

2012 Mobile Ministry Consultation Notes

November 28-30, 2012

Orlando, Florida

These notes are intended to be a collaborative effort to capture key points, links, and resources from each session.

Any participant can contribute. Please use Calibri 11 font.

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Session I: Overview / Why Mobile? (Wed eve)

MMF Vision & Purpose (Clyde)

- Brief background of how MMF began.
- Statement of the Vision of MMF. See MMF Vision & Purpose link above..
- Sharing the 4 objectives of MMF, see the doc link above where those are stated.

Collaboration Results (Keith*)

- Referencing the results link above and highlighting a few specific examples.
- Good links in the document above to other resources.

Information Sharing (Clyde)

8 Principles of Partnership (Dave Hackett - remote presenter)

- Drawn to the big vision
- It's complex, so collaboration is helpful to sort it out.
- Rapid change compels us to collaborate, we can learn more together
- Geographical reach is worldwide
- The follow-up challenge begins as unreached people encounter Christ
- We seek impact and collaboration is a chief way we can achieve this.
- Mobile ministry has a vast negative potential for duplication of effort and scarce resources.
- What does the MobMin world look like today?
- Ideate, Group, and Share together. Certain people have a specific interest set which draws them to learn together about a technology.
- We can scale up together to build the Kingdom together.
- What does it take to collaborate successfully?
 - Purpose: Focusing on the end more than the means
 - People: Establish a clear identity as we work toward solutions
 - Process: We show up and work together toward the goals
- Pocket guide to partnership [link](#)

Why Mobile? (Brad*)

Top 10 reasons for mobile ministry (Brad*)

- 10: Mobiles represent the greatest opportunity in technology convergence today
- 9: Early bird gets the worm. Especially in areas where there is very little being done yet in mobile - to get the Gospel story out there before people as they get access to mobile devices. We may have lost the opportunity in some places (we are too late) but in other remote places it's not too late yet.
- 8: The world socializes on their phones - not just a Western phenom. The way people get the news globally now is on their phones / people share the news via phones
- 7: People are looking online to find answers about God (source Global Media Outreach site) 90-95% of this is happening via mobile devices.
- 6: Go anywhere devices. We sleep next to them and take them everywhere with us - very strategic to

use!

- 5: Mobile phones are even at the ends of the earth - unprecedented opportunity for sharing.
- 4: Very personal devices, photos of our family & friends, customized to our preferences. People put a higher degree of trust in media via their phone because the device is more personal.
- 3: More bang for your buck. Good value & cost savings behind digital distribution.
- 2: Over 6 Billion mobile subscriptions worldwide, over 75% of the world now has access to a mobile phone. Figures are growing too fast to accurately track!
- 1: World population hit 7 Billion people in October 2011. Most of these people still have not heard the Gospel. Now is a great opportunity to share the Gospel via mobile technologies.

Video: [It's a Mobile World](#) (5 minutes)

Keynote #1: **"Jihad: Pull vs. Push Media in Movements"** (Frank Preston*)

- Frank worked in ministry, church planting, and also with a secular university to study how media is used by radical groups for recruiting and publicity.
- Example: After 3-6 months of involvement with a Jihadi website, many of the people end up being converted to that cause. Curious to Homeland Security and others researching this area.
- Interviewed recruits about how media played a part in their conversion to the radical group.
- Invited to Washington DC a number of times for sharing his findings with the State Department.
- Selective Exposure: People have media choices and will opt for media that goes along with their beliefs. News channels already know this and tailor their ads toward the audience that watches their type of news.
- Selective Perception: If you hear alternative messages than your belief system, you will automatically filter those out.
- Radical groups know this and they use media to identify people who already align with their beliefs. They ID people by gathering digital data about them and tracking those handles. Data shows that radical handlers play a part on the websites to connect people with each other and post info. By tracking people's activity on the website and tallying a "score" for each person they could ID those who were really interested, then point a local cell group recruiter to visit the person and get them more seriously involved in the organization and start discipleship.
- Push vs. Pull - They were not trying to push out info to sway everyone, but rather to attract those (pull) who were already in alignment with their beliefs.
- Pull media is more personal - engage in a 2-way dialogue. Not pushy like a one-way conversation.
- Push media is ineffective in conversions. 0.5-1% conversion rate, versus more like 30% for pull media.
- "Go and make disciples" (Matt) The idea was that baptism was the indication that a person was shifting kingdoms from one belief system to Christianity.
- Shared "Wiktorowicz model of radical recruitment" to explain the stages of how people get converted to a radical belief group.
- How new recruits affect their own network of friends. We all know which friends are safe to talk to about my beliefs, and which friends we would not share this info with.
- Luke 10 example to go out and reach people through relationships - a network of friends.
- The question now is: How could we as Christians leverage this sort of method to share the Gospel? It's different than our traditional soft push approach. How would we build in an identification strategy into our projects, to build the relationships with others who are aligned with our beliefs.
- Q&A:
- What about using these methods for church planting? Yes, that is being done and the speaker is actively engaged with this.
- Is there a difference between people who join a radical group and may be violent, and those seeking Christianity? Those who join a radical group don't actually want to be violent, they instead are seeking

Allah's will. It's just that they came across deceptive info first before the Truth of Christianity.

