

OFFICIAL PROGRAM

AMPLIFY

Nashville

EPA 2026

Christian Media Convention



EVANGELICAL PRESS ASSOCIATION
ANNUAL CONVENTION

MAY 11-13, 2026
Franklin, Tennessee

TITLE SPONSOR





NOT JUST FOR OUR TIME, BUT FOR ALL TIME.

The vision of Turning Point is to capture, curate and communicate the teaching of Dr. David Jeremiah to reach the world with the Gospel through multilingual, multicultural and multigenerational Christian media.

Get to know Turning Point
with David Jeremiah:



DavidJeremiah.org/About



- 5 Welcome from EPA President
- 7 Sponsors & Exhibitors
- 8 Daily Schedule Summary
- 9 Meeting Space Map
- 9 Things You Might Want to Know
- 10 Pre-con Clinics
- 12-16 Plenary Sessions
- 18 Workshops at a Glance
- 19-25 Workshops in Detail
- 26-30 Speaker Bios
- 31 Ministry & Benefit Partners

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

NEW

D6 DISCIPLESHIP TITLES

Designed to Meet Discipleship Needs Across Generations



D6FAMILY.COM/STORE

TOP READS FOR BUSY LEADERS



Top Reads for Busy Leaders is a **weekly email** featuring 12 handpicked, trending articles delivered every Thursday morning. Curated **for time-strapped leaders**, offering valuable insights and practical wisdom on **today's most relevant topics**, such as leadership, apologetics, marriage, discipleship, and ministry, so busy leaders stay equipped, informed, and ready to lead well.

Scan here to sign up!



D6
FAMILY
MINISTRY
D6FAMILY.COM

AMPLIFY

Nashville

EPA 2026

Christian Media Convention

Welcome to “Amplify!” – the 2026 EPA Convention.

Nashville is a leader when it comes to innovation and the “amplification” of voices and music. But what does it mean for us, as an industry whose public face is primarily through the written word?

We live in a watershed moment when more voices are competing for attention than at any time in history. This fast-moving and noisy era is one we still cannot fully comprehend. New and easily accessible tools put it within reach of almost anyone and, for many, influence eclipses the value of the message.

That reality is unsettling, especially for our industry, which carefully curates content to connect with the minds and hearts of our audiences. But for evangelical writers, editors, reporters, publishers, and other content creators, it is also filled with great opportunity.



Every era has forced Christians to learn how to speak faithfully in the language of their time. The only difference today is the speed and scale. That’s why this moment isn’t just about the volume of noise; it is about the clarity. The volume means nothing if the message is not true and wise, and, yes, faithful.

How can we learn to amplify our mission? Amplify our voice? Amplify our reach? Amplify our impact?

We each have a unique calling as evangelical communicators. I pray this is the moment not to retreat, but to amplify.

See you around the convention!

A handwritten signature in blue ink that reads "Dwight Widaman".

Dwight Widaman
EPA Board President

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

Download the **Pheedloop Go 2.0** mobile app. Log in using the email address under which you are registered.



**"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."



SPONSORS & EXHIBITORS

TITLE SPONSOR

Turning Point with David Jeremiah — Turning Point is the broadcast ministry of Dr. David Jeremiah, pastor of Shadow Mountain Community Church in San Diego since 1981. Turning Point is broadcast in 18 languages, in 180 countries worldwide, is on 2,117 radio stations and 193 TV stations. Dr. Jeremiah is the author of 122 books and distributes a daily e-devotional and a monthly magazine. Learn more at davidjeremiah.org.

Contact: Shannon Mann
619-258-3600 | smann@davidjeremiah.org

DIAMOND SPONSOR

Modern Litho — Modern Litho is the official print sponsor for EPA publications. 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: Macey Igo
573-821-6982 | migo@modernlitho.com

PLATINUM SPONSORS

D6 Family Ministry — From conferences, to curriculum, to books, D6 Family Ministry provides practical tools and training designed to nurture Christ-centered homes and communities. Learn more at d6family.com.

Contact: David Womack
800-877-7030 x344 | david.womack@d6family.com

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

Come and See | The Chosen — Bringing THE CHOSEN to the world—introducing Jesus, one episode at a time. Learn more at comeandseefoundation.org.

Contact: Justin Dean
678-665-4305 | justinjdean@gmail.com

GOLD SPONSORS

Sight & Sound — For 50 years, Sight and Sound has shared their passion for bringing stories to life that reveal the power of the Gospel. What began with a single slide projector has since grown into two live theater locations, an online streaming platform, and a feature film studio, reaching audiences around the world with stories from the pages of scripture and history. Learn more at sight-sound.com.

Contact: Allie Cassel
717-790-6736 | alli.cassel@sight-sound.com

Twine Publishing — Twine Publishing, by Inspire Media Group, helps Christian authors and ministries transform manuscripts into professionally produced books—and connect them with readers. Learn more at twinepublishing.com.

Contact: Randall Mains
724-733-1200 | (randall@inspiremediagroup.com)

SILVER SPONSOR

The Herzog Foundation — The Stanley M. Herzog Charitable Foundation's mission is to catalyze and accelerate the development of quality Christ-centered K-12 education so that families and culture flourish. They are the publishers of The Lion, which carries articles covering a wide range of issues facing American families and culture, especially related to the education of children. Learn more at herzogfoundation.com.

Contact: Joshua Mann
816-866-7750 | jmann@herzogfoundation.com

CAUSE OF THE YEAR 2025 SPONSOR

Pray.com — Pray.com is the world's #1 app for faith and prayer. The Pray.com mobile app gives you the chance to make prayer a priority with daily devotionals, hear the Bible come to life with original content, and fall asleep to Bedtime Bible stories narrated by inspirational celebrities. Learn more at pray.com.

Contact: Jason Rosoff
jason.rosoff@pray.com

CAUSE OF THE YEAR 2026 SPONSOR

America Bible Society — The American Bible Society exists to help all people experience the life-changing message of the Bible by making Scripture available to every person in a language and format each can understand and afford. Learn more at americanbible.org.

Contact: John Plake
jplake@americanbible.org

EXHIBITORS

Magai — Your favorite AI models in one chat for the price of a single ChatGPT subscription. Learn more at magai.co.


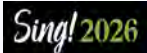
Contact: Dustin Stout
818-935-3423 | dustin@magai.co

Walsworth — Walsworth is a family-owned commercial printer producing books, magazines, catalogs, and yearbooks through offset, web, and digital printing across eight U.S. locations. Learn more at walsworth.com.

Contact: Stephanie Maday
507-469-9177 | stephanie.maday@walsworth.com

DAILY SCHEDULE

MAY 11, MONDAY

8:30 a.m.	Pre-conference Editing Clinic		Saddlebrook
8:30 a.m.	Pre-conference Visual Storytelling Clinic		Highland
1:00 p.m.	Convention Check-in and Registration Opens		Pre-Function
3:15 p.m.	First-time Attendee Orientation		Salons 7-8
4:00 p.m.	Opening Plenary with Tony Suárez		Salon 6
5:30 p.m.	Dinner and Networking		Salon 5
	<i>Dinner sponsored by Turning Point with David Jeremiah</i>		
7:30 p.m.	An Evening with the Gettys		Salon 6
			Salon 6

MAY 12, TUESDAY

7:30 a.m.	Buffet Breakfast		Salon 6
	<i>Breakfast sponsored by D6 Family Ministry</i>		
8:30 a.m.	Plenary Session: The Age of AI		Salon 6
	<i>Plenary Session sponsored by Sight & Sound</i>		
9:20 a.m.	Networking Coffee Break		Pre-Function
9:50 a.m.	Workshop Block 1		
10:40 a.m.	Networking Coffee Break		Pre-Function
11:10 a.m.	Workshop Block 2		
12:15 p.m.	Luncheon Higher Goals Part 1*		Salon 6
	<i>Luncheon sponsored by Come and See: The Chosen</i>		
2:35 p.m.	Workshop Block 3		
3:30 p.m.	Free time with dinner on the town		

MAY 13, WEDNESDAY

8:30 a.m.	Plenary Session: Telling the Truth with Integrity		Salon 6
9:20 a.m.	Networking Coffee Break		Pre-Function
9:50 a.m.	Workshop Block 4		
10:40 a.m.	Networking Coffee Break		Pre-Function
11:10 a.m.	Workshop Block 5		
12:15 p.m.	Luncheon Business Meeting Higher Goals Part 2*		Salon 6
	<i>Luncheon sponsored by Twine Publishing</i>		
2:35 p.m.	Workshop Block 6		
5:00 p.m.	Closing Dinner with Trillia Newbell Awards of Excellence*		Salon 6
	<i>Dinner sponsored by Israel</i>		

* The TUESDAY Higher Goals presentation will be writing and miscellaneous categories. The WEDNESDAY presentation will feature design and digital categories. The closing dinner will include the entire Awards of Excellence presentation.



