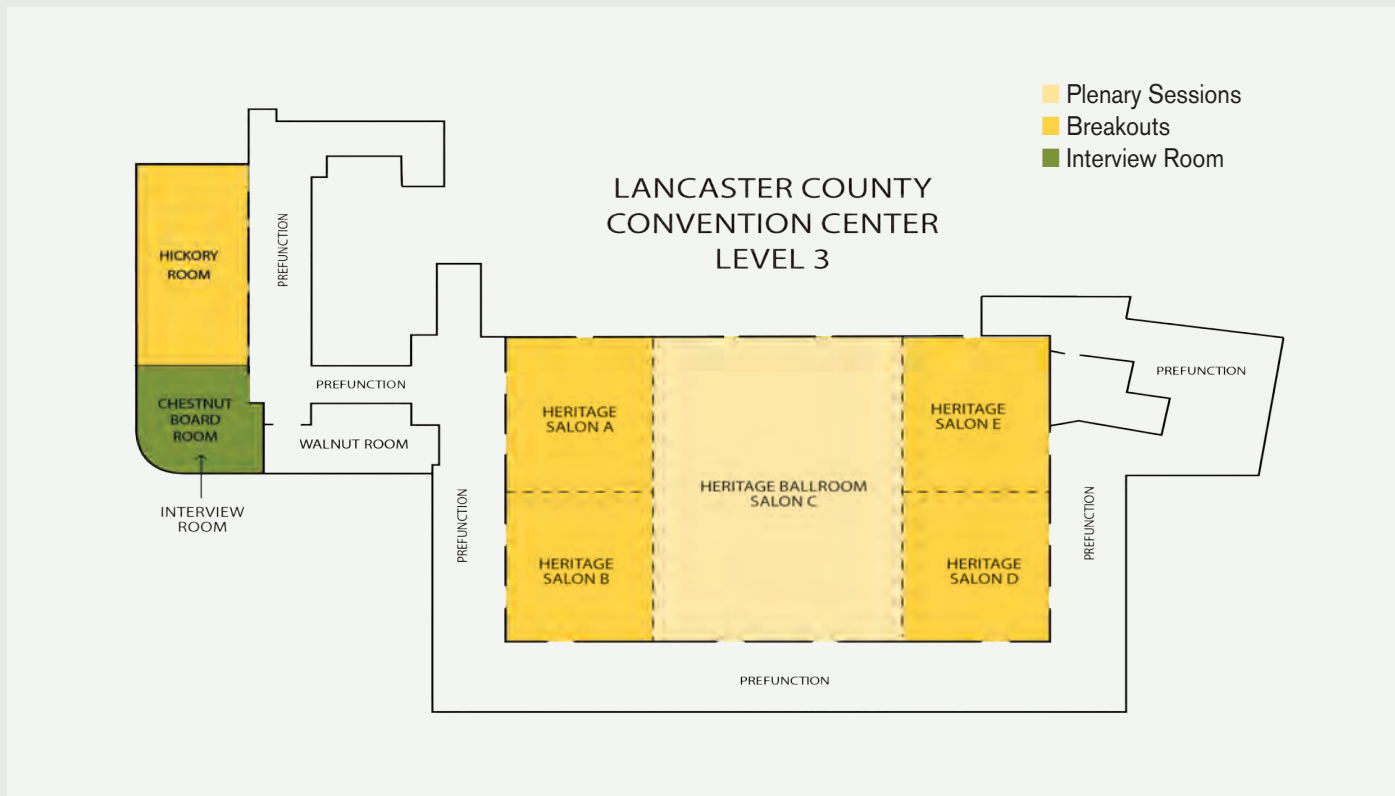
8:15 a.m.	Plenary Forum featuring Refugee Stories: In Their Own Words	Heritage Salon C Ballroom
9:10 a.m.	Networking Coffee Break	Heritage Pre-Function
9:40 a.m.	Workshop Block 3	
10:35 a.m.	Networking Coffee Break	Heritage Pre-Function
10:45 a.m.	Magazine Training International Info Session	Chestnut Board Room
11:05 a.m.	Workshop Block 4	
12:15 p.m.	Luncheon Business Meeting Higher Goals Presentation Part 2* <i>Luncheon sponsored by Israel</i>	Heritage Salon C Ballroom
		
2:35 p.m.	Workshop Block 5	
3:45 p.m.	Workshop Block 6	
5:30 p.m.	Closing Dinner and Plenary with Dimas Salaberrios Awards of Excellence*	Heritage Salon C Ballroom

APRIL 15, SATURDAY

7:15 a.m.	Bus loads to go to Museum of the Bible
7:25 a.m.	Bus departs for Museum of the Bible
3:15 p.m.	Bus loads to return to Lancaster Marriott
3:30 p.m.	Bus departs for Lancaster Marriott
6:00 p.m.	Estimated time of arrival back in Lancaster

* For this year, the Thursday Higher Goals presentation will be primarily design and digital categories. Friday lunch will feature primarily writing and writing/design combination categories. The closing dinner will include the entire Awards of Excellence presentation.

MEETING SPACE MAP



BUS PICK UP LOCATION

To board the bus (Executive Coach) for all off-site events, exit the main entrance of the Marriott and turn left and left again to walk down South Queen Street. Pass the main entrance to the Lancaster County Convention Center and turn left on East Vine Street.

MCC Resource Center

Wednesday, April 12
 Bus loads at 12:15 p.m.
 Bus departs at 12:25 p.m.

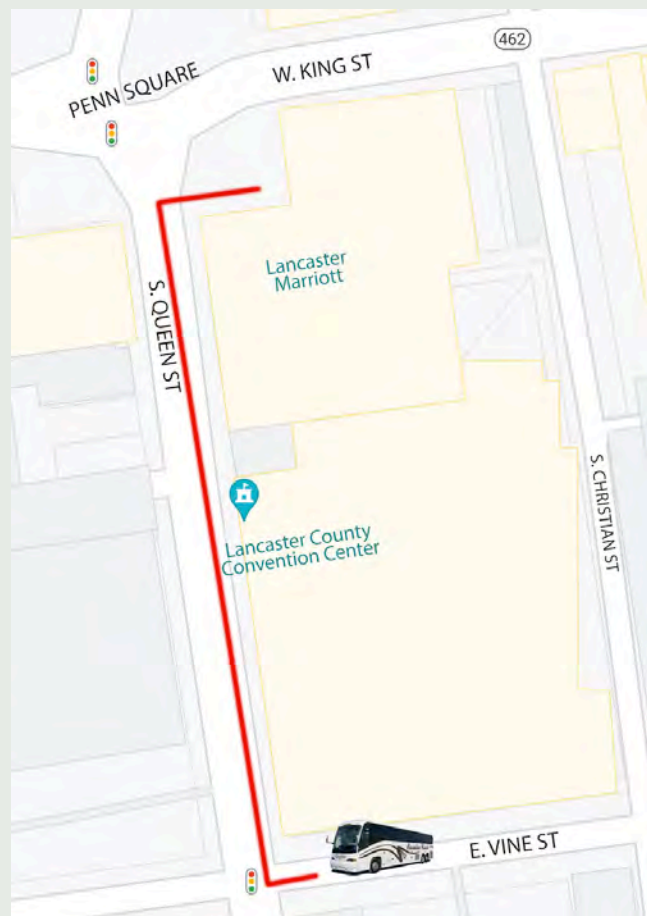
Sight & Sound Theatre

Thursday, April 13
 Buses load at 2:00 p.m.
 Buses depart at 2:10 p.m.