- How do radical groups avoid monitoring? They really don't care about monitoring and are usually open source sites. They simply use the technology as a tool to identify those who align with their beliefs.
- Should we use forums or what to identify people? Use a general website that points people to another site where sign-on is required, which then gives us an ID for people who are seriously interested.
- How are these sites funded? Through our fuel bought from the middle-east. The sites are based on GMO technology for tracking web access, and there are lots of full-time handlers.
- Are there countermeasures developed to move people elsewhere? That exceeds the bounds of this conversation. =)
- Do people tend to convert individually or in a group? In a group. Nobody commits individually in a high risk situation. When they convert as a group less of them fall away and stick with it. The social aspect is critical to this process.
- How much of this is culturally influenced? Is it because of the Muslim culture and would it be effective in Western cultures? Not cultural at all, but it is a sociological thing that applies to all cultures.

Session 2: Ministry Introductions (Thur a.m.)

9:00 **Ministry Introductions** (Clyde) (Video Conference session 2, not recorded)

One person from each organization gets one minute to give an overview of their work and any emphasis or interest in mobile ministry. We will attempt to accommodate remote participants also. Notetaker: Capture name and mobile role. Use bio sheets. (remote participation)

- **Note: These went pretty quick so I gathered what I could but missed some names and info!**
- Clyde Taber, Visual Story Network, connecting like minded mobile people
- Brad with Frontiers, church planting with Muslim people
- Courtney Roes, eDOT partnering with ministries in Europe for tech consulting
- David Federwitz, Lutheran Bible Translators, seeing possibilities of mobile means to get Scripture in people's mother
- Leighton Cusack, One Hope, mobile for children
- Oasis Int'l. Book publishing and software distribution
- Tim Jore, Distant Shores Meia, open license resources for greater media sharing
- Graham Vermooten, Media Village, training Christians with media skills, and media production
- Pete Hutton, Wycliffe / SIL - desire to use mobile phones for audio/video/non-roman Script on mobile devices
- Dana Simons, Greater Calling, mobile giving & payment solutions, using texting for prayer purposes, solutions for US based churches
- Kirk Wilson, Operation Mobilization, literature evangelism, 255 entities 110 countries, some work in mobile technology, but wanting to see how to use it more broadly
- Keith, WEC Int'l, Mobile Advance, called to challenge the global church to connect the Gospel to people around the world via mobile devices, partnerships with other orgs
- Antoine Wright, Mobile Ministry Mag, take everything that we do and talk about it, started in 2004, online in 2005, brokering innovation conversations across orgs
- Francis Husson, LifeAgape Int'l, CRU North Africa, radio / tv programs, want to launch mobile phone ministry in N.Africa
- Allen Derksen, Telemensahe Media Min, telephone ministry for evangelism where people call in and get evangel info, N. Africa, Asia, India
- Jim Klaas, Discipleship app combining competency levels with 5 levels of learning
- Joshua Markas, CBN, ensuring that all CBN does is mobile friendly, wanting to make it more interactive vs one-way info
- Int'l OralitPaul Konstanski,y Network, connecting like minded people for Bible storying
- Johnathon & Candice Pulos, Missional Digerati, app dev for mobile devices

- John Edmiston, Cybermissions, training in mobile ministry and developing Scripture training content for mobile devices
- Brandon Honasalek, Renew Outreach, solar powered digital equipment, projector, speakers to show Jesus Film where there is no power - SD card copying & BT/WiFi data distribution for mobiles in remote places
- Jerry Barnwell - IMB, lots of people with mobile experience, BT/SD card data distribution, and developing mobile content, social media & mobiles
- Kris Langham, Though the Word, mobile app to read the Bible and apply it, quality Bible content for the mobile age.
- Dr. John Dyre, Digital Bible Society, distrib scripture via SD cards / Dallas Theo Seminary, looking at how to leverage mobile tech
- Matt Brubaker, Jesus Project, leveraging mobile tech for distribution to introduce people to Christ and disciple them; equipping partners to spread the gospel through their tools & APIs.
- Henry Marsh, AOG media specialist, worldwide media ministries including Mobiles.
- Michael Visintine (sp), NavPress, publishing content and now looking at how to deliver via mobile tech, both the Gospel and additional resources to stimulate growth
- Christine Weddle, Navigators, Image based & enhanced discipleship materials
- Jess Stainbrook, Scripture Union, formerly in TV film production role, now in Bible engagement ministry to get people into God's Word. Looking at partnerships with Christian orgs
- Ra McLaughlin, Third Millennium Ministries, translating broadcast content into other major languages, wanting to build better mobile apps to grant access to Christian content
- Joe Snyder, Wycliffe USA, raising funds and resources, people to facilitate BT, partnering with Wycliffe Associates, The Seed Company, JAARS, SIL, projects involving remote connectivity & power solutions, crowdsourcing & social media for BT in India.
- Marvin Bowers, Info Learning Systems, mobile library of info of people's of the world
- Curtis Clements, Bible League Int'l, looking at content for mobile devices
- Dave Gutierrez, Global Recordings Network, recording & distributing content in all languages of the world, 5fish.mobi and other mobile apps, plus CD, cassette, MP3 content as well.
- Casey Short, Five Q Communications, website & mobile development for Christian orgs, messaging the online/offline audience, copywriting, persuasive storytelling to engage the audience
- ? Tom Clark ?, Flight ? Systems, promotional company to engage at secular events to introduce the Gospel to the public, focused on contacting via mobile phones to link people to Christ
- Dave Carlson, Green Chair Marketing, web development, search systems, marketing to drive people to your website
- Alex Kerr, PhonePublish.org, building an app for feature phones to publish content. Moving toward smartphones too, but still strong focus on feature phones
- Jay Clark, MAF Learning Technologies, consulting & distance edu, content delivery for remote places / offline use / data sharing, as well as online resources
- Marcia Ball, Kerus Global Edu, network of Christian professionals to leverage their expertise to improve the health and conditions for children around the world, edu programs with interactive teaching and youth development, partners with TWR to produce dramas, interested in learning more about mobile tech to move toward making their content available in the mobile world
- Tom Watkins, TWR (Trans World Radio), Christian Radio and more recently translation production services, also LinguaDMS to store and share data via a web-based platform
- John Merrell, Oral Learners Initiative, partnering with national churches and orgs to make Gospel content available on mobile devices, including Dumb phones.
- Darrel Templeton, MegaVoice, mobile communications on rugged solar powered handheld devices, 4600+ languages in their library of Gospel messages
- Jerry Hertzler, CRU, Global Tech office, mobile learning & discipleship tools like for training pastors
- Dr. David Metcalf, UCF & David C. Cook, publisher, Lifeway, Integrity Music, CCLI music content

