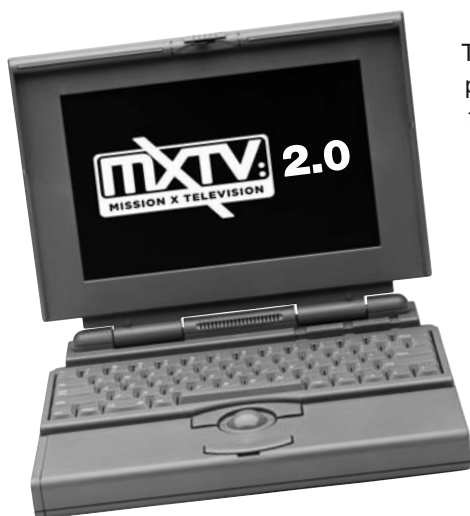




September 2007

# 2.0



The New MXTV 2.0 will be a faster paced show. It will be even more geared to the lost! One of the sole purposes of the new show will be to drive viewers to the new web-site...where the 'second layer of work' will begin!

Launching early 2008!...The new site MISSIONX.TV will contain a feature that will automate our new video format. It will disseminate video among a range of popular Social Networking sites including MySpace and YouTube. This will enable you the visitor to watch and share the new episodes. MXTV 2.0! Who could

have ever imagined when Jesus commanded his disciples to go into all the world and preach the Gospel...that you and I would be given the opportunity to reach the world...through cyberspace!

**TV and the Internet are only tools. But I believe they are the best tools to reach the most amount of people, in the shortest amount of time!** This is a clear opportunity to serve God's purposes and our own generation! Timeless and Timely! I Can Hardly Wait!

MXTV has never sought to be "safe" – MXTV is in essence and substance a missionary organization. Our mission field is the unsaved between the ages of 12 and 24. Embracing the fact that those older than 18 have only a 6% probability of accepting Jesus Christ as their Savior...It is our motivation to penetrate youth culture 'where they are at'...before it is too late.

## OPPORTUNITIES OPEN TO MXTV: Internet Strategy

TODAY... 'On Line' Is Where The Kids Are At! As of August 2006, MySpace had 1.4 billion 'video streams' initiated and YouTube had 688 million. The culmination of all Online Social Networks will soon surpass pornography sites in overall bandwidth usage. **While MXTV will still utilize Christian television as a medium,** (mxtv presently has a potential audience of 3.4 billion people, now covering the entire footprint of the world in over 200 countries)...**NOW...we are going to invade the 'dot-com' world of cyberspace...taking Jesus Christ to this generation...where they are at!**

TODAYS GENERATION is known as the 'Internet Generation'. They spend eight hours a day either on the Internet, watching TV, or on the phone. (Barna, 2005) Data represents that churches are losing ground in terms of influence on young adults. We must consider new approaches to making ancient truths more vivid and comprehensible in a technology-drenched, relativistic global community. (Barna, 2001) As MEDIA MISSIONARIES we feel it is important that we all take notice that...The top four sources of influence that establish...and dictate people's values, resource allocation, moral behaviors, and relational patterns are pop music, TV, movies, and the Internet. The church doesn't even make the top 10 (Barna 2004).

## SEIZING OPPORTUNITIES

Just a few days ago, I challenged my church of Ecclesia (where I had been serving as pastor for the last four years) with a message called 'Seizing Our Opportunities of Significance'. Webster says significance means ; important; of consequence (in other words, 'it matters!') Acts 13:36a says 'David had served God's purposes in his own generation...' Now that's significant.

King David knew how to seize an opportunity! David served God's purposes (timeless), and he did it in keeping with his generational context (timely). AWESOME. Because of David's response to 'problems', Goliath became the best thing that ever happened to David! David is my favorite Bible character – he always saw problems as 'opportunities in work clothes!'

For me, the best example of a 'problem - in work clothes' is figuring out what to do with all the miraculous opportunities now open to MXTV...and How to best lead MXTV into the future? I feel that God has invited me into this problem because it is worth the struggle to solve. Because it matters. This 'problem' has become the greatest thing that ever happened to MXTV! After much prayer and counsel, the question of how to best lead MXTV has boiled down to one thing; Being a Responsible Manager with what God has entrusted me.

