

& Every Tribe TOUCHSCREEN

A Ministry of Cru®

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40 YEARS: Then and Now

The year was 1979. The Sony Walkman went on sale for \$200; Margaret Thatcher became the first female prime minister of the United Kingdom; China instituted its one-child-per-family policy, and the “JESUS” film debuted in 250 movie theaters across the United States.

After three years in production and filming, Warner Brothers, in cooperation with Campus Crusade for Christ® (Cru®), released “JESUS.” Filmed on location in Israel and starring local actors, the impact of the two-and-a-half-hour film was only beginning.

Dr. Bill Bright, founder of Campus Crusade for Christ, set a goal to translate and dub “JESUS” into 163 languages. At that time there were about 5,500 languages spoken on Earth. Paul Eshelman was tapped to be the first Jesus Film Project® director since he was already leading the production of the film.

By the end of 1980, the Hindi language version of “JESUS” was viewed by more than 21 million people; field teams were showing the Tagalog version in the Philippines; and another 29 languages with at least 1 million speakers were recorded, mixed and distributed. Because of God’s blessing and far-reaching cooperation within the body of Christ worldwide, “JESUS” eventually became the world’s most translated film in history.

Decade after decade, Jesus Film Project — as the ministry is now called — blew past the number goals of language translations. The goal of Jesus Film Project has always been to make the film accessible to people in their “heart” language—the language learned at their mother’s knee. Although Jesus Film Project staff have completed more than 1,753 “JESUS” translations, there are more languages to complete.

Two things are true. First, of the 2.5 billion people who have no access to the gospel, many have no written language either. Therefore, film evangelism is one of the best ways to communicate the great news of salvation to them. Secondly, the ministry of Jesus Film Project has ceased aiming for a specific number of translations. Rather, the goal is to complete all languages of 50,000 speakers or more by the end of 2025.



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are connected to each other and the broader world economy through technology. So effective ministry is also about creating opportunities to reach the media-distracted as well. Same country, same people, but with two unreached groups.

Tell us about the future of Jesus Film Project®.

The vision is still about reaching the world through evangelism and discipleship. There are thousands of people groups separated by language and geography. And in stark contrast, the majority of the world is more connected than ever. It is clear we need strategies to overcome both of these obstacles.

We will rapidly partner to translate the “JESUS” film into thousands more languages. For many people around the world who have no access to the gospel, the heart language is the most effective way to reach them.

To reach the media distracted, we will need to boldly partner to create new films that speak the heart language of this digital generation. The challenge will be to help media producers around the world convey the gospel in ways that lead to fruitfulness.

None of this is possible without partnership at every level. We need to partner more widely and more effectively with all kinds of organizations, denominations and individuals to get the job done. And financial partnerships with generous people make this all work.

What is most sobering as you lead Jesus Film Project® forward?

The first day I stepped into this role, a well-respected ministry leader called me and we got together and he said, “You’re now serving in an amazing role. The body of Christ is looking to Jesus Film Project to help accomplish its mission.” The idea that we exist to accelerate others’ mission objectives is motivating and humbling.

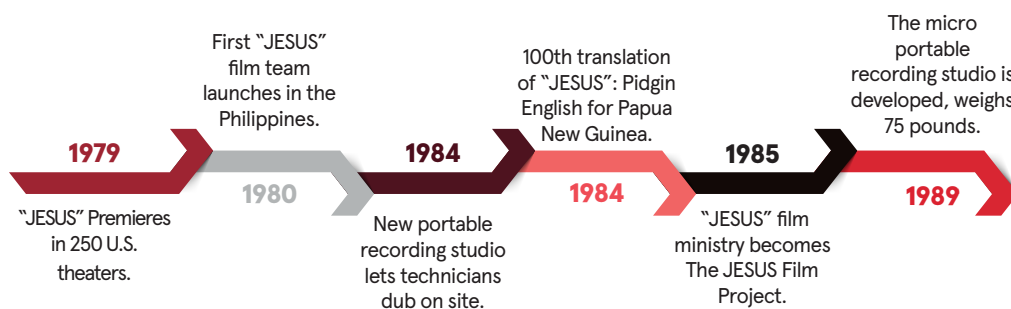
If we fail to take risks, if we’re too wary about partnering, what blessing will we miss out on? Our task as a ministry is one of stewarding all of our films conscientiously. It’s not something that we created or own. It is something the Lord’s using, and we’re privileged He’s allowing us and the worldwide church to be a small part of that over the last 40 years!

PRAYER POINT: Ask the Lord to send laborers and partners to continue sharing the “JESUS” film and other resources in creative and innovative ways. ■



Josh and a South American boy watch the film.

40 Years of Ministry



Thousands Encounter “JESUS” at World Youth Day

Nuns, priests, and other groups in the Catholic church joined young adults from around the world on the sidewalks of a city park for World Youth Day (WYD) in Panama City, Panama.

For one week, more than 500,000 young people from around the world traveled to hear Pope Francis and grow their faith. They attended mass and participated in sacraments and other Catholic traditions.