EPA thanks our Diamond sponsor, Modern Litho, for donating the cost of printing this program. As EPA's exclusive print sponsor, they also donate the printing and mailing services for our quarterly Liaison and annual membership directory.

MEETING SPACE MAP

- Plenary Sessions
- Breakouts
- Interview Room

The Thoroughbred board room may be reserved for private interviews and meetings. Please reserve at the convention registration table.



THINGS YOU MIGHT WANT TO KNOW

WiFi Network: MarriottBonvoy_Conference

WiFi Password: EPA2026

Mobile App: The mobile app is the best way to follow the agenda and to connect with each other. Download the **PHEEDLOOP GO 2.0** app from the Apple iOS or Google Android stores. Log in with the same email address that you used to register for the convention.

Social media hashtag: #EPAideas.

Awards: Award certificates and judge comments for all awards will be emailed after the closing dinner. The email goes to the person listed on the contest platform. You can also send a request to director@evangelicalpress.com.

Private meetings: The **Thoroughbred** board room is available for private meetings, consultations, and media interviews. Reserve a time slot at the convention registration desk.

Thank the sponsors: Get to know all our exhibitors and sponsors. Thank them for helping to underwrite the cost of the convention.

The Lion delivers hard-hitting news from a Christian perspective on the issues that matter most—education, faith, family and culture.

GET INVOLVED

Republish our content for free — just provide a link and attribution.

Freelance for us! Contact editor@readlion.com to learn more.

Visit readlion.com today and subscribe to stay up to date.

PRE-CONVENTION CLINICS

Visual Storytelling

Monday, May 11, 8:30 a.m. to 3:00 p.m.

The Mission Behind the Frame: Moving Hearts and Minds

Instructor: Jim Veneman

This one-day clinic will explore how images move people, build trust, and communicate the heart of our organizations. Through participant-submitted photographs, a variety of other examples, and a live one-hour shooting challenge, we'll look closely at creating visual stories that build bridges and make connections. Designed for media professionals at all levels, the foundation of who we are and who we'd like to be will guide us over the course of this challenging day.



For the Love of Editing

Monday, May 11, 8:30 a.m. to 3:00 p.m.

The Editor as Coach, Archaeologist, Surgeon and Diplomat

Instructor: Diane J. McDougall

Editing is something we can't simply study; we have to do. And in the doing, we get better at our craft. Whether you're new to the role of editor or you have some experience under your belt, join us to gain a few more tools for your editing toolbox, as well as to engage in hands-on editing practice.



Highlights of the workshop:

- Learn to coach your writers to become stronger at their craft, and practice creating a focus statement
- Distinguish between 3 types of editing: developmental, line editing & proofreading
- Practice the first two types of editing with others in the workshop, using actual articles

mti magazinetraining INTERNATIONAL

From quick skills to deep learning

Live workshops	On-demand workshops	Online courses	Downloadable resources	Micro-workshops
Equipping you with practical skills and expert guidance.	Providing you with instant access to expert insights whenever.	Empowering you with expert-led training accessed from anywhere.	Supporting you with practical tools, guides, and templates.	Delivering quick, focused training and actionable insights.
Free 7x a year	Free 24/7	\$75 / course	Free 24/7	Free monthly
What's included	What's included	What's included	What's included	What's included
<ul style="list-style-type: none">one hour of instructionlive Q&Aglobal community	<ul style="list-style-type: none">one hour of expert-led contentanytime accessdownloadable slides	<ul style="list-style-type: none">four live sessionsweekly assignmentspersonalized feedback	<ul style="list-style-type: none">in-depth e-booksskill-building training videosreal-world examples	<ul style="list-style-type: none">short, focused trainingpractical tipshigh impact, less time

Magazine Training International is now a division of EPA

EPA EVANGELICAL PASSES ASSOCIATION

magazinetraining.com

Facebook X YouTube LinkedIn Pinterest

THE CHOSEN

CRUCIFIXION GLOBAL AMAZON
MGM THEATRICAL RELEASE

ONLY IN THEATERS SPRING 2027



comeandsee.net/church

MON, MAY 11 | Opening Plenary | 4:00 p.m.

Tony Suárez | Keynote Speaker



Tony Suárez is a sought after speaker, author and founder of Revivalmakers, an evangelistic ministry. His greatest passion in life is preaching and teaching about Jesus and watching God save and heal. He can be seen weekly through his television program as well as a guest on several networks both secular and faith based.

In addition to his traveling and media ministry, Tony serves as the Executive Vice President of the National Hispanic Christian Leadership Conference, the nation's largest Hispanic Christian organization, serving tens of thousands of congregations in the United States.

Jason Gray | Music & Worship

Since his 2007 nationwide label debut, All the Lovely Losers, acclaimed Centricity Music recording artist Jason Gray has established himself as a true songwriter's songwriter. He has garnered multiple ASCAP Performance Awards for popular songs like "Remind Me Who I Am," "I'm Gonna Let It Go" and "Sparrows" while also summiting the radio charts with hits like his first No. 1 AC standard "With Every Act of Love" and chart-topping inspirational single "Nothing Is Wasted."



Throughout his celebrated tenure, Gray has shared the stage with Michael W. Smith, Steven Curtis Chapman, Third Day, TobyMac, Lauren Daigle and others, in addition to headlining tours of his own. Gray's latest studio offering, Greatest Hits (Acoustic), contains all new, re-imagined acoustic performances of his 12 biggest-ever hits spanning his acclaimed, 19-year career.

MON, MAY 11 | Special Music Event | 7:30 p.m.

Keith & Kristyn Getty



Keith and Kristyn Getty are GRAMMY-nominated artists, hymnwriters, and the founders of Getty Music, a family of global music companies stewarding their vision for music and hymnody. Christianity Today describes the Gettys as "preeminent" hymnwriters who have "changed the way evangelicals worship." Their hymn "In Christ Alone," was a genre-defining work that has received accolades including being named the second- and third-most popular hymn of all time in surveys conducted by BBC Songs of Praise over the past two decades. Their whole catalog, which

uniquely crosses contemporary, traditional, and global music genres, includes more than 50 of the top 500 songs sung in U.S. and U.K. churches, and is estimated to be sung by over 100 million people each year in a wide variety of worship settings. Their annual Sing! Conference gathers around 10,000 pastors, leaders, artists, and musicians from around the world and reaches tens of thousands more through global streams available in 11 languages.

Sponsored by





TWINE
PUBLISHING

BRING YOUR MESSAGE TO LIFE & KEEP YOUR RIGHTS

*Professional Publishing & Promotion for
Christian Authors and Ministries*

Twine Publishing by Inspire Media Group helps Christian authors and ministries transform manuscripts into professionally produced books—and connect them with readers.

FROM MANUSCRIPT TO MARKETPLACE

We help you publish with confidence, credibility, and ownership.

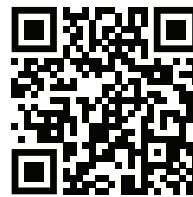
Services include:

- ✓ Editorial & manuscript development
- ✓ Cover design & interior formatting
- ✓ Amazon & print-on-demand setup
- ✓ eBook & digital distribution
- ✓ Republishing & title refresh
- ✓ Author marketing & launch support

YOU KEEP YOUR RIGHTS

Twine Publishing operates as a publishing partner—not a rights-holding publisher. **You retain 100% ownership** of your manuscript and intellectual property.

START THE CONVERSATION ABOUT YOUR BOOK



*Contact us today
to speak with a
publishing
consultant.*

TWINEPUBLISHING.COM

TUE, MAY 12 | Plenary Session | 8:30 a.m.

The Age of AI: Discernment, Imagination, Responsibility

The Age of AI: Discernment, Imagination, Responsibility brings together four AI experts for a big-picture conversation on how artificial intelligence is reshaping journalism, creativity, and Christian witness. This panel will examine both the opportunities and ethical challenges AI presents, helping attendees think beyond hype or fear toward faithful, responsible engagement. Together, the panelists will explore how discernment and imagination can guide Christian journalists and content creators as they navigate truth, technology, and their calling in a rapidly changing digital landscape.



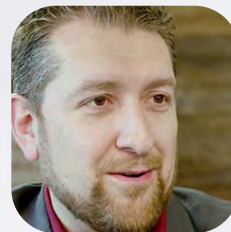
Dustin Stout | Katie Allred | Ron Hunter Jr. | Micah Voraritskul

Come early for a sponsored Breakfast Buffet from 7:30 to 8:15 a.m.

Wed, MAY 13 | Plenary Session | 8:30 a.m.

