

ASIA-PACIFIC NAZARENE THEOLOGICAL SEMINARY

“AGAINST THE FLOW” REVAMPED: COMMUNICATING CHRIST TO THE
CURRENT GENERATION THROUGH PODCASTING

A Thesis Presented to

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In Partial Fulfilment of the Degree

Master of Arts in Christian Communication

BY

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“AGAINST THE FLOW” REVAMPED: COMMUNICATING CHRIST TO THE
CURRENT GENERATION THROUGH PODCASTING

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ABSTRACT

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This research explores the new media of podcasting as a ministry tool to reach Gen Y and Z young people. In this study, a longtime running radio program called "Against the Flow" (ATF) was converted into a podcast format. After this production of the podcast, ATF will no longer be known for being just a radio or TV program, but a podcast that has the potential to have more audience reach than it has ever had before.

Using communication theories as models and available resources gathered and related to podcasting, enough support was found to develop an excellent product. The tools and methods used to collect research data were found suitable and effective for this study. This paper describes the development of the new ATF podcast. The procedures,

including the pre-production, production, and post-production of the podcast are described in this thesis.

The pilot episode was about how Jesus is not to be referred to as "the best way to heaven" if He is to be the only way there. A guest was also interviewed to provide a lively and healthy discussion. This pilot episode interpreted a biblical truth based on John 14:6. The whole duration of this episode came with a running time of 34 minutes. This study was written, directed and produced by the host. Logical reasons for the course of action taken in order to create the new program are offered. Concepts, theories, and assumptions were gathered to guide the study. These offered a structured approach to understanding the phenomenon of podcasting. This paper uncovered the importance and relevance of podcasting and its potential contribution to the field of Christian communication. It explains why the research is needed and the impact it has which includes how it can advance existing knowledge and benefit the ministry of the church. The generational views on the medium of podcast were explored. Analyzing and reviewing examples of successful podcasts helped to identify what makes a good one. The strategy, methodology and procedures, along with objectives and techniques were presented.

Following the background research, the work of recording the pilot podcast was accomplished. The production was managed with a very small budget. A script for the program was created that would be recorded and then later reviewed by a small sample size of our target audience of youth. Through this, podcasting was discovered to be the best new way to do ATF. The discoveries made were surprising but at the same time,

were somewhat expected. The impact and relevance of the research was seen by the end of this study.

The chosen instruments were appropriate for the research questions and objectives, yielding reliable and valid data. The sampling technique took a group of young people composed of five males and five females from Taytay, Rizal who attended a private viewing party of the ATF podcast held at the church office. Using a Likert scale questionnaire to rate the program, they answered the questions that were presented. The findings of their collective thoughts on the ATF podcast have shown why podcasting is a favorable medium according to the youth of today as they all gave a high rating in the survey of the program. We can only expect continued results as we proceed with more podcasts.

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No portion of the work referred to in the thesis has been submitted in support of an application for another degree or qualification of this or any other university or other institute of learning.



Czar Jordan T. Escusa
Author

April 25, 2025
Date

DEDICATION

I wish to dedicate this production thesis and podcast to my Lord and Savior Jesus Christ. He has turned my life around from being a mess into a message. I also wish to express my utmost praise to Him. Furthermore, this work is dedicated to the church that I see needs to engage in the use of new media in order to reach this generation. Lastly, this is dedicated to my family and everyone who supported me in prayer, encouragement, finance and who patiently dealt with my slowness and weaknesses in the whole course of this endeavor.

Also dedicated in loving memory of Dr. Daniel Behr, who passed on to glory shortly after this project was completed. I had the privilege of having Dr. Behr as a professor before I finished my studies. We met back when he first arrived in the Philippines 20 years ago. He became a good friend, gym instructor, health educator, drama/skit director and a joke buddy. Daniel will be missed and we are blessed that our lives crossed paths at APNTS.

I also wish to dedicate this to my late father, Cezar Escusa, who I wish could have been around to see his son graduate his masters. He would have been so proud.

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Without the support and encouragement from my wife, Ricci, and the inspiration of my children Kaleena Czarine and Kalix Czander, together with all my loved ones, this project would not have come into fruition. Thank you very much. I love you all!

CONTENTS

ABSTRACT.....	i
COPYRIGHT STATEMENT.....	iv
DEDICATION	v
ACKNOWLEDGEMENTS.....	vi
CHAPTER 1	1
Introduction.....	1
Background/Rationale of the Study	1
Framework of the Study.....	3
Thesis Statement	8
Significance of the Study	8
Definition of Terms	9
Scope and Delimitations of the Study.....	12
CHAPTER 2	13
Literature Review.....	13
Generational Views on The Medium of Podcast	13
Identify: A Good Podcast.....	19
Podcast Review: The Joe Rogan Experience.....	24
CHAPTER 3	29

Methods and Procedures	29
Objectives	29
Techniques	30
Procedures	32
Schedule	33
Budget	33
Location	34
Equipment	34
Personnel	35
Strategy	35
CHAPTER 4	37
“Against the Flow” Podcast Script/Pilot Episode	37
The “Against the Flow” podcast survey	44
Survey Results	46
Results From Survey	48
CHAPTER 5	52
Bibliography	53
APPENDIX	57

CHAPTER 1

Introduction

Background/Rationale of the Study

I was the host of a certain event at a mall. After the event, a young person from the crowd heard that I was a Disc Jockey (DJ) on the radio. That person approached me afterwards and told me how he liked my style of hosting. He then proceeded to take a picture with me and asked what station I was a DJ at? I answered that it was on this Christian station called 702 DZAS. It seemed he was not familiar with the station that I mentioned. He then asked what was the frequency it was on. I replied that it was on the AM band. With a puzzled look on his face, he did not bother to ask any more questions as the situation became awkward until finally we parted ways. Suddenly, it was not as exciting anymore as when he first approached me. It made me wonder, was he expecting a different answer? Maybe he thought I would be on a well-known radio station and not be on the AM band. Do any youth even listen to the AM band? I know we did once upon a time but just to hear weather updates on whether classes were suspended or not. Of course that was before the internet age. Nowadays social media can help cover for that. Even though this happened years ago, this would be the same situation that kept on happening as time went on. When we started airing the program on nationwide television via cable, I felt it was hard to promote “Against the Flow” (ATF) on this Christian station. It was like preaching to the choir because who watches Christian TV but mostly

Christians? And we were targeting the youth as our audience. But it is hard to sell the product if they are not familiar with the store they can get it from. So, unless we were on a very well-known TV channel, our reach for our target audience would not be at its best. Which leaves us with these questions: “With our limited capacity of a budget and using what we already have, where can we possibly bring our program for an opportunity for it to have a broader reach? How can we evolve into fitting in the modern digital era?” The answer is podcasting. Podcasts were started in 2004, when Adam Curry, former MTV video jockey, and software developer Dave Winer, coded a program known as Ipodder to download internet radio to their apple Ipod.¹ During that time, they could not have known that they started a giant industry we know today as podcasts. In 2004, a Google search on ‘podcast’ gave 6000 search results; in 2005, 60 million (Berry, 2006); and in 2021, more than 1.9 billion.² This can serve as the new look for Against the Flow in order for it to flourish in today’s times. According to Jemily Rime et al., “A podcast is a piece of episodic, downloadable or stream able, primarily spoken audio content, distributed via the internet, playable anywhere, at any time, produced by anyone who so wishes.”³ The youth of today like things fast and at the command of their fingertips. ATF becoming a podcast could be a gamechanger for our ministry.

I am doing this study because we are currently exploring the launch of a new platform for our radio and former TV program, “Against the Flow.” I hope to research and find support on whether this is the best decision for the program in order to expand

¹ Dave Adamson, *Metachurch: How to Use Digital Ministry to Reach People and Make Disciples* Cumming, GA: Orange, 2022.

² Jemily Rime, Chris Pike, and Tom Collins, “What Is a Podcast? Considering Innovations in Podcasting through the Six-Tensions Framework,” *Convergence: The International Journal of Research into New Media Technologies* 28, no. 5 (June 2, 2022): 1260–82, doi:10.1177/13548565221104444.

³ Rime, et al., “What is a Podcast?”.

its horizon. After seeing numerous posts on social media daily of different clips of different podcasts, it makes me ask, “Is podcast the most preferred media to listen to and watch by the young people?”

It used to be that we did fifty percent music and fifty percent talk. But currently, music can be found anywhere. Are the youth today more into talk and discussion that stir their interests? I will consult existing literature that can help me in my study to find if podcasting is effective at all. I searched for current articles, podcasts, blogs, statistics and anything that actually reports on current trends. I looked into communication theories and other studies that can help contribute to my research background.

It is my hope that the podcast produced will be effective to its audience. With the young people as our target audience, I hope to see the ATF podcast have many subscribers and engagements. I want to be able to hear from our audience how the program has impacted their lives for the better. I am hoping to offer Gen Y and Z a positive and wholesome alternative podcast that will result in leading them to Christ or improving their Christian walk.

Framework of the Study

The theoretical framework of this thesis is based on two models of communication. The first model is by Steven T. Newcomb and is a psychological model.⁴ The second model is by Charles Kraft who builds his model on Biblical ideas.⁵ Both of these models provide aspects of communication that relate to my project.

