

EPA's Video Library by Category

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EDITING

- Revision Strategies that Work – Lisa Crayton
- How Editorial and Design Collaborate – Sarah Gordon, Ted Olsen
- Revise Like an Editor – Aaron Cline Hanbury
- Crafting a Successful Editor-Freelancer Relationship – Ann-Margret Hovsepian, Jeanette Littleton, Jeff Friend, Diane McDougall, Jesse Florea
- Skillful Self-editing: The Fastest Route to Publication – Angela Hunt
- Christian Communications across Cultures: When the same message can offend and inspire – Geoff Peters

WRITING

- Writing Tips for Multicultural Audiences – Lisa Crayton
- Rhythm & Flow: Taking Your Writing to the Next Level – Joyce K. Ellis
- Revise Like an Editor – Aaron Cline Hanbury
- Stop Procrastinating and Start Writing – Diane McDougall
- Deadline Writing and Ways to Cut Corners but not Sacrifice Accuracy – Michael Ray Smith
- Writing Powerful Stories – Anne Marie Winz
- Writing for the Web – Anne Marie Winz

REPORTING

- Best Practices in Reporting – Adelle Banks
- Covering Christianity & Religion Internationally: Case Studies from ReligionUnplugged.com – Paul Glader, Meagan Clark
- “Acts of God?” How to Write Better on Trauma, Pandemic and Disaster – Timothy Morgan
- Breaking the News Online While Getting it Right – Bob Smietana

DESIGN

- How Editorial and Design Collaborate – Sarah Gordon, Ted Olsen
- Spread the Love: Designing Delight into Your Opening Spreads – Sarah Gordon
- Print Magazines That Only Work in Print – Aaron Cline Hanbury
- Content Creation Tools and Tips for Non-Designers – Christine Johns
- Visualizing Data – Sara Quinn
- Overcoming Creative Challenges – Dan Stelzer, Sarah Gordon, Lauren Farr-Miller, Brian Mellema

WEB DESIGN

- The Web We Want: Practical Tips for Digital Designers – Zack Bryant, Jeremy Cherry
- Seeing is Believing: A behind-the-scenes look at how Cru Storylines produces award-winning digital photo feature stories – Melody Copenny, Ted Wilcox | Mark Winz
- Stop Building Websites – Peter Green, Kedron Rhodes

SOCIAL MEDIA

- Social Media to Social Ministry – Nona Jones
- Social Media and Our Social Witness – Daniel Darling
- Reaching Younger and More Diverse Audiences through Instagram – Daniel Day
- Become a Facebook Marketing Pro – Brooke Miles
- Build Your Brand on LinkedIn: Pro Tips and Hacks – Brooke Miles
- Master Your Social Media with Time-Saving Tools & Techniques – Brooke Miles
- Social Media for Publishers – Heidi Thompson
- How To Grow Your Subscriber Base Using Social Platforms – Andy Walker
- Part I: 10 Key Things a Christian Communicator Should Know about Social Media and Integrated Marketing Communications – Ron Weber
- Part II: 10 Key Things a Christian Communicator Should Know about Social Media and Integrated Marketing Communications – Ron Weber

MANAGEMENT/LEADERSHIP

- Maximize Your Influence in Today's Digital Culture: Why Everything You Know About Ministry Has Changed – Phil Cooke
- Reclaiming the Name 'Evangelical' – Daniel Darling, Walter Kim, Michael Wear, Karen Swallow Prier
- Build Your Brand on LinkedIn: Pro Tips and Hacks – Brooke Miles
- Christian Communications across Cultures: When the same message can offend and inspire – Geoff Peters
- Know Your Audience: The Power of Reader Data, Analytics, and Old-Fashioned Listening – Lou Ann Sabatier
- Marketing Made Personal: Building Meaningful Relationships with Your Audience – Lou Ann Sabatier
- We All Get Burned: Leading through Crisis and Challenge – Sid Webb
- Change: A User's Guide for Wreaking Havoc & Upsetting Everyone – Dawn Baldwin
- Leading from a Distance: Strategies to Build Virtual Teams that Work – Melody Rawlings

