

# EPA's Video Library by Category

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## ARTIFICIAL INTELLIGENCE

- How to Unlock The Power of AI for Publishing — Kenny Jahng
- Live Demo: Using AI to Create Multimedia Content Fast — Brandon Giella
- Love It or Leave It? Christian Ethics, Generative AI, and Publishing — Jason Thacker
- You Want AI to Do What? Defining roles that honor our human contribution in the age of AI — Jon Hirst
- Enhancing Efficiency: Mastering AI and Automation in Everyday Tasks — Yvonne Carlson
- AI in Digital Evangelism — Yvonne Carlson
- Connecting AI Ethics to Everyday Work — Jon Hirst (panel)
- 7 Unknown Best Practices For Using ChatGPT For Superior Results — Kenny Jahng
- Balancing AI Ethics & Innovation - A Publisher's Guide — Jacob Walsh
- 10x Better AI Output with Prompt Engineering — Dustin Stout
- AI-Powered Social Media: Turning Followers into Publication Ambassadors— Kalah Kemp
- Technical SEO in the Age of AI: Winning Top Spots on Google— Dave Offord

## CONTENT DEVELOPMENT

- Digital & Social Content Development for Brand Communications — Allison Steinke

## 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
- Maximizing Story: The Power of Storytelling Through Multiple Platforms — Billy Hallowell

## 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
- Canva Secrets: Effortless Design for Publications— Lora Campbell

## 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
- 10 Steps to a Better Website— Robb Erickson
- Getting the Most Out of Elementor— Brian Erickson

## SOCIAL MEDIA

- Social Media to Social Ministry — Nona Jones
- 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
- Building a Readership Community Through Social Media — Haley Jersey
- How to Create, Share, and Promote Content Using Smartphones and Social Media— Akosua Frempong
- Social Media and Our Social Witness — Daniel Darling
- Reaching Twenty-somethings Whose Entire World Comes to Them in Social Media — Michael Longinow
- Don't Get Left Behind: How to Craft an Online Brand — Jennifer Clark
- Maximizing Success with Social Media— Megan Conley
- Grow Your Brand with YouTube — Brooke Miles
- AI-Powered Social Media: Turning Followers into Publication Ambassadors— Kalah Kemp
- 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
- From Amazon to VeggieTales: How to Build Products and Market on Digital Platforms— Erick Goss
- 10 Laws of Effective Email — Ron Forseth
- 33 Secrets for Dynamic Online Engagement— Ron Forseth
- Building Buzz: Practical Tips for Promoting Your Content and Reaching a Larger Audience — Katie Nguyen
- Marketing Pit: From Pitfall to Profit — Kirsten McKinney
- Platform Boosting Email Newsletters — Thomas Umstatted
- Navigating the Maze: What to Do When Your Marketing Tactics Aren't Working — Katie Nguyen
- Don't Get Left Behind: How to Craft an Online Brand — Jennifer Clark

## **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 Prior
- 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
- Leading Remote and Hybrid Teams: Strategies for Success — Melody Rawlings

## **MARKETING / DIGITAL MARKETING**

- Magazine Marketing in a Digital-First World — Jacob Walsh

## **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
- Podcasting: Creating Killer Content and Repurposing It— Misty Phillips
- Podcasting Beyond Preaching: Authentic Connections and Spiritual Impact Through Audio — Richard Clark
- How to Leverage the Power of Podcasts— Thomas Umstatted Jr.

## **DIGITAL ENGAGEMENT**

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

- 33 Secrets for Dynamic Online Engagement— Ron Forseth
- Trashing the Canned Response: How to Have Better Conversations and Make Deeper Connections with Your Digital Audience — Jason Goff
- Creating Digital Vegetables in Candy Land — Arlene Pellicane
- From Engagement to Curation: Adapting to Society's Shift— Barbara Carneiro

## **DIGITAL EVANGELISM**

- Communicating Christ to Secular Digital Audiences — Rusty Wright
- Digital Evangelism on the Chinese Internet — Sean Cheng
- AI in Digital Evangelism — Yvonne Carlson

## **DIGITAL STRATEGY**

- Developing The Right Web Strategy — Mark Dreistadt, Andy Walker
- Developing An Effective Digital Content Strategy — Kristen Reyes-Tarsiuk
- Digital & Social Content Development for Brand Communications — Allison Steinke
- Digital Storytelling: How to Build an Effective and Engaging Story Site — Kristy Glaspie, Amy Van Drunen
- Maximizing Story: The Power of Storytelling Through Multiple Platforms — Billy Hallowell
- Why a Free Content Model May Be In Your Future— Rick Edwards

## **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
- The High Calling of a Christian Communicator— Jen Bennett

## **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

## **SEO**

- Search Engine Optimization for Content Creators — Thomas Umstatted, Jr.
- How to Use Free Google Tools to Attract and Track Search Engine Traffic to Your Content— Brad Kramer
- Technical SEO in the Age of AI: Winning Top Spots on Google— Dave Offord

## **VIDEO**

- How to Create, Share, and Promote Content Using Smartphones and Social Media — Akosua Frempong
- The Art of Creating Compelling Video Stories — Ben Stapley
- Grow Your Brand with YouTube — Brooke Miles
- Checklist for Producing Effective Video Interviews— Ben Stapley
- How to Use Video to Expand Your Reach and Influence (panel)

## **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
- Christians and Cancel Culture — David French
- 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
- 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
- Digital Culture: How Technology Shapes Us— Ed Stetzer
  - Digital Culture: Changing Us and Changing the World — Karen Swallow Prior, Heather Thomas Day, Samuel James, Lark Kelsey
  - Tell Our Story: Resisting Cynicism and Spreading Joy in Our Online Discourse — Daniel Darling
  - Leveraging Digital Media to Interrupt Millennials and Gen Z with the Gospel — Sean Dunn

#### **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
- How to Become an e-Book Publisher — Eddie Jones
- Digital Culture: How Technology Shapes Us— Ed Stetzer
- Engaging with Different Generations— Barbara Carneiro
- Operating in a Digital World with Influence and Impact— Edric Sng
- New Trends in Digital Media and How We Can Leverage Them — Ron Weber
- Leveraging Digital Media to Interrupt Millennials and Gen Z with the Gospel — Sean Dunn