Session 3: Mobile Keynotes I (Thur a.m.)

Thursday, November 29, 2012

Meeting Notes, Hank Scott ([official agenda doc](#))

Two sessions (25-30 minutes with 10-15 Q&A) (remote participation during Q & A)

Keynote #2: "A Theology of Technology"

(Dr. John Dyer)

- How does technology related to God's story of the creation, fall, redemption, and restoration?
- Gen 1: Creation... we bear the image of God
- Gen 2: God puts the man in the garden to cultivate and keep it, part of our image bearing is to create stuff, called to make things and tools
- #1: Creating is based on bearing the image of God. Can be good or bad. Is tech neutral? Tech is a tool. What does the tool (tech) do to us? Does it give us blisters or muscles? We choose which exercise equipment to use to build our muscles. We also choose the tech tools we use, and it affects how we think. Now reading more on Facebook alone than in printed formats.
- #2: Our tools shape us physically and mentally
- The Fall:
- What happened after Adam & Eve fell? They hid, then they created something - fig leaves to cover themselves.
- #3: Technology has more meaning than we think
- What was God's response to the fig leaves? He gave them a tech upgrade to leather. He didn't condemn their
- #4: God helps us use tech to overcome some of the effects of the fall
- Gen 4: Cain built a city and his son was the father of all those who play the lyre and pipe
- The people there became isolated and they didn't need God because they had tools
- Many good things come from the cities though, so God allows good to come even from bad
- #5: Tech can be a means of escaping God
- We can get so easily distracted because of convenient technology
- But we have more ways to reach people today.
- Tech is an extension of ourselves, Mics extend ourselves, telescopes extend our vision, cars extend our distance, so they have good effects, but maybe also bad side effects (we drive versus walking so we get weak)
- So does the tech make us stupid? Does it make us do bad things? No, that comes from the heart, and the tech just amplifies it
- The root problem is the heart, doesn't make us do anything, makes it easier to do things - good or bad...
- So if a mic extends just my voice, think how much a mobile device extends many other things! It's very powerful.
- Redemptive steps:
- First act of a righteous man: build the Arc, a tool to save mankind
- #6: Sometimes God uses tech in his plan of redemption
- God can break tech if he wants, tower of babble
- It's funny how the meaning of things changes: 10 commandments came on 2 tablets (were they iPads?)
- Important to use the correct medium to communicate - it must be in line with the message
- It's easy with tech to miss the media mismatch when we switch from one mode of communications to another. We lose the tone of voice when we use email.