Telling the Truth with Integrity: Christian Journalism in a Polarized Culture

In a time of cultural polarization and declining trust in media, members of EPA are uniquely positioned to model journalism marked by both excellence and Christian conviction. This panel of seasoned journalists will discuss how to report on contentious issues with accuracy, fairness, and Christ-like integrity, while serving audiences with clarity and grace. The conversation will focus on practical approaches to tone, framing, and engagement that strengthen credibility and reflect the gospel in today's challenging media landscape.



Warren Smith | Bob Smietana | Billy Hollowell



This is the **time.**

The **World Cup** is coming, and with it, an unprecedented opportunity to meet people right where they are, with open doors and open hearts. Whether you're called to open your living room as a **Key Player** or mobilize your city as a **City Champion, Victory Beyond the Cup** is your invitation to turn a global event into a personal mission. This isn't about being perfect—it's about being present. The world will be watching. Will your home, neighborhood, organization, or church be ready to welcome?

You'll be equipped to spark conversations, build relationships, and create space where real transformation begins. You bring the willingness, He'll bring the fruit. So whether you host or lead, this is your moment to step in and be part of something bigger than the game. Let's make it count.



Learn **More!**

For media inquiries, contact Public.Relations@cru.org

WED, MAY 13 | Closing Dinner | 5:00 p.m.

Trillia Newbell | Keynote Speaker



Trillia Newbell is the author of numerous books. Her writings on issues of faith, family, and diversity have been published in the Knoxville News-Sentinel, Desiring God, True Woman, Christianity Today, The Gospel Coalition, and more.

She was also a commentator for World Radio (a sister platform for World Magazine). She has spoken at numerous conferences, churches, women's retreats, colleges and seminaries, including True Woman, The Gospel Coalition Women's conference, Southeastern Theological Seminary, and more. She spent seven years serving as the Director of Community Outreach for the Ethics and Religious Liberty Commission for the Southern Baptist Convention. She is currently the Acquisitions Director for Moody Publishers.

Chris Blue | Music & Worship

Chris Blue's journey is a masterclass in talent, resilience, and purpose. Known worldwide as the **Season 12 winner of NBC's The Voice**, his unmatched vocal prowess and electrifying stage presence have made him a standout in the entertainment industry. Bill Gaither calls him "a rare, once-in-a-lifetime talent."

A large graphic celebrating Sight & Sound's 50th anniversary. The background is a collage of biblical scenes from various productions, including Moses with the staff, a woman in a white dress, a man playing a harp, and a woman in a purple gown. The text "SIGHT & SOUND 50 YEARS" is prominently displayed in the center. To the right, there is a "THANK YOU FOR 50 YEARS!" message and a paragraph of text. At the bottom right, the website "SIGHT-SOUND.COM" is listed.

THANK YOU FOR 50 YEARS!

From the very beginning, Sight & Sound has existed to reveal the power of the Gospel through meaningful storytelling on stage and screen. Five decades later, we've expanded into one of the largest faith-based entertainment companies, with two state-of-the-art theater locations, a global streaming platform, and a feature film studio.

Whether you've been visiting us from the beginning, or you're planning your very first Sight & Sound experience, we are deeply grateful for the impact you have made on our story. Here's to another year and a new chapter with you!

SIGHT-SOUND.COM



A TRUSTED SOURCE FOR BIBLICAL INSIGHT ON ISRAEL



For more than 45 years, the International Christian Embassy Jerusalem (ICEJ) has served on the front lines in Israel, providing humanitarian aid, fostering Christian-Jewish understanding, and equipping believers worldwide with biblically grounded insight into the land and people of Israel.

The ICEJ provides editors and journalists with access to trusted experts who can provide clear, Bible-based commentary on Israel and the Middle East.

Our leadership regularly contributes **op-eds, feature articles, interviews, and expert analysis** for Christian media outlets. The ICEJ also offers a wealth of **educational resources, historical insight, and on-the-ground perspectives** developed through decades of ministry in Israel.

AVAILABLE FOR:

- Expert interviews
- Op-eds and guest articles
- Biblical commentary on Israel and current events
- Educational resources for Christian audiences

 www.icejusa.org
 info@icejusa.org
 615-895-9830



Dr. Susan Michael
USA President



Dr. Juergen Buehler
President



Rev. David Parsons, JD
Sr. VP and Spokesman

BLOCK TIME WORKSHOPS AT A GLANCE**PRESENTER(S)****ROOM**

Tue	1	9:50	Mastering AI for the Modern Communicator	Katie Allred	Salons 1-2
Tue	1	9:50	Solutions Journalism in a Time of Religious Fracture	Emily Belz	Salons 3-4
Tue	1	9:50	The State of Theology: What Americans Believe and Why It Matters for the Church	Carol Pipes, Marissa Sullivan, Aaron Earls	Salons 7-8
Tue	1	9:50	Smartphone Video Production: Using What's In Your Hand	Sam Ebersole	Salons 9-10
Tue	1	9:50	Wait ... Was That Rude? Generational Misfires in Workplace Communication	Russ Jones	Highland/Morgan
Tue	2	11:10	Trauma-Informed Writing: How a Deeper Story Shapes What We Say	Lindsey Hartz	Salons 1-2
Tue	2	11:10	Getting Unstuck: Four Thinking Modes for Designers to Generate Better Ideas	Stephanie Salvatore	Salons 3-4
Tue	2	11:10	Strategies for Handling Controversial Issues—While Staying Objective	Anita Smith, Emily Belz, Jenny Dyer, Myal Green	Salons 7-8
Tue	2	11:10	AI Strategy for Gospel-Centered Content: How to Use It Without Breaking Trust— or Having to Repent	Micah Voraritskul	Salons 9-10
Tue	2	11:10	When the Story Breaks: Crisis Communication for the Digital Media Age	Justin Dean	Highland/Morgan
Tue	3	2:35	Cultivating An Audience in the Digital Age: Are You a Barnes and Noble or a Borders?	Tyler Sansom	Salons 1-2
Tue	3	2:35	Designing for Reading, Not Just Scanning	Stephanie Salvatore	Salons 3-4
Tue	3	2:35	Reaching the Next Generation: Forming Faith in a Secular Age	Jana Magruder, Chuck Peters	Salons 7-8
Tue	3	2:35	The Anatomy of a Brand	Dean Sell	Salons 9-10
Tue	3	2:35	Stories Hiding in the Numbers	Warren Smith	Highland/Morgan
Wed	4	9:50	Rewriting the Script: How AI and Culture Are Impacting Christian Creatives and Artists in the Hollywood Industry	Kathleen Cooke	Salons 1-2
Wed	4	9:50	The Secrets of Leading Creative People	Phil Cooke	Salons 3-4
Wed	4	9:50	How to Design Like a Pro: A Show-and-Tell Demo	Rob Patete	Salons 7-8
Wed	4	9:50	How AI Can Strengthen (Not Replace) Human Storytelling: Using AI to Support Creativity, Not Cheapen It	Dillon Sherlock	Salons 9-10
Wed	4	9:50	Clarity Beats Clever: How to Communicate So People Actually Pay Attention	Justin Dean	Highland/Morgan
Wed	5	11:10	The Power of the Spread: Designing Two Pages That Tell One Great Story	Steve Lopez	Salons 1-2
Wed	5	11:10	I'm Into Print. Why Should I Care About Video?	Phil Cooke	Salons 3-4
Wed	5	11:10	The 10x AI Stack: Tools & Tactics for Real Results	Dustin Stout	Salons 7-8
Wed	5	11:10	Social Media for Publishers Who Don't Want to Be Influencers	Dillon Sherlock	Salons 9-10
Wed	5	11:10	The Transformative Power of Writing	Warren Maye	Highland/Morgan
Wed	6	2:35	Digital Marketing Strategies for Voices That Challenge the Status Quo	Lindsey Hartz	Salons 1-2
Wed	6	2:35	Every Careless Word	Andy Butcher	Salons 3-4
Wed	6	2:35	To Substack or Not to Substack?	Seana Scott	Salons 7-8
Wed	6	2:35	Thriving Without a (Large) Team	Alison Dellenbaugh	Salons 9-10
Wed	6	2:35	The State of Faith, Film and Television	Bob Elder	Highland/Morgan

WORKSHOP BLOCK 1

TUESDAY | 9:50 a.m.

Mastering AI for the Modern Communicator

Katie Allred

Champion Salons 1-2
AI | Digital

Let's be honest: AI can feel like a "super-powered autocomplete" that's either going to save your Friday afternoon or accidentally hallucinate a new theology. For Christian communicators, the goal isn't just to work faster; it's to work smarter so we can focus on the people who matter. In this session, we're moving past the "futuristic science fiction" and getting into the weeds of actual AI literacy.

