

Todd Wagner

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(he wears loafers with jeans and no socks)

“metaphor is the most powerful force throughout history”

communicating in a powerful and descriptive way where words and stories come alive.

“the power of story changes people”

put truth in stories that resonate with people.

it is by imagination that men have lived.

the human mind is a picture gallery. around it hang our pictures and concepts.

television is chewing gum for the mind. Don't “amuse people” -

“entertain, but not amuse”

Entertain - to hold someone's attention

“a-muse” - not thinking. muse = to think.

Make metaphors that move people towards thing that God cares about.

When you make media, honor God.

“images are a powerful thing”

the most powerful marketing tool - peer to peer advertising

2nd to that: product placement within movies that people identify with and long to be a part of in their own reality.

people aren't throwing away their “god” for nothing. their “god” = money (advertisers, etc)

2 Samuel 17:1-14 - what he saw was more important than just what he heard.

Images of hope, love, grace, forgiveness. Create those images!

a lot of people choose churches like they choose cruise ships. is it comfortable? But we think it should be more of a battleship than a cruise ship.

Video: leave it to beaver, he made out with his mom. 1 timothy 5:12 reference at end.

Matthew 5:16 - let your light shine before men...

John 13:34-35; John 17:19-21

Make good images/media, but follow Jesus. When people respond to what you create, are they running to meet a person who is following Christ in all that they do?

1 peter 3:15-16

Ephesians 2:10

you have GOT to make good media/illustrations. But you have also got to BE good media/illustrations.

“I was irresistibly drawn to that picture of Christ.”

THAT is why your media matters.