- Easy to come across as cold and harsh and anonymous
- #7: The medium is the message
- When books came into print, it didn't matter as much as about the actual story, but the printed media made an impact and changed the world. The Internet is doing the same thing today.
- Jesus was a tekton (gk word representing an artisan) which we relate into a carpenter. He could have been any type of tech person.
- #8: Jesus is a more transformative than any form of our technology
- Restoration:
- Isa 2: beat swords into plowshares - he doesn't destroy but he redeems them
- Rev 21: We will come back to a physical world at some point and use things that God has redeemed. Human creations will be there, although maybe different via God's redemption
- #9: God will redeem human hearts, bodies, and creations
- 2 Jn 1:12: Not using tech tools of today, but rather face to face. Even though tech is there and it's great, it might not always be the right tool to use versus other options in certain situations
- #10: We need wisdom to decide which tech is (or is not) best
- Dr. John is the author of "From the Garden to the City"
- Q&A:
- How does tech affect us? We don't know yet how it is affecting us. We think we should read the Bible every day, but where in the Bible does it say we need to do that? (nowhere, it says to meditate which is very different than reading.) Print media moved us to have a favorite verse but people before the printed Bible didn't have that, so the printed Word moved us in that direction. We don't yet know how tech is changing us though.
- We need to be careful as we develop tech that we don't inadvertently develop something that builds bad tendencies - how people think
- For a wired tech population do they understand our former linear mode of coming to Christ? A lot of the traditional mode was based on the use of print media. Don't know.
- Does the fact that tech has been used a lot for bad things (media, porn, etc.) make it hard to transform tech into something that can be used for and seen as good? Yes, it's probably not as bad as some negative authors have seemed to make it (Neil Postman)
- In the church there is a huge digital divide. Young adults are leaving rapidly because the church is way behind the ball. How do we not attack tech and have the church see it as bad (the enemy?) The church needs to progressively recognize the benefits of tech. It's the same as in the home where parents want one thing based on their (old) culture, and the kids want something else based on the modern youth culture. Both cultures need to learn though, not just the older culture.

Keynote #3: "m-Learning & the Great Commission" (Dr. David Metcalf)

- From an academic perspective, it's easy to become disconnected. It's great to see so many from different ministries working together!
- What can we learn from the corporate world today about how to leverage tech?
- God's blessing of inspiring innovation:
- Ex 31:1-11 Bezalel, a skilled craftsman
- Modern equivalent using leading edge tech to fulfill His will, serve our fellow mankind and honor God.
- Great commission
- Ministry thru action and provisioning essential services: edu, health and entrepreneurship
- Link between historic common trade routes and spreading the gospel
- Ministry examples:
- globalmediaoutreach.com: "m" at start of URL means mobile sites, mobile is inundating the global culture.
- TCCM Medishare: Prayerstream.com links with Facebook and mobile devices to share prayer

requests.

- Mobile book campaigns - WorkLife Ministries, LoudToast rapid app dev
- David C Cooke - Story of Jesus Uganda, graphic novel pamphlets, convert to mobile, action Bible - marvel comics style to minister to kids
- Cru/NIST Mobile Theology Training: kenya.ilu.edu using mobile phones + capillary to help pastors in Kenya grow
- Other examples: NetMinistry, eChristian, Salem tools, Glo Bible, YouVersion, Northland app
- Examples from industry & govt: Mixed emerging tech integration lab (METIL)
- How big is mobile? CTIA Merrill Lynch Cahners inSat specs, 80% of doctors have a smartphone, etc.
- May need to start low tech and move up as power and Internet become available
- University of Miami TATRC and VA funding to provide better access to medical records, linking records to medical library in the right context for the specific injury
- UCF College of Medicine: Mobile, IT and Simulation built into the curriculum from the beginning of 2009, so the next year's graduates have received this training with use of high tech for the future.
- Social media projects for humanitarian needs (some faith-based and some not)
- Mobile MySportsPulse - science and math edu combined with sports thru mobile learning, can be done through SMS, IVR, email or web browser - this could be modified for use in a Christian environment to introduce people to Christ
- mLearning is bigger than US. Global initiatives Project M 1 Billion text messages sent for HIV campaign in S. Africa to address HIV education.
- Suites of Apps, 100K+ apps on AppStore, how do you know which ones belong together to form the perfect performance outcome?
- What other peripheral devices can be used, smartpen which works with a mobile device (already using stuff in medical world tied to mobile devices)
- Mobile / Cloud learning at Google: interactive experience with Google Tools (gLearning) to help educate young adults which results in much better learning and completion than traditional edu methods
- MINI iPad Game from Allogy Interactive for the launch of Mini Cooper. Innovative model using context awareness and launching a video based on your location, etc.
- Developing our talent pool, processes, edu, apps, MobiMOOC, UCF Mobile Makers, Need for Partnerships
- MobiMOOC, massively open online course to train 1000 people at once
- Partnership approach at UCF Institute for Simulation and Training - yes they are a public university, but have many ties to Christian Orgs and ministries
- Q&A:
- More info about MobiMOOC? Developed to let people with expertise in mobile learning to teach the topics they know. Good way to link people to learn from each other. MOOC based on AI project with 160,000 students contributing to the app development. Allows asynchronous learning.
- More info about Google Learning system? UCF owns the rights to this from Google, so it can be shared with ministries freely.
- More info about UtiaHiti (sp?) crowd sources info to identify medical care needs and map resources.

Session 4: Workshops I (Thur aft.)

1:30 **Workshops**

(Brad*)

(Video Conference session 4)

Multiple 40-minute workshops will be offered by experts on mobile specific topics to better equip participants in a particular area of mobile ministry. Only sessions in main room will be available remotely.

