

**Jukka Tolonen**

**Anne Pohtamo**

# Katso TV:ssä muutostarinat

**Late Johansson**

**Ruudolf**

**Rene ja Pia Rendic**

**koemuutos.fi**

**Mahdollisuus Muutokseen**

Iltaisin klo 22–24  
antenni 15 • Welho 16  
Viritä digiboxi tarvittaessa

Tilaa kirja ilmaiseksi  
**0800 135 135**  
Tekstaa Kirja5 numeroon 18230

During the month-long evangelistic Helsinki media saturation campaign approximately 1.4 million people were exposed to the campaign ads. The ad above was placed in the country's major newspaper, *Helsingin Sanomat*, as well as other prominent newspapers and tabloids. The life-changing TV programs are advertised as is the call centre phone number and free evangelistic campaign book for the asking.

November 2011

*"Though your sins are like scarlet, they shall be as white as snow... "this is my hope," says triple murderer, Lauri "Late" Johansson*

**Dear GCM ministry partner,**

These were the words of born again, founder and ex-President of "Natural Born Killers" Late Johansson, his voice trembling as he looked directly into the camera. Late Johansson is currently serving a life-sentence for triple murders.

Late's words and images flashed through the TV camera lens to countless TV sets from Helsinki, Finland all the way to Rovaniemi, a city located on the Arctic Circle.

Two of the largest daily newspapers in Finland, *Helsingin Sanomat* (similar to *The Globe and Mail*) and the largest daily

tabloid, *Iltalehti*, each devoted a whole page to Late's story. Online editions linked the stories to the campaign website. The online versions draw 1.3 million unique visits each day.

The tabloid, *Iltalehti* linked their story to the campaign Youtube site where thousands online watched the testimony of Johansson.

The buzz created by the media has been historic in Finnish Christian life. Below you'll find the latest report on response from phone calls, SMS messages, chats, internet visits, one-on-one contacts, etc. Check our website for continuing updates on



Left: Speaker of the House of Parliament, *Eero Heiniluoma*, gave his endorsement of the Power to Change campaign at a special press conference on opening day encouraging The Church to work together in projects like this that promote good principles and morals for society.

these stats and more.

### Response recorded at campaign centre

<u>Amount</u>	<u>Point of contact</u>
3,302	book orders by phone
4,674	book orders through website
1,906	book orders by SMS messages
141	online chat calls
63,000	online life-changing videos watched
112,000	unique visits on campaign website – each visit was almost 4 minutes in length
185,023	total contacts (to date)

More than 185,000 total contacts have been made in the first 30 days of the campaign. This is quite remarkable considering it is a western country.

The biggest surprise for us has been the incredible amount of traffic on our website as well as downloaded videos of life-changing stories on the *Power to Change* website ([www.p2c.fi](http://www.p2c.fi)). The videos have been watched more than 63,000 times. Over 112,000 unique visits to the website have been recorded.

### CBN News reports on Helsinki campaign

Here is an excerpt of a news item that appeared on CBN News on October 26th.

“A month-long media campaign in Finland has sparked nationwide discussion on God and His power. Finland is a Protestant nation where the Christian faith has long been on the

decline. But church leaders said they see signs that the downward trend could be reversing. In downtown Helsinki, streetcars and buses carried the church-sponsored ads from Sept. 15-Oct. 15. The ads, which encourage onlookers to call a hotline to learn more about Christ, even had the secular media talking, according to Hannu Haukka, president of Great Commission Media Ministries.

The campaign also printed thousands of Christian booklets and brochures, and produced videos telling stories of lives changed through a relationship with Christ. “We have also witnessed an unprecedented 63,000 downloads of the life-changing stories on Youtube in video form,” Haukka recalled.

Finland’s evangelicals represent only 12 percent of the country’s 5 million people, and less than one out of 10 people attend church at all. However, many churches are reporting a change. The Finland campaign followed similar media blitzes conducted by the media ministry in cities around the world.

Haukka claimed that in the past eight years, the media campaigns have reached 100 million people in 57 cities, resulting in more than 500,000 phone calls. They have printed and distributed more than 1.5 million books.

Haukka hopes to reach the 433 cities of the world with a population of one million or more. He believes media campaigns provide the best opportunity to reach the largest number of people with the Gospel.”

