

# **M.King Media**

**ANNUAL MINISTRY REPORT  
TO THE BOARD OF DIRECTORS  
*December 2024***

# ANNUAL MINISTRY REPORT - 2024

## M.KING MEDIA INC. - MISSION STATEMENT

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

## M.KING MEDIA INC. - ABOUT US

M.King Media INC. ([www.mkingmedia.com](http://www.mkingmedia.com)) Founded in 2013, M.King Media is a faith-focused non-profit based in Mesa, AZ. M.King Media has created more than 271 faith-based media projects and distributed them all over the world.

## M.KING MEDIA INC. - EIN

82-4748182

## MILESTONES FOR 2023-2024 (11<sup>TH</sup> MINISTRY SEASON)

### SEPTEMBER 15TH, 2023

After 3 months of work M.King Media debuts version 15 of its website , with a refreshed look and a strategy more akin to a nonprofit than a media company

### NOVEMBER 4TH, 2023

M.King Media launches *Cross First News* officially

### MARCH 21ST, 2024

M.King Media debuts v15.3.2, which updates the social media icons on the homepage. These icons are now larger and aligned with the rest of the page's design. An email icon has also been added to encourage contact.



### APRIL 27TH, 2024




M.King Media officially replaces the 10th-anniversary title card with the regular one on the wall over M.Kings right shoulder.

### JULY 25<sup>TH</sup> – 26TH, 2024

M. King's HP Pavilion (2016) laptop dies, resulting in him getting a faster 2024 Dell Inspiron. Many of the pictures and videos on the former laptop had to be transferred to a new hard drive and then placed inside M.King's online OneDrive.

PERFORMANCE METRICS FOR 2023-2024 (11<sup>TH</sup> MINISTRY SEASON)

TITLE	10 <sup>TH</sup> MINISTRY SEASON (2022 – 2023)	11 <sup>TH</sup> MINISTRY SEASON (2023 – 2024)	DECREASE / INCREASE	COMMENTS
<b>Social Media</b>	Facebook: <b>72</b>	Facebook: <b>73</b>	  *This is a <b>1.72% increase</b> in our following.	Our gain was small this ministry season because we did more operational tasks than media productions.  This shows the dedication to our brand
	Twitter: <b>14</b>	Twitter: <b>14</b>		
	Instagram: <b>117</b>	Instagram: <b>111</b>		
	YouTube: <b>14</b>	YouTube: <b>23</b>		
	TikTok: <b>15</b>	TikTok: <b>15</b>		
	TOTAL: <b>232</b>	TOTAL: <b>236</b>		
<b>Website Traffic</b>	Pageviews: <b>9,618</b>	Pageviews: <b>8,126</b>	  *This is a <b>1771.21% decrease</b> in pageviews	I believe this is due to the Google grant not performing as it once did. I've noticed the numbers have gone down.  This also has everything to do with our decreased focus on social media and our increased focus on operational tasks behind the scenes.

<p><b>Website Reach</b> (Top 10 countries)</p> <p>Philippines*, United States, Brazil, Canada, Bangladesh, India, Spain, Columbia, Chile &amp; Saudi Arabia</p>	<p>Philippines*, United States, Brazil, Bangladesh, Canada, India, Chile, Saudi Arabia, Columbia, Mexico</p>	<p></p> <p><i>*The Philippines brought in <b>3,515 views (1,534 less than 10<sup>th</sup> ministry season)</b> making them the largest country for visits</i></p> <p><i>This is due partially to the Google grant as well as just our enduring reach through our brand into people's lives all over the world</i></p>
<p><b>Subscribers</b></p> <p>Email Subscribers: <b>5</b></p>	<p>Email Subscribers: <b>11</b></p>	<p></p> <p><i>*This is a <b>175% increase</b> in our email subscribers.</i></p> <p><i>I'm a firm believer that the increase in our subscribers is not only due to the Google grant but also due to the type of content we're putting out on our website and in our email distribution.</i></p>
<p><b>Subscriber Emails Sent</b></p> <p>Email Sent: <b>49</b></p>	<p>Email Sent: <b>101</b></p>	<p></p> <p><i>*This is a <b>106.12% increase</b> in emails sent</i></p> <p><i>The increase in emails sent is due to the increase in subscribers. This increase in subscribers can be attributed to the Google grant, which brought a certain number of people to us during the ministry season</i></p>

**Media Projects**

Animated stories: **1**  
 Mini-Documentary: **0**  
 Motivate Event: **1**  
 Devotion Series: **0**  
 Book Devotional: **1**  
 Web/Original Series: **0**  
 Motivate Moments: **14**  
 Special Reports/Specials: **4**  
**TOTAL: 21 Media Projects**

Animated stories: **0**  
 Mini-Documentary: **0**  
 Motivate Event: **1**  
 Devotion Series: **0**  
 Book Devotional: **0**  
 Web/Original Series: **0**  
 Motivate Moments: **10**  
 Cross First News  
**6**  
 Special Reports/Specials :  
**0**  
**TOTAL: 17 Media Projects**



*\*This is a -19.05% decrease (4 less than 10<sup>th</sup> ministry season) in Media Projects*

*This is due to us not doing our original series "The Friday Blog", our devotion series "The Lord Is.." and our mini documentaries*

*This was due to us wrapping up our celebrating our 10<sup>th</sup> Anniversary and also for 6 months focusing on Operational task behind the scenes and not media projects*

**Google Grant**  
 (Google Ad Credit / In-kind donation)

Google Grant spent: **\$64,917.08**

Google Grant spent: **\$76,649.09**



*\*This is a 1807% increase (\$11,732.54) in ad grant/credits received and spent.*

*I'm a firm believer and this has everything to do with the amount of money allotted to us. I personally believe that Google raised the amount of spend and I think we spent more because of the quality of ads that were attempted to be made*



<sup>NEW</sup> **Donations**  
(Public & private)

Donations received:  
**\$6,415.18**

Donations received:  
**\$7,271.55**

*\*This is a  
**13.35% increase**  
(\$856.37) in funds  
received.*

*1.. This is due to the  
increase in the  
amount of donations.*

**Goals**  
(Seasonal)

*This area of seasonal goals  
is created to ensure that  
the organization does not  
confuse activity with  
progress*

**OLD GOALS ON DECK:**  
11<sup>TH</sup> Ministry Season  
(2023 – 2024)

{X} Conduct website audit

{ - } Create Board of  
Director Standards of  
Conduct

{X} Streamline the admin  
and prod. activities  
monthly

{ - } Change the Google  
marketing ads from  
Media-related marketing  
to Cause-related  
marketing approach

{X} Change WIX video  
players out for You Tube  
video players

{X} Continue to grow our  
Google AdWords account  
and Google grant (\$10,000  
in-kind a month)

**NEW GOALS ON  
DECK:**  
12<sup>TH</sup> Ministry  
Season  
(2024 – 2025)

{ - } Improve social  
media presence  
(posts & followers)

{ - } Improve SEO  
for the site

{ - } Improve  
acquisition of  
donors via  
LinkedIn

{ - } Improve  
fundraising efforts

{ - } Improve  
acquisition and  
retention of email  
distro subscribers

{ - } Improve  
quality and  
number of media  
projects

*1. Our goals in our  
11th season were  
more behind-the-  
scenes. Our goals for  
our 12th ministry year  
will be more cause-  
related and forward-  
facing.*

*2. As we go forward,  
our goals leading to  
December 2025 will  
be to broaden our  
base and expand the  
reach of our message  
and mission.*

# **M.King Media INC.**

*“Creative Christian Media”*