

# M.King Media CHANNEL



**M.King Media INC.**

## 2025 Annual Report: *Making Media, Making Change*

September 2024 – August 2025  
12<sup>th</sup> Ministry Season



# Letter from M.King



Dear Friends,

For almost 13 years now, we have always viewed media as an instrument to share the gospel. As we continue to move forward through our 13<sup>th</sup> ministry season, we look back at what God has done. Our last ministry season (our 12th ministry season) was very different than all the others. We spent a lot more time behind the scenes working on more operational ideas and various projects, like *M.King Media Channel* Version 2 and the future *M.King Media Nativity Channel*, which will debut in the winter of 2025.

This was a wonderful ministry season because God reminded me that ministry is not just what we do for other people that is seen, but it's also what we do for people that is not seen. Just because you do ministry in front of the camera doesn't mean you cannot do ministry behind the camera.

*M. King*

M.King (Marcus King),  
Founder & President of the Board

## Mission:

**"To Make *Creative Christian Media* That Points People to Jesus Christ."**

## Vision:

**"To show people all over the world God's glory through media productions that are watchable, teachable, and withstand the test of time."**

# Media Spotlight: Achievements of 24/25



Launched May 2025, crossfirstnews.com reached 51 visitors in 3 months with Christian news on a 24/7 basis

**M.King Media CHANNEL**

Launched Dec 2024, The M.King Media Channel reached 81 viewers with more than 119 hours of faith-based entertainment on a 24/7 basis



Debuting in August 2025, this production explores the rapidly expanding world of artificial intelligence and its widespread impact on individuals, organizations, and M.King Media itself.



Debuting in January 2025, this multi-day social media campaign was designed to encourage people into the new year.

# Media Spotlight: Numbers & Impact



## By The Numbers

- 1,240+ visits to our main M.King Media website.
- 590+ views of our faith-based content on our M.King Media You Tube Channel
- 80+ views of our relaunched M.King Media Channel.
- 5.9+ hours of content were viewed on our You Tube channel.

## Impact on life

- “ Thank you for this motivate moment. God Bless! 🙏😊 ”  
- faithfulbookcorner | Instagram
- “ Thank you young man for praying for me. ❤️ ”  
- SharonSutton-j8z | You Tube
- “ Thanks man that really helped 😊 . I've been worrying my future cause i dont know what to do but this really helped knowing that god is always there ”  
- Josh Choi 139 | Tik Tok



Adrianna geo | UNSPLASH

# Media Spotlight: Community Impact

## M.King Media Pledges to Donate 400 Meals for Motivate '24

**MESA, Ariz. -- September 24, 2024 --** M.King Media INC. wants to begin its 12th ministry season by honoring God with 1st fruits. In wanting to do this M.King Media is pledging to "United Food Bank Arizona" to encourage people in communities all over the world to not only honor God with their best but also remember their yearly event called Motivate '24 happening on September 28, which is about worshiping God and doing a community-based project.

"No matter how big or small your seed is, God will honor it said M.King Founder of M.King Media, and this year's host for Motivate 2024. " I know what it feels like to go through trials. This year I got in a car wreck, my laptop died along with my cellphone and on top of that, myself and the ministry have seen highs and lows when it comes to rising costs. So, I know what it means to face challenges, to look at what you have and want to hold onto it. Still, we as believers serve a God who is waiting to reach someone out there going through more than you and I could ever imagine and it's our purpose as believers to carry the cross to everyone, through our giving our love and our testimony."