What you will learn:

- Prompting as the New Language of Ministry: Learn to treat AI as a sharp but literal assistant by mastering the "Power Prompt"—using context and personas so the output sounds like a human and not a generic bot.
- The Shepherd's Guardrail: Establish a "safety-first" workflow that uses the "Copy-Paste" rule to keep sensitive missionary data and church databases air-gapped from AI models—because no amount of convenience is worth a security breach.
- Automate the Menial, Not the Sacred: Identify the "super-powered autocomplete" tasks you can offload—like drafting social posts or summarizing data—so you can spend your limited time on the face-to-face ministry only a human can do.

Solutions Journalism in a Time of Religious Fracture

Emily Belz

Champion Salons 3-4
Issues | Reporting

The celebrity culture of evangelical news is a persistent problem because it draws in readers, which every publication needs. But a different path of focusing on smaller subjects at a local level can be compelling to the readers that matter and help overcome religious divides. A reporter shares examples from the field.

What you will learn:

- How to tell a compelling story that might not seem immediately "clicky"
- How to navigate polarization in the Christian community.

The State of Theology: What Americans Believe and Why It Matters for the Church

Carol Pipes, Aaron Earls,
Marissa Sullivan

Champion Salons 7-8
Issues

What do Americans—and Christians—believe about God, the Bible, and the Church? And why does it matter for ministry today? The State of Theology is a nationwide survey revealing how people today view key doctrines of the Christian faith. In this session, the LifewayResearch.com team will lead a conversation, unpacking the 2025 State of Theology study from Lifeway Research and Ligonier Ministries. Drawing fresh insights from the study, we'll explore the latest findings and discuss how these beliefs impact both society and the Church. This session will help you navigate theological misunderstandings, better understand the spiritual landscape in America, and equip church leaders to respond with clarity and conviction.

Smartphone Video Production: Using What's in Your Hand

Sam Ebersole

Champion Salons 9-10
Digital | Video

We all remember the story of Moses, when God told him to look at the thing in his hand. Today, the thing in our hands is (too) often a smartphone. But the good news is that the device in your hand has become incredibly capable of producing powerful video content. The days of big video cameras and expensive editing suites are in the past...and today's mobile devices are being used to produce powerful video content that you can use to reach new audiences with compelling messages. Android or iPhone, low-budget or no-budget, this course will help you get started with the exciting new world of video production...starting with the thing in your hand.

What you will learn:

- Learn the basics of using your phone, and a couple of free apps, to shoot, edit, and upload video. You'll also learn a few tricks to gathering stable video and clear audio.

Block 1 continued on next page



Wait ... Was That Rude? Generational Misfires in Workplace Communication

Russ Jones

Highland/Morgan
Issues | Management

Why do younger staff members sound abrupt, older leaders feel dismissed, and everyone feel exhausted by email, Slack, and texts? Drawing on original research into Gen Z communication patterns, this workshop explores how changing norms—not declining character—are reshaping how we speak, listen, and disagree. Participants will unpack the perceived rise in rudeness, examine how different generations interpret tone and respect, and learn practical strategies to reduce friction, build trust, and communicate clearly across age groups in mission-driven organizations. This interactive workshop explores why perceptions of rudeness are rising and how digital communication amplifies misunderstanding.

What you will learn:

- Decode Generational “Dialects:” Identify the specific triggers and preferences that cause friction between Boomers, Gen X, Millennials, and Gen Z
- Implement an Intergenerational Communication Plan: Apply practical, biblically rooted strategies to bridge the gap between digital-first authenticity and formal hierarchical traditions
- Reduce Workplace Conflict: Master specific “translation” tools to turn generational misunderstandings into collaborative opportunities for your nonprofit staff and boards

WORKSHOP BLOCK 2 TUESDAY | 11:10 a.m.

Trauma-Informed Writing: How a Deeper Story Shapes What We Say

Lindsey Hartz

Champion Salons 1-2
Issues | Writing

Every writer brings more than skill to the page. This workshop helps Christian communicators understand how deeper beliefs, lived experience, and personal perspective shape the way they frame truth, communicate ideas, and connect with readers, especially when writing on sensitive or emotionally charged topics. Attendees will learn how a trauma-informed lens can strengthen compassion and credibility without compromising conviction.

What you will learn:

- How a deeper story influences tone, interpretation,

and reader connection

- How trauma-informed writing can help you communicate hard truths with greater wisdom and care
- How stronger story work can deepen trust, resonance, and emotional clarity

Getting Unstuck: Four Thinking Modes for Designers to Generate Better Ideas

Stephanie Salvatore

Champion Salons 3-4
Design

Designers are expected to be innovative, but innovation doesn't come from brainstorming harder—it comes from knowing how to think differently. This breakout introduces a four-mode framework that explains how designers generate options, reframe problems, connect unexpected ideas, and ultimately narrow toward strong solutions. Grounded in creativity research and design practice, this session reframes innovation as a skill set designers can deliberately practice, not a talent reserved for a few.

What you will learn:

- We'll explore four complementary modes designers can use to solve problems more effectively:
- Divergent thinking — expanding the range of creative possibilities
- Lateral thinking — reframing the problem itself and breaking hidden assumptions
- Associative thinking — connecting ideas that don't obviously belong together
- Convergent thinking — refining, selecting, and strengthening the best ideas

Strategies for Handling Controversial Issues—While Staying Objective

Anita Smith, Emily Belz, Jenny Dyer
Myal Greene

Champion Salons 7-8
Issues | Editing | Writing

Increasingly journalists and communications professionals encounter sensitive issues which require extraordinary discernment in thoughtful, appropriate, fact-based and rational responses. This becomes all the more challenging in our progressively divisive world where people who disagree on theological, cultural or political issues treat one another as enemies in our communities, our professional networks and even our places of worship. Professional communicators must find ways to address these issues in a balanced way if we are to be part of the solution, rather than avoiding them because they are too difficult. This session will feature a moderated panel of communications professionals who, based on their experience and body of work, will address several controversial issues as “case studies” in current public discourse to provide strategies for effective dialogue.

What you will learn:

- Understand methods of research and reporting that will promote fact-finding and objectivity while addressing the topic accurately and in a balanced manner.
- Learn from panelists how to handle biased sources while conducting research and constructing communications tools.
- Learn to evaluate the constituents receiving the message to maximize its appropriateness and effectiveness of balanced perspectives.
- Identify resources promoting finding common ground on divisive issues and ways to incorporate principles in an effective communications approach.

AI Strategy for Gospel-Centered Content: How to Use It Without Breaking Trust—Or Having to Repent

Micah Voraritskul

Champion Salons 9-10

Digital | AI

AI has upended content creation with the force and confusion of a hurricane. For most industries, the question is “how do I use AI to win?” For gospel-driven publishers, the question is harder: “How do I use AI to live out my calling -- without compromising the trust my audience placed in me?” This talk frames the AI moment for Christian content creators as an honest look at where the lines should be, what’s at stake, and how to create with integrity when the tools can produce content without the guiding of the Spirit.

What you will learn:

- A framework for identifying where AI serves your mission and where it undermines it — grounded in the unique accountability gospel-centered publishers carry
- A practical approach to transparency that builds trust with your audience instead of eroding it
- Why the creators and publishers who get this right now will be the ones their audiences trust most in five years

When the Story Breaks: Crisis Communication for the Digital Media Age

Justin Dean

Highland/Morgan

Digital | Management | Marketing | Writing

When a crisis hits, content creators and publishers play a critical role in shaping understanding, credibility, and trust. This workshop equips editors and media leaders with practical tools for navigating fast-moving situations, making sound editorial judgments under pressure, and communicating with clarity across print and digital channels. Attendees will learn how to respond wisely without reacting hastily.

What you will learn:

- How to determine what to publish, when to publish, and when to wait
- A clear framework for managing tone, timing, and accuracy during a crisis
- How to coordinate messaging across print, web, and social platforms
- Mistakes that damage credibility during crises and how to avoid them

WORKSHOP BLOCK 3 TUESDAY | 2:35 p.m.

Cultivating an Audience in the Digital Age: Are You a Barnes and Noble or a Borders?

Tyler Sansom

Champion Salons 1-2

Digital

Why did Barnes & Noble survive while Borders collapsed? This workshop breaks down the real lessons behind that question and applies them directly to building an audience today. We’ll look at how creators and organizations can adapt to digital shifts without losing their identity, values, or voice. If you’re tired of chasing the next platform and want to build something that actually lasts, this workshop is for you.