Museum of the Bible

Saturday, April 15
 Bus loads at 7:15 a.m.
 Bus departs at 7:25 a.m.

Due to tight schedules, buses must leave on time. Please board promptly.





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THEATRES®

MOSES

LIVE ON STAGE

WED, APRIL 12 | Plenary | 4:30 p.m.

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 museum of the Bible

RUSSELL MOORE | Keynote Speaker



Russell Moore is a public theologian at Christianity Today, editor-in-chief of CT, and director of Christianity Today’s Public Theology Project. Russell was President of the Ethics & Religious Liberty Commission of the Southern Baptist Convention from 2013 to 2021. Prior to that role, Moore served as provost and dean of the Southern Baptist Theological Seminary in Louisville, Kentucky, where he also taught theology and ethics. IN 2017 he was named to Politico Magazine’s list of top fifty influence-makers in Washington, and has been profiled by such publications as the Washington Post and the New Yorker. Dr. Moore is the author of several books, including *The Courage to Stand: Facing Your Fear Without Losing Your Soul*, *Onward: Engaging the Culture without Losing the Gospel* and *The Storm-Tossed Family: How the Cross Reshapes the Home*.

MACKENZIE PAIGE | Worship Leader

Mackenzie Paige was raised in a musical family in Lancaster, PA, and began songwriting and performing at a young age. She studied music at Messiah University and spent a semester at the Contemporary Music Center in Nashville where she dove deeper into songwriting and performing. She has recorded one full-length album, an EP, and a number of singles. Currently, she is the worship leader at a local church in Lancaster.



THU, APRIL 13 | Forum | 8:15 a.m.

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WHITAKER HOUSE



Overcoming Domestic Abuse and Religious Oppression

An Interview with **NAGHMEH PANAHI** and **MARIAM IBRAHEEM**



Naghmeh Abedini Panahi advocated for the release of her husband Saeed Abedini from an Iranian prison in a saga that drew worldwide attention. When Saeed was released from prison, Naghmeh revealed she had been an abused wife. Mariam Ibraheem is a Sudanese Christian who was imprisoned for her faith and later sentenced to death. Mariam gave birth to her daughter, Maya, while chained in a prison cell. After an international outcry, she was freed soon after Maya’s birth.

Naghmeh and Mariam will tell their personal experiences with domestic violence and the misuse of religion to reinforce abuse.

Interview to be conducted by British journalist JULIA BICKNELL

Julia Bicknell, co-founder of World Watch Monitor, was a program host, reporter and producer for 30 years on BBC World Service and BBC World (America) TV. She has spent her entire career reporting on crises traveling widely in Europe, Asia, and Africa. Her six-month stint in Vietnam resulted in a vision for training journalists in developing countries. She currently focuses her reporting on the global Church, especially as it relates to refugees and migrants.





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FRI, APRIL 14 | Forum | 8:15 a.m.

Refugee Stories: In Their Own Words

Lancaster, PA, has been called America's refugee capital. The city takes in 20 times more refugees per capita than the rest of the U.S., many through local faith-based organizations and church groups. Facilitated by Eastern Mennonite Missions, refugees will tell their personal stories—from leaving their native countries to settlement and assimilation in America.

MENUKA TAMANG is the leader of a Bhutanese-Nepali church in Lancaster as well as a worker with Eastern Mennonite Missions. She was born in Bhutan but spent two decades in a Nepali refugee camp before coming to Lancaster with her husband.

MARY MYINT works at the Lancaster Sweet Shoppe. She is originally from Myanmar and came to the US as a refugee with her husband and children. She was featured in a Times for Kids story in 2021.

RWAMUCYO KAREKEZI is a community organizer with Church World Service. He is a former refugee from the Congo DRC. Born in Congo, he spent most of his life as a refugee in Rwanda.

LORRI BENTCH, facilitator, serves as Mission Team Director at Eastern Mennonite Missions. She and her husband served for more than a decade with EMM in Hungary and her current role affords her the privilege of connecting with the body of Christ all around the world, including in Lancaster, PA.



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FRI, APRIL 14 | Closing Dinner | 5:30 p.m.

DIMAS SALABERRIOS | Keynote Speaker



Dimas Salaberrios began selling drugs at the young age of 11. He got hooked on cracked cocaine and ended up in prison on more than one occasion. Dimas became a god of the streets gaining income and power from drug and gun sales. His underworld stretched from Queens, New York, to North Carolina, where he became a fugitive after fleeing his parole officer. But then, Dimas found God. Today he is a faith leader, film producer, prayer warrior and author. He is the founder and former pastor of Infinity Bible Church in New York City and the President Emeritus of Concerts of Prayer Greater New York.

In 2015, Tyndale published his story in *Street God: The Explosive True Story of a Former Drug Boss on the Run from the Hood—and the Courageous Mission That Drove Him Back*.



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BLOCK	TIME	WORKSHOPS AT A GLANCE	PRESENTER(S)	ROOM
Thu	1	9:40	Publication Redesign: Strategies for Success	Heritage A
Thu	1	9:40	One Body, Many Members: Diverse Voices in Magazine Publishing	Heritage B
Thu	1	9:40	Optimizing Your Social Media Strategy	Heritage D
Thu	1	9:40	Interviews – Preparing, Practicing and Pivoting	Heritage E
Thu	1	9:40	Reporting on Misconduct Allegations and Findings—Issues and Constraints	Hickory
<hr/>				
Thu	2	11:05	Strengthening our Ethics in Writing, Publishing, Photographing, Managing (panel)	Panel: Milyce Pipkin, Mike Cosper, Warren L. May, Radha Vyas
Thu	2	11:05	Beautiful Design	José Reyes
Thu	2	11:05	Take Your Podcast to the Next Level	Stephanie Rousselle
Thu	2	11:05	What's the Plan? The Business of Publishing	Lou Ann Sabatier
Thu	2	11:05	Hope with Teeth: Bringing Solutions Journalism into your Reporting	Keith Hammonds
<hr/>				
Fri	3	9:40	Design: Global Trends and Local Culture	Rick Szuecs
Fri	3	9:40	Writing for Social Change	Timothy Morgan
Fri	3	9:40	Diagonals: Innovative Paths to Exponential Growth	Ron Forseth
Fri	3	9:40	Telling Stories of Abuse with Care	Wade Mullen
Fri	3	9:40	Finding, Nurturing, and Training Freelance Writers	Warren Smith
<hr/>				
Fri	4	11:05	Reorganized Religion: The Reshaping of the American Church	Bob Smietana
Fri	4	11:05	Harnessing Attention: Design that Captivates your Readers	Jared Boggess
Fri	4	11:05	Elevate Your Social Media with the Metrics that Matter	Brooke Miles
Fri	4	11:05	Top 10 Ideas for Adding Video to Your Digital Strategy	Tami DeVine
Fri	4	11:05	The Troubling Trend of False Teaching in the Church	Don Veinot
<hr/>				
Fri	5	2:35	Adapting to the New Religious Landscape (panel)	Panel: Paul Glader, Bob Smietana, Paul Glader, Adelle M. Banks, Carol Pipes
Fri	5	2:35	How to Tell Dangerous Stories	Heather Pubols
Fri	5	2:35	The Power of e-Newsletters to Increase Readership and Subscriptions	Andy Walker
Fri	5	2:35	Writing to a Multicultural and Multilingual Audience	Warren L. Maye
Fri	5	2:35	Personal Branding: Own Your Brand. Grow Your Career	Hilary Sutton
<hr/>				
Fri	6	3:45	A Global Snapshot of Christian Media	Panel: Jeremy Weber, Esther Nyaga, Ricardo Szuecs, Tomáš Coufal, Surinder Kaur
Fri	6	3:45	Stop Looking at Your Peers and Start Making a Better Magazine	Aaron Hanbury
Fri	6	3:45	Leveraging Video Content in your Social Media Strategy	Jeff Raymond
Fri	6	3:45	Managing Corrections, Feedback and Reader Trust	Paul Glader
Fri	6	3:45	Articles to Books: Repurposing Backlists and Clip Files	Ann Byle

WORKSHOP BLOCK 1 | Thursday, April 13 | 9:40 a.m.

