

RESUMEN EJECUTIVO EN INGLÉS

8. Resumen ejecutivo en inglés

Eben Ezer is a digital publication specialized in matters of interest to the Christian community, specially protestants. In this media the public will find content of national interest and local interest such as interviews, reports, podcasts, information and coverage of events, gallery of images, chronicle, and a section in which anyone can send their questions about Doctrine, beliefs, opinions, on Jesus or religion, and an expert or a common believer, depending on the topic, will respond as soon as possible.

The evangelical community is very active at a social level and carries out many activities throughout Spain, so it is interesting to gather all the information in one place so that practitioners can consult and inform themselves, read content of their interest and, in a certain way, people curious about the religion can know a little more about the topic.

The objectives of *Eben Ezer* are:

1. To offer a digital publication that will satisfy a need of information in the Christian community.
2. To provide a reference point for people seeking information on this specific religion.
3. To be the highest quality cybermedia focused on young evangelicals in Spain.
4. Particularly to put into practice the knowledge I have acquired in this degree: a digital platform seems like the most appropriate way to include different types of items studied such as photojournalism, digital journalism, reporting, interview, video editing, radio, chronicle writing, design, etc.)

Mostly, I want to put into practice everything I learned these past four years. I think that a digital media offers the best opportunities to do that, because I can write different types of news, chronicles of events, and other different genres and also, I'm able to use the resources offered by the Internet (linking

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information, easy reception of feedback, greater immediacy, etc.) learned in the subject of Cyberjournalism.

In Spain, media consumption is becoming more and more digital. The vast majority of millennials are reported only through digital media, accessing the information by social media such as *Facebook* or *Twitter*. Also more and more baby boomers turn to this type of media, in addition to the print press. Taking into account that the age of my target is comprised of these groups, millennials and baby boomers, I am interested in using digital journalism.

TARGET

My target is mainly composed of young evangelical Christians. The evangelical faith is increasingly common among the citizens of Spain. Currently, in this country, there are approximately 1,200,000 Protestants.

I think there is a niche market because, although there are several evangelical radios and even a small TV space in the public television, with respect to cybermedia we only find one of quality, the one mentioned above (*Protestante Digital*).

There is no professional media focused on young people, only small blogs of churches where they publish photographs, their activities, preaching, etc. I seek to satisfy the needs of this group, who is generally interested in articles related to current affairs, interviews with well-known characters, music, Christian humor, etc. Being young, my target's most common platform are social networks, far above the print media or television. That is why I think the most appropriate is the digital media, along with social networks for young people to access through links.

COMPETITION

There is no great competition in this area, the only evangelical cyber-referent is *Protestante Digital*, which is focused on the evangelical community in general, while I would focus on a young target.

SOURCES OF INFORMATION MANAGEMENT

As for the personal sources of information I have used to carry out this project, the way of contacting them has generally been by telephone. In most cases they agreed to be interviewed personally, in the case of Kike Pavón we had to do it by Skype, since he was traveling between Latin America and Spain. There were also problems with some people who told me that they could not do it, did not respond or, in the case of a person I was interviewing, confirmed the interview twice by video call (he lives in Argentina) but never got online.

SELECTION OF CONTENT

Regarding the selection of contents, I have tried to choose different themes and formats. My intention has been to implement as many journalistic genres as possible, and I believe that although I have not been able to do all the work that I would have liked to do, I have met my expectations. In the future I would like to return to the topics that I have not had time to finish, such as a report on sexual slavery for which I contacted leaders of *Esclavitud XXI* and *A21*, Christian organizations that are doing a great job to abolish modern slavery.

EXPENSES

In terms of expenses, for a platform like *Eben Ezer*, maintaining it professionally with the current activity would cost:

- Domain and other privileges of a professional account in *Wordpress*: 21.81 euros / month
- Trips for interviews (Madrid, Barcelona, Castellón): 300 euros / month
- Diets: 50 euros / month
- Technical material: studio rental for podcasts, camera, microphone, recorder, etc.: 1200 euros
- Programs: Final Cut, InDesign, Logic: 700 euros
- Advertising - especially in social networks, but also brochures that could be distributed in evangelical churches: 50 euros

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Total expenses per month (approximately): 2,321.81 euros the first month, in the rest would have to subtract the 700 euros of the license of the editing programs, which are not renewed every month, reason why the usual monthly cost would be of About 621.81 euros.

APPROACH

The approach is from a Christian point of view, since it is a content for this community and my intention is to use a language and elaborate content with which young evangelicals can identify and thus arise an interest on their part. But above all, I want the journalistic quality to be clear in writing, elaboration of contents and veracity in the media.

SECTIONS

In *Eben Ezer* there are eleven sections: *Eben Ezer (home)*, *Noticias*, *Hoy hablamos con...*, *Crónicas*, *Interrógame*, *Opinión*, *Agenda*, *¿Quiénes somos?*, *Vídeo*, *Contacto* and *Galería*.

DESIGN

Regarding the design, I have chosen one that fits well with computers, smartphones and tablets. It is an easy to use design, simple, with all the options in sight.

INTERACTIVITY

I have linked a lot of information in the different posts to expand content, contexts, etc. The type of links I've added lead to another tab, so the user does not leave the *Eben Ezer* page when he clicks on one of them.

Also, I added the icons of *Twitter* and *Facebook* linked to *Eben Ezer* social networks in the banner of the web, so that they are easily accessible.

POSTPRODUCTION

To create the web page I have opted for the *Wordpress* platform, since it is the one we use both in the subject of Journalistic Design and in Cyberjournalism. Since I do not have the ability to create a web page from scratch, *Wordpress* is

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very helpful when it comes to looking for good designs, that suit the features I want, with the best usability. In this way I have been able to focus on the content and the type of design I wanted.

I have also created profiles on *Facebook* and *Twitter*, as I mentioned. The most relevant social media has been *Facebook*, with 185 followers in two months. When it comes to publishing in social networks I have taken into account the hours and days when more people are online.

CONCLUSIONS

Doing this project has helped me to put into practice many of the things I've learned in this degree. I believe digital media is the one platform that allows to do a more varied work, elaborating works of video, radio, writing, treatment of sources...

It has been difficult to reconcile with the classes, since being in Barcelona with a SICUE scholarship during this year, I haven't had the calendar of the Jaume I University, which is thought to end soon so that we can devote our time to the Practices and this final paper. I have had classes and exams as in any other course and that has made it difficult for *Eben Ezer* to have the activity that I would have liked to.

Anyway, I think the two publications I've done per week have been a good activity considering my schedule. I hope to be able to keep the webpage indefinitely, since this project has seemed very interesting to me. Having to do it alone has been a challenge, I have improved the areas in which I was less prepared and have faced new things that have taught me a lot about the most practical part of the job.

I consider that I must improve many things, especially at a technical level. I had many problems with the audiovisual report and the podcast, since I had to change them at the very last minute for different problems. This was a great job in a very short time, and it is something that you can see in the results, much less professional than I would have liked.

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Overall, I'm happy with my work and I think the fact of doing such a specialized subject has been complicated, but definitely worth it. With this publication I have learned a lot, I have seen what areas I must reinforce, what my strengths and weaknesses are, and I have been able to experience what it is to do a professional job, regularly publish content that has received feedback, something I had not done until now. In general, the work done for *Eben Ezer* has been very gratifying and motivating for my future career.