What you will learn:

- Identify whether you’re building a platform or just renting attention
- Create audience pathways that turn viewers into followers and followers into advocates
- Avoid common digital mistakes that slowly erode trust and relevance
- Build systems that outlast trends, platforms, and algorithms

[Block 3 continued on next page](#)



Designing for Reading, Not Just Scanning

Stephanie Salvatore

Champion Salons 3-4

Design | Editing

Much of today's design education and inspiration is optimized for marketing and conversion, not for comprehension, formation, or sustained reading. That bias can quietly undermine content-driven work like magazines, Bible studies, devotionals, newsletters, and long-form web content. Drawing on reading research, accessibility principles, and publishing practice, we'll examine practical design tools that support real reading—not just visual appeal—and discuss how designers can make a stronger, evidence-based case for these choices when collaborating with editors.

What you will learn:

- Design trains readers how to read: Readers don't arrive with fixed behaviors...design cues actively shape whether content is skimmed, scanned, or read deeply.
- Small typographic and layout decisions have outsized cognitive impact
- Designers don't have to rely on taste or instinct when advocating for reading-first choices
- Cognitive research, accessibility findings, and reader behavior studies provide a shared, objective language for collaborating with editors and stakeholders.

Reaching the Next Generation: Forming Faith in a Secular Age

Jana Magruder, Chuck Peters

Champion Salons 7-8

Issues

The cultural battle of the next generation is fundamentally a battle of worldview. In this breakout, we'll explore how secularism has shaped the thinking, values and identity of Gen Z and Gen Alpha and why it matters for the Church today. You'll discover the two core needs driving these generations and learn practical, gospel-centered strategies to create biblical belonging while helping young people ground their identity in Christ.

What you will learn:

- Learn characteristics of Gen Z and Gen Alpha and how they compare to older generations
- Understand the cultural dynamics affecting younger generations and what their two big needs are as a result
- Discover tools and strategies that the Church and churches can use to more effectively reach Gen Z and Gen Alpha

The Anatomy of a Brand

Dean Sell

Champion Salons 9-10

Management | Marketing

The concept of "brand" is largely misunderstood, often confused with reputation, logo, messaging, or marketing. In reality, a brand is a living system—and when you understand its anatomy, you can build one intentionally instead of accidentally. In this workshop, we'll break down what a brand actually is, how its core components work together, and the five key levels of understanding that separate surface-level branding from leading strategic brand development.

What you will learn:

- A clear, practical definition of what a brand truly is (and what it is not)
- The essential components that make up a healthy, functional brand system
- The five levels of brand understanding — from basic to advanced architecture
- A simple framework attendees can use to evaluate and strengthen their own publication, ministry, or organization's brand.

Stories Hiding in the Numbers

Warren Smith

Highland/Morgan

Reporting

A practical, jargon-free introduction to data journalism designed for working reporters. This workshop shows how numbers can sharpen questions, strengthen investigations, and make everyday stories clearer and more credible—without requiring advanced math skills. Focusing on mindset over formulas, the session demystifies data journalism, highlights ethical and responsible use of numbers, helps participants avoid common pitfalls, and equips them with simple techniques they can apply immediately in their daily reporting.



WORKSHOP BLOCK 4

WEDNESDAY | 9:50 a.m.

Rewriting the Script: How AI and Culture are Impacting Christian Creatives and Artists in the Hollywood Industry

Kathleen Cooke

Champion Salons 1-2
AI | Issues | Writing

“Open” AI. The phrase can send chills down your spine—or spark imagination. Like fire, AI can bring light and propel creativity forward, or it can burn and cause real harm if mishandled. How can Christian communicators harness AI as a tool for Kingdom impact and human flourishing? Drawing on decades in the Hollywood industry, actress, producer, and writer Kathleen Cooke is not an AI expert but a seasoned creative sharing how Christian artists are choosing wisdom and engagement over fear to bring the light of God into a rapidly changing creative world.

The Secrets of Leading Creative People

Phil Cooke

Champion Salons 3-4
Management

Creativity is the currency of this generation, and yet few leaders are equipped to inspire and lead creative professionals. Plenty of information is available about leadership, but very little on leading creative teams. In this insightful session, Phil Cooke will reveal how to make the leap from writer, executive, designer, or other creative role to become a leader of other creatives. You'll walk away with 10 critical skills that will help you foster a culture that will attract and inspire creative men and women to accomplish amazing things.

How to Design Like a Pro: A Show-and-Tell Demo

Rob Patete

Champion Salons 7-8
Design

How do you get from a simple Word document to a visually compelling, reader-engaging, press-ready file? Come and watch the process in real-time as God's World News master graphic designer Rob Patete—using his 30+ years of experience with 20 as art director—crafts an article layout, complete with text, images and color from start to finish.

What you will learn:

- How anyone (with the appropriate software) can take words and combine them with images to generate an award-winning layout that draws in readers.

How AI Can Strengthen (Not Replace) Human Storytelling: Using AI to Support Creativity, Not Cheapen It

Dillon Sherlock

Champion Salons 9-10
AI | Digital

This workshop explores how Christian communicators can use AI as a practical creative partner—without outsourcing voice, values, or theology. It focuses on responsible, real-world uses of AI for research, outlining, summarizing, and content adaptation, while drawing clear boundaries around what should not be delegated to machines. Designed for writers, editors, and social media teams, the session shows how AI can reduce busywork, speed up workflows, and support stronger storytelling without cheapening it. Participants will also learn key guardrails every Christian organization should have in place and examine real examples of healthy, ethical AI workflows that protect creativity, credibility, and mission.

Clarity Beats Clever: How to Communicate so People Actually Pay Attention

Justin Dean

Highland/Morgan
Content Strategy | Digital | Writing

In an era of endless content, clever ideas often fail while clear ones win. This workshop helps editors, writers, and digital publishers sharpen their message, structure content with intention, and remove friction that causes readers to disengage. Attendees will learn how to make editorial decisions that improve comprehension, trust, and engagement across print and digital platforms.

What you will learn:

- How to evaluate headlines, ledes, and layouts for clarity instead of creativity alone
- A practical framework for simplifying complex stories without dumbing them down
- Common editorial mistakes that unintentionally confuse or lose readers
- How to align writing, design, and digital presentation around a single clear message



WORKSHOP BLOCK 5

WEDNESDAY | 11:10 a.m.

The Power of the Spread: Designing Two Pages that Tell One Great Story

Steve Lopez

Champion Salons 1-2

Design

Discover how to engage your readers with two-page spreads that function as a single, compelling storytelling canvas. Through real-world examples and clear design principles, the session will cover how to create strong visual hierarchy, guide the reader's eye, balance text and imagery, and build rhythm and flow across the gutter. Goal: Thoughtfully designed spreads that heighten a story's emotional impact and elevate the overall quality of your publication.

I'm Into Print. Why Should I Care About Video?

Phil Cooke

Champion Salons 3-4

Digital | Video

Short videos have become the #1 marketing tool in America, and every major company in the country has opened a TV studio or is planning to. If I'm a magazine, newspaper, or other print publisher, could short videos help me promote our work, and tell our story to a wider audience

The 10x AI Stack: Tools & Tactics for Real Results

Dustin Stout

Champion Salons 7-8

AI | Digital

Most teams don't struggle with AI because it's "bad"—they struggle because they don't know which tools to use, what to use them for, or how to prompt for consistent results. In this workshop, you'll get a practical AI stack (best models + proven prompting tactics) to speed up ideation, drafting, editing, repurposing, and distribution without losing voice or quality.

What you will learn:

- Which models are best for the job
- Key elements are needed to get usable output
- How to get consistent results for the entire team

Social Media for Publishers Who Don't Want to Be Influencers

Dillon Sherlock

Champion Salons 9-10

Digital | Social Media

This workshop is designed for publishers and ministry teams who want to use social media effectively without turning their organizations into personal brands. It addresses why Christian organizations often struggle on social platforms and how to show up with clarity, credibility, and consistency—without chasing influencer culture. Participants will explore the shift from simply posting links to telling stories that are native to each platform, along with a clearer understanding of what meaningful engagement looks like for ministry-based content. The session also sets healthy expectations, helping teams understand what social media is—and is not—well suited to accomplish in support of their mission.

The Transformative Power of Writing

Warren Maye

Highland/Morgan

Writing

When you put pen to paper—or fingers to keys—something changes. Not just intellectually, but mentally, physically, and spiritually. So, if you've ever felt like there's something inside you that needs clarity... If you've ever had ideas you couldn't quite organize... Or if you're ready to stop just thinking about God's vision and start recording it—Stay with me. This is where your transformation begins.

What you will learn:

- By the time you're done, you're going to have practical tools—how to write text and scripts for compelling videos, live events, social media, magazines, even books
- One of the things we'll dig into is what "spelling" really means—and trust me, it's probably not what you think
- Real-world applications you can use immediately
- But more than that, I want you to understand why writing matters



WORKSHOP BLOCK 6

WEDNESDAY | 2:35 p.m.