⁴ Theodore M. Newcomb, “An Approach to the Study of Communicative Acts.,” *Psychological Review* 60, no. 6 (1953)

⁵ Charles H. Kraft, *Communication Theory for Christian Witness* (Maryknoll, NY: Orbis Books, 2005)

Newcomb's study states that "change in attitude, public opinion, and propaganda formation can be brought about through the dynamic of communicative relationship between two individuals or groups exposed to a medium or message."⁶ In my study, the medium being used is podcast. Newcomb called this the ABX model which is illustrated as:

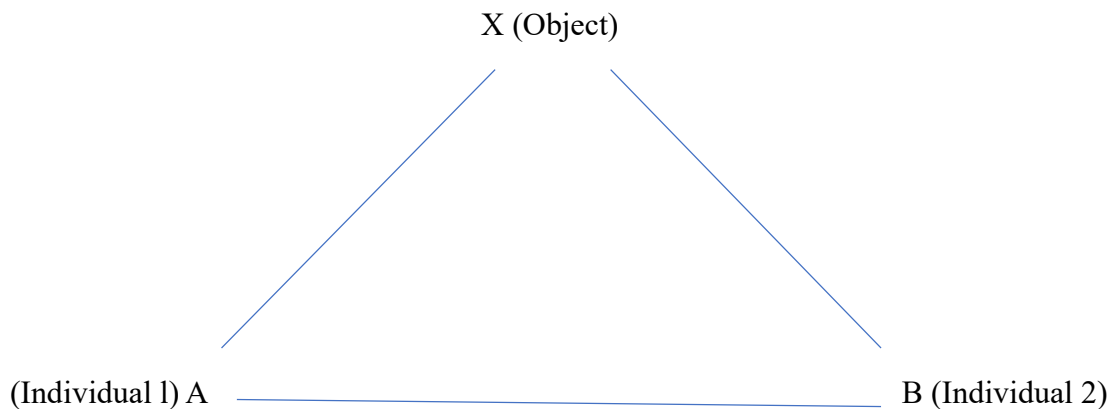


Figure No. 1: Newcomb's ABX Model

Newcomb's model assumes that a condition where 1) the object (X) is important to at least one (either A or B), or 2) the object has joint relevance to both (A and B), then communication is instigated. This process indicated by Newcomb supports my view that an audience would likely attend to sources of information which were in line with their existing context and would look for information which supports and confirms their actual behavior in the community. This may be an old communication model, but it still expresses truth about how two parties understand each other, and how someone who wants to communicate with a certain audience will be more effective if they have something in common. This gives weight to the expectation that the effects of mass

⁶ Theodore M. Newcomb, "An Approach to the Study of Communicative Acts.," *Psychological Review* 60, no. 6 (1953): 393-394.

communication would most likely reinforce existing opinions, attitudes, worldview, or behavioral tendencies.⁷ This can also be called “confirmation bias,” described in Britannica as “people’s tendency to process information by looking for, or interpreting, information that is consistent with their existing beliefs.”⁸

In this study, Newcomb’s “object” is represented by the produced podcast. In this regard, a podcast was produced that is in line with the context, beliefs, issues, and social norms that the Filipino youth live by and encounter on a daily basis. Since the researcher of this project is a Filipino, the target audience he selected as the primary audience are Filipinos so that the production would be relevant to both me as a Filipino (A) and the audience (B).

Charles Kraft says, “Communication requires that there be a message, one or more people to whom that message is directed, and a messenger to take the message across whatever gaps exists between the source of the message and the intended receptor(s).”⁹ It is about reaching out to others and making bridges over those gaps. The gaps can be small, like in the family, or they can be big, like in widely different cultures. That is why the gap should be bridged. The gap can be bridged by receptors who have high motivation to receive even when message communicators have poor delivery skills. On the other hand, it can also be achieved by the expert communicators building bridges to all the receptors.

In Kraft’s opinion, our God is a great communicator. Christians need to be receptors to Him and communicators for Him as well. We must discover the principles of

⁷ Newcomb, “Communicative Acts,” 404.

⁸ “Confirmation Bias,” Encyclopedia Britannica, Last modified February 11, 2025, <https://www.britannica.com/science/confirmation-bias>.

⁹ Kraft, *Communication Theory*, 10.

effective communication and how God conducts the communication. The purpose is to effectively communicate the Gospel. In order to communicate the Gospel, the person should be able to understand the receptor's context. Kraft calls this "Receptor Oriented Communication."¹⁰ The following is a summary of this model.

1. Communicators are for the receptors. God's strategy is that He is receptor oriented, seeking to reach His receptors by entering their frame of reference and by participating in their life, in order to be maximally intelligible to them. Using the appropriate language and medium will help us connect. We must constantly seek ways to be more effective in hitting our target audience. In their book, *Evolving as a Digital Scholar*, Wim van Petegem et al. agree, saying that, "The evolving digital scholar as Storyteller has an audience in mind and wants to convey a clear message."¹¹

2. The communicator should identify personally with the receptors. How can we communicate effectively if we are not relational? The answer is, we cannot. Not if the audience cannot relate with us. In Scripture, we find how God identifies personally with His receptors. It is as a person that God met Adam, Noah, Abraham, Isaac, Jacob, Joseph, Moses, Joshua, Samuel, David, Elijah, Isaiah and all the rest. Hebrews 2:16 says "For surely it is not angels he helps, but Abraham's descendants." Christian communicators therefore, have to interact with receptors as persons to persons. We must be able to identify with them, so that why and how we reach out to them is appropriate.¹²

3. The message should be in high quality in order to give impact. We must develop good rapport with people. Jesus developed high credibility with his receptors,

¹⁰ Kraft, *Communication Theory*, 80.

¹¹ Wim van Petegem et al., *Evolving as a Digital Scholar: Teaching and Researching in a Digital World*, Leuven: Leuven University Press, 2021, 54.

¹² Kraft, *Communication Theory*, 17.

demonstrating the messages he spoke of, dealing with the people's issues, and leading them to discover who God is. Then he trusted those who responded to do the right thing with His messages. The Gospels show how Jesus related to the people he communicated with. Philippians 2:6 talks about how He was humble as a human being. He also met the specific needs of specific people (Mark 2:1-12, John 4:1-26, Luke 24:13-27) and allowed people to discover who God is for themselves. (Mark 8:27-30 Exod.3:13-15). Kraft says, "The message is more highlighted and impactful when the communicator shows genuine love and concern."¹³

A visual model of this idea could look like the diagram below. This figure is my own visual representation of Kraft's model of effective Christian communication.

Receptor Oriented Communicators

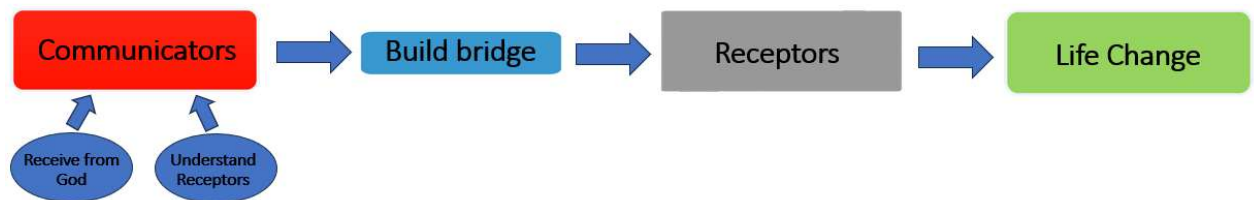


Figure No. 2

In summary, Jesus provided the model not just for how He reached His audience, but for what happened to their lives after their encounter. It is very similar to what we

¹³ Kraft, *Communication Theory*, 18-21.

want the listener to do or change after listening to the podcast. And after all has been done to communicate effectively, we must then trust the Lord for the results.

Kraft and Newcomb show that faith and science can co-exist and that psychological and Biblical models of communication can be supportive of one another. Both authors agree that in order for effective communication to be successful, a dynamic relationship between the communicator and the receptor is required. Each of them has given the requirements of their methods in order for them to connect. Newcomb claims that the receptor's interest must be stirred and their needs met, and therefore the audience would be more attentive to the information presented. Kraft believes that understanding the receptor better and interpreting well to them will bridge the gap to understanding. Kraft's Biblical model offers the added benefit of the possibility of a good positive change to the receptor as a result of the Christian message being communicated properly.

Thesis Statement

This research was undertaken in order to improve my ability to communicate the Gospel to young people in my community. Generation X and Y no longer can be reached effectively by traditional media. Therefore, my research seeks to find appropriate ways to bridge this communication gap. My study attempts to answer the question "Is podcast now the preferred medium over radio and TV to reach young people with the Gospel message?"

Significance of the Study

I have been a radio broadcaster for decades. After doing years of radio, I also ventured into doing the program on television. Based on the lack of feedback we receive coming from our target audience, I believe it is because they are not able to be reached

with the television program. This research is needed in order to support our attempt to evolve our program into podcast and widen our reach to the Filipino young people. A study in *Manila Standard* shows that there are a great number of Filipinos now who are tuning in to podcasts. The “Beyond the Headphones: The Portrait of a Podcast Listener as Filipino” report indicates that over 17 million internet-connected Filipinos, or 19.8 percent of the internet-connected population aged 16 to 64, listen to podcasts weekly.¹⁴

The contribution of this study is to showcase what an effective medium for reaching the people 30 years old and below looks like. The ultimate goal of this study is to encourage the church to use the new media in the most effective way it can. Based on the communication models I used for this study, podcasting could be an effective way for the church to reach this generation.

Definition of Terms

Against the Flow (ATF): the name of the program that was formerly on radio and TV and is now being updated and developed for a new podcast.

Communication: the transmission of meaning, where the meaning is not just the message itself, but also the cultural context and the relational patterns between communicators.¹⁵

¹⁴ “Weekly Podcast Listenership Hits 17M in the Philippines - Study,” Manila Standard, Last modified May 15, 2024, <https://manilastandard.net/pop-life/314447103/weekly-podcast-listenership-hits-17m-in-the-philippines-study.html#:~:text=In%20addition%20to%20discussing%20the,the%20podnetwork.com/mediakit.>

¹⁵ Kraft, *Communication Theory*, 84.

Communicator: someone who, to effectively communicate, must be “receptor-oriented,” understanding and using the receiver's worldview and cultural context to convey meaning.¹⁶

Receptor: the individual or group who interprets and responds to a message, emphasizing that meaning is constructed by the receiver rather than solely residing in the message itself.¹⁷

World Mission Communication (WMC): World Mission Communications Asia-Pacific is the media arm of the Church of the Nazarene in the Asia-Pacific Region. It exists to provide quality media services to unite, resource and empower the Global church in accomplishing its mission.¹⁸

Attitude Change: any alteration in an attitude, which may result from active attempts by others to change the attitude or from processes initiated by the person holding the attitude.¹⁹

Digital natives: Generation Z individuals that grew up with a highly sophisticated media and digital environment; internet savvy and social media active.

Facebook: A social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and stream live video.

¹⁶ Kraft, *Communication Theory*, 16-17.

¹⁷ Kraft, *Communication Theory*, 69-70.

¹⁸ “About,” *WMC*, accessed February 21, 2025, <https://wmc-ap.org/about/>.

¹⁹ American Psychological Association, *APA Dictionary of Psychology*, American Psychological Association, accessed September 14, 2024, <https://dictionary.apa.org/>.

Filipino Youth: People living in the Philippines whose age falls in the critical period in a person's growth and development from adolescence towards the peak of mature adulthood. In the Philippines, this includes ages ranging from 15 to 30 years old.²⁰

Generation Y: also known as Millennials, is a demographic categorization of people born after Generation X and before Generation Z. These people were generally born in the 1980s through the late 1990s and are most often the children of Baby Boomers.

Generation Z: also known as Post-Millennials, the iGeneration, Founders, Plurals, or the Homeland Generation, is the demographic cohort following the Millennials.

Generation Z, as they have been coined, consist of those born in 1995 or later.

Podcast: a digital audio or video file made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Propaganda: the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.

Public opinion: views prevalent among the general public.

Social media: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

²⁰ Philippine Congress, Senate, Republic Act 8044: "The Youth In Nation-Building Act," 3rd sess., 1995, 2.

Spotify: a digital music, podcast, and video service that offers access to millions of songs and other content from creators all over the world.

Tiktok: a social media platform where users create, share, and discover short-form videos, often featuring music, dance, comedy, and creative content.