Sessions will be interactive. (remote participation)

Strategy

(Tboli)

Tactics (Jula)

1:30 **Digital Media Distribution** (Matt Brubaker, Dir. Jesus Film Media)

- “The digital expression of the Jesus Film Project”
- Mobile is the core of what they are striving for.
- The “app” is more of a catalog of their films than an actual app.
- Makes the Jesus Film and a number of other movies available on mobile devices.
- Can cache and save the film locally for offline viewing.
- Longer movies like the Jesus film are split into multiple chapters to make it possible to only view a certain segment of the film if desired.
- Has a mapping capability (fed by data from The Ethnologue) showing where languages are at and where the film is available in certain languages.
- Open to working with other ministries to customize the “app” they built for other things if appropriate.
- Their platform also has a web services component which allows other ministries to pull Jesus Film Project content and embed in their own sites.
- JFP Values: “Engaging everyone everywhere with Jesus through film in their heart language.”
- Strengths: Unprecedented access to the catalogue of JFP tools and languages; Permanence (something that doesn’t disappear after next server upgrade); Others focused (90% rule, desire that other people’s websites use this, not just the JFP website); Business Intelligence (data gathering to better know how it’s being used, to demonstrate to funders the ROI, # views per city, language, OS).
- Internal fears: Neglecting our original audience; losing control (embeds gone bad - could be used for false purposes by Mormon church and other cults); Distractions from our core.
- The public showing model is getting harder to do, because of public oppression from radicals, etc. So the mobile tools are a good alternative.
- Partnered with another ministry to embed the Jesus Films in just 35 languages in their Bible app. In the past the Jesus film website only saw about 650K views per year, but with this partner they had around 10M views through their Bible app.
- Kolo Africa project. Connects to the JFP, FCBH, a text Bible site. So this creates a Believer’s toolkit (not yet in appstore) which Christians can use on a mobile device to access and download this content free for using offline later.
- How can we look at our content in a similar fashion and make it available for people to access in their language on their mobile devices?
- We have content that can be made open: What are we doing to harness partnerships and empower others?
- You have a mobile ministry: How are you taking advantage of what has been done? How can content owners empower you to increase the reach of your ministry?
- Q&A:
- Can downloaded videos be given freely to others? Not currently, users can email a link to someone else, but the downloaded videos are quarantined currently, so they can continue to track stats via the app.
- When the video is teamed with the text, it was viewed 20% more than without the text. Any idea why? We think because our culture is actually moving back toward being a visual culture more than just reading only.
- How to better leverage creative technologies, and make things broadly available? Existing copyright issues constrain ministries in some cases. When people can get past those limitations and stop trying to make money on things, it can be more broadly free and accessible.
- What formats are being used for mobile encoding? JFP has an agreement with a contractor

(Brightcode) to provide access. Their system transcodes each video 11x into different formats which are best for the specific device and connection type. MP4's don't play right on all platforms, for example Apple devices versus Android ones.

- The content is freely accessible. Will the technology that makes it available also be free for other ministries to use? They are willing to discuss it. It is currently tied to Brightcode today, but could be switched out if another ministry wanted a copy to use with a different back end transcoding business.

Implementing SMS Outreach (Roes)

2:15 A Mobile Ministry Methodology

Mobile Technology & Digital Video (Tyler Gates, TWR)

- Comparing the media transformation brought about by Guttenberg's printing press with the Smartphone.
- Internet has been around for 10-20 years and digital media. But that info was limited and only accessible to the rich people of the world (those with good Internet)
- The mobile phone and its global spread is improving the ability of the average user to access this data and even share content.
- Look at how mobile devices are used nowadays to share info, vs just 15 years ago when it was all in other media forms.
- The Jesus Film is the gold standard to reach people in the cross cultural way in their own language. But there are not too many that are thought of that way.
- The biggest limitation why more Christian content is not available is the cost to produce the content and also share it, power needs and getting the right broadcast/projection equipment to the location.
- Also it is very difficult to show TJF in a public setting in many hostile countries, versus a more private viewing option available on phones.
- Yet video is a great communication tool which people remember so much better than text only.
- So mobile devices and growing Internet access is greatly changing the landscape and possibilities.
- There are 2 major categories of video: Outreach video (from the church to the world - only hist 20-30% of field users today, but getting better) and Engagement video (from the field back to the church/donor base/supporters)
- By the end of 2013, 2 out of every 5 phones sold will be video capable (rough stats)
- What makes an effective video in a mobile age?
- Good videos FOR mobile are:
 - Short! More effective than longer ones.
- Viewers are watching your video on a mobile device likely in a very distracting environment, on the bus, in school between classes, etc.
- Most viewers will have limited bandwidth. So a large video won't work, or they will cap their data limit.
- Viewers are hands-on, literally! It's not comfortable like watching TV because you have to hold it close to your face. People don't want to hold their phone like that for a long video.
 - Clear. The screen is tiny.
- Graphics, subtitles, introducing people - need to be large enough to show up well on a tiny screen.
- Details get lost on a small screen.
- Clarity. Audio needs to be really clear on the small mobile device. People will give up on a good quality video with bad quality audio, whereas they will watch a poor quality video which has great audio.
- 80% of video is audio (regarding how people engage.)
- Emotion is very tied to the music you play in the video
 - Compelling. Content trumps all else.