A team traveled to Panama City to engage with attendees using the GodTools app and the Jesus Film Project® app. Jesus Film Project provided shelter from the sun and a place to charge phones, grab a bottle of water, and engage in spiritual conversations. Sixteen short films were played in rotation to attract participants. In another tent, Jesus Film Project staged a virtual reality experience for users.

The teams partnered for four days and saw God bring 145 individuals from several countries into a personal relationship with Him.

Bethany*, one of the team members, met two girls and showed them “Delight,” a short film about the loving relationship between a father and daughter.

“I can’t believe this,” one of them said. “We were just talking about my dad. He’s in the hospital here and we came to see him.”

Bethany shared how the film related to her life, too, and gave a brief gospel presentation before the girls left.

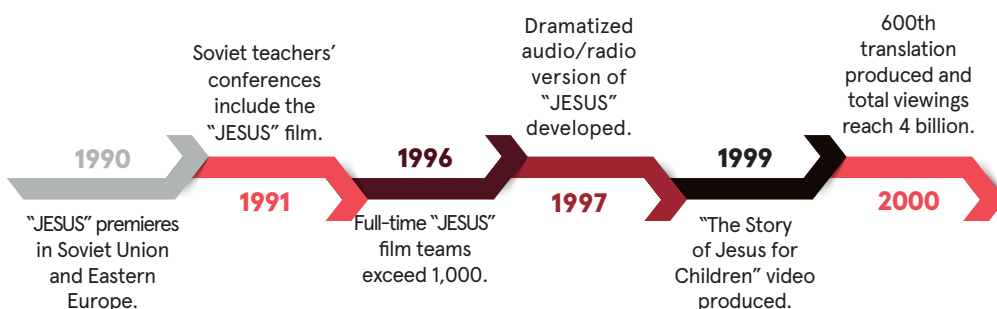
A couple of hours later, Bethany ran into one of the girls again. The girl said, “It’s really cool you shared that film with us. My friend has a strained relationship with her sick dad. After talking with you, she went to see him.”

Bethany shared the gospel and the girl prayed to receive Christ.

Many seeds were planted and watered in the lives of young adults from around the world that week. Many are taking Christ back to their home country and families.

*Name changed for security.

PRAYER POINT: Ask God to continue drawing Catholics to Christ. ▀



God: The Master Troubleshooter

Recently, Jesus Film Project® staff had the opportunity to provide materials and support for a large conference held in a country in East Asia antagonistic to the gospel.

About 900 nationals attended to be encouraged, equipped, and trained in the latest security measures, as well as receive evangelism tools in their heart language.

A donor provided micro-SD cards for the attendees as a discreet way of getting the “JESUS” film back into the country. One staff member, Sean*, brought the SD duplicator to his home so he and his wife could start loading batches of cards.

But the machine was not working. Sean tried all the troubleshooting directions without success. The machine seemed broken. With hundreds of micro-SD cards to duplicate and only one night to get the job done, the couple stopped and prayed.

“We asked God to fix the machine; we claimed God’s peace and prayed for the millions who had yet to hear the gospel. As soon as we finished praying, the SD duplicator began to work!”

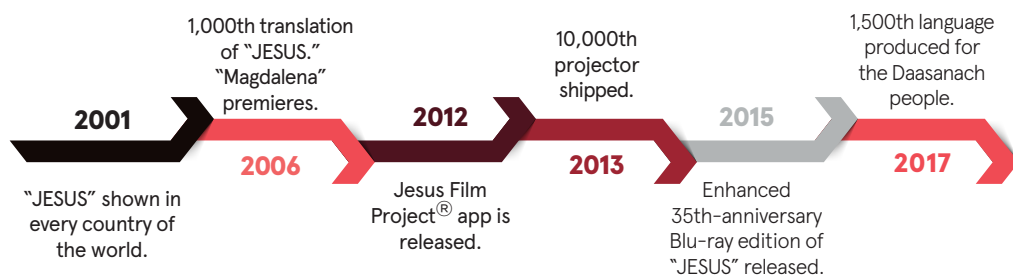
With God intervening just in time, Sean and his wife finished as many batches as they could that night. The next morning before school, their children helped load the SD duplicator with still more cards.

Sean says, “We boasted to our kids of God’s provision the night before. What an honor it was to worship the Lord as a family and serve the saints working in this country, closed to the gospel. By equipping believers with our films, they can reach their people.”

With no time to spare, all the SD cards were filled and distributed to grateful workers. Thanks to generous partnerships of prayer and giving, the good news is being distributed all over the world.

*Name changed for security purposes.

PRAYER POINT: Pray for the safe delivery of the SD cards into the hands of individuals hungry for the gospel. ■



see interview with Josh on this page

Caroline Hunt, the original donor who helped finance the making of the film, recently said, “You don’t have to give an arm and a leg. You can give a thumb. But brace yourself because you don’t know what God’s going to do next. What He has in mind is much bigger than what we think.”