Digital Marketing Strategies for Voices That Challenge the Status Quo

Lindsey Hartz

Champion Salons 1-2
Digital | Marketing

When your content challenges assumptions or addresses difficult issues, visibility alone is not enough. This workshop helps communicators strengthen their digital strategy so they can stay true to their voice, reach the right audience, and create content that builds trust, invites nuance, and moves readers toward healthy action. Attendees will learn how to communicate bold ideas online with greater clarity, credibility, and intent.

What you will learn:

- How to clarify and position a bold message so the right audience pays attention
- How to create digital content that builds trust, engagement, and thoughtful response
- How to move readers from passive consumption to meaningful action without hype or manipulation

Every Careless Word

Andy Butcher

Champion Salons 3-4
Writing

What does Jesus' warning in Matthew 12:36 mean for those of us who work with words daily? Amid a program focused on helping us "sharpen our axes," a pause to reflect on why we carry one and how we should wield it.

What you will learn:

- A reminder of our mission
- A review of our motives
- A refining of our methodology
- A renewal of our ministry



To Substack or Not to Substack?

Seana Scott

Champion Salons 7-8
Digital | Freelance | Writing

Substack is one of the fastest growing platforms for today's writers to reach wider audiences and monetize their content, but is Substack for you? Join Seana Scott, a freelance writer, share her story about how Substack has helped her in her writing journey, the pros and cons, and what to think about before you get started or to take the next step in your Substack journey.

What you will learn:

- What is Substack and how is it helpful for today's writers and communicators?
- The features and limitations of Substack (and is it right for you?)
- Suggestions in how to maximize Substack for your personal or organizational goals.

Thriving Without a (Large) Team

Alison Dellenbaugh

Champion Salons 9-10
Management

Are you a "team of one" or on a small team, carrying the whole load on a shoestring budget? Or maybe you work remotely, or as the only person in your type of role, without a backup or someone to talk shop with. It's easy to feel overwhelmed, under-resourced, or isolated as you strive to plan, solve problems, and get the work done without a network of support. This workshop will equip you with practical, personal, and spiritual tips to move you from merely surviving to thriving, without a large team or no team at all.

What you will learn:

- Insights to fuel your creativity amid constraints
- Mindset shifts to combat discouragement and frustration
- Practical pointers for getting things done when you're wearing many hats
- Advice for enlisting allies

The State of Faith, Film and Television

Bob Elder

Highland/Morgan
Issues

An inside look at that last 25 years of Christian Films and Television. Bob Elder (Collide Media Group) will review the growing impact of Faith through a deep analysis of Box Office successes and failures exposing trends and opportunities facing the marketplace today.

SPEAKERS



Katie Allred is a strategist, author, and professor who bridges the gap between emerging technology and ministry. With a master's degree in communication and a background in Computer Information Systems, she specializes in helping organizations navigate the digital age without losing their human touch. She previously served as the Community Partnership Lead at Meta, where she oversaw Facebook Groups for North America, and has authored books including *Church Communications* and *AI Prompts for Church Leaders*. Today, she leads Katie Allred Consulting, focusing on AI literacy and strategic communications for faith-based leaders. Whether she's building websites or hosting workshops on AI ethics, Katie's mission remains the same: helping leaders automate the temporary so they can invest in the eternal.



Emily Belz is a senior staff writer on the news team at Christianity Today and lives in New York City. She has almost 20 years of experience in long-form feature reporting and writing in local, national, and international news. In addition to CT, she has written for *The New York Times*, *World*, *Plough*, *The New York Daily News*, *The Hill*, and *The Indianapolis Star*. She has won awards including one for feature writing from the Evangelical Press Association as well as the Zenger Prize.



Andy Butcher is a veteran writer and editor who has lived in three countries and traveled to more than 50 in his work. A former British newspaper journalist, he has served as a news service director for a mission's agency, senior writer and magazine editor, and journalism trainer. Freelancing since 2013, he has also co-authored more than 25 books. He is a past EPA board member and Higher Goals award winner and judge.



Kathleen Cooke is an award-winning producer, actor, global speaker, writer, and co-founder of the multi-award-winning media production company Cooke Media Group and the nonprofit The Influence Lab. She is the Founder and Global Director of Influence Women, an initiative of The Influence Lab, with chapter groups in multiple U.S. cities and an online chapter serving women internationally. IW offers career development, connections, and support to women involved in film, television, music, and the arts industries. She has served on the boards for the National Salvation Army, Hollywood Prayer Network, 4WordWomen, Oral Roberts University, and Courage For Life. Kathleen was awarded a National Congressional Leadership Award in 2022 in Washington, DC, for leadership and is the author of *"Hope 4 Today: Stay Connected to God in a Distracted Culture."* She has appeared on top national and international radio, podcast,

and television shows, including CBN and TBN, and her articles have been published in multiple magazines. Kathleen is an international speaker at media, leadership, and women's conferences and was honored in 2024 and 2025 to be one of 50 women chosen to speak at a UK/U.S.A. special forum on global affairs at Windsor Castle.



Phil Cooke, Ph.D., is co-founder and CEO of Cooke Media Group in Los Angeles and Nashville. Phil has produced media programming in more than 70 countries and created many of the most influential inspirational TV programs in history with a client list that includes Hollywood studios, major nonprofit organizations, and many of the world's most respected churches and ministries. His book, *"Ideas on a Deadline: How to Be Creative When the Clock is Ticking"* is the gold standard for creating brilliant ideas under pressure. His latest book is: *"Church on Trial: How to Protect Your Congregation, Mission and Reputation During a Crisis."* He's been called "one of the most innovative communicators of our generation," and CNN calls him "The only working producer in Hollywood with a Ph.D. in Theology." Find out more at philcooke.com.



Justin Dean is an entrepreneur, author, and communications leader with more than 15 years of experience helping faith-based organizations communicate with clarity and credibility. He previously served as Communications Director at Mars Hill Church in Seattle and later founded and led multiple church-focused ventures and national conferences, including That Church Conference, SundayU, and the SaaS platform Church Requests. Justin went on to serve as Director of Marketing at Tithely, where he helped scale the company from approximately 10,000 to more than 50,000 churches through content strategy, brand development, and digital engagement. Today, he advises organizations on messaging strategy and crisis communication and is the author of *PR Matters: A Survival Guide for Church Communicators* and *Stay Salty*. He lives in North Georgia with his wife and four children.



Alison Dellenbaugh is the editor of NextStepDisciple.org, a discipleship content website from Central Bible Church in Fort Worth, TX, that publishes new articles weekly, reached more than 350,000 unique users worldwide in 2025, and has won an EPA Best in Class award. Alison has served on the church staff for 15 years, in communications and spiritual formation, and has edited multiple books. She brings years of experience as a technical writer and editor in the high-tech world and a freelance writer of everything from children's stories, poetry, and humor to home profile articles and a garden business column. She has a bachelor's degree in communi-

SPEAKERS

cations from The University of Texas and a Master of Arts in Christian Leadership from Dallas Theological Seminary, where she won the Aubrey M. Malphurs award for excellence in Christian Leadership. As a Bible teacher, prayer leader, and giftedness coach, Alison's personal mission is to expand people's vision of God and their part in His purposes.



Jenny Dyer is the Founder of The 2030 Collaborative. She directs the Faith-Based Coalition for the Global Fund to Fight AIDS, Tuberculosis, and Malaria in partnership with Friends of the Global Fight. She also leads the Faith-Based Coalition for PEPFAR and the Faith-Based Coalition for Global Nutrition. Dyer has taught Southern Religion and Culture as a lecturer in the Department of Religion at Vanderbilt University as well as Religion and Global Health as a lecturer at Vanderbilt School of Divinity. For seven years, she taught Global Health Politics and Policy as a lecturer in the Department of Health Policy at Vanderbilt School of Medicine. Dyer formerly served as the CEO/Executive Director for Senator-Doctor Bill Frist's humanitarian organization, Hope Through Healing Hands, in Nashville. Prior to that, she served as the National Faith Outreach Director for the DATA Foundation and/or The ONE Campaign, Bono's organization. In this role, she worked with religious leaders, authors, artists, and other faith-based leaders to promote awareness and advocacy for extreme poverty and global AIDS issues. Dyer has written both peer-reviewed academic articles and opinion pieces at the intersection of religion and global health. She has been published in TIME, Forbes.com, Huffington Post, Roll Call, Christianity Today's Hermeneutics, Patheos, Relevant Magazine, Christian Post, Dallas Morning News, Washington Post, and The Tennessean to name a few.



in journalism.

Aaron Earls is the senior writer at Lifeway Christian Resources. He has been published in The Washington Post, Christianity Today, WORLD magazine, and others. He has an M.Div. in apologetics and a Bachelor of Arts



Samuel Ebersole is the director of training for Global News Alliance. After more than 35 years in higher education, he is now a professor emeritus at Colorado State University-Pueblo. In recent years, he's been developing training materials, curriculum, and connections with other trainers and experts, all with the goal of training a network of smartphone reporters who will inform the Church about what God is doing in the World. He has provided training in communication and video production for YWAM and other international Christian organizations. He currently serves on the board of Universal Chastity Education, a non-profit ministry

servicing Uganda, Burundi, and Tanzania. He was awarded two Emmy awards for his work with NBC Sports.