Publication Redesign: Strategies for Success

José Reyes, Nikolle Reyes

Heritage A
Design

Publications need to regularly consider if their design is keeping up with the quality and relevance of the content and with its readers' creative expectations. As creative director at Metaleap, José Reyes has spent 20 years redesigning publications large and small. He will share suggestions for when to do a redesign, what to consider throughout the process, and evaluating success when all the work is done.

What you will learn...

- When to tackle a redesign
- How to think about a redesign
- Key workflow and process considerations throughout

One Body, Many Members: Diverse Voices in Magazine Publishing

Jerome Blanco

Heritage B
Editorial | Management | Writing

Drawing from lessons learned in producing Fuller Seminary's FULLER magazine, this seminar explores the editorial responsibility—as well as the blessings and challenges—of representing diverse voices, in areas of academic training, vocation, age, gender, race, geographical location, language, and beyond.

Optimizing Your Social Media Strategy

Jason Goff

Heritage D
Digital | Marketing | Social Media

What are the best practices for optimizing your personal and business-related social media profiles, so you can be found on Facebook, Instagram, LinkedIn, and Twitter? In this session, we'll discuss the importance of having a consistent brand across all social media platforms—including profile pictures and bios. We will explore strategies for crafting effective and compelling content. We'll cover some basics of search engine optimization and how that applies to your social media profiles. We'll touch on the use of hashtags and other tactics to increase visibility and reach. Finally, we'll touch on how you can use social media analytics to track the success of your efforts so you can make better informed decisions about your social media strategy.

Interviews: Preparing, Practicing and Pivoting

Adelle M. Banks

Heritage E
Reporting | Writing

This workshop will draw on Adelle Banks' longtime experience of interviewing a wide array of famous and grassroots sources, including recent interviews on the red carpet of the Kennedy Center Honors and with clergy grappling with how to continue Christian education in their congregations after the start of the pandemic. It will cover the benefits of preparing for interviews, how practice increases the ability to have a successful interview, and how important it is to be flexible since an interview can veer into an unexpected direction.

Reporting on Misconduct Allegations and Findings—Issues and Constraints

Theresa Lynn Sidebotham

Hickory
Management

Allegations of abuse or misconduct in a ministry make the news, and the public expects a certain level of transparency. Reporters can be frustrated in trying to get information from organizations, and sometimes end up with only one side of the story, from the alleged victims. This session explores what reporters can expect organizations to make public in light of legal requirements, fiduciary duties, confidentiality of personal information, and possible litigation. Ignorance of these issues increases the risk of damaging outcomes to survivors and organizations as well as hampering your ability to get a story.

What you will learn...

- What level of transparency can a reporter expect from a ministry facing misconduct allegations
- What's an acceptable standard of independence for an investigation into misconduct
- What litigation risks do ministries face from misconduct allegations and how should this affect your expectations

WORKSHOP BLOCK 2 | Thursday, April 13 | 11:05 a.m.

Strengthening our Ethics in Writing, Publishing, Photographing, Managing

Milyce Pipkin, Mike Cosper,
Warren L. May, Radha Vyas

Heritage A
Editorial | Issues | Management

What does it look like for our faith to inform how we manage, write, publish words, and produce visuals? Three industry experts interviewed by an award-winning moderator will help us consider how to treat other workers, determine what we publish, craft stories, push back against celebrity culture, and expose evil.

Beautiful Design

José Reyes

Heritage B
Design

Publication design requires a commitment to rise to the challenge with each issue and to strive to master one's craft. Achieving mastery involves having an open mind, observing the world, seeking new experiences, and being determined to continuously learn and grow. The pursuit of mastery is what sets successful designers apart from those who simply create functional designs. By focusing on pursuit of mastery, designers can create work that is not only functional but also beautiful and innovative.

Take Your Podcast to the Next Level

Stephanie Rousselle

Heritage D
Digital | Podcasting

You have launched your podcast, and you are now actively managing it. This workshop will tackle the various areas of challenges you face to generate brainstorm and ideas to keep growing your existing podcast.

What you will learn...

- Growth strategies - how to keep marketing and promoting your podcast
- Networking - tools and avenues available to network among peers
- Social media - how to make your show stand out
- Community - why and how to grow interactions with your audience in a community setting
- Monetization - strategies and tips that work

Bonus: The episode playbook to make it easier to manage your show. Time permitting, there will be a group conversation and Q&A.

What's the Plan? The Business of Publishing

Lou Ann Sabatier

Heritage E
Management

It's not enough to have a worthy cause or a passionate team. Even money doesn't guarantee your publication or media will succeed. A poorly written business plan or no business plan at all can be catastrophic. Developing and following a sound process makes planning a normal business activity. It aligns your management behind a single vision and helps ensure each department achieves its required goals so that your media can thrive.

This interactive session will cover creating a business plan with four steps: prepare, assess, strategize and follow-up. The benefits of sound planning for you and your team include:

- Outline your goals and objectives to achieve your mission
- Understand your current situation and your target market
- Identify roadblocks before you run into them
- Determine how you'll avoid challenges and capitalize on opportunities
- Build awareness for your mission
- Raise funds from donors
- Attract board members, volunteers, and supporters easier
- Inspire your team to reach milestones
- Hold yourself accountable

Hope with Teeth: Bringing Solutions Journalism into your Reporting

Keith Hammonds

Hickory
Issues | Reporting

People crave a more hopeful view of their world – relief from the non-stop narrative of fear and brokenness that pervades much of today's news. Solutions journalism presents a path to that more aspirational and constructive storytelling: It's critical and rigorous reporting that acknowledges what's wrong, but also surfaces and assesses how individuals, communities and institutions are responding to those challenges. This session will explore how to heighten audience engagement by bringing the solutions approach into your news organization.

What you will learn...

- What are the fundamentals of solutions journalism?
- How to identify and report solutions stories
- How to heighten audience engagement with solutions stories

WORKSHOP BLOCK 3 | Friday, April 14 | 9:40 a.m.

Design: Global Trends and Local Culture

Rick Szuecs

Heritage A
Design

In this digital and globalized world, designers from any cosmopolitan cities like São Paulo, London or Chicago share, on a daily basis, the same visual influences and references, no matter where they are based. This is a good thing! Anyone can have access to the best material that is being produced around the world. But, living in this new reality, how does a designer interact with his/her own past, culture and tradition? And how do you get the most out of these worlds? Learn how to discover great work from designers around the world, and how to incorporate visual elements from different cultures into your own artwork.