### Secular media reacts

The largest tabloid in Finland and the number one daily



74 city buses and 45 trams prominently displayed life-changing campaign ads for 30 days. The largest billboard ad (on the right) was about 8 stories high and located right next to the Helsinki train station, where the majority of commuters passed by each day.

newspaper wrote very positive articles about the campaign. Channel 4, one of the national TV networks interviewed IRR-TV campaign representatives. The “Jay Leno” of Finland, a female host, was amazed and said she had never seen such a media campaign anywhere. Numerous talk shows commented on the outreach as something the country had never seen.

### **Programs on national TV channel continue**

The Telecommunications Commission of Finland granted IRR-TV an exceptional three-month broadcast license just prior to the start of the campaign. The programs continue to air until Christmas every evening from 10 pm to 12 midnight, nationwide!

### **The harvest**

Typically the outcome of a 30-day citywide campaign unfolds in three stages.

Firstly, the call centre logs all incoming calls and 100-page campaign book orders via SMS and the Internet. Each person gets a book. Additionally everyone indicating their desire to discuss spiritual matters further is contacted personally. The special campaign book guides people to a personal relationship with Jesus, as do the life-changing stories on TV and the website.

Secondly, local churches partnering with GCM Ministries on the ground conduct special evangelistic events and services, which include breakfast meetings, concerts, surveys, and one-on-one ministry. Additionally, almost 20,000 campaign books have been distributed directly by participating churches through community outreach.

Thirdly, once the campaign has concluded the following 12 months will be crucial to the ingathering of the bulk of the harvest. People tend to remember their experiences as they came in contact with the message during the campaign. As they seek answers to life’s great questions they will be receptive to the Holy Spirit and to those associated with the campaign.

### **Mega city outreach in eastern Siberia**

Finland's second significant city, Turku, is in line for its own media campaign.

As the Helsinki campaign unfolded GCM representatives traveled to Turku on a fact finding mission and shared with Church leaders on plans to reach the city.

Simultaneously, an evangelistic mega city campaign is under way in eastern Siberia with the goal of reaching over a million people with the Gospel. Please pray for this campaign in Siberia as the political climate there is making it more and more difficult to hold such campaigns in Russia. Because of the political turbulence Russia's evangelical churches are facing diminishing opportunities to proclaim the Gospel.

### **Mega order for one million books**

Recently GCM Ministries received a monumental order to print one million special evangelistic campaign books in the Russian language. 2,500 churches want to use the book as an evangelistic tool to reach people with the gospel message in cities and villages from the Baltic Sea to the eastern shores of the Pacific Ocean. We pray for funding to make this giant undertaking a reality.



One of the sixty banners on bridges and overpasses in the capital city of Finland. In the photo we see three separate ads on one of the busiest roads leading in and out of Helsinki. About 10,000 cars travel this route each day.

## Nepal and India

I write these lines in Kathmandu, Nepal in the majestic Himalayan mountains. It's been nine months since the Kathmandu city campaign was held in the month of January. The call centre has logged 10,000 calls since the campaign ended. More than 12,000 people have visited the Nepalese campaign website. Partnering churches have distributed over 70,000 campaign books and the results are becoming evident.

The church in Kathmandu where Pastor Lasarus Thulung serves has been actively handing out these books. Yesterday the pastor told me he had encouraged his congregation to bring one friend of each member along to a church service. The 60 members of the church brought in 160 people who had no previous knowledge about faith in God!

"This media campaign in Nepal is the most effective tool for evangelism that I have ever known," says Pastor Lasarus.

At GCM Ministries we have started planning and preparing two megacity campaigns in Hyderabad and Mumbai, India. Mumbai is one of the most populous cities on earth with a population of 20 million. We will keep you updated on these developments in our next newsletters.

## Thank you

From my heart and on behalf of the whole GCM Ministries team, thank-you to you our prayer partners and supporters for your crucial and much appreciated support in the Helsinki campaign as well as other campaigns this year. We move forward in faith and thank you in advance for partnering with us in the days ahead.

Let us work together in fulfilling the Great Commission in this age of ever increasingly spiritual darkness.

Wishing you and your loved ones God's richest blessings,  
Hannu Haukka