

# LWF Department for Mission and Development

## Communication Consultancy

### *Examples of Communication Projects*

#### **Africa**

The Sawtu Linjila radio ministry of the Evangelical Lutheran Church of Cameroon brings the Gospel message in the Fulfulde language to an extensive population of Fulfulde, Fulani and Gbaya listeners. The strategy is to maximize transmission in Fulani speaking areas, develop the network of broadcasting partners, support radio listening with audio-visual aids, interact with the focus group to make relevant programs, and work in synergy with local churches and hospital chaplaincies. The radio ministry annually produces about 1,000 broadcasting programs comprising 17 types of program.

*Photo: Sawtu Linjila radio antenna, Cameroon. © LWF/J. Latva-Hakuni*



#### **Europe**



A joint communication service of the Evangelical Lutheran Church in Russia and Other States (ELCROS) and the Evangelical Lutheran Church of Ingria in Russia (ELCIR) serves these two very distinct churches with different histories and backgrounds in the region. Operating effectively since 2002, the project produces a joint monthly bulletin informing the Lutheran community and a wide part of society in Russia, bordering states and abroad about activities of the two churches. Educational and technical assistance support the formation of parish and district press services.

*Photo: Formation for communication – Joint communication service. © ELCROS/ELCIR*

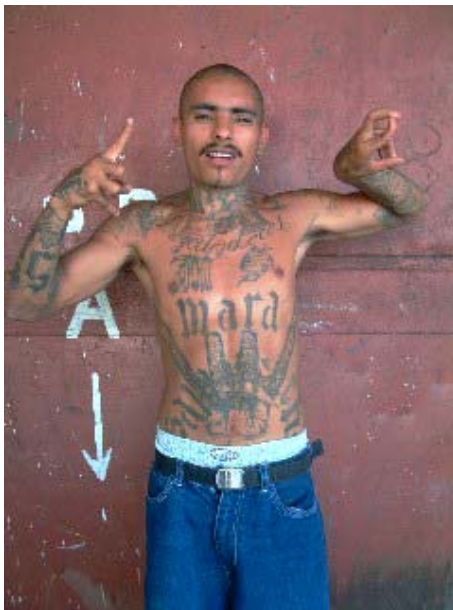
## Asia

*Kanisatuk*, the quarterly Arabic magazine of the Evangelical Lutheran Church in Jordan and the Holy Land, communicates news of the Lutheran communion and informs people about the work and the achievements of the church. The project fosters Christian evangelical awareness and strengthened Lutheran identity; promotes dialogue with other denominations and faiths; maintains contact with church members living abroad; and draws support for the work of the church.



*Photo: Evangelical Lutheran Church in Amman, Jordan. Amman Visit during LWF Council 2005. © LWF/J. Brooks*

## Latin America and Caribbean



A communication service supports the Salvadoran Lutheran Synod to implement the strategic plan to consolidate its institutional ministries in six core programs. The aim is to provide better coordination, support and sustainability for the church's holistic and prophetic pastoral services, and its community based diakonia. Effective internal and external communication is needed to support implementation of the plan while maintaining ongoing ministries.

*Photo: The lack of social investment in Latin American countries pushes large sections of the population into marginalization. Youth from a "mara" (youth street gang). © B. Rude*