Writing for Social Change

Timothy Morgan

Heritage B
Editorial | Issues | Writing

Well-crafted writing makes a point with a purpose. Discover how to deploy positive and negative narratives in your articles so readers will aspire to play a role in the healthy growth that our churches and society need.

Diagonals: Innovative Paths to Exponential Growth

Ron Forseth

Heritage D
Digital | Management | Marketing

This training explores five paths both businesses and ministries take: Productive Grooves, Deteriorating Ruts, Accelerating Diagonals, Perilous Shortcuts and Surging Parabolas. The session is filled with vivid examples and stories of famous and not-so-famous brands, as well as examples of historical and contemporary diagonal innovations. The training exemplifies and cultivates “diagonal thinking” in leaders in order to escape ruts, improve grooves and multiply growth in pursuit of exponential impact. Learn innovative business strategies with a special focus on digital marketing and church engagement, along with some elements of fundraising.

Telling Stories of Abuse with Care

Wade Mullen

Heritage E
Editorial | Issues | Management | Writing

Stories about abuse have deep and lasting impacts on those who bear those stories and the communities involved. Those who have a role in reporting such stories need to take a responsible and ethical approach that demonstrates care for all those involved and honors the integrity of the story. Attendees at this workshop will learn principles and practices for carefully telling stories of abuse in ways that promote healing and safety.

What you will learn...

- How to identify storytelling pitfalls and mistakes that can impede healing or contribute to further harm
- Values and attitudes that can help guide careful storytelling

Finding, Nurturing, and Training Freelance Writers

Warren Smith

Hickory
Editorial | Freelancing

Remote work is nothing new to journalists. We've been doing it for centuries. Correspondents both foreign and domestic have been sending their dispatches to editors via ships, or telegraph, or telephone. Today, though, such remote relationships are not exotic. They are the norm. How is it possible to find and retain great writers in such an environment? How can an editor maintain the standards and voice his or her publication? How can you build community, teamwork, and “over the water cooler” learning and idea exchange? This session will provide road-tested advice from an editor who has built and been a part of “virtual newsrooms” for decades. This session is also great for freelancers who want to know what editors want and need, and how to become your editor’s favorite freelancer.

WORKSHOP BLOCK 4 | Friday, April 14 | 11:05 a.m.

Reorganized Religion: The Reshaping of the American Church

Bob Smietana

Heritage A

Editorial | Management | Reporting | Writing

The United States is in a remarkable moment of transformation into what Pew Research has called The Next America: a multi-ethnic, pluralistic, increasingly secular nation where the fastest growing religious tradition is the so-called Nones: those who have no religion. At the same time, many congregations are shrinking, aging, and ill-prepared for this new world. We'll study what this new world looks like, the factors shaping it, and what might come next.

Harnessing Attention: Design that Captivates your Readers

Jared Boggess

Heritage B

Design

How do you leverage the relationship between word and image? How do you find the right visuals to put content into context? We'll explore ways to capture your readers' imagination through art and design so they keep coming back for more.

What you will learn...

- How to generate ideas and craft concept-driven design
- How to design for attention vs. attraction
- How to cultivate anticipation in your readers

Elevate Your Social Media with the Metrics that Matter

Brooke Miles

Heritage D

Digital | Marketing | Social Media

Is your current social media program a flop...or a success? And how can you leverage your analytics to enhance your posts and enjoy better results?

What you will learn...

- Which social media metrics to pay attention to and which ones to ignore
- What is considered "successful" on the major social media platforms
- How to use your analytics to make smart decisions and outshine the competition on social media

This seminar focuses on the free analytics tools built into the major social media platforms. You'll walk away with lots of practical information you can use right away for positive results!

Top 10 Ideas for Adding Video to Your Digital Strategy

Tami DeVine

Heritage E

Digital | Editorial | Social Media | Video

More publications are adding video to their digital content strategy. Learn creative ideas for using video in social media, on your website, or in e-mail communications. Plus, we'll cover best practices in creating effective videos for various strategies.

What you will learn...

- Why video is important
- How to use your cellphone for quality videos
- How to get quality audio
- How to incorporate closed captioning

The Troubling Trend of False Teaching in the Church

L.L. "Don" Veinot, Jr.

Hickory

Issues

The worldview for many who attend church is largely shaped by outside influences through a sort of intellectual osmosis. Information comes largely unfiltered through books, magazines, radio, television, social media, and their peer groups. Pastors often have limited opportunity to influence the worldview and biblical literacy of the sheep they are attempting to shepherd. For example, the late Gwen Shamblin, who was in over 60,000 churches through her Weigh Down Workshop, was published by Thomas Nelson and promoted by Christian media despite teaching salvation by works and denying the deity of Christ and the Trinity. The Enneagram was birthed in the occult and is embraced now by millions of Christians. The question is: how can evangelical media promote a biblical worldview and avoid aiding in the spread of false teaching unintentionally?

What you will learn...

- How to identify narrative truth that is contrary to biblical truth
- How Christian media can combat false teaching

WORKSHOP BLOCK 5 | Friday, April 14 | 2:35 p.m.

Adapting to the New Religious Landscape

Bob Smietana, Paul Glader,
Adelle M. Banks, Carol Pipes

Heritage A
Editorial | Management | Reporting | Writing

As the American religious landscape and culture changes before our eyes, many congregations and Christian groups are struggling to keep up with this new reality. This panel will be a discussion with journalists and experts on how congregations and faith groups are adapting, and what the future might look like.

How to Tell Dangerous Stories

Heather Pubols

Heritage B
Reporting | Writing

Psalm 96:3 (NLT) says: “Publish [God’s] glorious deeds among the nations. Tell everyone about the amazing things he does.” But how do you tell stories of the glorious deeds God does when doing so could jeopardize safety? Many decide not to share these stories or only to tell them to very select audiences. However, that can inadvertently communicate to the Church that God is not doing anything in hard places. More of these stories need to be told to provide the Church with a holistic picture of God’s work. In this workshop, Heather Pubols shares key techniques to help you successfully share sensitive stories without compromising safety.

What you will learn...

- Factors that make stories sensitive
- Several techniques, including one called, “framing,” to share information and tell stories safely

The Power of e-Newsletters to Increase Readership and Subscriptions

Andy Walker

Heritage D
Digital | Marketing

This session will focus on how e-Newsletters can strategically provide publishers with a recurring source of readers and the opportunity to convert e-Newsletter subscribers to paid subscribers. Additionally, creative strategies for growing e-Newsletter lists.

Writing to a Multicultural and Multilingual Audience

Warren L. Maye

Heritage E
Editorial | Management | Writing

Publishing in multiple languages can be a daunting task. In 2015, our staff was charged with launching such a publication that would successfully incorporate English, Spanish, and Korean between the covers of a 32–page magazine. The theme of that premiere issue was on the topic of marriage. Today, eight years later, we continue to grow from our trilingual perspective on ministry. This workshop will show how, with clear goals and an empathetic team of writers, editors, and translators, you can enjoy a similar outcome. Discover how to communicate a biblical, multilingual message through the language that really counts—the love of Christ.