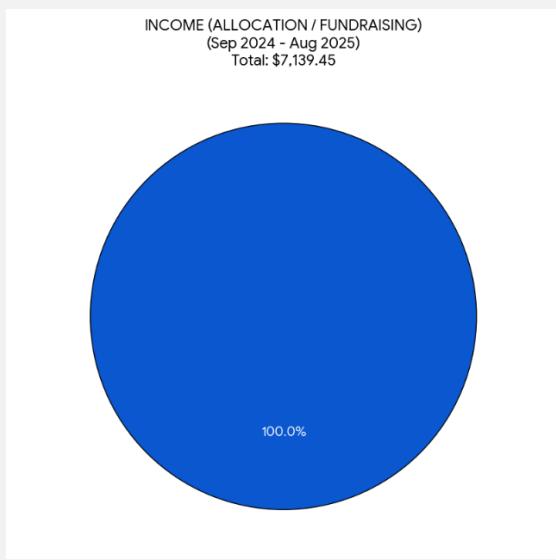
M.King will speak more on giving at Motivate 2024 on September 28 at 10 AM, for more info you can go to M.King Media's website at [mkingmedia.com](http://mkingmedia.com) and click Motivate '24. At the event, you'll also hear why M.King chose to give to "United Food Bank Arizona" this year as well as an inspiring sermon based on this year's theme "Soar".

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# Media Spotlight: Financials (Sept '24 – Aug '25)

## Income

(Allocation/Fundraising)



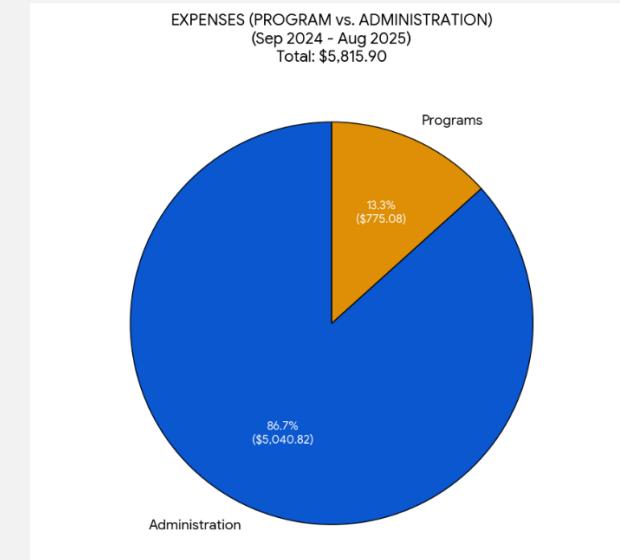
- **Total INCOME (Allocation): \$7,139.45**

Donations / Grants: 100%

- The income chart represents the total funds allocated (Donations/Grants) for the period. Since there is no detailed breakdown of income sources (Foundations, Individual Contributions, etc.), the total is shown as a single category.

## Expenses

(Program vs. Administration)



- **Total EXPENSES: \$5,815.90**

Administration: \$5,040.82 (86.7%)

Programs: \$775.08 (13.3%)

- The expenses chart shows the distribution of the total money spent for the period.

# Media Spotlight: Facts & Forward Vision

## Fast Facts

- \$7,000+ received donations.
- 230+ social media followers across Facebook, X, Instagram, You Tube & Tik Tok
- 4 Media projects were done in FY 24-25; 1 media project was still in production scheduled to debut after a year in December 2025
- [mkingmedia.com](http://mkingmedia.com) saw visitors from the United States, Philippines, Brazil, Indonesia, Germany, India, China, Chile, Russia & Mexico
- [crossfirstnews.com](http://crossfirstnews.com) saw visitors from United States, France, India, Brazil, Nigeria, Germany & Pakistan



Amir Mortezaie | UNSPLASH



Cody Board | UNSPLASH

## Forward Vision:

September 2025 – August 2026  
13<sup>th</sup> Ministry Season

- **Nativity Channel Launch (Winter 2025)**  
This will be a seasonal 24/7 faith-based Christmas channel
- **Improving Social Media Output**  
Working on social media and putting out social media posts on a consistent weekly basis
- **Growing our media production output**  
Working and producing more media projects and putting them out in a monthly basis in the FY 25-26 media season
- **Continue Expansion 2033 Project**  
Continue to raise funds to ultimately have \$1 Million by our 20<sup>th</sup> Anniversary on May 20<sup>th</sup>, 2033

# **M.King Media INC.**

**M.King Media**

**CROSS FIRST**  
**NEWS** M.King Media

**501 (c)(3) ORGANIZATION**

[mkingmedia.com](http://mkingmedia.com) | [crossfirstnews.com](http://crossfirstnews.com)