YouTube: a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others.

Scope and Delimitations of the Study

This study is done using the podcast pilot episode written for Against the Flow. It is an existing broadcast that has been ongoing since 1997 and has evolved from radio to television, and will now venture into podcast in order to become a more effective broadcast for the young people in today's times. Using the same name and keeping some of the old format, I hope to still keep some of our following while capturing a new audience.

My research is limited to Generations Y (millennials) and Z. My target audience for the pilot episode of the podcast is the church youth group at Taytay First Church of the Nazarene and their network in Taytay Rizal. The age range of this group falls within the parameters of the age of our target audience.

CHAPTER 2

Literature Review

This chapter will review selected studies that discuss who Generation Y and Z are and how they use the internet to listen to or watch podcasts. In addition, this chapter will give an overview on how podcasts appeal to Generation Y and Z in relation to this study's theoretical framework. These individuals are brought up on technology; hence they are very active on social media. My desire is to uncover how they tune in, why and what is their preference, and what are the positive or negative effects after they have viewed a podcast. There is not much academic literature that covers the subject matter available in general circulation yet, therefore, most of the resources were found online. Many of the online sources are blogs written in response to marketing research. Although this research is done for the purpose of selling a product, that does not make it inaccurate. A marketing approach can be useful for a study like this because it provides valuable insights into real-world numbers. In essence, you need to sell a product. The product you want to sell is your podcast. You need to know who your target audience is, and what they like. This information is found by researching the market.

This chapter is outlined as follows: Generational views on the medium of podcast, what makes a good podcast, and a review of the podcast, "The Joe Rogan Experience."

Generational Views on The Medium of Podcast

Generation Z, according to Marc Prensky, is an emerging digitally enhanced person that he wants to call "*homo sapiens digital*." Prensky continues by connoting that

homo sapiens digital are “individuals who possess digital wisdom from the amount of technology that Generation Z is saturated in.”²¹ The media landscape continues to morph as a new report from marketing research firm KS&R reveals that traditional media is losing more ground to other sources in all generations, spearheaded by millennials and Gen Z. They are increasingly turning their ears to podcasts. Gathered from 1,000+ interviews, the demographically adjusted data provides insights for marketers targeting this diverse audience.²²

KS&R’s research also revealed that Gen Z’s monthly podcast listening has risen by 57% over the past five years, with 47% of Gen Zers in the US (approximately 24 million listeners) engaging with podcasts in the past month. In addition, according to Gabriel Soto of Edison research, the highest rate of podcast listening occurs among US Millennials (currently age 25-42). Half (50%) listen to the medium every week.²³ Jennifer Longo of KS&R finds that a significant portion of Gen Z (more than a quarter) and Millennials (more than a third) listen to podcasts on a daily basis. In fact, since they began listening to podcasts, listeners reported that 28 percent of them watch less TV, and 24 percent browse social media less often. Even one-third of Gen Z listeners said they now spend less time playing video games.²⁴ Soto finds that “there are 24 million monthly podcast listeners in Gen Z, or those born between 1997 and 2012.”²⁵

²¹ Marc Prensky, “Digital Natives, Digital Immigrants Part 1,” *On the Horizon*, Last modified September 1, 2001, <https://www.emerald.com/insight/content/doi/10.1108/10748120110424816/full/html>.

²² “KS&R Report: Podcasts are Replacing Traditional Media Consumption,” KS&R, Last modified August 8, 2024, <https://www.ksrinc.com/podcasts-replacing-traditional-media-consumption>.

²³ Gabriel Soto, “Generations and Podcast Listening - Highlights from Podcast Movement 2023,” Edison Research, Last modified September 27, 2023, <https://www.edisonresearch.com/generations-and-podcast-listening-highlights-from-podcast-movement-2023/>.

²⁴ Jennifer Longo, “Podcast Frenzy: Riding the Wave of Ever-Increasing Popularity,” KS&R Inc., 2024. <https://www.ksrinc.com/wp-content/uploads/2024/02/Podcast-Frenzy-Media-Report.pdf>

²⁵ Soto, “Generations and Podcast Listening”

Similar studies in the Philippines show this to be also true for the Filipino youth. The global pandemic has pushed the majority of them to tune in to digital channels to be entertained and the greater majority of these listeners in the Philippine market are under the Gen Z and millennial demographic. Teddy Cambosa's study shows that around 62% of millennials and 58% of Gen Z's in the Philippines said they've sought more content from more diverse creators and podcasts in the last year (2021).²⁶ True Logic marketing claims that Filipino millennials are the ones that are most responsive to digital marketing. On Gen Z's, they add that they are into snackable content, authentic influencer content, and a really solid persona that they can relate to because they like the word authenticity and it is something that matters more to Gen Zers than any of the other generations.²⁷

When it comes to staying up to date on current events and learning, Generation X consumes the most podcasts in news and politics, while comedy, entertainment, and true crime are the top podcast genres for Gen Z. Despite their love for light-hearted content, Gen Z's engagement with podcasts extends beyond entertainment. They use podcasts as a platform to explore and learn about topics that matter to them, such as social justice, the economy, and gun laws.²⁸

²⁶ Teddy Cambosa, "Nostalgia, Unrepresented Sectors Key Drivers among Young Filipinos' Preference for Audio Content," Last modified September 22, 2021, <https://marketech-apac.com/nostalgia-unrepresented-sectors-key-drivers-among-young-filipinos-preference-for-audio-content/#:~:text=Around%2062%25%20of%20millennials%20and,and%20showcase%20your%20best%20work!>

²⁷ "Generational Digital Habits of Filipinos," Last modified May 13, 2024, <https://www.truelogic.com.ph/blog/truelogic-episode-101-recap-generational-digital-habits-of-filipinos/#:~:text=Let's%20talk%20about%20Gen%20Z,be%20perceived%20as%20monolithic%2C%20right?>

²⁸ Soto, "Generations and Podcast Listening"

According to Maria Harutyunyan's study, Gen Z discovers podcasts twice as fast as other age groups.²⁹ She claims that younger groups of podcast listeners are also more likely than their elders to engage with podcasts in different ways, such as by following the podcast or its host(s) on social media or by trying something out because of something they heard on a podcast. According to Richard Carufel, 47% of Gen Z are monthly podcast listeners, 28% listen to podcasts nearly every day, 21% listen to podcasts for more than 10 hours a week, and 83% recommend podcasts to their friends or family. Mental health is at the top of Gen Z's mind, and podcasts provide this outlet. The young people have their own preferences. Gen Z prefers comedy (47 percent) followed by pop culture (34 percent). Millennials also prefer comedy (45 percent) followed by true crime (35 percent).³⁰

Where do the Gen Z's find their podcasts? The answer is social media. It is no surprise considering that Gen Z does seem to be the generation addicted to their mobile phones. But the role of social media cannot be underestimated in Gen Z's podcast discovery process. In fact, according to Megan Goldstein, the number one source used to discover podcasts for ages 13-24 is brief clips from social media.³¹ Therefore, Generation Z is fluent in social networking. "There is more of essence in learning what they are viewing and how it affects their growth and relationships, foundations of their identity,

²⁹ Maria Harutyunyan, "Podcast Statistics: Must-Know Insights and Trends for 2024," RSS, Last modified August 30, 2024, <https://www.loopexdigital.com/blog/podcast-statistics>.

³⁰ Richard Carufel, "Media Trends: Led by Younger Generations, Podcasts Are Replacing Traditional Media Consumption in All Age Groups," Agility PR Solutions, Last modified March 12, 2024, <https://www.agilitypr.com/pr-news/public-relations/media-trends-led-by-younger-generations-podcasts-are-replacing-traditional-media-consumption/>.

³¹ Megan Goldstein, "What Does Gen Z Look for in Podcasts?" The Democracy Group, accessed September 14, 2024, <https://www.democracygroup.org/blog/what-does-gen-z-look-for-in-podcasts>.

than comparing the amount of time spent on technology,” says Anthony Turner.³² His paper says that using technology to connect with the young is helpful and the challenge is to gain a deeper awareness of a different generation’s frame of reference. This will serve to bridge the gap between youth and adults trying to build relationships with them. But an unwillingness to take into account their reference can cause misunderstanding, miscommunication, and discouragement. Turner concludes by saying: “it is possible to connect on a personal level that allows for the growth of social interest in an individual and advancement of humankind. When adults focus on the strengths of technology while also emphasizing continuing the traditions of personal connection, the results can only enhance the social interest for all.”³³

While the internet may be dark and even harmful to some, podcasts offer a marked contrast with social media. If Gen Z loves podcasts, Jeremy Goldman says it may be because they consider them far less toxic than social media. He reports that findings by McKinsey Health Institute show that nearly a third of Gen Z listeners believe that social media has hurt their emotional well-being, per an April McKinsey Health Institute report. That negative effect is especially true for Gen Zers who dedicate more than two hours daily to social media.³⁴ But podcasts can have a good impact on emotions. Drew Ungerman, also with McKinsey Health Institute, reports that podcasts are a factor in Gen Z’s emotional wellbeing. He says that “over 80% of listeners use podcasts as a means of

³² Anthony Turner, “Generation Z: Technology and Social Interest,” *The Journal of Individual Psychology* 71, no. 2 (June 2015): 103–13, 107.

³³ Turner, “Generation Z,” 111.

³⁴ Jeremy Goldman, “Gen Z Loves Podcasts-and Considers Them Far Less Toxic than Social Media,” EMARKETER, Last modified June 5, 2023, <https://www.emarketer.com/content/gen-z-loves-podcasts-and-considers-them-far-less-toxic-than-social-media>.

relaxation, around two-thirds listen for escapism, and more than half listen to gain a better understanding of their own feelings.”³⁵

Andrew Arnold of Forbes gives five reasons why millennials lead other generations in podcast consumption. The draw of podcasts for millennials, according to him, is as follows:

1. Podcasts are easy and efficient. And millennials certainly value that. It takes no more than a phone and earbuds - and hands-free listening is a fait accompli.

2. Millennials have an on-demand mentality. When they want information, they want it right now. And, just like their favorite music artists and live streaming shows, they have their favorite podcast series or broadcasts that friends and co-workers have recommended.

3. Tech advancement and ease of use. Auto manufacturers have made it much easier for drivers to connect their smartphones to their car stereo systems, with audio inputs and USB ports and, more recently, support for Bluetooth. Now, millennials can play podcasts from their smartphones with no need to hold them. In short, listening to podcasts in a car is as easy as listening to the radio.

4. Non-fiction and reality content has become a “thing” with millennials, and podcasts allow them access to it, based on their specific preferences. Broadcast radio has assumed (incorrectly) that millennials want only music. It turns out they want nonfiction broadcasts on their phones. And if podcast producers can craft great serials, all the better.

