

## **Creative Media Ministry - Kalihi Union Church 2025-26**

Director: Matthew ZKJ. Araki

(01-09-2026)

### **Overview**

In 2025, the Creative Media Ministry was established at Kalihi Union Church to promote and glorify Jesus Christ both within the church and beyond. As the ministry began in November of 2024, its primary focus for the year was to lay a strong foundation during its inaugural year.

Several significant projects were completed, including the promotion of events such as Easter, Summer Nights, Baptismals, the Living Christmas Walkthrough, and the Christmas Eve services. The ministry operated under the Communications role, with the primary goal of keeping the church body informed about upcoming events.

A key platform for promotion has been the Sunday service announcement videos, which are featured in all three Sunday services. These videos aim to honor the Lord through worship and serve as invitations for the congregation and community to participate in church events.

Social media plays a significant role in the Creative Media Ministry, utilizing platforms such as Instagram, Facebook, and YouTube. These outlets serve as tools to inform the congregation and broader community about church activities, extend event invitations, and provide weekly reminders. Additionally, they offer opportunities to share the Word of God throughout the week. Through weekly Bible verses and sermon highlights, these platforms help people stay connected to Jesus and reinforce their faith.

The Kalihi Union Church Radio Ministry also operates under the Creative Media Ministry. It broadcasts 26-minute sermons Monday through Friday at 4:00-4:30 AM and 9:00-9:30 AM, reaching listeners across the State of Hawaii. In 2025, the ministry prioritized organizing sermon archives and ensuring the most recent series were made available, furthering the church's mission to share God's Word effectively.

## **Outlook for 2026**

In 2026, the Creative Media Ministry aims to build a dynamic, intergenerational team where church members of all ages can serve by creating videos and learning that serving God is a calling for every Christian. This ministry will serve as both a mentorship and a creative outlet, teaching photography, videography, and audio production while fostering a collaborative environment for sharing and developing ideas.

The primary goal for 2026 is to expand the ministry by establishing a consistent rhythm of weekly social media content and actively growing the team. This will involve reaching out to individuals across the church and inviting them to join, providing an opportunity to use their talents for God's glory and grow together in creative service.

## **Upcoming**

In 2026, the Creative Media Ministry will focus on several key projects to further its mission of glorifying God and engaging the church community. Significant attention will be given to Christian holidays, such as Easter and Christmas, as these are pivotal times for outreach and worship. The ministry plans to create impactful and meaningful content for these occasions, including promotional materials, videos for services, and creative elements to enhance the celebration of these sacred events.

Additionally, the ministry aims to produce smaller but equally significant content throughout the year. This includes personal testimonials, where members can share their stories of faith and how God has worked in their lives, as well as Q&A videos that address spiritual questions or provide insights into various aspects of Christian living. By planning these projects in advance, the ministry seeks to maintain a consistent flow of content that encourages, educates, and inspires both the congregation and the broader community. Through these efforts, the ministry hopes to strengthen connections within the church and share the message of Jesus Christ in fresh and creative ways.