



August 2007

## South Asia Media Strategies Team

The Media Strategies Team continues to release more and more products, resources and media for South Asia. The items shown in this report really scratch the surface of the amount of work everyone has put into this.

### The Caravan

Well, as most of the Region knows, we have launched The Caravan. All of the direct response that we have received has been positive. We will continue to build The Caravan library so that it does become a usable tool.

IMB Church Services is including a word of promotion of The Caravan. It will encourage the churches to incorporate The Caravan materials into their AWANAS. This will go to 3000 "Acts 1:8" churches which fits our ultimate target group for channeling those who respond to The Caravan. They will send both an email and a printed snail mail piece which will go out in September. Our overall strategy for The Caravan is to result in increased attention and awareness of South Asia with directly increasing the number of those involved in partnering with SAR and increasing the number of those joining the task of Ends of the Earth.



A couple of comments on The Caravan:

*Gib Gerlach (IMB Church Mobilization Consultant) "I sent this out to all of my contacts in FL., GA., and SC. and have been getting back some good responses."*

*"I love the new site!!! What a great tool. I can't wait to share it with others and use it myself."  
A children's teacher*

We have organized Caravan t-shirts for sale via IMB Resources. Most of our STAS personnel have requested t-shirts for their families. We will charge \$10 a shirt which will allow us to keep the supply ready. We are using a Richmond screen printing company so order fulfillment should work well.

### Heartbeat Video Clip

The Heartbeat video clip seems to be well received. The RA for PACRim wanted a copy and we continue to get good feedback on this clip. We developed some 5x7 cards with the Heartbeat. We will develop this Heartbeat theme into products for our Summits.

*Robert says:*

*"I showed the short video at a church yesterday that is looking at adopting a UPG and they loved it. One lady said it is the most powerful that she has seen in a long time."*

*It was shown at Silverdale Baptist Church in Tennessee and the comment was made that "there was not a dry eye in the church."*



## Ends of the Earth

We have finalized the logo and the design look for *Ends of the Earth*. The Go2SouthAsia web site has been updated with this new emphasis. Also included is a dynamic list of all the UUPG names. It will change as our database does.

Because we needed to update and reprint our South Asia postcards, we added an *Ends of the Earth* card at no additional cost because of how they are printed. There will be 2500 of these cards available soon.



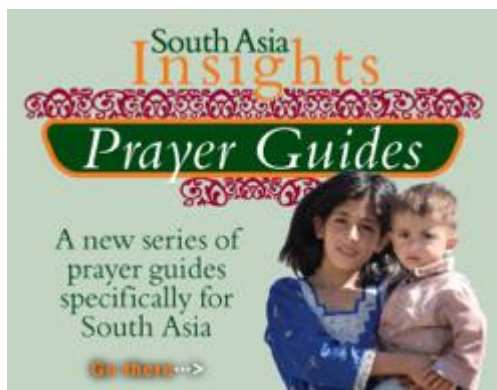
We are working on other materials and media for this emphasis such as PowerPoint graphics, an updated version of the antique map (which will now have the *Ends of the Earth* focus), a nice brochure featuring a selection of UUPGs, etc.

We hope to have much of this completed by October.

## South Asia Prayer Guides

We are working on a series of materials that are called South Asia Insights (giving our supporters an insight into South Asia.) The first products to be released are Prayer Guides for the major South Asia Religions ( Prayer > Resources > [http://www.go2southasia/prayer\\_r.html](http://www.go2southasia/prayer_r.html))

The IMB Prayer Strategies office is sharing word about these. We are getting good comments on these products too.



Dr. Elvin McCann, IMB Church Mobilization and Mission Strategy Consultant, said, "This is the best thing you guys have done in a good while. GREAT JOB!!"

We will continue to add more prayer guides on specific topics like MKs, UUPGs, South Asia IT professionals, etc. We are also working on other types of materials which will be released in coming months.

