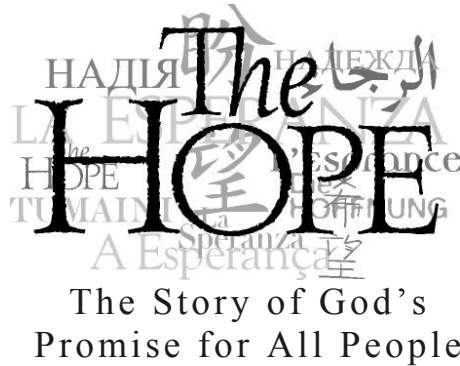


MINISTRY PARTNERING PROCESS FOR CULTURAL AND LINGUISTIC ADAPTATIONS OF THE HOPE



I. A Brief History of The HOPE

The HOPE began with a vision to use the power of modern media technology to create a cross-cultural global evangelism and discipleship tool that could be used by the Body of Christ to help fulfill the Great Commission.

Early in the project, it was determined that The HOPE should take shape as a dramatic portrayal of God's redemptive story from creation through Christ. This was a creative challenge requiring a tremendous amount of quality visual material. For the majority of the required footage, God allowed Mars Hill to receive clip rights from some of the world's most renowned motion picture productions of the Biblical narrative. The original cost to produce this footage was in the tens of millions of dollars. But by the grace of God and with the cooperation of motion picture producers and distributors around the world, Mars Hill was able to produce The HOPE for approximately two million dollars.

The HOPE was over five years in the making. A book could be written on the miracles and sacrifices that were necessary during this time. And now the story continues, as it is the desire of Mars Hill to make The HOPE as available as possible to Christians and mission organizations around the world in order to communicate the Gospel of Jesus Christ to every tongue, tribe, and nation.

II. The Purpose of This Document

The HOPE was created in a manner that allows it to be visually and audibly adapted for any people group. At Mars Hill we believe it is our responsibility before God to ensure that each adaptation of The HOPE is as useful as possible to all who might potentially use it to reach a particular people group with the Gospel. We also believe that the best way to accomplish this goal is by involving these potential users in a Ministry Partnership that would have input into the actual development of an adaptation.

The HOPE was designed to be more than a media product distributed through conventional media distribution venues. It was designed to be a key component in ministry strategies implemented by ministries and individuals around the world. This document outlines the steps necessary to build a Ministry Partnership for the purpose of adapting and disseminating The HOPE.

III. Overview of the Steps for a Ministry Partnership to Create an Adaptation of The HOPE

- Step 1** Develop a HOPE Adaptation Profile identifying the need and ministry opportunity for a cultural or linguistic adaptation of The HOPE designed to reach a particular people group.

- Step 2** Of those ministries listed in the HOPE Adaptation Profile, determine which ones will be included in a Ministry Partnership that will have input into the development of an adaptation of The HOPE.
- Step 3** Identify a Lead Ministry Partner.
- Step 4** Create and approve a HOPE Adaptation Plan for the production and dissemination of the proposed adaptation of The HOPE.
- Step 5** Create and finalize a Lead Partner Adaptation Agreement between Mars Hill and the Lead Ministry Partner.
- Step 6** Secure the necessary funding.
- Step 7** Pre-Production – The Translation Process
 - a. Translate the original English HOPE script into the adaptation language/dialect
 - b. Translate the new script back into English – The Back Translation
 - c. Identify discrepancies between the original English HOPE script and The Back Translation
 - d. Work with the Ministry Partnership to resolve script discrepancies

Mars Hill must approve the final HOPE Adaptation script before production begins.

- Step 8** Production/Post-Production – Produce the new adaptation of The HOPE according to the approved Adaptation Plan (Step 4).

Mars Hill must approve the still frame(s) of the on-screen storyteller prior to filming.

- a. Production – filming/recording
- b. Post-Production – keying/editing

Mars Hill must approve the final post-production edit before manufacturing (Step 9) begins.

- Step 9** Manufacture the newly produced adaptation of The HOPE.
- Step 10** Distribute the newly created adaptation of The HOPE.

IV. Description of the Steps for a Ministry Partnership to Create an Adaptation of The HOPE

- Step 1** **Develop a HOPE Adaptation Profile identifying the need and the ministry opportunity for a cultural or linguistic adaptation of The HOPE designed to reach a particular people group.** This first step could be initiated and accomplished by any group or individual interested in having an adaptation of The HOPE. The Adaptation Profile should include population data, geographic concentration, religious orientation, worldview, socio-economic context, and Christian presence. This profile should also include a listing of the Christian ministries and ministry networks that are working to reach the people group that has been identified.
- Step 2** **Of those ministries listed in the HOPE Adaptation Profile, determine which ones will be included in a Ministry Partnership that will have input into the development of an adaptation of The HOPE.** Depending on the number of ministries listed, this step will require some amount of time, energy, and resource. At a minimum, a Ministry Partner should be willing to review scripts and give input into the selection of Storytellers. A potential Ministry Partner must be willing to cooperate with others in the partnership, and particularly with the lead ministry partner as identified below in **Step 3**.