5. Getting news on the go has also become attractive to millennials – not just the headlines, but through deeper dives into events and issues. Millennials like those deeper dives. They have more in-depth understanding and that influences their behaviors - political, social and economic.³⁶

While both may be informative, listening to podcasts has an advantage over reading books. Although millennials do read, it is not their “thing” because it is time

³⁵ Drew Ungerman, “MHI Leadership,” Accessed October 2, 2024, <https://www.mckinsey.com/mhi/our-people>.

³⁶ Andrew Arnold, “5 Reasons Why Millennials Lead Other Generations in Podcast Consumption,” Last modified November 15, 2017, <https://www.forbes.com/sites/andrewarnold/2017/11/15/5-reasons-why-millennials-lead-other-generations-in-podcast-consumption/>.

consuming and requires a non-mobile, stationary position whether at a PC or mobile device with tiny print. That is why it's inconvenient for them because it may require going through so much content. Viewing and listening, however, is a millennial “thing,” especially if it's short, interesting and entertaining. It is something that millennials can do when they want to relax, be informed or be entertained alongside many of their activities – commuting, exercising, walking and running. Whether it's earbuds while at the gym or downloaded podcast content while driving, the ears can still engage. If millennials can get their news, information, or entertainment while they are otherwise engaged, it becomes more suitable for them. That is why listening to podcasts is something that fits the millennial lifestyle.

In his article “How Gen Z is Upending Podcasting as We Know it,” Oliver Wyman claims that conditions can change very quickly in the modern media world. “Content creation has slowed and the primary reason is Gen Z. For older generations, podcasting can be seen primarily as a news medium—a source for breaking coverage or political or financial news. For Gen Z, though, podcasting is viewed primarily as a source of entertainment, humor, or leisure. That means creators need to bring the fun — constantly — or risk losing listeners.”³⁷

Identify: A Good Podcast

According to Sarah Messili,³⁸ there are five key ingredients to a successful podcast. These ingredients will be discussed below.

³⁷ Oliver Wyman, Paul Ricard, and Simon Luong, “How Gen Z Is Upending Podcasting as We Know It,” Oliver Wyman Forum, Last modified July 20, 2023, <https://www.oliverwymanforum.com/gen-z/2023/jul/how-gen-z-is-upending-podcasting-as-we-know-it.html>.

³⁸ Sarra Messili, “The 5 Key Ingredients to a Successful Podcast,” Podcast Inc, Last modified September 22, 2021, <https://www.podcastinc.io/post/the-5-key-ingredients-to-a-successful-podcast>.

1. Have an interesting topic. Podcasts are there to convey something that the creators want to be conveyed. This could be a message with clear persuasion and an opportunity for listeners wanting more knowledge on certain topics, or even just for pure entertainment. In this study's case, it is to communicate the Gospel in various aspects. Our aim is to tie this message with our method of communicating. Messili says, "To keep your attention, podcasts should have an interesting main idea with clear communication about how they want you to feel when listening, ensuring people stay tuned until the end."³⁹

2. Play to an audience. One needs to know what their audience wants. Podcasters need to do a great job at catering their content for everyone listening in order to get feedback on how it should improve. Knowing the age demographic of our audience will also help identify their needs. In our digital age, knowing who the content is being made for is very important. "The target audience will determine if they find the information valuable and interesting or not," says Messili.⁴⁰ The audience will also help determine scripts or topics for future episodes of ATF podcasts. The in-demand podcasters like Joe Rogan know this. In the article "Dudes Thinking Big Thoughts," Nathan Schneider says that people like Rogan, "YouTube philosophers" as he calls them, "believe that everything important is big—the trends that are all-consuming and inescapable."⁴¹ I have been in the youth ministry for over two decades. My experience has taught me well how to listen to and reach this generation.

³⁹ Messili, "The 5 Key Ingredients to a Successful Podcast".

⁴⁰ Messili, "The 5 Key Ingredients to a Successful Podcast".

⁴¹ Nathan Schneider, "Dudes Thinking Big Thoughts: Joe Rogan, Jordan Peterson and the Lure of the Rabbit Hole," America Magazine, Last modified May 8, 2024, <https://www.americamagazine.org/arts-culture/2024/04/08/joe-rogan-lex-fridman-youtube-247650>.

3. Have a regular schedule. There has to be something that the listeners can look forward and return to. Messili asserts, “One of the most important things when it comes to podcasts is consistency.”⁴² A regular release schedule will keep the listeners on track which in turn increases engagement. ATF has been running weekly since it began in 1997. With my connection to our media department (WMC) and the commitment of our team, together with my ministry as a pastor/preacher where I constantly produce messages, the hope is that it will allow us to produce consistent content as we have been doing in all the years of broadcasting ATF.

4. Have a show structure. If one can deliver explicit structure about what kind of topics/shows will come up or who they are geared towards then people might find themselves more engaged than before. One of our strategies on ATF has always been taking on relevant topics that will engage the audience. The kind of material we develop is striking to the modern listeners. Podcasting is a great way to share the Christian message with others without sounding too churchy which may turn some listeners off. Messili says, “When you're intentional about how the show structure works, it becomes easier for listeners who want an engaging story or development in conversation by following along with every episode of this podcast.”⁴³

5. Authenticity and creativity. A podcast needs to be creative and original with one’s topic to increase listenership. Our approach is to have a fresh take on whatever topic an episode will have. The challenge is to “try a new angle or take an unexplored approach in order for them not to get bored too quickly,” as Messili recommends.⁴⁴ I

⁴² Messili, “The 5 Key Ingredients to a Successful Podcast”.

⁴³ Messili, “The 5 Key Ingredients to a Successful Podcast”.

⁴⁴ Messili, “The 5 Key Ingredients to a Successful Podcast”.

believe that authenticity should always remain a top priority. If we can get that to go together with creativity, the podcast will remain interesting and keep listeners coming back for more.

I agree with the idea that people nowadays are also looking for the aspect of authenticity. According to Podium, “It’s this commitment to authenticity, to true connection, that transforms casual listeners into devoted fans, ensuring that a podcast doesn’t merely echo in the ears but reverberates in the hearts of its audience.”⁴⁵ In order to be “receptor oriented” as Kraft suggested, it requires authenticity. In addition, Kraft says, “Effective communicators also use care in their choice of the communicational method or technique they employ.”⁴⁶ In the podcast created, it will have a variety of elements that have gained success in the past on the radio format, as well as new styles and upgrades to be introduced for the first time on its podcast stage.

In addition to the points made by Messili, Gaurav Yadav says, “Clear audio quality is essential for a good podcast.”⁴⁷ To achieve this, we produced the ATF podcast with high-quality recording equipment that can capture the voice and sound effects with clarity. While podcast is primarily an audio medium, some of the more popular ones also distribute in video, either as their primary content or as a supplement to audio; popularized in recent years by the video platform YouTube. For the ATF podcast, we are aiming to do both audio and video in order to offer our audience more options on how they prefer to experience the podcast.

⁴⁵ “Authenticity in Podcasting: Building Genuine Connections with Listeners,” Podium, Last modified October 8, 2023, <https://hello.podium.page/blog/authenticity-in-podcasting-building-genuine-connections-with-listeners>.

⁴⁶ Kraft, *Communication Theory*, 60.

⁴⁷ Gaurav Yadav, “What Makes a Good Podcast? Key Elements of Winning Show,” Last modified August 30, 2023, <https://www.adorilabs.com/blog/what-makes-a-good-podcast>.

As Christians, these are things we are hoping to bring on our stage in order to communicate more effectively. Transparently communicating the experiences and challenges from a personal or brand perspective will communicate authenticity, and will help build trust and connection with the audience. By balancing informative content with engaging storytelling, one can create a podcast that resonates with the listeners on a deeper level. A good podcast will create a following that will create a community of supporters. According to Cuepodcasts.com, “A loyal and engaged community is a solid indicator of a successful podcast. When a program truly resonates with people, they're more likely to form a community around it. They'll be inclined not only to listen as a regular but also to share it with their friends and family, post about it on social media, and contribute more to its success.”⁴⁸

Another way to make our program sound more authentic is by not sounding scripted, but to have a natural conversational sound while projecting a good voice. This will create an effect for the viewers that I am speaking from the heart. Jeremy Wade Morris and Eric Hoyt note that “Vocal advice also abounds on the internet for podcasters who are speaking extemporaneously and not reading from scripts.”⁴⁹ This style will also help keep the host from sounding too boring. To emphasize the importance of vocal tone in communication, Aditya Deole of Yellow Fishes uses an often quoted saying of the philosopher Friedrich Nietzsche, who reportedly said, “We often refuse to accept an idea merely because the tone of voice in which it has been expressed is unsympathetic to us.”

⁴⁸ Cuepodcasts.com, “How to Measure Podcast Success: The 12 Key Metrics to Use,” Meet Cue. Giving Brands A Voice, accessed June 5, 2024, <https://www.cuepodcasts.com/post/how-to-measure-podcast-success>.

⁴⁹ Jeremy Wade Morris and Eric Hoyt, *Saving New Sounds: Podcast Preservation and Historiography* Ann Arbor: University of Michigan Press, 2021.

Deole sums up this thought by saying, “It is not only the ‘what is said’ but also ‘how it is said’ that matters to us.”⁵⁰

My task at hand in creating the revamped ATF on the digital airwaves is to stir the interests of our listeners, be familiarized with who our target audience is, be consistent in producing a regular weekly programming schedule, being unique in structure, and all while being authentic and creative. If we can pair all these elements up together with our Christian programming, I believe that’s how the Gospel can be effectively communicated on this medium.

Podcast Review: The Joe Rogan Experience

Joe Rogan is widely accepted as the most popular podcaster. Who is Joe Rogan and why is his podcast considered the #1 podcast listened to in the world? Joe Rogan is described on his website as “stand up comic, mixed martial arts fanatic, psychedelic adventurer, host of The Joe Rogan Experience podcast.” It’s the last of these that has really made his name, and for many audiences, made the medium of podcasting too.⁵¹ The following information about his podcast is given on his website:

The Joe Rogan Experience podcast is a long form conversation hosted by comedian Joe Rogan with friends and guests that have included comedians, actors, musicians, MMA fighters, authors, artists, and beyond. It launched on December 24, 2009, on YouTube by Rogan and comedian Brian Redban, who was its sole co-host and producer until 2012 when Jamie Vernon, who would eventually take over production, was hired to co-produce. By 2015, it was one of the world’s most popular podcasts, regularly receiving millions of views per episode, also including a wide array of guests, including business magnate Elon Musk, whistleblower Edward Snowden, Senator Bernie Sanders, and astrophysicist Neil deGrasse Tyson. From December 2020 to February 2024, the podcast was exclusively available on Spotify, with highlights

⁵⁰ Aditya Deole, “Why is Tone of Voice Important?” accessed 4/25/25, <https://yellowfishes.com/blog/why-is-tone-of-voice-important?rq=why%20is%20tone%20of%20voice%20important>.

