



17194 Preston Road Suite 102-252 Dallas TX 75248
972.739.2150 needhimresources.com needhim.org

FOR IMMEDIATE RELEASE

MORE INFORMATION

Lisa Sams, Director of Marketing & Events
972.739.2150 x 206
972.739.2140 fax
lisa@needhim.org

“Something’s Not Right”

Dallas, TX - July 15, 2009. Need Him Ministries, an evangelism ministry based in Dallas, recently launched their latest television Gospel campaign. Entitled *Something’s Not Right* the commercial features a series of statements including “I’m failing; screwed up; alone; fear is killing me.” It is simple and profound. Using real people, not actors, this is a very effective television commercial relaying a very direct message.

“Like all of our Gospel spots for radio and television, we wanted to push the edge a bit,” said Drew Dickens, Need Him Ministries’ Executive Director. “Our focus was on finding a message that resonates with sitting-in-front-of-the-TV, struggling-with-life, people. As we began brainstorming what that might look and sound like, we knew just the team to put it all on film for us - DME, a media production and design studio.”

Led by two-time Emmy nominated directors Sam Ditore and Scott Mayo, DME focuses on meaningful motion picture and brand story telling. “We made a decision very early on - it had to be real people. This is not the kind of thing you can deliver as a performance. Every line had to connect in a visceral way to each of the people speaking them, and that made for an extremely interesting casting process. We decided to put the lens very close to them and to keep the art direction tonally neutral. It really helped to make each person a unique individual on their own basis,” commented Ditore.

Knowing that this commercial will be shown during television shows like *Degrassi: The Next Generation*, *Wildboyz*, and *Punk’d*, Mayo remarked, “Commercials these days can be rather ambiguous leaving the audience confused about how exactly to respond. So not only were we direct in terms of making emotional connections with the audience, but we were just as direct, clear and intentional in providing a pathway to respond. The people who need what this commercial offers will have no trouble knowing what to do after these 60 seconds are over. That was a goal from the very inception of the project.”

Airing on national networks like MTV and Lifetime, more than one million people have been exposed to the Gospel in just the first 30 days. Just as significantly, the response to *Something’s Not Right* has increased Need Him’s call and email rate by 40%. People want to know how to bring down the wall between them and God. The ministry plans to continue the campaign through 2009.

Need Him Ministries began in 1996 as a partnership with the Billy Graham Evangelistic Association, Campus Crusade for Christ, Moody Bible, and several other evangelical ministries. Need Him Ministries was created to provide an evangelism response strategy to enable anyone to speak live with a trained volunteer about how to begin a personal relationship with Jesus Christ. More than 1200 radio and television stations, billboards, and newspapers across the United States promote the special call-in number (888-NeedHIM) and website (needhim.org).