A ministry partner must also be able to agree to The Lausanne Covenant. Created at the 1974 World Congress on Evangelization, the Lausanne Covenant has become the most widely accepted statement of orthodox evangelical purpose and belief in the world today. It was agreed upon by 2,300 people from 150 nations from all branches of the Christian Church.

- Step 3 Identify a Lead Ministry Partner.** In many cases the person or organization initiating an adaptation of The HOPE will become the Lead Ministry Partner. The Lead Ministry Partner must be able to:
- Coordinate the Ministry Partnership in the creation (and in some cases, the dissemination) of The HOPE adaptation.
 - Serve as a liaison between the Ministry Partnership and Mars Hill. It is important to Mars Hill to know what the Ministry Partners think about the decisions that are being made related to translating, producing, manufacturing and distributing The HOPE adaptation.
 - Enter into a Lead Partner Adaptation Agreement (**Step 5**) with Mars Hill that defines the key issues related to the creation, manufacturing, and distribution of The HOPE adaptation. It will be up to the Lead Partner’s discretion whether or not to create a sub-contract with the other ministry partners.
 - Provide ministry reports and distribution reports to Mars Hill.

- Step 4 Create and approve a HOPE Adaptation Plan for the production and dissemination of the proposed adaptation of The HOPE.** Plans for different adaptations may vary greatly. In most cases, the ministry partners will drive the translation process. In many cases, the ministry partners may even drive the production process, with Mars Hill serving only as a facilitator. In some cases, Mars Hill may be more involved in production.

The Adaptation Plan should include a timeline and budget for the creation of the proposed adaptation of The HOPE. See Section V below for a description of expenses that will be incurred during the creation of an adaptation of The HOPE.

- Step 5 Create and finalize a Lead Partner Adaptation Agreement between Mars Hill and the Lead Ministry Partner.** This agreement will define the responsibilities and rights in a written format.

- Step 6 Secure the necessary funding.** As God allows, Mars Hill will be willing to participate in the process of raising the funds to cover the cost of an adaptation. However, Mars Hill is not in a position to incur expenses for which funds have not been committed.

Step 7 Pre-Production – The Translation Process.

- Translate the original English HOPE script into the adaptation language/dialect
- Translate the new scrip back into English – The Back Translation
- Identify discrepancies between the original English HOPE script and the Back Translation
- Work within the Ministry Partnership to resolve script discrepancies

Mars Hill must approve the final HOPE Adaptation script before production begins.

The “Translation Period” begins when Mars Hill has received and approved the Adaptation Plan. No later than ten (10) days after approval of the Adaptation Plan, Mars Hill will provide a digital copy of the original version of the English script laid out in a format that will allow the new translation to be input side by side with the English counterpart. There is also a “time-line” which allows a producer to know how much time is allotted for a given section of copy. The original HOPE has a margin of time (a buffer) built in for languages that take more time to speak.

Every thirty (30) days from the beginning to the end of the Translation Period the Lead Partner will be expected to send Mars Hill a written summary of translation activity.

It is possible that an individual or group might take the initiative to start a translation before any of the preceding steps have been accomplished. Mars Hill is not opposed to this. However, one must be aware that such work will not be utilized to create an adaptation until the prescribed steps (1-6) have been taken.

Step 8 Production/Post-Production – Produce the new adaptation of The HOPE according to the approved Adaptation Plan (Step 4).

- a. Production – filming/recording
- b. Post-Production – keying/editing

The specific details for producing The HOPE will vary greatly since production environments change from one location to another and from one country to another. Because of the great diversity of production facilities the Lead Ministry Partner must submit the following to Mars Hill Productions for approval:

- 1. Supply Mars Hill with a still frame(s) of the storyteller (on-screen storyteller version only) over background images from the original HOPE footage to check on-screen appearance (i.e. lighting, relative size of storyteller to background, keying, etc.). **Mars Hill must approve the still frame(s) of the on-screen storyteller prior to filming.**
- 2. Submit to Mars Hill what the Lead Partner considers to be the final post-production edit for the Adaptation project. **Mars Hill must approve the final post-production edit before manufacturing (Step 9) begins.**

Step 9 Manufacture the newly produced adaptation of The HOPE. There are many options for the Ministry Partnership to consider when manufacturing the newly produced adaptation of The HOPE. These areas of consideration include:

- a. Printing of art work and other materials for an adaptation of The HOPE according to template supplied by Mars Hill Productions
- b. Authoring of the newly created adaptation of The HOPE
- c. Duplication of the newly created adaptation of The HOPE

Step 10 Distribute the newly created adaptation of The HOPE. Now that the new adaptation of The HOPE is completed, distribution of the film must occur. The Ministry Partnership will determine the best ways to distribute The HOPE adaptation and see it used in the ministry context.