⁵¹ Joe Rogan, “Joe Rogan,” accessed September 14, 2024, <https://www.joerogan.com/>.

uploaded onto the main *Joe Rogan Experience* YouTube channel. With each episode amassing over 1 million downloads and earning over \$100,000, the podcast was originally recorded at Rogan's home in California, before moving to a private studio in Woodland Hills, Los Angeles. Production was relocated to Austin, Texas after the podcast was exclusively licensed on Spotify in 2020. The podcast has been described as a “boundary-free arena,” a platform for the intellectual dark web, and has featured a diverse ideological mixture of political guests. Rogan has been criticized for hosting far-right guests and has been accused of using racially insensitive language. He has also been criticized for his views on the COVID-19 pandemic and vaccines, and for hosting a number of guests who expressed views that contradicted medical consensus. Supporters of the podcast have praised Rogan for his advocacy of free speech.

What is important about Joe Rogan is also the type of listener he attracts. Media monitors say Rogan’s listenership is “71% male and evenly split between high school and post-secondary graduates. Some 57% of his audience reports earning over \$50k per year, with 19% making over \$100k”, with an average age of 24.”⁵²

As a fan of mixed martial arts, I am familiar with Joe Rogan and his hosting style. I hear him call fights and analyze them intelligently as a true fight fan. When I came across his podcast online, I was immediately hooked on watching because of my familiarity towards him. It has made me curious about his takes on other matters aside from mixed martial arts. I found his show to be interesting, intriguing and very informative. And after hearing some of his takes or discussions with guests, it made me want to listen to the other clips or episodes.

Madeleine Green says that “one source of Rogan’s growing popularity is that of his apparent authenticity and flexible, unaligned political agenda which many find refreshing at a time when other talk shows, news outlets and other forms of media are

⁵² Liz Giuffre and Siobhan McHugh, “Who Is Joe Rogan, and Why Does Spotify Love Him so Much?,” *The Conversation*, Last modified April 17, 2024, <https://theconversation.com/who-is-joe-rogan-and-why-does-spotify-love-him-so-much-176014>.

perceived to be increasingly politicized and polarised.”⁵³ The fewer the filters it had, the more transparent it became. It was able to provide audiences content unregulated by network censors or political alliances. The result of this is *The Joe Rogan Experience* rising to the top of the podcast charts. Rogan was able to offer a unique style and establish himself as a sincere and authentic host, making his influence greater.

What is surprising is that this top-rated podcast is of low production. Natasha Tynes says, “Rogan’s interviews are raw with very few edits. You can hear the coughs and the laughs and the awkward pauses. It makes the show authentic as if you are just listening to two people chatting over coffee about everyday things.”⁵⁴ This authentic quality of Rogan’s podcast is something we would like to emulate with ATF. Because of my relationship with our media center, World Mission Communication (WMC), we can easily duplicate this aspect of low-cost but quality production of a podcast.

In the article “What Gen-Z Listening Habits Mean for Podcasting,” Joe Casabona spoke to 60-70 students throughout the day. It was eye opening what he learned from the students. He says, “Outside of the Joe Rogan Experience, none of the students could actually name shows...just topics and episodes they liked. It means they don’t actually seek podcasts...they seek topics. And they let Spotify recommend episodes to them based on the topics.”⁵⁵ So while we cannot be a Joe Rogan, we can attempt to emulate some of the qualities that make his podcast so popular, including the feeling of authenticity, a variety of guests, and topics that are interesting to young people.

⁵³ Madeleine Green, “Why Is Joe Rogan so Popular?,” The Industry Leaders, Last modified July 22, 2024, <https://www.theindustryleaders.org/post/analysing-joe-rogan-s-popularity-as-a-leader>.

⁵⁴ Natasha Tynes, “What’s Joe Rogan’s Secret Sauce?,” Medium, Last modified May 16, 2023, <https://natashatynes.medium.com/the-joe-rogan-experience-is-one-of-the-most-popular-podcasts-in-the-world-with-each-episode-47f7b11cf1fc>.

⁵⁵ Joe Casabona, “What Gen-z Listening Habits Mean for Podcasting,” Podcast Workflows, Last modified January 11, 2024, <https://podcastworkflows.com/gen-z-podcasting/>.

The scriptures provide us with communication models to imitate. God spoke in an audible voice from heaven (Genesis 21:17-18; Matthew 3:16-17; Acts 9:3-7). He came and talked to people in person (Genesis 3:8-19; Joshua 5:13-6:5; 1 Samuel 3:10-14; Acts 23:11). He sent his angels with messages (Daniel 9:20-27; Acts 10:1-7). He sent prophets and prophetesses messages to relay to others (Judges 4:4-7; 2 Kings 22:14-20; 2 Chronicles 20:35-37; Acts 21:10-11). He spoke in visions (Genesis 15:1; Acts 10:9-16) and dreams (Genesis 31:24; Judges 7:8-15; Matthew 1:20-21). He also gave the Holy Spirit to stir, move, and compel people (Ezra 1:1; Luke 2:27). Jesus, God's very Word, took on flesh and lived and spoke among us for more than thirty years (John 1:14). After the resurrection, he also spoke to Saul from heaven (Acts 9:1-6) and He appeared and spoke to John in a vision (Revelation 1). God communicated with everyone including those who did not know Him yet and even those who sinned against Him. We find in Genesis chapter 3:9, despite the fall of humanity to sin, it was God who still reached out to Adam and Eve who were in hiding: Then the Lord God called to the man, and said to him, "Where are you?"

We see there is a God who refuses to stay on the other side of an enormous communication gap. He seeks a relationship with us that will elicit in us a commitment to himself and his cause.⁵⁶ I believe that the Lord can use podcast as yet another medium for Him to communicate with people. We aim to make a podcast that will bridge the communication gap, especially to the young. Once that gap is connected, it is my desire to share and scatter the Gospel seed. I will trust in its power to do the saving while I do the hosting. When Peter preached the message of salvation in Jesus Christ, those who

⁵⁶ Kraft, *Christian Communication*, 23.

heard it “were cut to the heart” (Acts 2:37), and about three thousand people were saved (Acts 2:41). After this study, we hope to continue producing podcast episodes and improve on it until God opens another opportunity or avenue in media to communicate His message to the world. Communicators exist for the sole purpose of reaching their recipients, and as Christian communicators, we have a very important message that we want to carry with strategy to make the best connection with the intended audience.

CHAPTER 3

Methods and Procedures

This chapter will give an overview of the methods and procedures that the I used during the production stages. The major sections for Chapter 3 are the following: Objectives, techniques, procedures, schedule, budget, locations, equipment, personnel, strategy and the feasibility of the study.

Objectives

My aim in this study is to produce a podcast called “Against The Flow.” The production project aims to first develop a pilot episode that will feature a topic that is both Christian in content and yet relevant to Gen Z and Y. The episode will showcase talks and interactions that the youth can engage in. The genre of our podcast is religion and spirituality without it being too churchy or religious in a traditional sense. When it comes to Christian podcasts, Statistica research shows that faith podcasts make up 16% of the entire podcast market, making this genre more popular than political, self help, and pop culture podcasts.⁵⁷ The purpose of the program is both to evangelize and give spiritual nurture to the audience of young people. The outcome the podcast is aiming for is conversion and/or changed attitudes.

⁵⁷ Adamson, *Megachurch*, 160.

Part of my objective is to be professional *and* authentic, using what I already know from the broadcasting years and the many things I have learned in my work in the industry. I also modeled after the popular podcasts that have already gained success in the field. Unfortunately, according to author Quentin Schultze, “Professional communication is not always authentic. Professional communicators often are paid to advance what other people believe. Professionalism can be at odds with authenticity.”⁵⁸ Because we do not have any paid sponsors currently for ATF, we can avoid taking this damage to the reputation of the authenticity we are attempting to produce.

Techniques

1. Choosing the right host. A good podcast needs a host who is engaging, informative, and entertaining. Podcast hosts in the talk genre are not only the main voice of the show but they are also responsible for researching topics and guests, preparing for recordings, and being an engaging and inspiring interviewer. I started the episode with a warm welcome, introducing myself as the host, gave a preview of what the ATF podcast is about, and introduced the episode topic. I told them about the background of ATF to help build rapport and establish credibility to the viewers, so they will know that this is a program that has stood the test of time. I then focused on the main discussion, interviews, or storytelling, staying organized and on-topic. One of the best ways to learn how to be a good podcast host is by studying the great interviewers of our time. Broadcasting for over

⁵⁸ Quentin J. Schultze, *Communicating for Life: Christian Stewardship in Community and Media* (Lexington, KY: Lexington Volunteer Recording Unit, 2003), 155.

two decades, I am ready to evolve into this new stage of doing media, applying my experience combined with added knowledge of how to perform on this platform.

2. Choosing the right topic/script. Kraft says that effective communicators who genuinely seek to communicate something worthwhile as well as to communicate it effectively seek to discover the felt needs of their hearers and to present Biblical content that those hearers will perceive as relevant to their felt needs.⁵⁹ A good communicator must think about their target audience. Good podcast ideas and topics don't just come from you; they also come from looking at your target audience. We must strive to be a prophetic media. Shultze asserts that “A prophetic media voice is faithfully committed to applying Biblical truth to the world of sin.”⁶⁰

The topic I have chosen to do for the first episode is entitled “Jesus is Not the Best Way To Heaven.” I believe it is a topic that can stir the interests of podcast goers. The reason I chose it was that I witnessed the virality of this topic in the past on the internet. Now, discussing it in the podcast could stir intellectual dialogue, help clarify this position and strengthen the Christian view.

3. Choosing the right venue for production

My connection with WMC grants me access to the studio where it is suitable to record the ATF podcasts. This venue is also very accessible given its location which is also inside the APNTS campus. In order to produce the best possible sound, we recorded in a quiet environment that uses soundproofing materials. The WMC studio provides a room that helps reduce any background noise and echo. Our sound engineers and editors are also equipped to produce high quality audio and visual material.

⁵⁹ Kraft, *Christian Communication*, 150.

⁶⁰ Schultze, *Communicating for Life*, 133.

Procedures

a. Pre-production. The pre-production process included the following tasks:

- The conceptualization of the script
- The scheduling of recordings
- Recording with me and the script
- Recording with our guest Joyce Pring via zoom
- Sharing teasers and announcement of the new ATF podcast through social media

b. Production.

- Production began on February 27 at 2pm. This was the time the studio and the personnel were available.
- The next recording session was March 14 with our guest at 2pm. After numerous attempts to get her to the studio or try to record her at her preferred location, we had to adjust. Her busy schedule allowed us this one hour interview via zoom.
- Also on this day, I went around campus using my Iphone to do a quick survey with random seminary people I came across which I later included in the podcast.

c. Post Production

- Transferring of recorded files to my laptop
- Mixing of the audio levels
- Editing. Ensuring clean and smooth transitions
- Downloading of needed visual elements

- Exporting video
- Uploading to Youtube and Facebook on April 20, 2025.
- Sharing of the content to the social media network

I conducted the pilot podcast research employing a video and audio recorded episode. After producing the pilot episode, I evaluated its quality and potential impact, employing questionnaires.