Bob Elder is an industry leader in Faith-Based Entertainment who has been navigating the transformative media marketplace for the last 37 years; the experience applied from his arduous career continues to strengthen his impact on the landscape of Christian media today. Bob founded Collide Media Group in 2016 with a mission to "elevate media that inspires a deeper relationship with Christ." Collide continues to grow by recently purchasing Docs/ology a boutique unscripted film company that connects smart films to soulful people; thus, creating the opportunity for Bob to serve using his marketplace aptitude for missional impact on our culture.



Myal Greene is the President and CEO of World Relief, a global Christian humanitarian organization with the mission to boldly engage the world's greatest crises in partnership with the Church. With 18 years of service at World Relief—including the last four in the role of President and CEO—Myal has helped shape and lead the organization's strategy and focus on serving vulnerable populations in the US and around the world who have been impacted by the global displacement crisis. Prior to becoming CEO in 2021, Myal spent eight years in Rwanda, where he led the development of World Relief's innovative church-based programming model—now active in nine countries across Africa, Asia, and the Americas. He also served for six years in senior leadership roles within the international programs division, helping shape strategy and program effectiveness across the organization. A passionate advocate for the role of the Church in responding to global needs, Myal is a leading voice on issues of global displacement, regularly engaging Christian audiences through writing, speaking, and participation in major conferences. He brings experience from both the non-profit and government sectors, with an earlier career in U.S. government service.



Billy Hallowell is a digital TV host and interviewer for Faithwire and CBN News and the co-host of CBN's "Quick Start Podcast." Hallowell has written more than 14,000 stories on faith, culture and politics, has interviewed hundreds of celebrities, authors and influencers and is the author of four books, including "Playing with Fire: A Modern Investigation into Demons, Exorcism, and Ghosts," and "The Armageddon Code: One Journalist's Quest for End-Times Answers." He was formerly the director of content and communications at Pure Flix and the former faith and culture editor at The Blaze.

SPEAKERS



Lindsey Hartz is the CEO of Ignite Faith Media, a marketing, publishing, and media company for faith-fueled thought leaders with bold messages that address radical change needed in church, culture, and spiritual leadership. They provide hands-on consumer marketing support, strategic book launch campaigns, business and ministry scaling, a year-to-market publishing process, and media features on tailored platforms and publications (Unlock Your Story, Kingdom Over Culture, When Church Hurts, and LeaderShift).



Ron Hunter's books focus on discipleship, family ministry, and leadership, shaping how churches think about faith across generations. He serves as CEO of D6 Family Ministry, publisher of the D6 Curriculum, and founder of D6 and the D6 Family Ministry Model. Dr. Hunter teaches graduate students in discipleship and leadership at Dallas Baptist University, Welch College, and Randall University.



Russell "Russ" Jones, Ph.D., is a strategic storyteller with an award-winning 35-year career in journalism, media production, and cultural research. He holds a Ph.D. in the philosophy of communication from Liberty University. As a recognized subject-matter expert in communication and digital media, Dr. Jones specializes in bridging generational divides in professional and organizational contexts. He currently serves as the CEO of Doctor TV Channel and an adjunct professor at Liberty University. He is also the founder of The Forged Project. He previously held leadership roles with the Abide Bible & Sleep App and the USA Radio Network.



For over 45 years, **Steve Lopez** has created design and illustration for Assemblies of God publications and curriculum. Currently he is the designer for Influence magazine, a publication for ministers. He studied art at Evangel University in Springfield, Missouri.

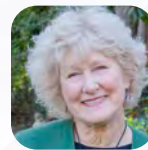


Jana Magruder serves as the Strategic Initiatives Director for Lifeway NextGen. She is a graduate of Baylor University and has a background in education, publishing, and ministry. As host of the Kids Ministry Calling Podcast, Jana loves championing and equipping leaders and families in the local church. She is the author of Nothing Less and Kids Ministry that Nourishes as well as co-author of Every Age Every Stage and Flip the Script.



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). 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 34th year.



Diane J. McDougall believes that the best articles result from a trusting partnership between creator and editor. Her personal portfolio as writer and editor specializes in magazines — from the faith-based nonprofit world (Bible & Society and World Vision) to airline magazines (Ethiopian Airline's Selamta) and higher-ed (UVA's Virginia Magazine and Seattle Pacific University's Response). But she's also worked on specialty publications for clients as diverse as International Justice Mission, Preemptive Love and the U.S. Postal Service. She's now available via McDougall Editorial for freelance writing and editing, and the coaching of writers and editors."



Trillia Newbell is the author of the kids' books Creative God, Colorful Us and God's Very Good Idea, a Bible study on Hebrews 11, A Great Cloud of Witnesses, and a Bible study on Romans 8, If God Is For Us, as well as the books Sacred Endurance: Finding Grace and Strength for a Lasting Faith, Enjoy: Finding the Freedom to Delight Daily in God's Good Gifts, Fear and Faith: Finding the Peace Your Heart Craves and United: Captured by God's Vision for Diversity. Her writings on issues of faith, family, and diversity have been published in the Knoxville News-Sentinel, Desiring God, True Woman, Christianity Today, The Gospel Coalition, and more. She was also a commentator for World Radio (a sister platform for World Magazine). She has spoken at numerous conferences, churches, women's retreats, colleges and seminaries, including True Woman, The Gospel Coalition Women's conference, Southeastern Theological Seminary, and more. She spent seven years serving as the Director of Community Outreach for the Ethics and Religious Liberty Commission for the Southern Baptist Convention. She is currently the Acquisitions Director for Moody Publishers.



Rob Patete has been a professional graphic designer for 32 years. For twenty of those years, he was the Associate Art Director at WORLD magazine. He is currently the Art Director of God's World News, the children's division of WORLD News Group.

SPEAKERS



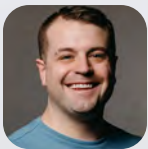
Chuck Peters is Director of Lifeway NextGen, overseeing Lifeway Kids and Lifeway Student publishing. He is the co-author of *Flip The Script: Disrupting Tradition for the Sake of the Next Generation*, and host of the ETCH NextGen Ministry Podcast. A graduate of Columbia Bible College, Chuck and his wife Cris have served in Preschool, Kids, Student, and Groups Ministry for many years in New Jersey, California, Florida, and Tennessee. Before joining Lifeway, Chuck had a prolific career in television and video production. He is a 3-time Emmy Award Winning producer, director, writer, and on-screen host.



Carol Pipes is director of Communications for Lifeway Christian Resources and senior editor at LifewayResearch.com. She has worked in Christian publishing for 25 years, during which time she has written numerous magazine articles and previously served as editor of “Facts & Trends” and “On Mission” magazines.



Stephanie Salvatore is the Associate Creative Director of Design at Lifeway, where she has spent more than 30 years working across nearly every facet of publishing design. Her experience spans magazines, long-form publications, UX/UI, and curriculum design, giving her a rare end-to-end view of how content, design, and audience needs intersect. Today, Stephanie leads a centralized team of roughly 50 designers responsible for creating a wide range of products—from Bibles and marketing to Vacation Bible School and even communion cup packaging. Her role sits at the intersection of creativity, systems, and strategy, helping teams navigate collaboration, constraints, and scale without losing clarity or craft. Her work has been recognized by both industry and faith-based organizations, including multiple ADDY awards and honors from the Evangelical Christian Publishers Association, most recently Bible of the Year at the ECPA Christian Book Awards.



Tyler Sansom is a pastor, filmmaker, and creative entrepreneur dedicated to telling stories that connect faith, culture, and real life. He is the founder of First Capital Films and Mauckwood Studios where he develops and produces feature films and original content for both faith-based and mainstream audiences. Tyler’s work includes nationally released films such as “Learning You”, “Broadcast”, “I Can”, and “A Father’s Fight.” His storytelling often explores themes of family, doubt, resilience, and hope, with a particular passion for serving overlooked communities, including families impacted by autism and youth in the foster care system. Alongside filmmaking, Tyler is the lead pastor for Church Anywhere and leads

multiple nonprofit and outreach initiatives. He regularly teaches on storytelling, leadership, and cultivating audiences in the digital age. Drawing from hands-on experience across ministry, film distribution, and digital platforms, he helps creators build meaningful work that lasts beyond trends.