- Viewers have unbelievably short attention spans.
- You need to meet the immediate need right away.
- Don't beat around the bush but get right to it.
- Don't waste time on the intro and credits before meeting the immediate need.
- Make the emotional impact right away - instantly. If it's dull people will turn it off after just seconds.
 - Social. If it has the 3 above components, people will share it via Facebook or other social sites.
 - An example video... (his baby son at birth)
 - Good videos FROM mobile are:
 - Exclusivity - something nobody else will see.
 - This is the biggest benefit of having a video phone.
 - 10 years ago we didn't have the ability to record every event like we do today.
 - Use opportunities to capture video that can be shared - mission trips to the field, share with supporters. The content needs to be good and compelling though.
 - Intentional - Limit panning, zooming, and shaking.
 - You need to do a few things to plan it.
 - 3 pillars of camera work
 - Focus - you can't fix it if it's recorded wrong
 - Iris - Exposure. If it's bright white you can't darken it correctly
 - Stability
 - Always film horizontal, so it will look good on a TV or widescreen.
 - Where are your fingers? Keep them off of the lens. Watch where your mic is too!
 - Audio, audio, audio. Get close to the subject to avoid interference (unless you are using an external mic) You have to adjust your habits to use the small recording device correctly. If you want a high quality recording, use entirely different equipment.
 - Technologically Capable
 - Learn your phone.
 - 30 or 24 fps?
 - Does it have an image stabilizer?
 - Is it HD?
 - How to focus
 - Poor light, most phones are not good at shooting in low light
 - How are you going to use mobile tech to tell your story? Video is a great way to do this today!
 - Q&A:
 - How do you get your videos on the Internet? YouTube (good for social / viral sharing, but you can't control what ads show up next to your video) and Vimeo (clean and professional, and can limit who can watch it) are good options. Facebook is a terrible option since its buggy and poor analytics.

Session 5: Movement Expansion I

Session 6: Mobile Project Presentations

maflt.org/

Session 7: Mobile Keynotes II

9:00 Mobile Keynotes II (Tim)

(Video Conference session 7)

Objective: Overview of major mobile issues and opportunities

Two sessions (25-30 minutes with 10-15 Q&A) (remote participation)

Topic #4: *"The Illusion of Mobile Security"*

(Ed, remote present, security)

- Carrier IQ is used to collect metrics for carriers and handset manufacturers
- This software can't be deleted by the normal end user
- Metrics include a ton of data and many things including some personal data, including keystrokes
- Gets stored in an encrypted package that you cannot see for up to 24 hours, until it gets uploaded to the manufacturer or to Carrier IQ (retained forever)
- Another option that cell providers use is a Lawful Interception Gateway
- This is used for valid reasons by the government, but in some countries this can be used in any way (maybe not valid)
- Captures live data transmitted in real time
- Max number of simultaneous interceptions = 5000 per gateway
- Another option is the Siemens Intelligence Platform
- Can track call patterns and link who called who and who that person then called
- Watches email traffic through ISP (hmm, not sure about that, depends on your client & server), and calls, SMS, and other data
- Builds profiles based on your normal usage and can generate alarms when you go outside that normal pattern
- Includes voice recognition, language recognition, word & phrase recognition, emotion detection, transcription
- This is installed in over 60 countries and is used actively to monitor traffic, identify terrorist threats, etc.
- The issue is that in many countries there are no rules about privacy
- Apps is another security concern area
- Sneaky apps that can easily be hacked to grab credit card numbers and other personal data
- App that pulls data from Facebook and other social apps where people might not have set their security settings tight enough (Girls around me) and mashes up info to identify specific details including presence and GPS location info
- Issues with SSL libraries that are not validating certs correctly
- Some Solutions:
- Silent circle: An encrypted distributed tunnel for text/audio/video to another caller on the same network, \$20/mo. New service and has not been validated by other security experts yet, but built by the guys that built PGP.
- Use VPN on Android with PSK, know whether your ISP is good and verify your security
- How to reduce your risk if you are *really* paranoid:
 - Root your phone
 - Install a firewall (open source droidwall)
 - Install BusyBox
 - Only use trusted apps
 - Remove your SIM chip (no control over what your carrier will do with your phone before data goes onto the VPN)
 - Spoof your MAC address each time connecting to the Internet
 - Don't use the same Internet connection
- Q&A:
- What is rooting your phone? Getting control of the OS so you can uninstall or disable things that your phone manufacturer has locked down
- Is there a difference between IOS and Android re security? On IOS Apple is the big spy themselves, versus on Android the app developers are more free to spy

- Is removing the SIM card better than turning it off and removing the battery? The advantage of the former is that you can still use other apps on the phone, versus just turning it off totally.
- What tips do you (Ed) take to keep from being monitored in sensitive places? Leave it in a drawer at home and don't use it in sensitive places. Just don't use it and don't carry it all the time! Put it on flight mode if you are confident and comfortable with your carrier.
- We all have to live our lives with various levels of security. When it comes to supporting our general users, from a practical standpoint, what types of things should we recommend they do? Mainly this press is about the fact that we all trust our mobile devices and networks too much when it comes to security. We just want to first educate our people that these networks are not secure, and that might be an issue for them. For phones that can't have SIM cards removed easily, you can get a sack to put it in which blocks all signals (although that can run down your battery since it's trying to connect constantly.)
- Question about SD card sharing: In sensitive countries can do SD or BlueTooth sharing. These ideas are still quite new. Working on new tools that maybe in a year will help.
- Is there a way to encrypt the SD card so it requires a password? The best way is to write a custom app that accesses encrypted data on the SD card. Encrypting the card itself is not something that's supported by the mobile OS's.

