

**M.King Media INC.**  
Creative Christian Media

Board of Directors Annual Ministry Report:  
November 2021



## MISSION STATEMENT

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

## MILESTONES

8<sup>th</sup> Ministry Season (2020-2021)

**Sept 20:** 1<sup>st</sup> press release was sent out

**Jan 21:** Began doing monthly “Board Reports”. To keep the board abreast on ministry goals and financials year round

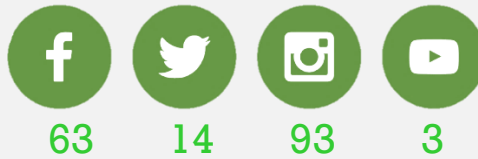
**Mar 21:** Received a large contribution of \$300 from sale of old media equipment

**Oct 21:** M.King Media begins work on (v13) WIX website after webhost (Moonfruit) of 8 ½ years announces closure in December ‘21



SOCIAL MEDIA


7<sup>th</sup> Ministry Season (2019-2020)



Total: 173

8<sup>th</sup> Ministry Season (2020-2021)



Total: \*192 

*\*This is a **12% increase** in our following. This is due to consistency with our audience and more engagement with their profiles and posts*



WEBSITE TRAFFIC

7<sup>th</sup> Ministry Season (2019-2020)

Number of page views

Total: 951

8<sup>th</sup> Ministry Season (2020-2021)

Number of page views

Total: \*826 

*\*This ends up being a **-13.14% decrease** in page views. Hopefully a NEW webhost and website along with better SEO (search engine optimization) and page layout can stem the tide*



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WEBSITE REACH: Top 10 Countries

7<sup>th</sup> Ministry Season (2019-2020)

Country	Users	% of Total
	383	100.00% (383)
1.  United States	306	79.90%
2.  China	14	3.66%
3.  India	9	2.35%
4.  Turkey	7	1.83%
5.  Argentina	6	1.57%
6.  Canada	6	1.57%
7.  Iran	6	1.57%
8.  United Kingdom	4	1.04%
9.  Japan	4	1.04%
10.  Belgium	3	0.78%

8<sup>th</sup> 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%



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## MEDIA PROJECTS

7<sup>th</sup> Ministry Season (2019-2020)

**Number of projects: 24**

Animated stories:2, Mini-Documentary:1, Motivate Event:1, Devotion Series:1, Daily Devotional:1, Web Series:1 Motivate Moments:14, Fasting Event:1

8<sup>th</sup> 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

*This is the largest number of media projects to date and a **108% increase** over last season*

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

*\*\* Mondays, from Sept '20 – Aug'21*

*\*\*\*Done during January 2021*



DONATIONS

7<sup>th</sup> Ministry Season (2019-2020)

Donations Received:

Total: \$100

8<sup>th</sup> Ministry Season (2020-2021)

Donations Received:

Total: \*\$300 

*\*This is a 200% increase in donations  
\*\$288.09 went into our account. Minus the fees totaling \$11.91*



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[www.mkingmedia.com](http://www.mkingmedia.com)