

M.King Media INC.
Creative Christian Media

Board of Directors Annual Ministry Report:
December 2022



M.King Media INC. | Board Meeting 2022

C O N T E N T S

Mission & Milestones: 6

Social Media: 7

Website Traffic: 8

Website Reach: 9

Media Projects: 10

Donations: 11

Goals: 12

Special Page: 10th Anniversary Logo: 13

Special Page: 10th Anniversary Title Card: 14



MISSION STATEMENT

“To make various types of Creative Christian Media that point people to the person of Jesus Christ”

MILESTONES

9th Ministry Season (2021-2022)

Nov 21: New website (v.14) debuts on WIX after Moonfruit shuts down

Dec 21: M.King Media relaunches PR Program (Press Release Program) via PRLog.com

Feb 22: 600th Tweet on Twitter

Mar 22: 500th post on Instagram

June 22: M.King Media launches a Front to Back Perf. Evil survey via Survey Monkey to 75 Christians to gauge its website and streaming media influence

July 22: M.King Media sends its 1st "Media Distro" to its 1st email subscriber for August 2022.



SOCIAL MEDIA

8th Ministry Season (2020-2021)



Total: 192

9th Ministry Season (2021-2022)



Total: *184 ↓

This is a **4% decrease in our following.*

(1) This is due to us not focusing on how our audience communicates (i.e., more reels and videos and not pictures and static posts)



WEBSITE TRAFFIC

8th Ministry Season (2020-2021)

Number of page views

Total: 826

9th Ministry Season (2021-2022)

Number of page views

Total: *514 ↓

This ends up being a **35.38% decrease in page views.
(1) Hopefully the Google Grant and Sponsorship in 2023
will help things get better*



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WEBSITE REACH: Top 10 Countries

8th Ministry Season (2020-2021)

Country	Users	% Users
1. United States	613	75.49%
2. China	30	3.69%
3. Iran	21	2.59%
4. Germany	16	1.97%
5. Bangladesh	13	1.60%
6. Israel	10	1.23%
7. France	9	1.11%
8. United Kingdom	9	1.11%
9. Canada	8	0.99%
10. United Arab Emirates	7	0.86%

9th Ministry Season (2021-2022)

Country	Users	% Users
1. United States	405	78.19%
2. Indonesia	29	5.60%
3. China	23	4.44%
4. Hong Kong	14	2.70%
5. India	14	2.70%
6. Sweden	8	1.54%
7. Ireland	6	1.16%
8. Germany	3	0.58%
9. United Kingdom	3	0.58%
10. Philippines	2	0.39%



MEDIA PROJECTS

8th Ministry Season (2020-2021)

Number of projects: 50

Animated stories:3, Mini-Documentary:1, Motivate Event:1, *Devotion Series:3, Daily Devotional:2, Web Series:1, Motivate Moments:38, Fasting Event:1

9th Ministry Season (2021-2022)

Number of projects: 40 ↓

Animated stories:2, Mini-Documentary:1, Motivate Event:1, *Devotion Series:3, Daily Devotional:1, Web/Original Series:1, **Motivate Moments:29, ***Special Reports:2

*This is a **20% decrease** over last season*

** Summer as a 3-part series "The Lord Is..."over 3 months*

*** Mondays, from Sept '21 – Aug'22*

****This is NEW to our portfolio of media*



DONATIONS

8th Ministry Season (2020-2021)

Donations Received:

Total: \$300

9th Ministry Season (2021-2022)

Donations Received:

Total: *\$0 

**This is a \$300 decrease in donations*



GOALS : ACHIEVED

- { ✓ } Expand total social media following past 200
- { ✓ } Grow website (v13/14 WIX) visits & create community
- { ✗ } Expand Facebook, YouTube & Twitter following
 - { ✗ } Do 1st mini-movie (2022)
 - { ✗ } Gain 10,000% return on \$200 (\$20,000)
 - { ✓ } 2021 or 2022 Press release (*tentative*)

GOALS: ON DECK

- { - } Maintain & grow email subscriber base beyond 50
 - { - } Premiere Christmas mini-movie in 2023
 - { - } Celebrate 10th Anniversary in 2023
- { - } Maintain & see social media surpass 300 followers
- { - } Implement a progressive “Sponsorship Plan” to grow Ops & Prods
- { - } Continue to grow our Google AdWords account and maintain Google grant (\$10,000 in kind)

SPECIAL PAGE - 10TH ANNIVERSARY: Logo

M.King Media TM

Main Logo (2016 -)

Note: M.King Goods logo was identical with “Media” replaced with “Goods” from 2013- 2016. In 2016 this word mark was unveiled



10th Anniversary Logo (2023 only)

SPECIAL PAGE - 10TH ANNIVERSARY: Title Card



Retired Title Card (2013 – 2022)

Note: This has been used in various forms since 2013, The look above was created in 2016



10th Anniversary Title Card (2023 only)

Note: After 2023 the “10 years” logo will be removed, but the design will continue to be in use.

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www.mkingmedia.com