MARKETING / DIGITAL MARKETING

- Magazine Marketing in a Digital-First World – Jacob Walsh
- M&M - Can Ministry and Marketing Be the Same? – Chris Maxwell
- Become a Facebook Marketing Pro – Brooke Miles
- Build Your Brand on LinkedIn: Pro Tips and Hacks – Brooke Miles
- Email Best Practices: Achieving Deeper Audience Engagement – Lou Ann Sabatier
- Marketing Made Personal: Building Meaningful Relationships with Your Audience – Lou Ann Sabatier
- Captain Marvel, Disney+ and Star Wars: 8 Content Marketing Lessons Your Brand Can Learn from Walt Disney Studios – Hilary Sutton
- The Virtuous Cycle of Digital Marketing for Publishers – Heidi Thompson
- How To Grow Your Subscriber Base Using Social Platforms – Andy Walker
- Part I: 10 Key Things a Christian Communicator Should Know about Social Media and Integrated Marketing Communications – Ron Weber
- Part II: 10 Key Things a Christian Communicator Should Know about Social Media and Integrated Marketing Communications – Ron Weber

PODCASTING

- I Have a Podcast; Now What? – Erik Johnson
- So You Wanna Be a Podcaster? – Morgan Lee
- From Conception to First Birthday: What to know to launch a podcast successfully – Stephanie Rousselle

DIGITAL ENGAGEMENT

- Simple Data: Improve Your Marketing, Donations and Email Engagement – Brian Setaro
- How To Grow and Engage Your Audience – Brian Setaro

DIGITAL STRATEGY

- Developing The Right Web Strategy – Mark Dreistadt, Andy Walker
- Developing An Effective Digital Content Strategy – Kristen Reyes-Tarsiuk

REVENUE STRATEGIES

- Optimizing Online Opportunities: Keys to Increasing Impact and Generating More Income – Mark Dreistadt
- Fundraising in these COVID-19 Times – Kevin Shanley

PERSONAL DEVELOPMENT

- Maximize Your Influence in Today's Digital Culture: Why Everything You Know About Ministry Has Changed – Phil Cooke
- Your Calling is NOW – Jo Saxton
- The Best Message to Communicate – Ben Stapley

FREELANCING

- Intro to Freelancing – Randy Petersen, Michael Foust, Ann Byle, Joyce K. Ellis
- Crafting a Successful Editor-Freelancer Relationship – Ann-Margret Hovsepian, Jeanette Littleton, Jeff Friend, Diane McDougall, Jesse Florea

REMOTE MANAGEMENT

- Leading from a Distance: Strategies to Build Virtual Teams that Work – Melody Rawlings

ISSUES

- Countering the Rise of Anti-Semitism in America – Susan Michael
- Christian Communications across Cultures: When the same message can offend and inspire – Geoff Peters
- Social Media to Social Ministry – Nona Jones
- The Great Divorce: Detangling Christian Publishing from Celebrity Culture – Karen Swallow Prior
- Why a Proper Theology is Vital to the Mission of Christian Magazines – Timothy, Dalrymple, Russell Moore
- Reclaiming the Name "Evangelical" – Daniel Darling, Walter Kim, Michael Wear, Karen Swallow Prior
- Navigating the Technological Opportunities and Ethical Challenges of our Day – Jim Denison
- Christians and Cancel Culture – David French
- Competing Narratives of Good News – Walter Kim
- Google vs GOD: Censorship and SEO Tactics in a Hostile Anti-Truth Environment (H.A.T.E) – Greg Outlaw
- The Gospel and Mental Health – Kay Warren
- Writing about Mental Health and the Church: The Why and How – Meryl Reist Gibbel, Arthur Brown, Nelson Yoder
- Race, Grace and Forgiveness? Can We Write Our Way to Racial Healing? – Patricia Raybon
- A Conversation About Race, Grace and Forgiveness – Patricia Raybon, Joyce Dinkins, Mark Galli, Rev. Esau McCaulley
- Christians and Cancel Culture: Resisting the Allure of Power and Seeking the Good of Our Neighbor – Jason Thacker
- Beyond the Screen: Communications Priorities in a Post-COVID World – Palmer Holt, Diane Lonsdale

MISCELLANEOUS

- Case Study: How Global Media Outreach Reaches Billions with the Gospel – Steve Rabey, Randy Valentine
- 8 Things to Know About the Mobile Revolution – Clyde Taber, Teresa Artis
- Teaching Your Audience to be Truth Sleuths – Al Tompkins
- Repurposing: Making Your Content Work Harder – Russ Jones
- A Conversation with Emma Green – Emma Green, Timothy Morgan