Topic #5: *"Preparing for the Post-Mobile World of 2019"* (Keith W*)

- Eccl 8:7 - It's silly to try and predict what things will be like in 2019.
- Chart of global media - mobile growth will reach population growth around the end of this year.
- Surfer example: Surfboards are fun for surfers, but not very effective if you miss the wave.
- YouVersion was ready for the iPhone release. It has been in the top 10 iPhone apps consistently, competing against 800,000 other apps today, but it came out when there were way fewer apps and gained rapid popularity.
- Just because you CAN do it doesn't mean you SHOULD do it!
- We need to use Theology as we build apps, to make sure that we are following good practices
- Tom A: "No media gets rid of the prior media, but it may become more prevalent than the prior forms."
- Looking at computer history: Punch cards, Command Line, GUI programming, now Mobile world (this is the 7th mass media form) now includes new UI forms - touch, voice (siri), motion interface (Wii, Xbox connect)
- Video of new screen interaction technology coming out next year, which makes our current forms of interface like using oven mitts to type.
- How do these new sensors impact the apps we develop
- How about other devices around us with embedded technology?
- Eg. new ARM Cortex processor costs just \$0.30, measures just 2mm thick
- Soon processors will require such little power that we don't need a traditional power source
- RFID technology advancements
- What do you have when our interface with the computer changes the interface with the world around us?
- 8th mass media is "Augmented Reality" where we interface in a digital form with the world around us. This is actually very close to happening today, via Google Maps, GPS tech, etc.
- Advertisers will be pouring billions of dollars into augmented reality - to bring business to your physical location or to your company, website, etc.
- Combine augmented reality with wearable technology - already have headsets that people wear all the time, in the future this may be through other wearable tech (currently the watch is a common form with super high tech embedded)
- This past year, there was a game changer that happened: Google Video of CNet presentation on Google Glass Explorer (a camera, Mic, and location awareness, and a HUD which that connects to your glasses.) Does Google have an ulterior motive? (Gee, what tech are we using to store these notes?? =)

- All the big vendors are right now filing the patents for Augmented Reality types of technology, so this is coming around 2014.
- The momentum behind it is marketing and revenue - the ability to sell us stuff all the time, every waking moment.
- Looking at how the iPhone has changed the world in 5 years, 2007-2012. Look at how the sensors have changed between 2007 and today. Think how the sensory world around us will advance between 2014 - 2019?
- What happens when you give the app developer access to all this data? Will they use it for wholesome purposes?
- Peacemaker app idea: an app that brings Biblical truths to help people resolve conflicts in real time.
- iGuard: accountability app to keep us away from bad temptations - "Should I send a note to your accountability partner?"
- Remember that tech that is freaky and scary to a 50 year old is just considered "life" (not tech) by a 20 year old. What's "normal" to the younger generation is different than what is normal for the older generations.
- How do we leverage this stuff for God's glory?

(reference the 1, 2, 3 bullet point suggestions in the PPT presentation.)

- Important to catch the wave and not miss it, to advance God's kingdom.
- Q&A:
- Is anyone in the meeting involved with location based technology? Show of hands
- Where's my friends app on FB. A similar app could be built for Christian purposes.
- Often we don't recognize the potential for how new tech can change people's lives as it becomes more "normal". Trying to figure out how to make the connections between AR and ministry. Maybe to help bring God's teaching into people's lives based on their situation. AR is a new idea for us and it's "out there".
- We are in competition with all the stuff. Getting our stuff noticed is important and there's an opportunity for us from a Christian perspective. Good to have some further thought about this topic.
- AR will play strongly into the New Age "reality is up to you" theology. This may undermine the truth of God's absolutes and lead people toward a virtual reality of paganism and idolatry.
- Antoine: This (AR) is not new when compared to centuries of debate on Christian values and things that challenged Christianity. We need to stand on God's truth to infuse AR with true reality and a wholesome worldview.
- Concerns expressed about AR as a threat to the family unit. Conversely, we need to be in Scripture and seeking God's Will in how to deal with this, maybe not as a threat but as a tool if used for good.
- It would be good to get some of our folks at the Google conferences for collaboration at the starting gate.

Session 8: Movement Expansion II

10:45 **Movement Expansion II** (Clyde) (Video Conference session 8)
Conclude working groups from Thursday. Report back to larger group.