What you will learn:

- Five ways to identify your audiences
- How to read between the lines of any language
- When to use separate magazines for each language
- When to use one magazine for two or more languages

Personal Branding: Own Your Brand, Grow Your Career

Hilary Sutton

Hickory
Management | Personal Development

Personal brand isn’t just self-promotion and influencer antics. It’s a strategic tool you can use to take control of your career, open doors, and attract opportunities. This talk lays out a step-by-step guide to build a thoughtful personal brand both online and in person.

What you will learn...

- How to audit your online presence
- How to get clarity on the building blocks of your personal brand
- How to determine what you need to do in the next 90 days to build your brand
- How to use content like blogging, videos, and podcasting to grow your personal brand

WORKSHOP BLOCK 6 | Friday, April 14 | 3:45 p.m.

A Global Snapshot of Christian Media: Why It Matters, What Works, and How You Can Help

Jeremy Weber, Esther Nyaga, Rick Szuecs, Tomáš Coufal, Surinder Kaur

Heritage A
Issues

Christian media veterans from Brazil, Kenya, India, and Czechia explain how they found their calling and why Christian media is essential to their nation; reflect on their successes and failures; and advise EPA's American attendees on how they can better serve fellow believers overseas. Moderated by Jeremy Weber, director of CT Global, whose visits to 40 countries have greatly shaped and improved his own service to the church through media.

What you will learn...

- How to better connect your readers to the global church with more accuracy and less harm
- Why you shouldn't take Christian media for granted
- Renew your inspiration for why the vocation of Christian media is both beautiful and needed

Stop Looking at Your Peers and Start Making a Better Magazine

Aaron Cline Hanbury

Heritage B
Design | Editorial | Management

To be honest: too many magazine makers – creative directors, editors, designers, publishers – make average or boring publications because they model their work after poor examples, examples that set low creative standards and muddle key factors like audience and tone. This isn't what you want. To avoid this, makers need to establish clear, virtually permanent aspirant brands, and allow those brands to inform design (and editorial) decisions. But how? In this session, we'll look at how to choose titles to which to aspire, and how to use them. In the process, we'll walk through a case study of how we built Common Good using the aspirant model.

What you will learn...

- Learn the difference in aspirant brands and mere examples;
- Discover about aspirant brands in the development of creative products;
- Explore the use of aspirant brands in the creation of or re-imagining of print magazines; and
- Observe a real-world case study in developing a print title using aspirant brands.

Leveraging Video Content in your Social Media Strategy

Jeff Raymond

Heritage D
Digital | Social Media | Video

Are you rattled by the constant messages that "Video is king!" and "Social media is the key to audience engagement?" How do you put those two things together? Or better yet, how do I find time to think about either of those things when I already have a dozen balls in the air? Where do I even start when video is not even my thing? We will address topics designed to help move forward in producing simple, relevant video content for your social media channels.

What you will learn...

- Top 5 tips for producing video when you not a videographer
- Key strategies for the most impactful video content
- How to identify what is most meaningful to your social media audience

Managing Corrections, Feedback and Reader Trust

Paul Glader

Heritage E
Editing | Management | Reporting

How do you build trust with your audience when trust in the news is at a historic low? Journalism professor and entrepreneur Paul Glader, founder of VettNews, will explain simple methods and tools your news organization can use to build trust with its audience. One zone is to improve the way you manage corrections and feedback from your audience.

What you will learn...

- How to better label content as news, feature or opinion.
- How to create better incentives for readers to help you improve accuracy and fix mistakes
- How these kinds of methods can help a newsroom improve loyalty from readers

Articles to Books: Repurposing Backlists and Clip Files

Ann Byle

Hickory
Writing

Magazines may have thousands of articles in the archives and freelancers have vast clip files, but why let those assets sit there? This workshop will help you see the big picture in those smaller articles. We'll look at grouping articles by theme and topic, editing processes, rights, publishing options including denominational houses, and more in this workshop that will help you turn your article backlist into front list books.

SPEAKERS



Adelle M. Banks, production editor and a national reporter, joined RNS in 1995. An award-winning journalist, she previously was the religion reporter at the Orlando Sentinel and a reporter at The Providence Journal and newspapers in the upstate New York communities of Syracuse and Binghamton.



Lorri Bentch serves as Mission Team Director at Eastern Mennonite Missions. She and her husband served for more than a decade with EMM in Hungary and her current role affords her the privilege of connecting with the body of Christ all around the world, including in Lancaster, PA.



Londoner **Julia Bicknell** was a program host, reporter and producer for 30 years on BBC World Service and BBC World (America) TV. She has spent her entire career reporting on crises, beginning with the death of John Lennon in 1980, and followed by war in the Falkland Islands and terrorist activity in London. She has traveled widely covering crises in Europe, Asia, and Africa. Her six-month stint in Vietnam resulted in a vision for training journalists in developing countries. In 2012, Julia left the BBC to co-found World Watch Monitor, an online niche news agency focused on the global Church under pressure for its faith. Now Julia is a freelance journalist, speaker, consultant and coach, focused on reporting the global Church, especially as it relates to refugees and migrants.



Jerome Blanco is editor in chief of FULLER magazine and Fuller's senior content editor.



Jared Boggess is the Art Director for Christianity Today's print magazine. In addition to an extensive background in design for churches and brands, he has illustrated, designed and art directed many projects for Fish Coin Press—a publishing studio that works with artists across the globe to bring academic rigor and visual theology to Bible illustration. As their founder, he has successfully crowdfunded a variety of comics, trading card collections, and books, including an ongoing series illustrating the entire Bible one book at a time.



Ann Byle has been a freelance writer for 25 years, writing for a variety of publications including Publishers Weekly, The Grand Rapids Press, Grand Rapids Magazine, Liaison, and Inspire. She has also written or cowritten a number of books including the ebook *The Joy of Working at Home* with fellow EPA freelancers and the May 2023 release *Chicken Scratch: Lessons on Living Creativity from a Flock of Hens*. She and her family live in West Michigan.



Mike Cospser served for 16 years as one of the executive pastors at Sojourn Church, watching it grow from 12 people in an apartment to 4,000 people in four locations across the city of Louisville. In 2016, he started Narrativo, a company that serves individuals and brands by developing longform podcasts. He is the author of four books and regularly speaks on faith and culture issues. In 2020, he joined the staff at Christianity Today to further develop their podcast network.



Tomáš Coufal is the editor-in-chief of the *Zivot viry* (Life of Faith, www.zivotviry.cz) monthly, the most-read Christian magazine in the Czech Republic and – as far as we know – the only inter-denominational monthly in the Central and Eastern Europe (former Soviet bloc). Over the last 20 years, Tomas has written hundreds of articles, co-authored two books and edited many others and also translated dozens of contemporary worship songs from English to Czech. With his colleagues, he started a Christian website/blog called *Svet viry* (World of Faith, www.svetviry.cz). He has passion for building bridges among Christians from different denominations and for helping the Body of Christ grow – both spiritually and in numbers.



Tami DeVine was born in a mud hut in Sierra Leone, West Africa. By the grace of God she was brought to the U.S. at a young age and has experienced adventures she could never have dreamed of as a little girl in a mud hut in Sierra Leone. Tami has worked in television and media for more than 25 years. Currently, Tami is the President/CEO of Divine Family Entertainment, considered to be the “Christian Netflix,” but it's so much more. Tami formerly worked as a Producer and Content Producer for Focus on the Family. Tami is also a News Training Consultant for the media giant NTD, and for NTD's sister media outlet The Epoch Times. Tami provides Broadcast TV consultation internationally. Tami has numerous success stories of launching many people into their dream TV, video and production careers. Tami worked as President/CEO of Crown City Network, an independent Broadcast media outlet which reached 18 million viewers in 7 Southern California counties. With her unique life story, Tami is also a moving motivational speaker.

