



CHURCH COMMUNICATION NETWORK  
PRESENTS

# Changes and Trends in Christian Media

Featuring

**George Barna**

*Directing leader, The Barna Group  
Author, Fish Out of Water and Revolution*

**Steve Hewitt**

*Founder and editor-in-chief, Christian Computing Magazine  
Founder and editor, Christian Video Magazine*

**Eddie DeGarmo**

*Founder, ForeFront Records, Meaux Music Publishing  
Former president, EMI Christian Music Group Publishing*

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## **Media trends and the Church: George Barna**

Media are the most influential elements in the way that we live today

Of the seven elements that influence how people think, five are media

Media has become an addiction in the American population

With media, the average American adult has four of the six elements that the American Psychiatric Association say constitute an addiction

How churches are using these tools in ministry technology

- 65% large-screen projectors
- 62% Web sites
- 56% broadcast emails
- 26% social networking sites
- 16% podcasts
- 13% blogging

80% of born-again Christians say technology enhances their worship experience

These media are seen as a viable and complete spiritual experience

How do you as a church use the technology?

## **Technology: Steve Hewitt**

We're moving to a new way to use computers

From storing data to communication

Mobile computing

Multi-touch interface will replace the mouse: iPhone, Android

Programming for third-party applications

48 billion text messages per month sent in 2007

Twitter

Nearby Now

Churches will have to know what a short code and a keyword are

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Here I Am: GPS

Sharing information as you move around

Church applications

- Accountability
- Broadcast voice messages
- ChurchTextingManager.com: keyword and short code
- Check-in
- Church management: sharing information
- Social networking

## **Music and ministry: Eddie DeGarmo**

Music is an integral part of worship

75% of churches now use rhythm ensembles

Worship music is truly global

CCLI: Christian Copyright Licensing International

- 63% of churches using “blended” music
- In 40% of churches with separate services, higher attendance in the contemporary service
- Time for congregational singing: in 36% of churches, it’s 21 to 30 minutes
- 75% of churches use rhythm sections ; some use orchestral instruments
- 79% of churches have a music and worship minister
- Biggest challenges: lack of skilled musicians and vocalists
- Source for new music: radio, music club, Internet, mail, conferences
- 91% of churches have broadband Internet
- 82% of churches have a Web site

Worship music conferences

National Worship Leader Conference  
Saddleback Worship Conference  
Christian Musician Summit  
Breakforth Canada  
East Coast Worship Summit

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## Worship music sites online

WorshipTogether.com  
 GreatWorshipSongs.com  
 IntegrityMusic.com  
 WordMusic.com

## Worship planning software

<i>Software</i>	<i>Pricing</i>	<i>Features</i>
www.planningcenteronline.com	\$14 to \$99 per month, depending on ministries, users, and file storage capacity	- File sharing - Streaming and downloadable audio - Downloadable print
www.worshipplanner.com	1 month: \$35 3 months: \$99 1 year: \$360	- File sharing - Streaming and downloadable audio - Downloadable print
www.worshipteam.com	\$20 to \$250 per month, depending on number of users and file storage capacity	- File sharing (royalties paid per current licensing agreement) - Streaming and downloadable audio - Downloadable print
www.worshipkitchen.com	Free limited capability software; purchase audio, video & print resources a la carte or on optional subscription plan through integrated store similar to iTunes	- File sharing - Purchased or ripped audio and print files available to other worship team members on Worship Kitchen's server

Lifeway Worship, www.lifewayworship.com

## How Christians consume music

- Physical CDs
- Paid downloads
- PtoP networks
- Burned CDs
- Ripped CDs

42% of people in the US in 2007 paid for their music legally

The patterns are roughly the same for Christian consumers

Leaders need to make people aware of the legal ways to acquire music

## **V. Discussion**

## Resources

**Here I Am**

[www.arboretumsoftware.com/HereIAm/Here%20I%20Am.html](http://www.arboretumsoftware.com/HereIAm/Here%20I%20Am.html)

**Church Texting Manager**

<http://churchtextingmanager.com>

**Christian Copyright Licensing International**

[www.ccli.com](http://www.ccli.com)

**WorshipTogether.com**

<http://worshiptogether.com>

**Great Worship Songs.com**

[www.greatworshipsongs.com](http://www.greatworshipsongs.com)

**Integrity Music**

[www.integritymusic.com](http://www.integritymusic.com)

**Word Music**

[www.wordmusic.com](http://www.wordmusic.com)

**Lifeway Worship**

[www.lifewayworship.com](http://www.lifewayworship.com)

**Recording Industry Association of America**

[www.riaa.com](http://www.riaa.com)

**[www.planningcenteronline.com](http://www.planningcenteronline.com)****[www.worshipplanner.com](http://www.worshipplanner.com)****[www.worshipteam.com](http://www.worshipteam.com)****[www.worshipkitchen.com](http://www.worshipkitchen.com)****Christian Video Licensing International**

[www.cvli.com](http://www.cvli.com)

**<http://hearitfirst.com>****Christian Computing Magazine**

[www.ccmag.com](http://www.ccmag.com)

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