

Genesis 3:5-7 NKJV

⁵ FOR GOD KNOWS THAT IN THE DAY YOU EAT OF IT YOUR EYES WILL BE OPENED, AND YOU WILL BE LIKE GOD, KNOWING GOOD AND EVIL.”

⁶ SO WHEN THE WOMAN SAW THAT THE TREE WAS GOOD FOR FOOD, THAT IT WAS PLEASANT TO THE EYES, AND A TREE DESIRABLE TO MAKE ONE WISE, SHE TOOK OF ITS FRUIT AND ATE. SHE ALSO GAVE TO HER HUSBAND WITH HER, AND HE ATE.

⁷ THEN THE EYES OF BOTH OF THEM WERE OPENED, AND THEY KNEW THAT THEY WERE NAKED; AND THEY SEWED FIG LEAVES TOGETHER AND MADE THEMSELVES COVERINGS.

Luke 24:30-31 NKJV

³⁰ NOW IT CAME TO PASS, AS HE SAT AT THE TABLE WITH THEM, THAT HE TOOK BREAD, BLESSED AND BROKE IT, AND GAVE IT TO THEM.

³¹ THEN THEIR EYES WERE OPENED AND THEY KNEW HIM; AND HE VANISHED FROM THEIR SIGHT.

Get Ready to Lead 2 - Media **Revelation 17:9 NKJV**

9 “HERE IS THE MIND WHICH HAS WISDOM: THE SEVEN HEADS ARE SEVEN MOUNTAINS ON WHICH THE WOMAN SITS.

Seven Mountains of Influence

- 1) Arts and Entertainment 2) Media
- 3) Marketplace 4) Religion
- 5) Education 6) Family
- 7) Government

Whoever controls the media controls the culture

Leaders on the Mountain of Media

- 1) Mogul – An important or powerful person, especially in the motion picture or media industry.
- 2) Magnate – A wealthy and influential person, a great person
- 3) Baron – An important or powerful person in a specified business or industry such as the press.

KNOW the stories of Ted Turner (CNN), Rupert Murdoch (FOX), Tom Rogers (MSNBC), Paul Crouch (TBN), Marcus Lamb (Daystar), etc.

Leaders on the Mountain of Media – Digital Media

STUDY the stories of Steve Jobs (Apple), Bill Gates (Microsoft), Mark Zuckerberg (Facebook), Reed Hastings and Marc Randolph (Netflix), Jason Kilar & Beth Comstock (Hulu), Robert Lynch (Sling TV), Larry Page & Sergey Brin (Google), etc.

- You stand on the shoulders of giants to see further
- Nature abhors a vacuum so rise to leadership

Leaders on the Mountain of Media – Digital Media

Genesis 13:14-15 NKJV

¹⁴ And the LORD said to Abram, after Lot had separated from him: “Lift your eyes now and look from the place where you are—northward, southward, eastward, and westward;

¹⁵ for all the land which you see I give to you and your descendants forever.

- Your mind's eye must see something for it to become your destination

First Reporting - Foundation of Lies in Media

Genesis 2:16-17 NKJV

¹⁶ And the LORD God commanded the man, saying, “Of every tree of the garden you may freely eat;

¹⁷ but of the tree of the knowledge of good and evil you shall not eat, **for in the day** that you eat of it you shall surely die.”

- A day to the Lord is like a thousand years (2 Peter 3:8)
- The Devil used that to bait Eve

First Reporting - Foundation of Lies in Media

Genesis 3:2-4 NKJV

² And the woman said to the serpent, “We may eat the fruit of the trees of the garden;

³ but of the fruit of the tree which *is* in the midst of the garden, God has said, ‘You shall not eat it, **nor shall you touch it, lest you die.**’ ”

⁴ Then the serpent said to the woman, “**You will not surely die.**

Father of Lies Rules the Air Waves

Ephesians 2:1-2 NIV

¹ As for you, you were dead in your transgressions and sins,
² in which you used to live when you followed the ways of this world and of the ruler of the kingdom of the air, the spirit who is now at work in those who are disobedient.

- Those who have not accepted Christ are disobedient
- Satan is their high priest

Father of Lies Rules the Air Waves

John 8:44 NKJV

44 You are of *your* father the devil, and the desires of your father you want to do. He was a murderer from the beginning, and does not stand in the truth, because there is no truth in him. When he speaks a lie, he speaks from his own resources, for he is a liar and the father of it.