SPEAKERS



Ron Forseth is the CEO of the business strategy firm Forseth Development, Inc., and co-founder and CEO of America's Top Lists which offers disruptive business-to-business data solutions in both the for-profit and not-for-profit sectors. ATL has built a robust database of

over 20 million records and over 15 million email addresses in a wide array of industries including the church and ministry space. For more than 10 years Ron served as Vice President at Outreach, Inc. and was concurrently general manager of Outreach Media Group and Outreach Web Properties. While at Outreach, Ron was general manager of SermonCentral.com, the world's largest online community of pastors and church leaders with over 1.5 million monthly visitors. Ron is also founding executive Editor of ChurchLeaders.com which grew to over one million monthly users and over 40,000 pieces of content. He was also on the launch team of FaithIt.com which became the fastest growing website on the internet.



Paul Glader heads the journalism program and major at The King's College in NYC where he also directs the McCandish Phillips Journalism Institute. He is founder and CEO of Vett Inc./VettNews.com. He is the executive director of The Media Project and the award-

winning, non-profit news outlet ReligionUnplugged.com. Glader spent a decade as a staff writer at The Wall Street Journal and has written for the Associated Press, The Washington Post, The Indianapolis Star, Christianity Today, Forbes.com, World magazine, et al.



Jason Goff connects business leaders (often "digital immigrants") to the online world. With over 25 years experience in customer service, sales, copywriting, public relations, and online marketing experience, Jason has helped business owners, ministries, and sales organiza-

tions identify, simplify, and amplify their message so they can have successful, long-term relationships with their customers. Jason has served in contract or full-time work with organizations such as Answers in Genesis (Creation Museum and Ark Encounter), Social Media Examiner, 48 Days with Dan Miller, Vengreso, Delta Air Lines, Chick-fil-A, SermonAudio, and Camp Infinity.



Keith Hammonds is a journalist and non-profit executive working at the intersection of news and civic engagement. Hammonds helped launch the Solutions Journalism Network, as president leading SJN's emergence into a nationally recognized organization of 50

employees that is changing the face of news. He also owns and publishes the Boulder Monitor, a weekly paper and news site in rural Montana that is forging a statewide reputation for solutions-focused reporting that informs constructive community discourse. The Monitor was named Montana's best weekly newspaper for 2021. Hammonds also was executive editor at Fast Company magazine, where he helped shape editorial strategy across the magazine. He has been a bureau chief and editor for BusinessWeek in Boston and New York; a writer for The New York Times in London and Johannesburg; a consultant to New Nation in Johannesburg; director of an emergency food distribution program in Namibia; and coach of the Firebolts, a fearsome girls soccer team."



Aaron Cline Hanbury is the founding editor of the award-winning Common Good magazine, a title published by Made to Flourish. He was previously the editor of RELEVANT magazine, during which time the print title underwent a complete redesign, and the

magazine reached upward of 75 million people across all media channels, including record numbers of monthly online readers. Through his publication firm, NXTPG, he works with nonprofits and schools to reimagine or develop new print magazines. His writing appears in various publications in print and online, including The Atlantic. He makes the podcast Writers and Writings, and he writes an occasional newsletter about books and writing: aaronclinehanbury.substack.com. He's a native and devoted Floridian, but lives in Atlanta.



In 2014, **Mariam Ibraheem** of Sudan was sentenced by a Sharia court to 100 lashes for adultery because she had married a Christian man, and death by hanging for refusing to renounce her Christian faith and follow Islam.

Mariam was imprisoned with her young son while she was pregnant with her second child, a daughter, to whom she gave birth while still shackled in the prison. After an international outcry, Mariam was eventually freed through the help of Pope Francis, the United States, Italy, and the embassies of various other governments. Today, Mariam advocates on behalf of others who are victims of religious persecution and also for women who suffer from the personal prison of abuse. She is the cofounder and director of global mobilization for the Tahrir Alnisa ("Setting Women Free") Foundation, which serves women and children impacted by domestic abuse and religious-motivated violence. She also serves on the board of directors for Anti-Trafficking International. In March 2022, Whitaker House released Mariam's autobiography, coauthored by Eugene Bach. *Shackled: One Woman's Dramatic Triumph Over Persecution, Gender Abuse, and a Death Sentence* has brought this first-time author's powerful story to a global audience.

SPEAKERS



Rwamucyo Karekezi is a community organizer with Church World Service. He is a former refugee from the Congo DRC. He is the eighth of eleven children. Born in Congo, he spent most of his life as a refugee in Rwanda. In the refugee camp, Rwamucyo was elected by

fellow refugees to become their village leader. He served as the refugee camp's leader from 2016 to 2018 and as an ambassador between the refugees and various organizations like the United Nations High Commission of Refugees and Plan Rwanda. After his resettlement to the United States in 2018, Rwamucyo began his career as a Swahili language interpreter for CWS Lancaster before transitioning to Case Aid and later receiving a promotion to Case Manager in 2022. In September 2022, he became a Refugee Community Organizer for CWS Lancaster.



Surinder Kaur is the South Asia editor for Christianity Today. A resident of New Delhi, India, she has been writing on religion, politics, and spirituality for more than 20 years.



Warren L. Maye is the editor-in-chief of SACONNECTS, the Salvation Army's award-winning lifestyle magazine, published in English, Spanish, and Korean. He is the author of "Soldiers of Uncommon Valor: The History of

Salvationists of African Descent in the United States" (The Salvation Army, 2008) and "When God Calls: The Heart and Ministry of a Holiness Preacher, Rev. Dr. V. Seymour Cole" (Nazarene Publishing House, 2012). He has also co-authored several books. Warren is a board member for EPA. He is also a member of the American Society of Magazine Editors (ASME) and the National Religious Broadcasters (NRB). From September 11, 2002 to July 6, 2003 over 1 million visitors saw the exhibition "September 11: Bearing Witness to History" at the Smithsonian's, National Museum of American History that included Warren's 9/11 photos. He earned a B.F.A., from Parsons School of Design and the New School for Social Research and a M.A., from Fordham University. He is a Society of Illustrators award winner, Scholastic Magazines scholar, and former 90.7 WFUV FM co-host and first voice of "Cityscape," a weekly talk show addressing New York City issues, now in its 35th year.



Brooke Miles founded Delaware ShoutOut, a social media training firm, to help busy entrepreneurs pack more punch into their social media without breaking a sweat. In 9 years of business, Brooke and her team have served hundreds of clients, who have reported significant gains in followers, engagement, and traffic to their websites. Brooke has also won multiple awards in marketing in the Delaware and Philadelphia regions.



Russell Moore is a public theologian at Christianity Today, editor-in-chief of CT, and director of Christianity Today's Public Theology Project. Russell was President of the Ethics & Religious Liberty Commission of the Southern Baptist Convention from 2013 to 2021. Prior to

that role, Moore served as provost and dean of the Southern Baptist Theological Seminary in Louisville, Kentucky, where he also taught theology and ethics. The Wall Street Journal has called Moore "vigorous, cheerful, and fiercely articulate." He was named in 2017 to Politico Magazine's list of top fifty influencers in Washington, and has been profiled by such publications as the Washington Post and the New Yorker. Dr. Moore is the author of several books, including *The Courage to Stand: Facing Your Fear Without Losing Your Soul*, *Onward: Engaging the Culture without Losing the Gospel* and *The Storm-Tossed Family: How the Cross Reshapes the Home*.