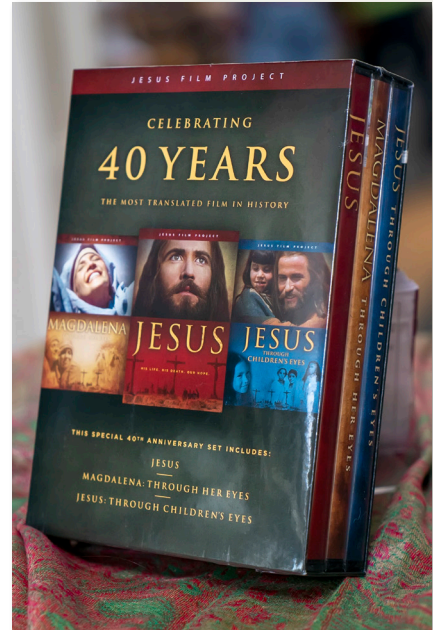
Now, with the ministry focusing on digital strategies (see interview with Josh Newell on page 5), physical borders are no longer an issue. Forward thinking has propelled the ministry toward innovative ways to share the gospel with unchurched, unengaged people groups both in rural and urban settings. Jesus Film Project® is no longer just about the flagship original film. The addition of several feature-length films and film series along with 40+ short films has made the ministry an expert leader in using media to reach the lost. Mrs. Hunt was right. We need to brace ourselves for what God is going to do next.

PRAYER POINT: Ask the Lord to finish the great work He has started through Jesus Film Project®. ■

Celebrate 40 Years With a Boxed Set

Celebrate the 40th Anniversary of the “JESUS” film with this three-DVD boxed set which includes: “JESUS,” “Magdalena: Through Her Eyes,” and “Jesus Through Children’s Eyes.” Each DVD has 24 different language translations. Visit our website at JesusFilmStore.com.

For more information, call 800.432.1997 or email JesusFilmStore@JesusFilm.org.



The Future of Jesus Film Project®

Q&A with Josh Newell, Executive Director

Josh, what are your reflections on the first 40 years of Jesus Film Project?

I love that Jesus Film Project has always been a ministry of innovation. The Lord birthed the “JESUS” film from Dr. Bill Bright’s initial vision for a movie about Jesus that would transcend illiteracy and give people the opportunity to know Him. As we started doing language translations, everything changed as people could hear Jesus speak to them in their own heart language.

Have partnerships accelerated the ministry?

Those early proclamation days of trying to give everybody one chance to see Jesus turned quickly into: What’s going to happen to those who do hear about Jesus? How do they become rooted and grounded in their faith? It was clear early on, that partnerships were going to be critical to fulfilling the mission.

How do you flex to provide the varying ministry strategies around the world?

Our study of Pakistan is a great example. This country has yet to fully see the gospel take root, and so that’s one challenge. There are Pakistani people throughout the country with no access to digital technology. So we have to bring the gospel to them physically. Yet, 22 percent of Pakistani people are drastically different—they

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We need to partner more widely and more effectively with all kinds of organizations, denominations and individuals to get the job done.

Josh Newell
Executive Director
Jesus Film Project®

Behind the Screens

Art and Arlene Guina

Art Guina was born in Manila, Philippines. As a young believer, he was disciplined by the Cru® ministry at his college there, then joined staff as a full-time missionary assigned to a college in Manila.

He met and married Arlene and together, they served in several capacities over the decades, including Cru’s Executive Ministry. During that time Arlene led a women’s Bible study consisting of five former “Miss Philippine” winners and other prominent women.

Eventually, Art became the national director for the Philippines where he helped the ministry’s vision for expansion projects. “Even with opposition, we pressed on and the Lord answered prayer,” says Art. “We championed the building of the Philippines Center for Evangelism and Discipleship.”



After going to the United States for a furlough in 2002, Arlene found it too difficult to go back to the Philippines. That’s when Cru asked if the Guinas would consider being loaned to Saddleback Church in California. Art served with them as a trainer for the “purpose-driven church” growth model, traveling to churches in Southeast Asia. It was during one of those trips that he was privileged to meet the president of the Philippines!

Art says, “In 2008, Cru asked me to transfer to Jesus Film Project® as a fund development representative.” A few years into this new position, his leaders noticed Art’s passion for prayer and asked him to help focus the team’s spiritual direction.

“I believe we need to be intentional about our intimacy with God. Prayer is what nourishes that. We saw a need for spiritual growth on our

team. So we organized a spiritual retreat a few times each year and those have been meaningful to all of us. We began to experience vulnerability and humility rather than just using prayer as a strategy to meet our ministry’s goals. It’s now become more about deepening our walk with God.”

The Guinas have had many heartwarming and powerful moments since serving with Jesus Film Project. They are grateful for the thousands of ministry partners who make it possible to reach millions around the world.

Art and Arlene are financially supported by people like you. To personalize your giving and help one of the 200+ missionaries at Jesus Film Project, please call 407.854.1494. ■

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