



**3xM Summary Methodology
Research Report**

BROWN, FRASER & ASSOCIATES

Research Summary

Brown, Fraser & Associates conducted a two-year qualitative study of 3xM's media ministry in five nations from August of 2019 through August of 2021. The five nations, Côte d'Ivoire in West Africa and Niger in the Sahel region of Africa, both French-speaking nations, a country in Central Asia, and Pakistan and Afghanistan in South Asia, all reside in the 10/40 window of least evangelized countries and were strategically chosen by 3xM. The religious believers in these countries are predominantly Muslim, ranging from 43 percent of the population in Côte d'Ivoire to 99 percent of the population of Afghanistan.

These five studies were designed to assess the effectiveness of 3xM's ministry method to reach as many non-Christians as possible with the gospel of Jesus Christ within the people groups in these five nations. The following research results are highlighted below into four sections that describe 3xM's ministry in these nations: partner organizations, effects of media productions, effectiveness of 10-step missional process, benchmark attributes of 3xM's ministry forte.

3xM's Partner Organizations

- One of the greatest assets of 3xM is their partner organizations in each nation where they are at work. Rather than coming into a country with their own plan in top-down style, 3xM develops a media ministry plan with their organizational partners using a bottom-up approach that recognizes the local Christian leadership in each nation.
- In Côte d'Ivoire, 3xM is partnering with one of the most experienced and widely respected media companies in French-speaking Africa. The media company has a staff of some of the most talented Christian media professionals in the country and has produced some of the most popular television dramas in their region.
- In Niger, 3xM's partner is a well-established and well-respected partnership of evangelical churches with vibrant media ministries.
- 3xM's partner in Central Asia is among the nation's most experienced and prolific media production companies in the country. The commitment of their organization's staff to evangelizing and discipling the people in this country is second to none.
- In Pakistan the partner has been working with both the national and local governments for many decades and has established itself as one of the premiere educational organizations in the nation. 3xM's partnership has been outstanding, leading to many different opportunities to each Muslims and nominal Christians through many types of media.
- In Afghanistan 3xM's ministry partner is dialoguing every day with Afghans about the many different kinds of media programming they are producing and distributing to Muslims in Afghanistan and to Afghans throughout the world. Their online social media platforms provide easy access to programs for evangelism and discipleship.

Effects of 3xM-Financed Media Productions

- Many of the media production produced by 3xM's partner organizations employ the entertainment-education communication strategy, a proven media strategy that carefully embeds educational social change messages in entertainment media productions, motivating audiences to learn new value and belief systems while they are being entertained.
- Before effective evangelism of Muslim media consumers is realized, media ministries must first change negative attitudes toward Christians and Christianity within Muslim communities. 3xM's media ministry partners produce programs that present Christians in a favorable light and create an attraction among Muslims to biblical narratives,
- Multimedia approaches ensure that the greatest opportunities are available to reach the greatest number of non-Christians. All of the 3xM media ministry partners utilize multiple forms of broadcast and online media to disseminate its programs.
- In all five nations examined in this study where 3xM is at work financing media productions, evidence has been gathered to show that Muslims and nominal Christians are being evangelized and disciplined by 3xM's ministry partners as a result of their media productions.

Effectiveness of 3xM's 10-Step Missional Process

- In four of the five nations in this study, 3xM successfully built relationships with national church leaders. In Afghanistan, the church is entirely underground, so the identity of the national church leaders must remain hidden. 3xM's partner organization works closely with Afghan leaders who have left the country.
- The ministry partners of 3xM are very good in bringing together different churches, as their local boards of directors are all members of different local churches.
- All of the focus groups we conducted for this five-nation study indicated that 3xM ministry partners effectively discovered the most relevant social topics for programming. Both non-Christian and Christian viewers consistently affirmed the relevancy of the topics of the media productions that we tested in focus groups.
- Media consumption patterns are changing in much of the world, including in the five nations where this research was conducted. 3xM partner organizations are developing programs based on effective media formats such as easily distributed video productions.
- The fifth step of 3xM's missional process, broadcasting their programs to the largest audience, is a constant challenge in countries where Muslim authorities resist or prevent Christian programming from being broadcast. 3xM's implementation of a robust online distribution strategy through websites and social media sites to meet this challenge is growing rapidly and proving to be effective.

- All ministry partners of 3xM are aggressively inviting program viewers to respond to their programs through telephone calls, text messages, emails, and social media posts. In addition, face-to-face community outreaches are ongoing in Central Asia and Pakistan.
- Our research affirms that all ministry partners of 3xM diligently are providing follow-up ministry to their program viewers by connecting viewers with trained Christian counselors and pastors.
- The Christian counselors and pastors interacting with program viewers are actively connecting them with local Christians where they live. In Pakistan and Afghanistan, this is a very dangerous process and must be done slowly and with great discretion.
- The final step of 3xM's missional process, discipling young Christians, is being undertaken by 3xM's partner ministries in all five nations in this study. The discipleship strategies include online Bible programs, telephone discipleship groups, face-to-face mentoring and Bible study, and church discipleship programs.

Benchmark Attributes of 3xM's Ministry Forte

Based on 40 years of experience working with many large national and international Christian ministry organizations, we believe that 3xM's ministry forte exhibit the following distinct attributes that provide Benchmarks for assessing their ministry's overall effectiveness:

Flexibility and Innovation. 3xM is nimble and flexible, able to respond much more quickly to changing media environments and media consumption patterns than most ministry organizations. This attribute enabled 3xM to rapidly shift to internet distribution that accesses larger audiences.

Participatory Bottom-up Approach. 3xM's bottom-up participatory approach is unique. In each country, 3xM follows the lead of local ministry leaders with whom they collaborate. They do not execute top-down ministry programs as is common to most major Christian ministry organizations.

Financial Efficiency. The modest budget of 3xM requires careful distribution of financial support to its partner ministries. Thus, 3xM's partners are greatly invested in the ministry partnership, contributing extraordinary amounts of time and effort without financial incentive. 3xM is exceptionally efficient with its financial resources.

Indigenous Leadership and Expertise. Unique to 3xM, instead of relying on its own organizational leaders and expertise to lead decision-making European headquarters, our research shows that 3xM relies on the local leaders and expertise in each of the nations it is at work.

Cultural Sensitivity. 3xM leads with cultural sensitivity. The organization's reliance on local ministry leaders and partners results in 3xM-sponsored media productions that are culturally sensitive, making the local media consumers more receptive to its sponsored media programs.

Commitment to Discipleship. Although Christian ministries often list discipleship as a high priority, 3xM's partner organizations are all actively engaged in discipling new Christians.