Session 9: Workshops II

1:30 **Workshops II** (Brad*) (Video Conference session 9)

Multiple 40-minute workshops will be offered by experts on mobile specific topics to better equip participants in a particular area of mobile ministry. Only sessions in main room will be available remotely. Sessions will be interactive. (remote participation)

Strategy (Tboli)

1:30 The Unrestricted, Mobile Future of the Global Church (Tim Jore)

- World population reached 1B just 200 years ago, now over 7B
- Rise of the Global South, over 2/3 of protestant Christians are now outside of Europe and North America
- The vast need for training content in ministry will be needed in languages other than English
- Mobile growth, huge rise in the last 10 years approaching 1 per person
- Looking at these 3 charts, we are at a point on all 3 at the point of explosion of growth
- Reaching the linguistically “least of these” - see chart, most of the remaining groups are the smaller ones, more than half of the languages have <10K speakers
- Virtually all of these people who still need access to Scripture now have some type of cell phone.
- Options: Do nothing, Do it for them (the traditional default), Help them help themselves.
- “Do it for them” option, a read-only model like the public library system. Not a bad model and it works well for the library. Has drawbacks that the library owns the content and also significant expense.
- Copyright law issues: The process to legally get permission is extremely complex and drawn out.
- We need an exponential growth curve to reach the remaining languages
- In the “Help the Global Church help themselves” option, the copyright issue is a huge drawback
- In Acts, the early church shared freely to meet physical needs. Is that such a radical idea for us thinking about our technical resources? No it should not be.
- Open projects:
 - No one ever needs to ask permission to do anything with the content.
- Creative Commons Attribution Sharealike license - a good way to be free & open
- The “Open” model: an unwallled garden, makes redistribution painless and exponentially possible
- It’s not about distribution though - that only helps 1 language. It’s really about derivatives - making other versions for other languages!
- Tech is easy (and fun!), but content & rights is hard.
- The open model is not new. Martin Luther did it first, spreading pamphlets hundreds of years ago!
- Technology advances are always advantages, not threats.
- Warning: beware of silos! Centralization & standardization will lead to silos.
- In the end, “Open” always wins - it’s about freedom
- Open is really popular now, Linux, open textbooks, Mobile phone OS’s
- The challenge is how to fund the development in an open world where revenue is not part of the model?
- Sustaining the “Open” model:
 - Open collaboration + cognitive surplus
 - Voluntary early release + out-of-print works
 - Sponsored works
 - A gift (some people will do this but not all)
- The book he is writing is called The Christian Commons - will be released early next year under an open license

2:15 Sharing Off Grid & Beyond Web (Brad*, Edmiston)

- Data from mobiles can be easily intercepted, so in many places it’s not safe to share data over the air.
- In many places there is still no cellular access - people have phones but can make a call or surf the net, or maybe they have service but can’t afford to use it.
- The phone is a status symbol in many places
- Options discussed:
 - Devices
 - Estante
 - Use Cases

- (Security) Questions
- Devices:
 - Kingston Wi-Drive - portable Wi-Fi storage, about 8 concurrent users, 16-64GB models, also allows Internet pass-through.
 - Seagate GoFlex Satellite - Mobile wireless storage, 500GB, 10 concurrent users, streams HD video up to 30 feet or more, works with Android and iOS, devices, laptops.
 - Maxell AirStash - Expandable wireless flash drive, HD video streaming for 8-10 users concurrently, supports Internet pass-through, runs off battery for up to 10 hours, can support really large (2TB) SD cards
 - Overdrive Pro 3G/4G Mobile Hotspot - Accepts a microSD card and optionally a prepaid mobile hotspot to the Internet, up to 5 concurrent connections, battery operated
 - Wi-Fi Direct - software tech for setting up peer-to-peer wireless networks between multiple devices. Easy to set up, secure, fast (much faster than Bluetooth), range of up to 200 ft. Ideal for quickly sharing large files like video. More new devices will have this built in. Not in iOS yet, but only Android as yet, maybe Windows laptops, but maybe not yet. One drawback is that you don't have Internet while you are connected.
 - MicroSD card - Nearly all phones except iPhones!
 - Very cheap to distribute
 - easy to conceal - inside special coins, pens, etc.
 - Encryptable? Not natively. Some apps can do this.
 - NFC: Near Field Communications
 - Phone bump thing that is advertised - uses NFC, available on newer phones
 - It's an enhanced version of RFID technology.
 - Narrow range of around 4", designed for fast secure data sharing
 - Touted as the next big thing - be used for making payments via Google Money, access to secure locations, etc.
 - Bluetooth File Transfer - many people who only have a phone know how to use Bluetooth (it's their only option) whereas us Westerners don't use it because we have other options.
 - Bluetooth broadcasting is another option, some devices have up to 400 Meters range.
 - Lots of options for mobile power charging, solar, etc.
- Estante
 - Looks like a calculator app, but put in your code and it opens the app
 - Share resources from your device to other phones
 - Easiest way to share is via a QR code and sharing via Bluetooth / WiFi
 - Plan to be available around mid-2013
- Estante Use Cases:
 - Library of Christian books
 - Pastors at a training conference download the content they want
 - They go back to their village and share that specific content with others
 - Makes sharing the data easier versus having to know where the specific file is on every different device.
- Other use cases:
 - Kiosk Evangelism
 - Digital Bible Society: 50K microSD cards distributed at Olympics with Scripture in arabic and other languages
 - PhonePublish

Session 10: Summary

3:30 Summary

(Clyde) (Video Conference session 10) (remote participation)

[Evaluations](#)

Takeaways

Next Steps