As a journalist and editor, **Tim Morgan** has covered HIV/AIDs, Katrina, the Ebola epidemic, Japan's Fukushima quake/tsunami, human trafficking, sexual abuse, and many traumas. He is currently a teaching professor in journalism, media theory, and writing at Gordon College

(Mass.). He was formerly the journalism certificate director at Wheaton College (Illinois) and served on the Christianity Today editorial team for 23 years. He participated in his first EPA Convention in 1993 and served on the team that redrafted the EPA ethics statement.



Wade Mullen served ten years in pastoral ministry and then five years as a seminary M.Div. program director and assistant professor before transitioning to full-time research and writing, consulting, speaking, and advocacy. He earned a PhD in Leadership Studies and conducted

studies of public media reports and how evangelical organizations use impression management strategies in the wake of a scandal. He regularly consults with evangelical organizations who are facing the challenge of abuse allegations through his firm Pellucid Consulting. He also serves as an institutional response specialist for Godly Response to Abuse in the Christian Environment, a national organization that provides safeguarding training and conducts abuse related investigations and assessments. He is the author of *Something's Not Right: Decoding the Hidden Tactics of Abuse and Freeing Yourself From Its Power*, published by Tyndale House in 2020.



Mary Myint works at the Lancaster Sweet Shoppe. She is originally from Myanmar and came to the US as a refugee in 2013 with her husband and children. She was featured in a Times for Kids story in 2021.

SPEAKERS



Esther Nyaga is publishing manager of Publishing Institute of Africa (PIA) a Nairobi-based organization specializing in trade, professional, and educational publishing. She is also the editor of Leadership Today Africa magazine and has edited a variety of books on

prayer, marriage, money, strategic planning and other topics. Esther facilitated a writing workshop in Nairobi and was on the LittWorld 2012 organizing committee. Esther is a graduate of MTI's Editing the Magazine course in Nairobi.



Born in Tehran, **Naghmeh Abedini Panahi** immigrated to the United States at the age of nine and soon converted from Islam to Christianity. In late 2001, she returned to Iran to work as a businesswoman and missionary.

There, she witnessed—and experienced—the oppression and violence that Christians and especially women are subjected to every day in the Middle East. It was there that she also met her future husband, Saeed Abedini, with whom she led one of the largest house church movements in Iran. In 2005, due to persecution, she and Saeed moved to the United States, where their two children were born. When Saeed visited Iran in 2012 to work with the underground church, he was arrested. Naghmeh unceasingly advocated for Saeed's release, publicly appealing to the President, the U.S. Congress, the United Nations, and nearly every major news outlet over the three and a half years that Saeed was in prison. Yet underneath the surface, Naghmeh had been an abused wife, and Saeed's imprisonment had further intensified his abuse and paranoia. It took the crisis and aftermath of Saeed's arrest for Naghmeh to finally recognize what had been happening to her and begin to find healing. Naghmeh's personal experience with domestic violence and the misuse of religion to reinforce abuse has given her a passion to advocate for women who are vulnerable to abuse and oppression because of religion. She is the cofounder and executive director of Tahir Alnisa ("Setting Women Free") Foundation, which serves women and children around the world impacted by domestic abuse and religious-motivated violence. Naghmeh's autobiography, *I Didn't Survive: Emerging Whole After Deception, Persecution, and Hidden Abuse* (with Eugene Bach), will be released by Whitaker House in September 2023.



Carol Pipes is director of communications for Lifeway Christian Resources and senior editor of LifewayResearch.com. Carol has worked in Christian publishing for 20 years, during which time she has written numerous magazine articles and previously served as editor

of *On Mission* for the North American Mission Board. She served as EPA's president from 2019-2021.



Milyce Kenny Pipkin (a.k.a., Dee Dee Sharp) is a 30-year award winning veteran news anchor, reporter, and PBS talk-show host (*The Aware Show with Dee Dee Sharp*). Her accomplishments include working in various markets in the Southeast including Charlotte, North Carolina,

Columbia and Charleston, South Carolina as well as Mobile and Montgomery, Alabama, and Pensacola, Florida. She also worked as a public representative for the former Alabama Governor, (Don Siegelman), House Ways and Means Chairman, (Representative John Knight) and the Mobile County Personnel Board. Pipkin (Sharp) has received several broadcasting news awards throughout her career in the secular world but is now fully committed to the rewards of sharing the Gospel. She is currently a student at Dallas Theological Seminary earning a Master's Degree in Christian Education (2023). She serves as a Fellow and guest co-host of the "Table Podcast" with the Hendrick's Center on the DTS campus.



Heather Pubols is the founder of le Motif (lemotif.org), a ministry that helps organizations and networks tell their stories effectively. She is also the current editor of *Evangelical Missions Quarterly*, a more than 50-year-old professional journal for missionaries serving worldwide. She

previously served nearly twenty years in various communications leadership roles with Wycliffe Bible Translators USA and the Wycliffe Global Alliance. Her missionary communicator responsibilities have taken her to more than 50 countries. She and her husband, Jeff, also served abroad in four countries over nine years and currently reside in the US.



Jeff Raymond is a missionary using his 40 years of experience in photography and journalism to impact others with stories of God's love. Jeff works closely with ABWE missionaries to train them to use visual storytelling as the basis of their communications strategies. He also has

a passion to invest in others with creative skills and to create an avenue for them to serve the Lord in missions. His primary ministry is in leading trips to the mission field, offering high-level multimedia training through *Storytellers Abroad: Missions Multimedia Workshops*.



José Reyes was born in Puerto Rico and raised in Turkey, New Mexico, Utah and Florida. He is a graduate of Savannah College of Art & Design and the founder of Metaleap Creative, where for 20 years he has led award-winning brand launches, editorial redesigns and digital

efforts. Under José's leadership, Metaleap Creative has been responsible for the redesigns of *Christianity Today*, *World Sojourners*, the magazine for Wheaton College, *Washingtonian*, and many others. In 2022, he launched the *Right Mind at Work* podcast with his business partner, Nikolle. José currently serves as a board member for the Society of Publication Designers and for ATL Collective.

SPEAKERS



Nikolle Reyes has been the vice president and managing director of Metaleap since 2004. Nikolle earned a Master's degree from the Georgia Institute of Technology and an MBA from Goizueta Business School at Emory University. She served as a partner and consul-

tant to Metaleap from the very beginning, providing key strategic and organizational advice to the growing start-up while simultaneously maintaining a career as an investment banker on Wall Street. Later, she made the jump from finance and began using her wide-ranging experience to serve Metaleap and its clients. She now gets to walk through projects with clients and explore the possibilities for their companies, and manages the "business of the business."



