

Media & Communications Report 2020–2025

OUR MISSION IS TO HELP YOU WITH YOUR MISSION

At the heart of Media & Communications, Hope Channel Television, and the Hope Channel Bible School, is a single, unifying purpose: to connect people with local faith communities and journey with them toward becoming disciples of Jesus Christ. This is our response to the Great Commission of Matthew 28:19, and it shapes every broadcast, Bible study, and the strategic communication we undertake.

Since its launch in 2015, Hope Channel New Zealand has provided free-to-air Christian television across the nation, broadcasting on both terrestrial and satellite networks together with its on-demand web platform. In 2023, this reach was expanded further with the launch of the channel on the Freeview Streaming App—making Christ-centred content easily accessible to viewers on their Smart TV. This multi-platform presence ensures that we continue to bring hope and spiritual encouragement into homes across New Zealand, supporting local churches in their mission to reach and disciple their communities.

Connecting viewers with churches

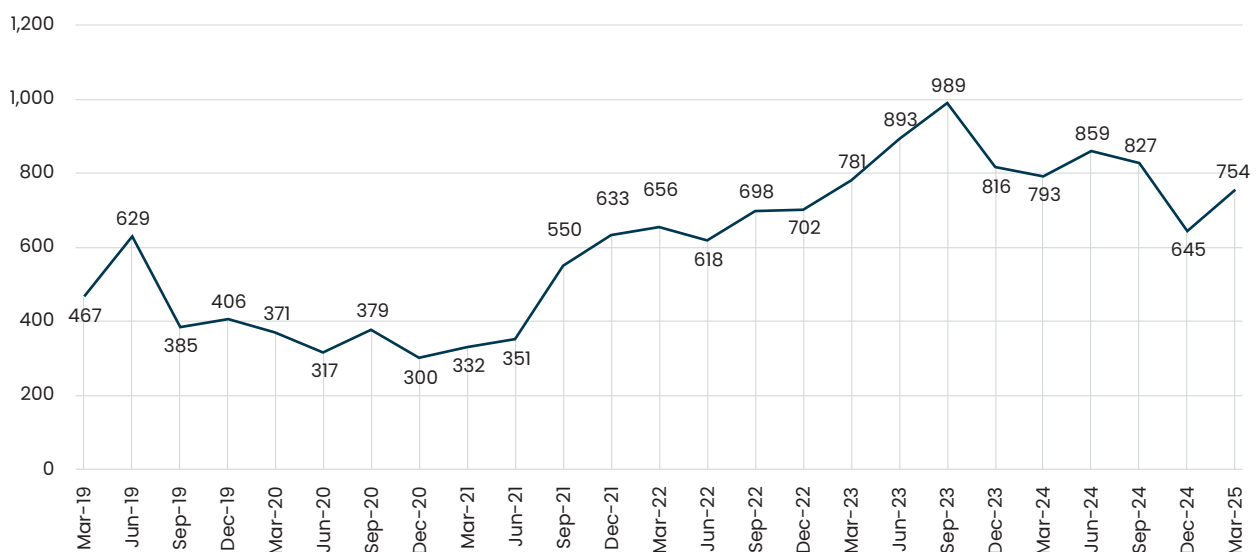
Everything Hope Channel does to engage with people beyond the Adventist Church community, is built on three key objectives that serve our collective mission as Seventh-day Adventists:

- To **open doors** that might otherwise remain shut, both metaphorically and literally. In today's world, many people live behind gates, screens, and in social isolation. They're not easily reached through traditional church outreach. Hope Channel enters homes through television and digital media, creating connections with those who might never walk through a church door but are still searching for hope and meaning.
- To **break down barriers** that separate people from God and from His church. These aren't just ideological barriers, they include strained relationships, past misunderstandings, and personal hesitations. Whether it's a neighbour, a colleague, or even a family member, sometimes the very people we long to reach are the ones we find hardest to connect with. Hope Channel gently softens the soil of the heart, making those conversations easier.
- And to **remove prejudice**—not only toward Christianity in general, but also toward the unique identity, beliefs, and lifestyle of the Seventh-day Adventist Church. In a world full of misconceptions, Hope Channel provides a gracious and consistent witness that helps people see Adventism as something real, relevant, and deeply rooted in Christ.

This is what it means to prepare the field for relational, Spirit-led evangelism. Just as in the early church, where the gospel spread from person to person through heartfelt conversation and testimony, Hope Channel helps create the space for those moments to happen across Aotearoa every single day.

Our Hope Channel Contact Centre is answering calls 24 hours a day and engages with several hundred people each month—viewers who respond to what they’ve seen or heard with a request for free offers, enrolment in Bible studies, or a desire to learn more. These are people on a spiritual journey, and they are responding to the seeds of hope being sown.

Quarterly Number of Calls to the Contact Centre



Through our Champions Network, many of these seekers are personally connected with local Adventist churches, where faith can deepen, questions can be answered, and a community can be found.