- Satan's agenda is to steal, kill, and destroy (John 10:10a)
- He uses the media to create fear, disunity, dissension, misunderstanding, lies, deceit

Father of Lies Will be Caught in His Own Trap

Mark 3:27 NKJV

²⁷ No one can enter a strong man's house and plunder his goods, unless he first binds the strong man. And then he will plunder his house.

- R&D for Digital Media – paid for by the moguls, magnates, and barons
- Meant to propagate the work of their father
- God meant it for good (Genesis 50:20)
- After the piece of bread, Satan entered him (John 13:27)

Wanted

Writers, editors, reporters, news anchors, announcers, columnists, photographers, producers, technicians, personalities, videographers, staff, etc. who work in the print (newspapers, magazines, etc.), radio, TV, and social media outlets, bloggers

- Christians must seek these positions
- You shall be trained
- You shall not defile yourself
- Takeover shall be from within

Leaders on the Mountain of Media – Digital Media

Must See Trends

- 1 – The future of media requires a mobile-first strategy
- 2 – Data analytics fuel public relations campaigns
- 3 – Virtual Reality recreates environments for immersive experiences
- 4 – Augmented Reality enhances physical images to bring about real-time personalized experiences
- 5 – Social Media Influencers have lots of followers

Leaders on the Mountain of Media – Digital Media

Common Traits Include

- 1 – Use of IT to help company become more responsive to customer needs and changing business environment
- 2 – Prioritize communication and influence
- 3 – Ability to navigate innovation and change
- 4 – Cultivating a growth mindset
- 5 – Effective collaboration with other leaders and across teams

7 Qualities of Digital Media Leaders

- 1) Vision – Firm grasp on the technologies and strategies
- 2) Courage – Shake things up and change the digital landscape
- 3) Curious – Fearlessly identify/resolve customer pain points
- 4) Humble – Okay not to have all the answers
- 5) Experimental – Failure is a natural part of innovation
- 6) Networking – Generosity is the currency of networking
- 7) Collaborative – Anyone should be able to tell you anything

Satan Must Handover Leadership of the Air Waves

Revelation 10:5-6 NKJV

⁵ The angel whom I saw standing on the sea and on the land raised up his hand to heaven

⁶ and swore by Him who lives forever and ever, who created heaven and the things that are in it, the earth and the things that are in it, and the sea and the things that are in it, that there should be delay no longer,

- Work closely with this angel

Satan Must Handover Leadership of the Air Waves

Isaiah 61:1-2 NKJV

¹ “The Spirit of the Lord GOD *is* upon Me, Because the LORD has anointed Me
To preach good tidings to the poor; He has sent Me to heal the brokenhearted,
To proclaim liberty to the captives, And the opening of the prison to *those who are* bound;
² To proclaim the acceptable year of the LORD, And the day of vengeance of our God;
To comfort all who mourn,

Ask the Lord to Send You

Isaiah 6:6-8 NKJV

⁶ Then one of the creatures flew down to me, carrying a burning coal that he had taken from the altar with a pair of tongs.

⁷ He touched my lips with the burning coal and said, "This has touched your lips, and now your guilt is gone, and your sins are forgiven."

⁸ Then I heard the Lord say, "Whom shall I send? Who will be our messenger?"

I answered, "I will go! Send me!"

Ask the Lord to Send You

2 Corinthians 3:16 NKJV

¹⁶ Nevertheless when one turns to the Lord, the veil is taken away.

- Realize you are designed to hear from God (Romans 10:17)
- Obedience to say “Yes” before hearing His instructions
- Sanctified by the truth (John 17:17)
- Belt of truth buckled around your waist (Ephesians 6:14)
- Fountain of water springing up to eternal life (John 4:14)

Ask the Lord to Send You

John 12:49-50 NKJV

49 For I have **not spoken on My own authority**; but the Father who sent Me gave Me a command, what I should say and what I should speak.

50 And I know that His command is everlasting life. **Therefore,** whatever I speak, just as the Father has told Me, so I speak.”

Conclusion

Isaiah 52:7 NKJV

7 How beautiful upon the mountains
Are the feet of him who brings good news,
Who proclaims peace,
Who brings glad tidings of good *things*,
Who proclaims salvation,
Who says to Zion,
“Your God reigns!”.

- Call or email using the information below to schedule an appointment to speak with any of the leaders.

- ▶ Website: www.toms-lifestyle.org
- ▶ YouTube Page: The Outgivers Ministries (TOMS)
- ▶ Blog: www.outgivers.blogspot.com
- ▶ Facebook page: www.facebook.com/aboundinchrist
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