Schedule

Table 1: Schedule of the Production Thesis

Pre-Production to Production 1st Month				
1st week	2nd week	2nd week	3rd week	4th week
Written script	Shoot episode	Editing	Present to survey participants	Launch on Youtube and Facebook
Conceptualization	Promotion	Promotion	Observation	

Budget

The low cost and easy setup for podcasts make it easier than ever to influence the audience with the things of God. Like Rogan, we are able to produce good video and audio quality without the expenses of a big media production. We are currently limited to volunteers for most of the production work and free usage of venue and equipment. It is my hope that other Christians who feel called to this kind of ministry may be inspired to

do it because of its budget friendly approach. With the proper connections to people and right equipment, this can be accomplished. Because of the technology we have today, there is no need to pay for airtime on a radio or TV station. With the internet, the masses can be reached on a free platform. Although a budget can be used, it is not what is necessarily needed to enable to run a good podcast.

Location

Pre-production, production and post-production was done at the studio of World Mission Communication located at the second floor of the Cobb Hall inside the campus of Asia Pacific Nazarene Theological Seminary in Taytay, Rizal.

Equipment

The researcher needed:

- 1 Video camera
- 1 Backdrop
- 1 Set of Lights
- 1 Tripod or Monopod
- 1 External Microphone
- 1 Headphones/earphones
- 1 Table
- 1 Chair
- 1 Editing system (laptop or desktop with editing app)
- 1 Mouse with mouse pad
- 1 Iphone (for recording survey with campus persons)
- 1 Cable (for extracting video files from phone to laptop)

Personnel

Our team is composed of trained professionals with the media experience to help produce this podcast. They are also currently volunteers who believe in the vision of ATF. They are people who are also in good relation with the host of this podcast.

Host, producer, editor and director – Jordan Escusa

Assistant Director/Stylist – Ricci Escusa

Technical Director – Ervz Tia

Cameramen – David Halig and Lenmark Santos

Production Assistant – Keilah Dela Cruz, Gerimae Garcia

Strategy

When ATF was on radio and TV, the audience had to wait for a scheduled airing and it was limited to those time frames to catch the episodes. Now, it will be easier and more accessible for anyone with a gadget and the internet. After it was recorded and professionally edited, it was posted on the YouTube channel and Facebook page of Against the Flow where any viewer can listen to any episode on demand. ATF is now on video where people can have the option to watch or just listen. The reason for video is also that clips may be taken and posted on other social media platforms such as Tiktok, and this strategy may also help promote the program more and draw in more listeners from those spaces. The finished product is of high quality in editing, audio and visual. The duration of the podcast is 34 minutes long. According to McLean, in a study

conducted on 3,400 new podcasts, 52 percent of the audience tuned in to the podcasts that aired from 20 to 40 minutes long.⁶¹

How would we know if our podcast has become effective? One way the world may use to measure the success of a podcast is based on its virality and monetization. It would be great if it can become income generating to sustain the program and even reward its efforts. But while that would be a good thing if it does happen to our podcast, as a Christian I believe that should not be our goal. No matter how small our platform may be, we have a big message to carry. If we can successfully get the Gospel message out there through this medium and if my study is able to help inspire Christians to do the same, I can be satisfied with those being the only results of this production. If the podcast would help draw people closer to God, my work will be well worth it. I will not do it for the fame or money even if that is what the world would view as a successful podcast.

Acts 20:24 says: “But I don't care what happens to me, as long as I finish the work the Lord Jesus gave me to do. And this work is to tell the good news about God's gift of undeserved grace.”

⁶¹ Matthew McLean, “How Long Should a Podcast Be? Data, Examples, & Tips,” The Podcast Host, Last modified December 30, 2024, <https://www.thepodcasthost.com/planning/podcast-episode-length/>.

CHAPTER 4

“Against the Flow” Podcast Script/Pilot Episode

Episode 1: “Why Jesus is The Way and Yet Not the Best Way to Heaven”

Synopsis:

This episode delves into the reason why Jesus should not to be referred to as "the best way to heaven", which at first may sound very odd for the believers. But later it is revealed by the host that the reason behind that is that He is the only way there. Also, a popular radio host and podcaster, Joyce Pring, was also interviewed and had a discussion with regarding a viral issue that took place when she stated from a Biblical perspective that Jesus was the only way to heaven and that punishment awaited those who refuse to believe. This pilot episode interpreted a biblical truth found in John 14:6.

****Running time of 34 minutes.**

Intro: ATF podcast intro spot (Laban sa Agos)

Cue Immediately to host

Introduction

(Upbeat instrumental House music in the background for intro part)

(options to insert sound effects)

Jordan: Welcome to the very first episode of ATF the podcast! After years of doing radio, dating back to Easter 1997, from FM to AM radio, venturing into 10 seasons on

Television. Here we are now evolving into a new format which is podcast! Now we can be heard using this new platform on multiple channels and on demand so you can listen whenever you want.(Insert Sound Effects: Applause)

I am Jordan Escusa and STILL your host! I have been here since 2001. I am currently finishing up my masters at Asia Pacific Nazarene Theological Seminary in Communication. Can you guess what my thesis is on? That's right, you're hearing what it is right now! So glad to hit 2 birds with one stone! On one end we get to relaunch the program, on the other I get to finally graduate from the seminary! Thanks for being here to witness history with me. (Insert Sound Effects: Applause)

I want to welcome back all our followers and listeners from the past. Thank you for sticking with ATF no matter where we went. If it's your first time, I welcome you on board. Hope you give us a chance for you to become a regular. This is the program that is made for the young and even young at heart!

Bumper/Breaker

Jordan: We used to do a mix of music and talk when we were on radio on TV. On the internet, we have too many restrictions on music so we have been muted or flagged for trying that but now it won't be there a problem, we've got more room for discussions that are relevant. If you want to listen to this with music, we still have it on radio format on 702DZAS Sundays 7pm. Even though we have made big changes, we're still gonna be

bringing in some of our old format while also introducing the new stuff on ATF! Let us know if there's topics you want us to hit on in the future, just email iamagainsttheflow@gmail.com.

Insert ATF Ad spot

Jordan: Since it's episode one, I am thinking that topic number one will be something with the number 1. Here goes: Let's ask this question to help stir the interests of you listening: Is there only one way to heaven or are there many? And what if I told you that turns out, Jesus is not the best way to heaven? Those of you who know me know I am a pastor so why would I say something like that? Before you cancel or bash, I urge you to stick around and hear me out later.

During the pandemic, a veteran radio DJ who is also a believer in Christ, was on a podcast. When she was asked the question on what she believed, if Jesus was the only way to heaven and gave what she believed, the result was a firestorm on the internet. She was bashed or canceled for her answer. Why the reaction I wondered? Was this a new idea? Or was it because it came from an influencer like her?

Why don't we go ahead and take a look at this actual footage of this...

PLAY VIDEO CLIP (Joyce Pring on Will's podcast)

Jordan: One shouldn't look at it as an exclusive thing for just a certain religion when it is for all! The truth may be brutal but only if you don't understand and receive God's grace. I commend you Joyce for standing your ground. Good job for telling the truth with grace even though most of the viral clips circulating left the grace part out. He asked a question and you simply answered without hate or sugarcoating.

But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect. 1 Peter 3:15

So who's really being judgmental now? Basta tayo si Lord ang Savior and Judge. I would rather get cancelled for Jesus than cancel my belief in Him.

“Blessed are those who are persecuted because of righteousness, for theirs is the kingdom of heaven Matthew 5:10

Well since we're talking about her, why don't we do something better which is talk to her.

(Cut into Interview with Joy Pring)

Questions:

1. Why do you think the netizens were so triggered and reacted that way to your answer to the questions?
2. Did you know it would be so controversial? How did you learn people all over became outraged?

3. If you could go back to that time, is there something you would change?
Add or subtract any of your wordings?
4. What is your message to those who were offended?
5. What is your encouragement for those believers who believe this with you,
that Jesus is the only way to heaven?
6. As someone who can now be considered a veteran in podcasting, any
advice for us here on ATF as we are just starting doing it?

Thank you, Joyce for joining us here on ATF!

ATF Bumper

Jordan: I on the other hand, not nearly as famous, but posted a content of my preaching clip on Tiktok. I also received similar backlash only this time, it was mostly from believers who did not get my point. I guess it's because I also put in a little click bait in the beginning of the video. And because people online are impatient or don't take time to listen, those who did not stick around for my explanation went straight to the comment section to hate on me. Saying I was an anti-Christ or a false prophet! Let's watch and listen to this clip of my post on Tiktok

PLAY VIDEO CLIP (Jordan Tiktok post)

So that became one of my most viral videos on tiktok. But unlike Joyce, this time it wasn't coming from the nonbelievers but fellow believers! Just look at the comments and

see how many times I got called “anti-Christ” or “false prophet.” I don’t blame them if they did not watch the complete video. But it seems people on that platform have no chill. Like the moment they hear a sentence they don’t like, they want to react immediately. Unlike on Facebook where I also posted, I got no hate there. But there were those as well who got it later and decided to delete their comments when they realized that we were actually on the same side!

I went around the seminary and asked the question: “Do you think Jesus the best way to heaven?” Let’s see their comments and reactions.

Insert: Play Jordan interviews people at the seminary clip

Recap

Conclusion

Jordan: Jesus did not say “I am the best way, best truth, best life and best way to come to the father. Jesus cannot be the only way to heaven if He is the best way to heaven. If he was the best, then we are universalists or Christians fused with that belief. Jesus can be the best and only way, or only best, but not best only.

Sure my statement was a shock especially for those who don’t finish the whole clip, it may have been a little clickbait or trick question, but it is a valid argument and a very important truth we must embrace. I maintain my stand despite whatever bashing, that Jesus is not the best way to heaven.

Closing Words

Thank you to our partners at WMC. A special shout out to APNTS where I am finishing my masters! And everyone supporting this. This is Jordan saying: “Only dead fish swim with the current so lets go...against the flow!”

End with ATF Spot(Laban sa Agos theme song)

END CREDITS

Host/producer: Jordan Escusa

Director + Editor: PJ

Technical Director: Ervz Tia

Assistant Director/Stylist: Ricci Escusa

Production/Post: David Hallig, Lenmark Santos

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Generation Congregation

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TankTop Manila Active Wear

Redbrand PH

Ron and Joyce Titular

Theme Song: “LABAN sa AGOS” by Selah and Friends

Follow us on our socials

Wanna be our sponsor or help support our program?

email weareagainsttheflow@gmail.com

Against The Flow EST 1997

Praise Jesus!