Here is a sample of some of the feedback we’ve received:

Just caught up with David. Had a lengthy and friendly conversation with him. He goes to the Open Brethren Church in the local area but we prayed together and committed to continuing phone conversations and possibly a face to face in the near future.

I managed to make contact with Nola this afternoon. She hadn't started reading the book just yet, but she will. She lives a little out of town but is willing to visit the church sometime in the future. I will follow up.

What a wonderful phone call!!! Claire has been looking for an Adventist church for a long time. And she was ecstatic to hear we have a church in her neighbourhood. However, she had serious operations on her head and is a bit immobile for a while. However, she requested I visit her and keep in contact until she can go to church.

Through our contact centre we fulfil our mission to the local church by helping them with their mission.

HOPE CHANNEL BIBLE SCHOOL AND STUDY CENTRE

The Bible School and Study Centre has, over the years, served as the primary point of contact for viewers and those interested in learning more about the Bible. However, as learning habits and information consumption continue to evolve, student numbers—particularly from the general population—have gradually declined in recent years. In contrast, enrolments from prisons remain consistently strong.

A variety of online study methods have been trialled by our Study Centre in New Zealand, Australia, and other countries. Yet with the rapid pace of technological development, it's a constant challenge to stay up to date—especially with the rise of tools like chatbots and, more recently, AI technology. Ongoing development and refinement of our online platforms continues to be a priority.

While general public interest in study has declined, as noted, prison enrolments have remained relatively steady. It was recognised, however, that not all prisons in New Zealand currently have students or active contacts. To address this, a targeted communication campaign was launched. Introductory letters about the Study Centre were sent to chaplains in facilities without regular enrolments. These efforts have already yielded positive responses, and follow-up engagement will continue as part of our ongoing outreach.

The Bible School remains a key part of our ministry, quietly but faithfully supporting people on their journey to know God and understand His Word.

FACEBOOK DAILY INSPIRATIONAL SHORTS

Since 2020 we have produced and published more than 900 short videos for use on social media platforms like Facebook and Instagram.

The best of these have attracted more than 45,000 views, in excess of 10,000 likes, and more than 1,000 comments.



  43K

1.1K comments 410 shares

HOPE CHURCH WITH LOCAL TALENT

Hope Church is one of our cornerstones, a locally produced program series that has been running since 2020. During this time, more than 25 different speakers have been featured on-air, producing 41 seasons and more than 220 episodes. On air every Saturday and Sunday morning on Hope Channel New Zealand it has also been released for worldwide distribution via the Hope Channel International broadcast network.

Some episodes are being released for distribution on non-SDA media networks as well spreading the Adventist message far and wide.



FRENCH POLYNESIA MISSION (FPM)

The French Polynesia Mission operates radio, television and literature ministry and is supported from the NZPUC Media and Communications. All programming is in French and local radio production is done at the Papeete media centre, supported with content sourced from other French speaking territories (mainly France), allowing LVDL to be on air 24 hours a day, every day of the week.

NEW CALEDONIA MISSION (NCM)

The New Caledonia Mission is in the development phase of radio, looking to spread the Adventist message across New Caledonia, Fortuna and Wallis using web-radio. This is made possible with support from both the NZPUC Media and Communications and the French Polynesia Mission. The FPM will be driving the radio with the distribution signal coming from the media office in Papeete, ensuring the broadcast is in the French language. In the future, this will be supplemented with locally produced content from New Caledonia as the local NCM establishes a recording studio in Noumea.

COOK ISLAND MISSION

The Cook Islands have had television broadcast on Rarotonga since 2015 and on Aitutaki since 2021. The infrastructure is being upgraded on Rarotonga from using UHF signals to a digital VHF signal and at the same time potential reach is increased from around 40% of the population to over 90% on Rarotonga. This will be supported by the establishment of a local Bible School, websites and online study tools as well as changes to the playout on air, where viewers will be directed to a local Cook Islands contact centre.

THE FUTURE AND SHIFTS IN MEDIA CONSUMPTION HABITS.

It is nothing new that media consumption habits are shifting. The days of old, when television was all driven by linear transmission and limited access, are gone. The 21st century has seen technology move at speeds that almost defy belief. While linear transmission is still the preferred consumption method for many, especially those born before 1980, there are significant shifts taking place among the younger generation towards content-on-demand consumption. Hope Channel New Zealand is actively rolling out the 2025–2030 strategy for communicating the gospel using media. This involves building, with help from our international network, an engaging online presence, including a first-class streaming and video-on-demand platform that can compete with the best in the world of faith-based content. It will also involve a shift from the current reliance on a classical terrestrial/satellite transmission model towards streaming as the primary method of content distribution.

The ongoing support, both financially and with prayers, is such a blessing for the Media & Communications ministry and helps us fulfil OUR MISSION, which IS TO HELP YOU WITH YOUR MISSION!



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