

NIGERIAN BAPTIST THEOLOGICAL SEMINARY

NBTS
M Div
Olayinka

**THE IMPACT OF CHRISTIAN BROADCAST EVANGELISM:
AN EVALUATION OF 'MOMENT OF RESTORATION' RADIO
PROGRAMME OF IBARA BAPTIST CHURCH, IBARA ABEOKUTA
OGUN STATE, NIGERIA.**

**AN ESSAY PRESENTED TO
THE FACULTY OF THEOLOGICAL STUDIES IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
THE DEGREE OF MASTER OF DIVINITY IN THEOLOGY**

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ABSTRACT

The aim of this study is to examine the impact of Christian broadcast evangelism with specific reference to the radio ministry of Ibara Baptist Church, Abeokuta, Ogun State, Nigeria. It is intended to ascertain whether or not Christian broadcast can achieve desired impact of evangelism as a basis for argument in support or against Christian organizations engaging in Radio and Television evangelism.

These are some important findings revealed by the study.

- (1) Christian broadcast evangelism is a worthwhile venture yielding desired impact of reaching millions of unreached people for the Lord, faster.
- (2) Christian broadcast evangelism is relatively cheaper than personal evangelism or physical presence of missionaries in particular Location.

- (3) Instances abound to prove that Christian broadcast evangelism has transforming effect on audience of the message.
- (4) While Baptists in Nigeria, generally, are not ignorant of the broadcast media and their impact, many Nigerian trained Baptist Pastors don't have indepth knowledge of the workings (operations) of the media, broadcast inclusive.
- (5) Baptist Churches in Nigeria have abundant human and financial resources to use the broadcast media. However, there is need to mobilize these resources to achieve the objective.
- (6) The time is ripe for Baptist Churches to actively launch into Christian broadcast evangelism. This is among others, to checkmate heretical teachings, build army of faithful Christians across frontiers and denomination barriers and reach people who may never enter a church building ordinarily.

5.9 Recommendations

It is recommended, against the background of findings from this study that:

(1) Baptist churches should set in motion process towards immediately embarking on Christian broadcast evangelism through establishment of functional publicity committees with professionals as members.

(2)(i). At the Convention level, Baptists in Nigeria should begin a TV programme, the preacher of which should be the General Secretary (as the designation may be) as the number one Pastor and voice of the Baptists.

(ii). The programme should be put on air in one popular TV station each in the six geo-political zones of the country

(iii). Interpreters in major languages in the country should feature alongside the General secretary.

(iv) Funds could be sourced either through enlisting wealthy Baptists whose names would be compiled by local church pastors for coordination by the Baptist Media Unit, Ibadan or through a specially created Baptist Christian

Broadcast Evangelism purse for which offerings should be collected once a quarter at the local church level and forwarded to the Baptist Building Ibadan.

(3)(i) Training in media (print and electronic) should be taught at Baptist theological institutions to expose student pastors to the rudiments of media operations for evangelism purpose.

(ii) Refresher courses should be organized for Pastors on the field during seminary minimesters or ministers conferences, using Baptist media workers practicing in media organizations and/or lecturing in tertiary institutions offering Mass Communication or Journalism.

5.10 Areas of Further study

It would be worth the effort to conduct similar study on the impact of "Baptist Witness" radio ministry of the convention with a view to improving on it. Similarly, study could be carried out on the impact of the Nigerian Baptist Magazine on evangelism. The effort will no doubt lead to useful insight to further enhance the Baptist ministry in Nigeria.

5.11 Conclusion

BIBLIOGRAPHY

This study has brought to the fore how Christian broadcast evangelism can be effectively used to preach the gospel to perishing souls in near and far places, even beyond physical reach. It is hoped that the study will challenge the church of God, especially, Baptists in Nigeria to take advantage of this enormous opportunity within our reach and means for kingdom purpose without further delay.

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