Stephanie Rousselle is the founder and managing director of Gospel Spice Ministries. An international speaker, writer, Bible teacher, entrepreneur and podcaster, this French native has lived the last two decades on three continents, four countries and five cities through six

professional roles, from strategy consultant to project manager, communications lead and women's ministry director. With her trademark French accent, she has been teaching Scripture to thousands over the last 20 years in France, the UK, Africa and the US, and now on six continents and over 60 countries through the Gospel Spice Podcast. She spices up your time with God each week with fresh spice explosions straight from Scripture through a combination of solo episodes and select guests. Beyond the podcast, Gospel Spice Ministries provide resources to empower Christian leaders across generational, social, ethnic, and geographical boundaries towards more intimacy with Jesus Christ and discipleship effectiveness through a Biblical Christocentric foundation. The Gospel Spice team provides a safe environment for spiritual and community growth empowering people to know Christ more intimately, serve one another more powerfully, and reach the world for Jesus.



Lou Ann Sabatier is passionate about developing people, growing and fixing businesses, identifying new markets, products, and publications. During her 37+ years of experience as a publisher, trainer, and consultant, Sabatier has been deeply involved in strategic planning,

business development, content strategy, business and financial management, audience development, revenue development, digital media, and operations management. As principal and lead consultant at Sabatier Consulting, she works with clients to diagnose their needs and offer creative and efficient solutions.



Dimas Salaberrios began selling drugs at the young age of 11. He got hooked on cracked cocaine and ended up in prison on more than one occasion. Dimas became a god of the streets gaining income and power from drug and gun sales. His underworld stretched from

Queens, New York, to North Carolina, where he became a fugitive after fleeing his parole officer. But then, Dimas found God. Today he is a faith leader, film producer, prayer warrior and author. He is the founder and former pastor of Infinity Bible Church in New York City and the President Emeritus of Concerts of Prayer Greater New York. In 2015, Tyndale published his story in *Street God: The Explosive True Story of a Former Drug Boss on the Run from the Hood—and the Courageous Mission That Drove Him Back*.



Theresa Lynn Sidebotham graduated in the top 1% of her Wheaton College class in 1981 and first in her class from the University of Denver Sturm College of Law in 2005. Founding the firm Telios Law PLLC in 2012 caps a lifetime of scholarship, adventure, and ministry. Theresa's

four grown sons were born in Panama, Washington DC, Los Angeles CA, and Indonesia. Her heritage as a missionary kid, missionary, military wife, and minister's wife helps her relate, adapt, and advise on complex issues in multicultural contexts spanning multiple jurisdictions. She frequently applies her expertise to ministry investigations, and has written a book on the topic, "Handling Allegations in a Ministry: Responses and Investigations." Traffic to her spin-off business, Telios Teaches, is growing. It provides online training for churches and ministries on child protection, sexual harassment prevention, and ministry-appropriate diversity/inclusion as well as professional development training on HR issues for ministry leaders.



Bob Smietana is a veteran religion journalist who has investigated megachurch leaders, Christian nonprofits, and leaders of abusive congregations over the past two decades. He is senior editor for Religion News Service, a national news organization focused on

nonsectarian coverage of faith, spirituality and values. He is a past president of the Religion News Association, former religion reporter for the Tennessean in Nashville, and former senior news editor for Christianity Today.



Warren Smith is the president of MinistryWatch. He has held leadership positions at The Colson Center for Christian Worldview and at WORLD Magazine. Newspapers he edited are multiple prize winners from the Evangelical Press Association and the

Fellowship of Christian Newspapers. He is the author or co-author of more than 10 books, including *A Lover's Quarrel With The Evangelical Church*, *Faith-Based Fraud*, *Prodigal Press: The Anti-Christian Bias of the American News Media* and *Restoring All Things*.

SPEAKERS



Hilary Sutton is the CEO of HSL Digital, a content marketing consultancy that relieves time-strapped entrepreneurs of the burden of content strategy and execution, so they can focus on their highest and best use. She is a keynote speaker and writer who has contributed

to HuffPost, the Washington Post, USA Today, and Yahoo! Singapore. The author of several eBooks and courses, Hilary also hosts the popular Hustle & Grace Podcast where she serves as chief explorer in cultivating a flourishing career and life. Hilary began her career as an actress performing in theatres up and down the east coast, then transitioned to academics serving as professor of communications, social media, and journalism at Southern New Hampshire University. She has also held digital marketing roles at SpotCo, Pursuant, and McKinley Marketing Partners.



Ricardo (Rick) Szuecs is a graphic designer from Belo Horizonte, Brazil. With 17 years of graphic design experience, he has been working for many publishers, creating the Brazilian edition's covers of important books by well-known authors including C.S. Lewis, Billy

Graham, John Stott, James Houston, Charles Swindoll, Brian McLaren, Paul Tournier, Frank Viola, N.T. Wright, among others. He was also the chief designer for Cristianismo Hoje (Christianity Today/Brazil) for 3 years; redesigned Ultimato magazine, the greatly respected Brazilian Christian publication (published for more than 50 years); he is currently a part-time designer for Christianity Today, working on online and print.



Menuka Tamang is the leader of a Bhutanese-Nepali church in Lancaster as well as a worker with Eastern Mennonite Missions. She was born in Bhutan, but spent two decades in a Nepali refugee camp before coming to Lancaster with her husband.



L.L. (Don) Veinot, Jr., is co-founder and President of Midwest Christian Outreach, Inc., a national apologetics ministry and mission to new religious movements based in Wonder Lake, IL., with a branch office in Quincy, IL and Cape Coral, FL. He, along with his wife of 51 years,

Joy, have been involved in discernment ministry as missionaries to cults and New Religious Movements since 1987. He is a frequent guest on various radio and television broadcasts including The John Ankerberg Show as well as being a staff researcher and writer for the Midwest Outreach Journal. He is co-author of, Richard Rohr and the Enneagram Secret, A Matter of Basic Principles: Bill Gothard and the Christian Life, contributing author of Preserving Evangelical Unity: Welcoming Diversity in Non-Essentials, as well as articles in the CRI Journal, PFO Quarterly Journal, Campus Life Magazine, Journal of the International Society of Christian Apologetics, Midwestern Journal of Theology, The Christian Post and other periodicals. He is also co-host of the weekly "Unknown Webcast" on the Midwest Christian Outreach, Inc YouTube Channel. He was ordained to the ministry by West Suburban Community Church of Lombard, IL, at the Garden of Gethsemane in Jerusalem, Israel in March of 1997. Don is a charter member of ISCA (International Society of Christian Apologetics) and is also the current President of Evangelical Missions to Non-Christian Religions (EMNR), a consortium of Counter cult/apologetic ministries and missions to non-Christians.



Radha Vyas is a professional photographer and student at Dallas Theological Seminary where she studies Media Arts and Worship. She has been published in Christianity Today and Fathom Mag among others featuring her photography and writing. She loves educating

others about photography. Radha was the 2022 winner of EPA's Jerry Jenkins Scholarship.



Andy Walker loves helping leaders remove the stress and hassle of marketing their organization. He has more than a decade of specialized experience in digital and social media marketing as well as fundraising strategies. As the Director of Integrated Communications at Infinity

Concepts, Andy provides creative guidance and effective media strategies. Andy also specializes in developing web monetization opportunities for publishers and advertisers. Andy's experience includes working in the local church, marketing agencies, non-profits, media companies, and a tech start-up. His career has taken him to New York City, Pittsburgh, and West Virginia.



Jeremy Weber is director of CT Global, a worldwide expansion of Christianity Today that will fulfill Billy Graham's founding vision by building a "central nervous system" for the global body of Christ. An award-winning journalist and editor based in Chicago, Jeremy has visited 40 countries.

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