# Go2SouthAsia.org

## Web Statistics Report

July 26, 2007

This report was run to give a baseline before launching *The Caravan* and the *Ends of the Earth*. There is not a perfect way to know exactly who is on the other side of the computer screen when visiting our site. We can look at several factors to see trends. We should take into account that perhaps an area of the site is not viewed often because it is weak in content or usefulness. However, it is exciting to see us maintain good traffic to the site.

Average visitors per day: 400 to 650

Average visits per month: 12,000

The Volunteer section and the News sections are some of the most viewed areas.

The top pages that people come to the site are via (in order from most) news articles, printables, Hinduism, prayer

Other top pages (in order from most): mPak, theEdge, SA101, India, Peoples, FastFacts

10% to 20% of the visitors are located outside the US (top other countries (in order from most): Hong Kong, India, UK, Canada, Philippines, Pakistan, Australia, Germany)

**We did see an increase of web site traffic for the launch of The Caravan. We will wait till the end of August to analyze the traffic for the month. It should be expected that it will take a few months to see a steady rise in traffic.**

## Publicizing the Region through journalism.

We are thankful for our journalists, Chele and Michelle. We are seeing more articles get out regarding South Asia. Many of these are being re-released in newsletter and web publications. Michelle has recently gone to Bihar to cover the flood relief work by our personnel.

## YouTube!

Yes, after some requests we now have a South Asia YouTube account. We have added the South Asia ending graphic and web address to the Culture Shock video and posted it on our part of YouTube thanks to Tina. Check it out at <http://www.youtube.com/SouthAsiaMedia>



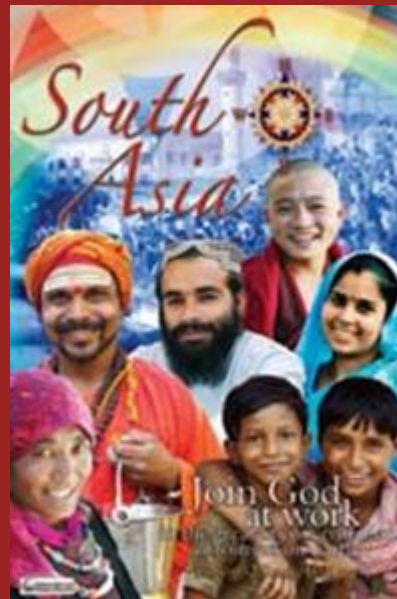
We will continue to add our videos there and any Caravan clips too.

## STAS

Our new video clips like the South Asia Heartbeat have been added to the VPN Compass site for our STAS personnel to use.

We now have a **Regional poster** that STAS personnel can use for their displays. It was most cost effective to purchase a larger quantity so we can use these large 24"x36" posters to display on walls with church or seminary partners. These are available via IMB Resources.

We continue to add new media to the Mobilization section of the VPN Compass site and encourage personnel to take advantage of it.



## Reaching students: SA101 & FaceBook

We are working with Lee W to develop a plug-in for FaceBook (<http://www.facebook.com>). FaceBook is "a social utility that connects you with the people around you." Students are heavily into this and our J-men on the Media Team (Caree and Michelle) are working with Lee W. to develop some great additions that SA101 students can add to their FaceBooks. This like other things we do will be done in the interest of making it more widely available after development.

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**Caree O term ends at the end of October.** She has given us an invaluable boost for our Region's media. She did a lot of work regarding the mPak program, designed materials like our Regional Postcards and a new Visitor's Guide to South Asia, designed posters for student campuses, plus she has worked on so many other projects as well as contributed to brainstorming sessions. She may have left her mark, though, as the voice of Bangles and by introducing the phrase "Fo Shizzle" to the team. Caree will be missed by all of us. May the Lord bless her on her next adventure with Him!

### **Team Personnel Needs:**

Currently we have two career positions open, which we are prayerfully seeking to fill by relationships and not open requests.

**Creative Designer** – This would be a similar position and skill-set as Mike M

**Video Producer** – There are other Regions with several people on their video production team. Filling this position will propel our video capabilities.