Additional shoutouts

The “Against the Flow” podcast survey

Using the Likert scale,⁶² the APNTS research department helped me develop the following survey questionnaire that was answered by young participants in a viewing party of the new podcast. They became the first audience to view and share their feedback on the program using this survey.

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 =

Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form.

⁶² “Likert Scale,” Encyclopedia Britannica, Last modified March 20, 2025, <https://www.britannica.com/topic/Likert-Scale>.

- b) The topics discussed in the podcast were relevant issues among Filipino youth.
- c) The podcast enhanced my knowledge of Christian values.
- d) The podcast made the Gospel easy to understand and relate to.
- e) The podcast encouraged me to find and listen to more Christian material on the internet.

II. Engagement and Impact

- a) The podcast was compelling and interesting.
- b) The podcast made me think twice about my relationship with Jesus.
- c) The podcast made me think about my personal walk of faith.
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel.
- e) I would share this podcast to my family and friends.

III. Media and Format

- a) The sound quality of the podcast was professional and clear.
- b) The host of the podcast was successful in conveying the message.
- c) The duration of the podcast episodes was suitable.
- d) The digital nature of the podcast made it convenient to access and listen to.

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast?
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?

Survey Results

Participant Pseudonym	C1-A	C1-B	C1-C	C1-D	C1-E
mj	4	4	5	5	5
enzie	5	5	5	4	4
naz	5	5	5	5	5
beng	5	5	5	5	4
mando	5	5	4	5	4
zander	4	5	5	5	4
mason	4	5	5	5	5
mj	4	4	4	4	5
am	5	5	5	5	5
proverbs	5	5	5	5	5
Range	1	1	1	1	1
Median	5	5	5	5	5
		5-4=1	5-4=1	5-4=1	5-4=1

Table 1

Participant Pseudonym	C2-A	C2-B	C2-C	C2-D	C2-E
mj	5	4	5	5	5
enzie	5	5	4	3	5
naz	5	4	4	4	5
beng	5	5	5	4	4
mando	5	5	4	5	3
zander	3	3	3	3	4
mason	5	5	5	5	5
mj	4	4	4	4	4
am	5	5	5	3	4
proverbs	5	4	4	3	4
Range	2	2	2	2	2
Median	5	5	5	5	5
	5-3=2	5-3=2	5-3=2	5-3=2	5-3=2

Table 2

Participant Pseudonym	C3-A	C3-B	C3-C	C3-D
mj	5	5	4	5
enzie	5	5	4	5
naz	5	5	5	5
beng	5	5	5	5
mando	5	5	5	5
zander	3	4	4	4
mason	5	5	5	3
mj	4	4	4	4
am	5	5	5	5
proverbs	5	5	5	5
Range	2	1	1	2
Median	5	5	5	5
	5-3=2	5-4=1	5-4=1	5-3=2

Table 3

Results From Survey

We scheduled a private viewing of the first episode of the ATF podcast in my office one Saturday afternoon. The panel was composed of a selection of 5 young men and 5 young women ages 15-25 from our church at Taytay First Church of the Nazarene. One who was not able to come that day, managed to do the viewing and survey the following day.

Based on the evaluations of the panelists, I was able to see that a good majority of them approved of the ATF revamp to podcasting. The survey which the participants answered was able to show that the podcast successfully conveyed the message of the Gospel in a contemporary digital form. The topic discussed on this episode turned out to be a relevant issue to them. In the first question where they were asked if the podcast successfully conveyed the message of the Gospel in a contemporary digital form, six out of ten strongly agreed (5) while the rest answered “agree (4).” Naz, who is new to this kind of programming is found saying, “As a first timer of listening to a podcast with a topic about Christianity, it is very interesting to watch as a youth and really gave me more knowledge about my relationship with Jesus.” Another female participant, Proverbs, stated, “For me, it served as an eye opener for young people like me, because these types of conversations that the host and guest talked about is a sensitive topic and is usually avoided by Christians to avoid any conflicts between other people.”

They liked the engagement and impact it had over all. This pilot episode was compelling and interesting enough. They found that the host of the podcast was successful in conveying the message. The participants said it was easier to understand through this podcast. Beng said, “It makes the listeners engaged and feel like they belong

in the conversation.” Mando agrees with this who said: “The podcast was engaging while sharing the Gospel at the same time.” He also added that he would like to see more humor on future episodes.

According to the respondents, we were able to produce professional and clear sound quality for the podcast. AM’s general impression of the podcast: “It is relatable and easy to understand by the person who is listening. The voices are impressively clear and loud.” The one participant who didn’t agree on the sound quality being a 5 was not able to use headphones during viewing but just relied on the small laptop speakers which limited the audio. The rest of the participants heard it loud and clear on the monitor they were watching it on.

Aside from the audio quality, the audience found the visuals that were presented in the podcast appealing. Angelique said, “Podcasts have visuals, compared to the radio, which helps the people understand the Gospel more. I can’t explain it but podcast is better than radio or tv.” Zander adds, “I think the best way the podcast shared about the gospel is by sharing more visuals I guess.” Another correspondent MJ, liked the opening introduction of the podcast stating “the intro is very noice[nice].”

The digital nature of the podcast made it convenient to access and listen to since all of them had a cell phone or means to access the internet. This survey was able to prove how this medium is an effective way for them to tune in. They expressed in writing how the podcast was a better alternative for them than radio and TV. Naz said: “I think that more people enjoy listening to the Gospel in a podcast in our generation today because it’s more accessible especially to those people that are on their cellphones most of the time.”

I noticed on the survey question “I would share this podcast to my family and friends,” the answers ranged from 3 to 5, with a median of 4. It made me wonder why did they not all strongly agree? Did they not understand the question? Was it because they felt that the topic I had for this may have been too deep for some of their friends? I can work on making it more shareable for them in the future. Maybe if I had a topic with a more famous guest that their friends knew perhaps? When asked “What can be done better in future episodes,” Beng did say to “invite more influential Christian personalities to share their life with Jesus.”

What surprised me most is how some of them thought the program was too short for them. Zander said: “For me habaan yung time because para sakin nabitin lang ako ng a lil bit.” (For me it’s to make it longer because I was left wanting for more.) Apparently, this first episode, which I did my best to shorten, was something they wouldn’t have minded being longer. Naz said: “I would love to watch longer episodes of the podcast with this topic.” They generally agreed the duration of the podcast episodes was suitable. One thing I learned and would recommend for the future is although I originally thought a good podcast is only 30 minutes long, what I learned from my guests is that the length may depend on the guest and how good the conversation is going. Then time may not be a factor. Some of the youth survey participants also backed this up when they expressed that they would have preferred it better if the podcast they were watching had gone longer.

For consistency in scoring the responses, I did not use reverse scoring in my Likert scale, meaning that the answers were always worded positively. The highest score on the scale was 5. This meant that they had strongly agreed with the statement. We see

in the analysis of the results that the median scores on all the questions range between 4 and 5, “agree” and “strongly agree.” But not one of them disagreed or strongly disagreed with any statement throughout the survey. I am satisfied with the turnout of this private viewing because the positive feedback was able to support my study and production of the podcast.

CHAPTER 5

After the production of the pilot episode, and presenting the final product to the survey participants, I am able to conclude that podcast is the most preferred media to listen to and watch by the young people. No longer do I have to try to lure them to media platforms that exist to reach a different kind of crowd. Now, we were able to enter the realm in which the youth gravitate. The survey verified what I wanted to achieve.

Spending the time to write, visualize, conceptualize, record, and edit the podcast was well worth my time because the outcome of this research has turned out to be, overall, very satisfactory. The ATF podcast is here and will continue to be produced even after this study is done, as long as the people we want to reach are there and our purpose for bringing the Gospel there is present.

I realized how blessed I am with the talent and creativity around me, together with the network who share in my vision for the media ministry of podcast. The monetary resources may not be there yet, but I am grateful for the richness of the access to the studio, the media equipment, and the right people to help me achieve my objectives.

I highly recommend that the church try podcasting if they want to reach Gen Y and Z. The findings of this study have proven that podcast is a viable medium for reaching the young people of today.

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APPENDIX

Survey Forms

Name: MJ

Age: 16

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. 4
- b) The topics discussed in the podcast were relevant issues among Filipino youth. 4
- c) The podcast enhanced my knowledge of Christian values. 4
- d) The podcast made the Gospel easy to understand and relate to. 4
- e) The podcast encouraged me to find and listen to more Christian material on the internet. 5

II. Engagement and Impact

- a) The podcast was compelling and interesting. 4
- b) The podcast made me think twice about my relationship with Jesus. 4
- c) The podcast made me think about my personal walk of faith. 4
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. 4
- e) I would share this podcast to my family and friends. 4

III. Media and Format

- a) The sound quality of the podcast was professional and clear. 4
- b) The host of the podcast was successful in conveying the message. 4
- c) The duration of the podcast episodes was suitable. 4
- d) The digital nature of the podcast made it convenient to access and listen to. 4

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast?
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?

A. The way they talk about faith and the way they explain what is the best way.
 B. Through social media visuals it can share the Gospel and other platform sites.
 C. I think extended time to discuss or talking about Gospel in podcast.

Name: **Mason**Age: **18**

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- 4 a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form.
- 5 b) The topics discussed in the podcast were relevant issues among Filipino youth.
- 5 c) The podcast enhanced my knowledge of Christian values.
- 5 d) The podcast made the Gospel easy to understand and relate to.
- 5 e) The podcast encouraged me to find and listen to more Christian material on the internet.

II. Engagement and Impact

- 5 a) The podcast was compelling and interesting.
- 5 b) The podcast made me think twice about my relationship with Jesus.
- 5 c) The podcast made me think about my personal walk of faith.
- 5 d) I prefer listening to podcasts over radio and tv to know more about the Gospel.
- 5 e) I would share this podcast to my family and friends.

III. Media and Format

- 5 a) The sound quality of the podcast was professional and clear.
- 5 b) The host of the podcast was successful in conveying the message.
- 5 c) The duration of the podcast episodes was suitable.
- 3 d) The digital nature of the podcast made it convenient to access and listen to.

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? *It was generally good, it shows how people tend to react first before finishing/knowing the whole story.*
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today? *the podcast has a visual and more convenient because on TV have only distinct time to be watched*
- c) What can be done better in future episodes?
More interactive like being in having a live platform and so that the viewers/listeners can comment their point of view. so that the host can make it more clear to them.