As an answer to this responsibility, last January I helped lead our church into a successful merge with another young and like-minded church. In faith I initiated the church merge in order that I may more effectively lead MXTV into the future. I have progressively taken a lesser role as pastor over the last eight months. As an outcome God has tremendously blessed BOTH...the Church and MXTV!

Since last April Sovrenti Inc. (Christian New Media Lab) and I have been hard at work in preparation for the launch in early 2008 of the New MXTV; MXTV 2.0! Things are going great!



## OUR CULTURE IS NOW...A MISSIONARY FRONTIER.



MXTV is perfectly suited to take advantage of this trend in media usage...to make a significant impact in this 'new media world.' Television is entering a new era. With the popularity of internet-based video sites such as MySpace, ifilm & YouTube. Its clear that today's post-modern culture will demand multiple media access.

**WE ARE BLESSED:** MXTV has over 100 episodes to draw from for our new 'web presence.' The timely miracle is we have 'pre-recorded' hours and hours of completed video content full of 3-4 minute 'teaching blogs.' **THE MIRACLE IS...** Because of God's timing, we are more than prepared to be a leader in evangelizing this generation **WHERE THEY ARE AT... ONLINE !** Through God's sovereignty... We are ready to move forward into the future of multiple media access.

Taking advantage of this technological edge is an opportunity that we feel we must seize. We all truly have a window of time to do something really significant! Like King David in his generation... God has uniquely positioned each of us to do something timeless and timely...right now!

Now with the expansion of the Internet I'm convinced...

**THE MOST INFLUENTIAL DAYS OF MXTV BEING USED BY GOD... ARE TRULY UPON US.**

### BLESS & STRETCH

**OUR "BLESS" IS...** God is providing for our family's personal needs. This great blessing is being met through monthly commitments from individuals and a handful of churches recognizing Edye and me as media missionaries. **AND...** There are already two other ministries that have jumped on board to edit the new MXTV 2.0 shows, which is helping to reduce our production cost. It's beautiful to see God bringing the body of Christ together!

**OUR "STRETCH" IS...** There is over two hundred thousand dollars still needed to fulfill the vision over the next twelve months. (We would be pleased to send you a Business / Ministry Plan upon your request.) Though I am working hard to create some future revenue streams for the ministry, your financial support remains the main source of God's provision for this mission.

### MXTV'S CALLING IS TO RE-PRESENT GOD'S WORD TO THE WORLD

Of all the significant things we can do, surely there is nothing more important, certainly nothing of more consequence than serving God's purposes in this generation; **REACHING THE LOST FOR CHRIST.** Would you walk in faith with us? Please consider sponsoring MXTV in reaching possibly the largest unreached people group of our time; The Media and Internet Generation. Your help really matters. Thank you for your consideration. We are grateful for what ever God leads you to do. Most of all...**PLEASE PRAY** that God continues to work mightily through His Ministry; **THE MINISTRY OF Mission X Television.**

Because of the Enormity of this Global Platform...I feel I have an immeasurable responsibility to provide a clear presentation of the Gospel and a call to salvation each and every episode.... We are also committed to quality production, consistent programming and a strong internet presence.

We do all of this for one reason; so that this generation will know the Lord and the things He has done. – Judges 2:10

# important: SEPTEMBER 1st MXTV.ORG GOES LIVE

#### The new site:

- ...hosts a feature that enables you to Watch the teaching spots from our best shows!
- ...enables you to Share these teaching spots on MySpace, YouTube and iPhone!
- ...can be used as a witnessing tool!
- ...is also very informative of all the wonderful changes happening at MXTV!
- ...allows you to donate online instantly and securely through PayPal!

**GO VISIT MXTV.ORG TODAY!**

In His Grip. Tim Bisagno • tim@mxtv.org • 615-973-MXTV

# :thank u

Please e-mail us at info@MXTV.org. We would like to stay in touch with through email occasionally...to save money on postage. You can also now give online. Your tax-deductible gift is greatly appreciated and always used in His service.

**make your donations to:**



230 Franklin Road  
Building 801  
Franklin, TN 37064