



ANNUAL MINISTRY REPORT
TO THE BOARD OF DIRECTORS
December 2023

ANNUAL MINISTRY REPORT - 2023

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) 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 2022-2023 (10TH MINISTRY SEASON)

OCTOBER 8TH, 2022

The Instagram Reel put up on 9/6/22 has 6,376 views and 391 likes it has also brought us back to our pre summer 2019 numbers on Instagram

OCTOBER 8TH, 2022

M.King Media uses Tik Tok for the 1st time.

OCTOBER 18TH, 2022

M.King Media is validated and accepted into the "Google for Nonprofits" program

OCTOBER 19TH, 2022

M.King Media gets approved for the Google Grant*

JANUARY 1ST, 2023

M.King and M.King Media create new vocals and new title card video for its 10th Anniversary.

JANUARY 1ST, 2023

Because of the Google grant marketing our site gets 2,281 hits in the month of March '23 the most ever

JANUARY 1ST, 2023

APRIL 7TH, 2023

M.King and M.King Media create new vocals and new title card video for its 10th Anniversary.



Because of the Google grant marketing our site gets 2,281 hits in the month of March '23 the most ever

MAY 20TH, 2023

MAY 30TH, 2023

M.King films the 100th Motivate Moment and M.King Media turns 10 years old.

After 54 days in production M.King Media releases its largest and longest production outside of Motivate. 100 Motivate Moments looks at the top 10 Motivate Moments and M.Kings thoughts on them.

TITLE	9 TH MINISTRY SEASON (2021 – 2022)	10 TH MINISTRY SEASON (2022 – 2023)	DECREASE / INCREASE	COMMENTS
Social Media	Facebook: 68	Facebook: 72		<i>This is due to us focusing more on 30-40 sec video clips.</i>
	Twitter: 14	Twitter: 14		
	Instagram: 97	Instagram: 117		
	YouTube: 9	YouTube: 14		
	TikTok: /	TikTok: 15		
	TOTAL: 188	TOTAL: 232		
			<i>*This is a 23.40% increase in our following.</i>	<i>This is also due to the addition of YouTube shorts & Tik Tok</i>
Website Traffic	Pageviews: 514	Pageviews: 9,618		<i>This is due to us obtaining the Google Grant</i>
			<i>*This is a 1771.21% increase in pageviews</i>	<i>This is also due to us finding an organization to manage our Google Grant with Alphabet INC.</i>

<p>Website Reach (Top 10 countries)</p>	<p>United States, Indonesia, China, Hong Kong, India, Sweden, Ireland, Germany, United Kingdom & Philippines</p>	<p>Philippines*, United States, Brazil, Canada, Bangladesh, India, Spain, Columbia, Chile & Saudi Arabia</p> <p style="text-align: center;">*</p> <p><i>*This Philippines brought in 5,049 views, going from last to 1st in views</i></p> <p><i>This is all due to the obtaining and management of our Google Grant and the marketing that is being done with these grant/credits.</i></p>
<p>NEW Subscriber</p>	<p>Email Subscribers: /</p>	<p>Email Subscribers: 5</p> <p style="text-align: center;">↑</p> <p><i>*This is a 500% increase in our email subscribers.</i></p> <p><i>This is due to us introducing - for our 10th ministry season - a monthly subscriber email called our monthly "Media Distro."</i></p> <p><i>/ = There were no monthly subscriber emails sent yet</i></p>
<p>Subscriber Emails Sent</p>	<p>Email Sent: /</p>	<p>Email Sent: 49</p> <p style="text-align: center;">↑</p> <p><i>*This is a 4,900% increase in emails sent</i></p> <p><i>This is due to us introducing - for our 10th ministry season - a monthly subscriber email called our monthly "Media Distro."</i></p> <p><i>/ = There were no monthly subscriber emails sent yet</i></p>

Media Projects

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**
TOTAL: 40 Media Projects

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



This is a **47.5% decrease in Media Projects*

This is due to us not doing our original series "The Friday Blog", our devotion series "The Lord Is.." our mini documentaries and more episodes of "Motivate Moments".

This was due to us celebrating our 10th Anniversary and is not in the true sense seen as a decrease, due to the energies being used for a one-time celebration.