Name: **Zan**Age: **15**

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. **4**
- b) The topics discussed in the podcast were relevant issues among Filipino youth. **5**
- c) The podcast enhanced my knowledge of Christian values. **5**
- d) The podcast made the Gospel easy to understand and relate to. **5**
- e) The podcast encouraged me to find and listen to more Christian material on the internet. **4**

II. Engagement and Impact

- a) The podcast was compelling and interesting. **3**
- b) The podcast made me think twice about my relationship with Jesus. **3**
- c) The podcast made me think about my personal walk of faith. **3**
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. **3**
- e) I would share this podcast to my family and friends. **4**

III. Media and Format

- a) The sound quality of the podcast was professional and clear. **3**
- b) The host of the podcast was successful in conveying the message. **4**
- c) The duration of the podcast episodes was suitable. **4**
- d) The digital nature of the podcast made it convenient to access and listen to. **4**

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? *I learned ~~about~~ new things about Jesus is the only way not the best way to heaven*
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today? *I think the best way the podcast share about the Gospel is by showing more visuals i guess.*
- c) What can be done better in future episodes? *For me habman yung time because para sahin nabitin lang ako ng a lil bit*

Name: **Mando**

Age: 16

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. 5
- b) The topics discussed in the podcast were relevant issues among Filipino youth. 5
- c) The podcast enhanced my knowledge of Christian values. 4
- d) The podcast made the Gospel easy to understand and relate to. 5
- e) The podcast encouraged me to find and listen to more Christian material on the internet. 4

II. Engagement and Impact

- a) The podcast was compelling and interesting. 5
- b) The podcast made me think twice about my relationship with Jesus. 5
- c) The podcast made me think about my personal walk of faith. 4
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. 5
- e) I would share this podcast to my family and friends. 3

III. Media and Format

- a) The sound quality of the podcast was professional and clear. 5
- b) The host of the podcast was successful in conveying the message. 5
- c) The duration of the podcast episodes was suitable. 5
- d) The digital nature of the podcast made it convenient to access and listen to. 5

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? The podcast was engaging while sharing the gospel at the same time
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?

b. The podcast keeps the gospel entertaining because of its casual conversation rather than the tv and radio's professionalism.

c. They can add elements that have more humor in the podcast where young people can understand and relate to.

Name: **Beng**

Age: 17

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- 5 a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form.
- 5 b) The topics discussed in the podcast were relevant issues among Filipino youth.
- 5 c) The podcast enhanced my knowledge of Christian values.
- 5 d) The podcast made the Gospel easy to understand and relate to.
- 4 e) The podcast encouraged me to find and listen to more Christian material on the internet.

II. Engagement and Impact

- 5 a) The podcast was compelling and interesting.
- 5 b) The podcast made me think twice about my relationship with Jesus.
- 5 c) The podcast made me think about my personal walk of faith.
- 4 d) I prefer listening to podcasts over radio and tv to know more about the Gospel.
- 4 e) I would share this podcast to my family and friends.

III. Media and Format

- 5 a) The sound quality of the podcast was professional and clear.
- 5 b) The host of the podcast was successful in conveying the message.
- 5 c) The duration of the podcast episodes was suitable.
- 5 d) The digital nature of the podcast made it convenient to access and listen to.

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? I really thought it was boring like other podcasts
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today? It makes the li
engage and feel like they belong to the conversation
- c) What can be done better in future episodes?
Invite more influential Christian personality to share their life with Jesus.

Name: **Naz**

Age: 18

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- 5 a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form.
- 5 b) The topics discussed in the podcast were relevant issues among Filipino youth.
- 5 c) The podcast enhanced my knowledge of Christian values.
- 5 d) The podcast made the Gospel easy to understand and relate to.
- 5 e) The podcast encouraged me to find and listen to more Christian material on the internet.

II. Engagement and Impact

- 5 a) The podcast was compelling and interesting.
- 4 b) The podcast made me think twice about my relationship with Jesus.
- 4 c) The podcast made me think about my personal walk of faith.
- 4 d) I prefer listening to podcasts over radio and tv to know more about the Gospel.
- 5 e) I would share this podcast to my family and friends.

III. Media and Format

- 5 a) The sound quality of the podcast was professional and clear.
- 5 b) The host of the podcast was successful in conveying the message.
- 5 c) The duration of the podcast episodes was suitable.
- 5 d) The digital nature of the podcast made it convenient to access and listen to.

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? *As a first timer of listening a podcast with a topic about Christianity, it is very interesting to watch as a youth and really gave me more knowledge about my relationship with Jesus.*
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?

b.) I think that more people can enjoy listening to the Gospel in a podcast in our generation today because it's more accessible especially to those people that are in their cellphones most of the time.

c.) I would love to watch longer episodes of the podcast with this topic.

Name: JM

Age: 16

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- 4 a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form.
- 4 b) The topics discussed in the podcast were relevant issues among Filipino youth.
- 5 c) The podcast enhanced my knowledge of Christian values.
- 5 d) The podcast made the Gospel easy to understand and relate to.
- 5 e) The podcast encouraged me to find and listen to more Christian material on the internet.

II. Engagement and Impact

- 5 a) The podcast was compelling and interesting.
- 4 b) The podcast made me think twice about my relationship with Jesus.
- 5 c) The podcast made me think about my personal walk of faith.
- 5 d) I prefer listening to podcasts over radio and tv to know more about the Gospel.
- 5 e) I would share this podcast to my family and friends.

III. Media and Format

- 5 a) The sound quality of the podcast was professional and clear. ~~the~~ ~~podcast~~
- 5 b) The host of the podcast was successful in conveying the message.
- 4 c) The duration of the podcast episodes was suitable.
- 5 d) The digital nature of the podcast made it convenient to access and listen to.

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast? The podcast made ~~it~~ ^{it} easy to understand
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?
 - 1. Podcast made to better
 - 2. free converse
 - 3. mas madali po pakiusap ang kanilang pinanawagan kesa sa radio at tv.
 - 4. The intro is very noise

Name: **Enzie**

Age: **16**

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. **5**
- b) The topics discussed in the podcast were relevant issues among Filipino youth. **5**
- c) The podcast enhanced my knowledge of Christian values. **5**
- d) The podcast made the Gospel easy to understand and relate to. **4**
- e) The podcast encouraged me to find and listen to more Christian material on the internet. **4**

II. Engagement and Impact

- a) The podcast was compelling and interesting. **5**
- b) The podcast made me think twice about my relationship with Jesus. **5**
- c) The podcast made me think about my personal walk of faith. **4**
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. **3**
- e) I would share this podcast to my family and friends. **5**

III. Media and Format

- a) The sound quality of the podcast was professional and clear. **5**
- b) The host of the podcast was successful in conveying the message. **5**
- c) The duration of the podcast episodes was suitable. **4**
- d) The digital nature of the podcast made it convenient to access and listen to. **5**

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast?
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
- c) What can be done better in future episodes?

a. It was good. the video is an eye opener. Mas naging aware ako na we are saved because He died for us ~~because~~ hindi dahil marami akong nagagawa, magagawa and gagawin para sa Kingdom ni God kasi we are saved not by work by our faith in him.

b. podcast has visuals compared to the radio which helps the people understand the gospel more. I can't explain it pero podcast is better than radio or TV.

c. Break it down into pieces when explaining. Nothing more, just that.

Name: **AM**

Age: **16**

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. **5**
- b) The topics discussed in the podcast were relevant issues among Filipino youth. **5**
- c) The podcast enhanced my knowledge of Christian values. **5**
- d) The podcast made the Gospel easy to understand and relate to. **5**
- e) The podcast encouraged me to find and listen to more Christian material on the internet. **5**

II. Engagement and Impact

- a) The podcast was compelling and interesting. **5**
- b) The podcast made me think twice about my relationship with Jesus. **5**
- c) The podcast made me think about my personal walk of faith. **5**
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. **3**
- e) I would share this podcast to my family and friends. **4**

III. Media and Format

- a) The sound quality of the podcast was professional and clear. **5**
- b) The host of the podcast was successful in conveying the message. **5**
- c) The duration of the podcast episodes was suitable. **5**
- d) The digital nature of the podcast made it convenient to access and listen to. **5**

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast?
It is relatable and easy to understand by the person who is listening. The voices are impressively clear and loud.
- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today?
more on casual talks. They can use different words na mas nagagamit today.
- c) What can be done better in future episodes?
more on interactive part and explaining part.

Name: Proverbs

Age: 17

Rate the following statements according to your agreement: 1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

I. Content and Relevance

- a) The podcast successfully conveyed the message of the Gospel in a contemporary digital form. 5
- b) The topics discussed in the podcast were relevant issues among Filipino youth. 5
- c) The podcast enhanced my knowledge of Christian values. 5
- d) The podcast made the Gospel easy to understand and relate to. 5
- e) The podcast encouraged me to find and listen to more Christian material on the internet. 5

II. Engagement and Impact

- a) The podcast was compelling and interesting. 5
- b) The podcast made me think twice about my relationship with Jesus. 4
- c) The podcast made me think about my personal walk of faith. 4
- d) I prefer listening to podcasts over radio and tv to know more about the Gospel. 3
- e) I would share this podcast to my family and friends. 4

III. Media and Format

- a) The sound quality of the podcast was professional and clear. 5
- b) The host of the podcast was successful in conveying the message. 5
- c) The duration of the podcast episodes was suitable. 5
- d) The digital nature of the podcast made it convenient to access and listen to. 5

IV. Open-Ended Questions (Not to be rated—these should be answered descriptively.)

- a) What is your general impression of the podcast?

For me, it served as an eye opener for young people like me, because these types of conversations that the host and guest talked about is a sensitive topic and is usually avoided by Christians to avoid any conflicts between other people.

- b) How can the podcast share about the Gospel in a way that radio and tv can no longer do today

It can share gospel in a convenient way, podcasts are easily available on the internet rather than on the radio and tv, and as we move forward to a more innovative society, we also embrace innovation by keeping up sharing the gospel in a way that we wouldn't be left behind and utilize our resources effectively.

- c) What can be done better in future episodes?

I think, what can be done for the future episodes is to make the volume louder, but over-all the podcast was well executed.



January 04, 2025

Asia-Pacific Nazarene Theological Seminary Ortigas Avenue Extension, Kaytikling Taytay
1920, Rizal, Philippines

NOTIFICATION OF REVIEW APPROVAL

Czar Jordan Escusa

Protocol Title: *"Against the Flow" Revamped: Communicating Christ to the Current Generation through Podcasting*

Protocol#: AR-2025-01-04

IRB Review Date: December 2024

Effective Date: January 04, 2025

Expiration Date: January 03, 2026

Review Type: Expedited Review

Review Action: Approved

The IRB made the following determinations:

- The evaluation tool has been developed with the careful guidance of the research director
- Other Documentations: All necessary attachments submitted
- Risk Determination: No greater than minimal risk

Please contact me at marie.pring@apnts.edu.ph if you have any questions.

Sincerely,

Marie Joy Pring-Faraz, Ph.D.

Research Director

Program Director, Ph.D. in Transformational Development

Asia-Pacific Nazarene Theological Seminary