V. The Cost of an Adaptation

The cost of an Adaptation of The HOPE will vary based upon: a) the size of the people group, b) who does the work, and c) where the work is done. The following should provide a framework for building an Adaptation Budget:

- 1. **Adaptation Fee** – This fee (paid to Mars Hill) will be used to help cover the expense of Mars Hill’s involvement in the adaptation process and to the advance the worldwide ministry of The HOPE. It includes a one-time license fee and covers Mars Hill’s cost of providing a video master of The HOPE.

People Group	License
Over 3 million	\$2,500 + cost of master and shipping
1-3 million	\$1,750 + cost of master and shipping
Under 1 million	\$1,000 + cost of master and shipping

In most cases, the cost of a master will not exceed \$275. Mars Hill will give special consideration for relatively small people groups and for multiple adaptations produced by the same Lead Partner.

- 2. **Partnering Expense** - This expense is directly related to the cost of bringing together a Ministry Partnership. These expenses could include administration, communications, travel, etc. In most cases, the Adaptation Fee will cover Mars Hill’s portion of these expenses. Lead Partners will be responsible to assess their portion of the Partnering Expense, and budget appropriately. If it becomes evident that for some unforeseen reason, Mars Hill is going to incur unexpectedly large expenses related to building a Ministry Partnership, then that expense will be included in the Adaptation Budget.

3. **Pre - Production Expense -**
 - a. Translation of the original English HOPE script
 - b. Translation of new language script back to English
 - c. Identification and resolution of differences between two English versions
 - d. Creation of a master shooting script
 - e. Casting

As with the Partnering Expense, the majority of this expense will be incurred by the Lead Partner, the Ministry Partnership, or a third party contracted by the Lead Partner. The expense of Mars Hill’s involvement in these steps will in most cases be covered by the Adaptation Fee. Unexpected exceptions will, if necessary, be included in the Adaptation Budget.

4. **Production Expense** – This expense includes the normal steps involved in production: video taping, audio recording, talent, etc. The Adaptation Fee does not include any of this expense.
5. **Post-Productions Expense** – This expense includes the cost of editing the Storyteller(s) into The HOPE timeline, creating new titles for Chapters, etc. For this step Mars Hill will provide a master of The HOPE in whatever format the Lead Partner requires. This master will be provided at a cost not to exceed \$275 plus shipping. Except for the time involved in reviewing and approving a final Adaptation, none of these expenses are included in the Adaptation Fee.
6. **Manufacturing Expense** – This expense includes the cost of creating and printing packaging and the cost of duplicating copies The HOPE. The Adaptation Fee covers the cost incurred by Mars Hill in providing digital files of graphics and artwork for the creation of packaging and print material. The Lead Partner will be responsible for shipping and handling, and any custom alterations to the graphic files provided by Mars Hill.
7. **Distribution Royalties** – If the Lead Partner (or Ministry Partnership) derives income from distributing The HOPE, then Mars Hill would receive royalties in order to help further the worldwide ministry of The HOPE. Typically royalties are based upon a percentage of sales income. The actual royalty percentage may vary from case to case based upon the economic environment in which The HOPE is being distributed.

A royalty-free allowance is provided for units that are given away or used within the ministry of the Lead Partner on a non-commercial basis. The quantities that a licensee may duplicate royalty free are based upon the category of their license as follows:

People Group	# of Royalty Free Copies the Lead Partner May Duplicate
Over 3 million	5,000 units
1-3 million	2,500 units
Under 1 million	1,000 units

Units exceeding the quantities identified above will be assessed a royalty based upon a percentage of the manufacturing cost. As with royalties from commercial distribution, this assessment will be on a case by case basis related to the economic environment in which the units are being distributed.

Again, the cost of an Adaptation will vary. In some cases the Lead Partner or one of the Ministry Partners may choose to do much of the work themselves, and then absorb the cost of that work within their normal course of ministry operations. Mars Hill is willing to have as much or as little involvement in the work of an Adaptation as is appropriate to the specific situation and the availability of Mars Hill. If requested, Mars Hill will provide sample Adaptation Budgets to help Partners plan for an Adaptation.

VI. Conclusion

This document has been through several revisions as we have attempted to develop a partnering process that meets the needs of potential ministry partners and serves the long range ministry potential of The HOPE. If there is

anything about this document, or the process it describes, that you consider inappropriate or unrealistic, we encourage you to give us your feedback. Our sincere desire is to find a way to work with the Body of Christ to maximize the ministry of The HOPE so that many might come to know Him! Thank you for your interest in The HOPE.



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