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

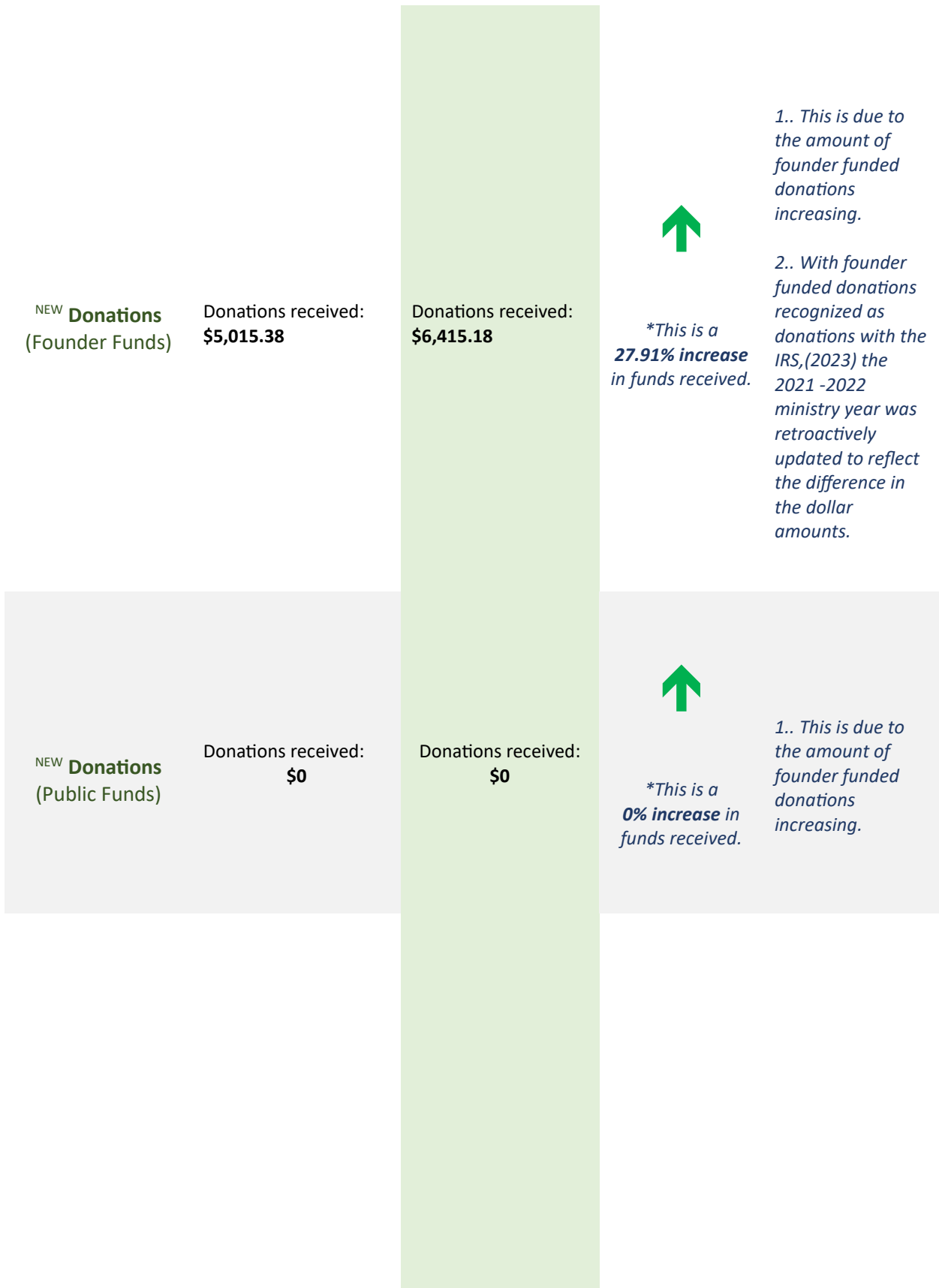
Google Grant spent: /

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



This is a **6491700% increase in ad grant/credits received and spent.*

This is due to us not having a "Google Grant" to spend during our 2021-2022 ministry year, because we got approved in late 2022, our 2022-2023 ministry year.



Goals
(Seasonal)

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

GOALS ACHIEVED: 2
10TH Ministry Season
(2022 – 2023)

{ - } Maintain & grow email subscriber base beyond 50

{ - } Premiere Christmas mini-movie in 2023

{ **X** } Celebrate 10th Anniversary in 2023

{ - } Maintain & see social media surpass 300 followers

{ - } Implement a progressive “Sponsorship Plan” to grow Ops & Prods

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

GOALS ON DECK:
11TH Ministry Season
(2023 – 2024)

{ - } Conduct website audit

{ - } Create Board of Director Standards of Conduct

{ - } Streamline the admin and prod. activities monthly

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

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

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

1. Our goals in our 11th season are more behind-the-scenes as compared to our 10th ministry year which was more media related and forward facing

2.. As we move from media-related marketing to cause-related marketing, our goals will reflect that.