Seana Scott is an EPA award-winning writer with a decade of freelance writing experience. She is also founder of Well Soul Life, a content-based ministry helping others know God’s Word, walk with God, and live with purpose—including a weekly devotional podcast, Well Soul. She has been writing on Substack for a few years with a continuing growing audience of readers and her writing has also been featured in numerous online and print publications including Christianity Today, Peer Magazine, She Reads Truth, Dallas Theological Seminary Voice, Answers in Genesis, and more.



Dean Sell has led brand development and marketing strategy for national media organizations, entertainment companies, and multi-platform ministries. Red Leaf Brands operates as both a service-based agency to media-based ministries and a product development studio, building its own media brands and IP while helping others build theirs. He previously served as Chief Marketing Officer for EMF (K-LOVE, Air1, AccessMore), where he developed an integrated marketing operating system across multiple brands and platforms. Earlier in his career, he worked in advertising agency environments serving multinational brands such as HERSHEY’S® and Auntie Anne’s®, and later led brand strategy at Sight & Sound, helping expand the company into live global broadcasts and feature films. Through Red Leaf Brands, Dean is also the architect behind original properties including Music Night®, Nashville Music Network®, and Creativity by Design™, ventures that put into practice the same brand principles he teaches and implements for other organizations. He lives in Nashville with his wife and three children.



Dillon Sherlock is the Associate Director of Communications at Brentwood Baptist Church in Nashville, Tennessee. He has over 10 years of experience serving in churches, with a primary focus on digital marketing and church communications. Dillon is passionate about helping churches leverage technology and digital platforms to clearly communicate their mission and support worship ministry.



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.



Anita Moreland Smith is co-founder and president of the Children’s AIDS Fund International. She and her husband Shepherd have worked in the HIV/AIDS global arena since the late 1980s. She served as co-chair of the President’s Advisory Council on HIV/AIDS in 2002-04. In the 1970s she was managing editor of the National Association of Evangelical’s United Evangelical Action magazine, a member of the Evangelical Press Association board of directors, on the founding editorial board of Today’s Christian Woman, a columnist for Christianity Today’s Leadership magazine, and a freelance writer whose articles appeared regularly in both faith-based and secular publications.



Warren Smith is the president of Ministry-Watch. 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.



Dustin W. Stout is an entrepreneur, AI enthusiast, and Founder at Magai. Since starting his blog in 2011 (over 5 million readers), Dustin has built a successful career as a full-time digital marketing consultant, speaker, and has created numerous products that help digital creators accomplish more. His current focus is Magai (maj-eye)—the world’s best AI tools in one place.



Tony Suárez is a sought after speaker, author and founder of Revivalmakers, an evangelistic ministry. His greatest passion in life is preaching and teaching about Jesus and watching God save and heal. He can be seen weekly through his television program as well as a guest on several networks both secular and faith based. In addition to his traveling and media ministry, Tony serves as the Executive Vice President of the National Hispanic Christian Leadership Conference, the nation’s largest Hispanic Christian organization, serving tens of thousands of congregations in the United States. Suárez has become a prominent voice within the Evangelical community, a

trusted guest speaker, and a sought-after media resource who regularly meets with members of Congress, the White House, and speaks at events to advance the cause of righteousness, life and religious liberty. Suárez serves on the Faith Advisory Board for the White House.



Marissa Sullivan is the managing editor of LifewayResearch.com. She has a Master of Theological Studies and a Bachelor of Arts in public relations. Marissa received EPA’s Emerging Journalist Award in 2025



Jim Veneman has served as a university professor of photojournalism for 25 years. He has covered many national and international stories. Most recently Jim and Carol were involved in covering Hurricane Milton in Florida. In 2011 he received the National Press Photographers Association’s highest award for teaching photojournalism, the Robin F. Garland Educator Award. Jim and Carol now teach photography at The Paris Academy for the Arts, and at the Dixie Carter Performing Arts Center in Huntingdon, as well as weekly classes at the Huntingdon Middle School, and with young women at Youth Town in Pinson, Tenn. Their classes introduce students of all ages to the idea that amazing photographs aren’t just found in faraway places, but often in the familiar moments we overlook. Incredible images are often hiding within the simplest scenes, and at times they are right in front of us. Photography has provided a way for Jim to share the stories of people in relationship with one another and encourages viewers to make a difference in the lives around them.



Micah Voraritskul is the author of Human Is the New Vinyl: Why AI Makes Human Creativity More Valuable, a #1 Amazon bestseller exploring why human presence and authenticity become more valuable as AI capabilities expand. He is the founder of VerifiedHuman, a certification platform for human creators with members in more than 25 countries across 6 continents — described as “Fair Trade for creativity.” Through his consulting practice, The Sharp Pencil, he helps organizations develop strategic narratives around trust, authenticity, and the human elements that AI cannot replicate. His work sits at the intersection of technology, creativity, and the irreplaceable value of human-originated work.

EPA MINISTRY & BENEFIT PARTNERS

EPA Benefit Partner



ODP Business Solutions (formerly Office Depot/Office Max) provides a free purchasing card with below-retail discounts of 15% or more to EPA members whether shopping online or at the store. Use it for both ministry and individual purchases.



EPA Benefit Partner



Magazine Training International has an extensive library of online products and resources including manuals, DVD courses, and e-books. They also provide webinars, web-based video training, and online trainer-led courses. MTI offers EPA members free webinars six times a year and a 40% discount off all products and training resources available from their online store.

EPA Benefit Partner



Flagler Law Group knows Christian publishing. They have more than 30 years combined experience handling matters for a diverse variety of Christian publishers, ministries, and other organizations from the publishing perspective. Flagler Law Group offers EPA members a Legal Hotline on issues regarding publishing with a 30% discount off regular rates.

EPA Benefit Partner



The NAE offers quarterly webinars on subjects such as technology, trends, management, and communications. The registration cost will be waived when EPA members register for the webinars using a custom link that will be made available through official email notices sent out by EPA.



Infinity Concepts' services include consulting, brand development, fundraising, media management, creative services, public relations, websites, and digital media. EPA members receive a 20% discount on all Infinity Concepts' services.

EPA Ministry Partner

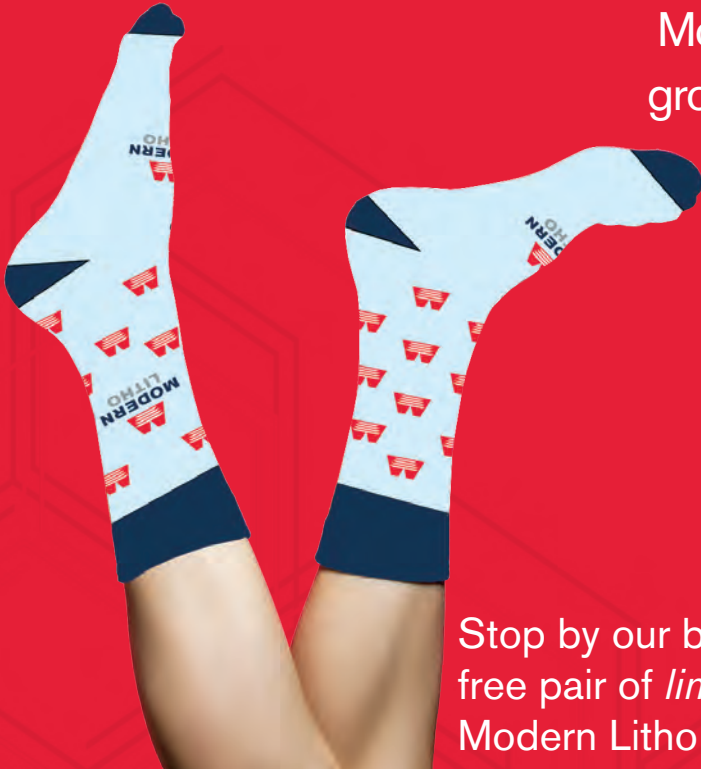


Modern Litho is the official printer for the Evangelical Press Association. They provide printing services for the organization's annual directory, quarterly newsletter (Liaison) and convention program at no charge.

Learn more on the EPA website under Ministry & Benefit Partners.

PROUD PRINT SPONSOR OF THE EPA

With over 4,000+ clients in 50 states, Modern Litho is not only one of the fastest growing print organizations, but also one of the top-ranked for customer loyalty.



WE'LL KNOCK YOUR
SOCKS 
OFF! 

Stop by our booth for your free pair of *limited edition* Modern Litho socks!

Print & Distribution Services:

Magazines & Publications

Catalogs

Corporate Marketing Collateral

Conference Materials & Signage

Direct Mail

Variable Data/Imaging

Wide Format & Display Graphics

Complete Mailing Services

Web-To-Print Storefronts

Digital Publications

MODERNLITHO.COM



Scan QR code
to contact Macey!



Macey Igo
Account Executive
573-644-6253
migo@modernlitho.com