

LIVESTREAMING: FAD OR GOSPEL OUTREACH TOOL?

MEN OF HIS WORD CONFERENCE
FEBRUARY 21, 2026
OSHKOSH, WI



PRESENTED BY LARRY POCH & PANEL



FAITH
LUTHERAN CHURCH

SESSION INTENT

- LIVESTREAMING IS NOT A SUBSTITUTE FOR GATHERING IN PERSON.
- IT IS A TOOL TO ENHANCE YOUR LOCAL PRESENCE AND SHARE GOSPEL TRUTHS WITH THE WORLD.

COMPELLED BY CHRIST'S LOVE,

THE MEMBERS OF FAITH LUTHERAN CONGREGATION SERVE THE LORD BY

- *SHARING THE GOSPEL*
- *GATHERING THE LOST*
- *STRENGTHENING BELIEVERS*



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WHY LIVESTREAMING MATTERS

- **SHARING THE MESSAGE OF GOD'S AMAZING GRACE BEYOND YOUR PHYSICAL WALLS.**
 - THE "FRONT DOOR" TO YOUR MINISTRY AND FACILITY.
- **MAINTAINING CONNECTIONS WITH SPECIAL MINISTRIES, HOMEBOUND, INSTITUTIONALIZED, PERSONS WITH PHYSICAL, MENTAL OR AUTISTIC DISABILITIES.**



FAITH
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FINE-TUNING AN ONLINE MINISTRY?

- GETTING STARTED.
- HARDWARE AND SOFTWARE ESSENTIALS.
- PERSONNEL.
- COPYRIGHT AND LICENSING COMPLIANCE.
- ARCHIVING.
- ENGAGING VIEWERS.
- MEASURING AND ANALYZING.



FAITH
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VIEWS BY SUBSCRIPTION

Advanced mode | Report Subscription status

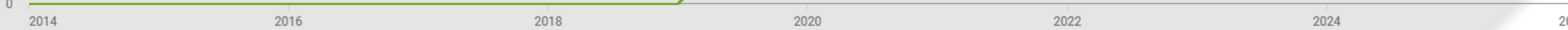
Add comparison

Views by Subscription status

Show chart

| Subscription status | Views | Watch time (hours) | Average view duration |
|---|---------------|--------------------|-----------------------|
| <input type="checkbox"/> Total | 214,599 | 33,959.5 | 11:04 |
| <input type="checkbox"/> Not subscribed | 136,364 63.5% | 18,150.5 53.5% | 10:08 |
| <input type="checkbox"/> Subscribed | 78,235 36.5% | 15,809.0 46.6% | 12:24 |

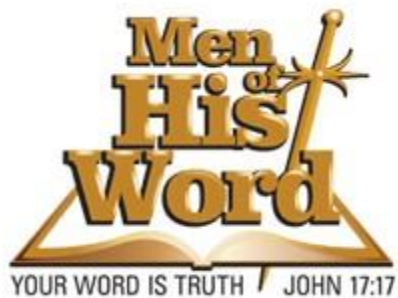
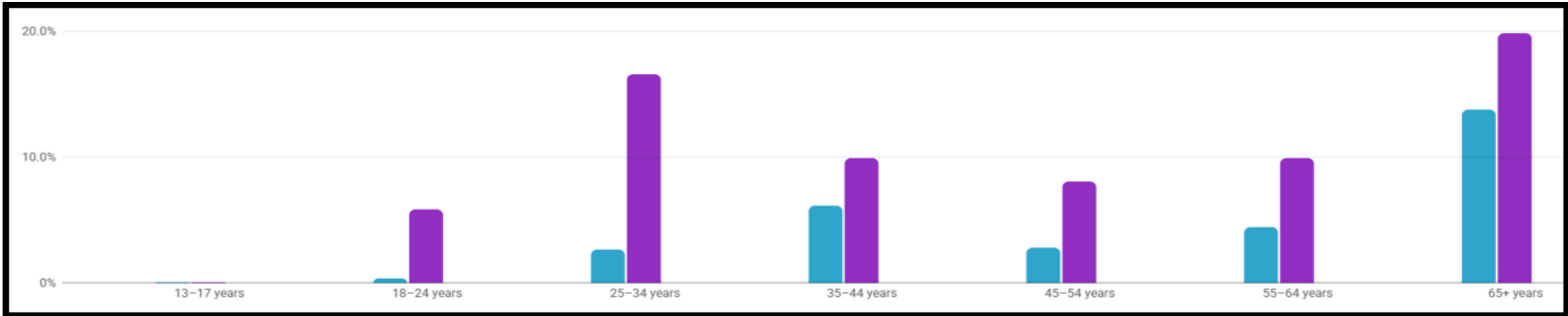
Views, Watch time (ho... ▾



Filter
Search for filter

| Subscription status | Views | Watch time (hours) | Average view duration |
|---|---------------|--------------------|-----------------------|
| <input type="checkbox"/> Total | 214,599 | 33,959.5 | 11:04 |
| <input type="checkbox"/> Not subscribed | 136,364 63.5% | 18,150.5 53.5% | 10:08 |
| <input type="checkbox"/> Subscribed | 78,235 36.5% | 15,809.0 46.6% | 12:24 |

AUDIENCE BY AGE AND GENDER



| Viewer age | Views | | |
|--------------|--------------|--------------|----------------|
| | Female | Male | User-specified |
| Total | 30.0% | 70.0% | 0% |
| 13-17 years | 0.1% | 0.1% | — |
| 18-24 years | 0.3% | 5.8% | — |
| 25-34 years | 2.6% | 16.5% | — |
| 35-44 years | 6.1% | 9.9% | — |
| 45-54 years | 2.8% | 8.0% | — |
| 55-64 years | 4.4% | 9.9% | — |
| 65+ years | 13.7% | 19.8% | — |



FAITH
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QUESTIONS & ANSWERS?

- OPEN DISCUSSION.
- CONTACT INFORMATION FOR PANEL MEMBERS.



CONNECT WITH OUR PANEL

| NAME | CHURCH/ORG | PHONE | EMAIL | WEBSITE |
|--------------------|--------------------------|--------------|------------------------------|---------------------------|
| DAVE RUDDAT | IMMANUEL, SHIRLEY | 920.632.8632 | PASTOR@IMMANUELSHIRLEY.COM | IMMANUELSHIRLEY.COM |
| BRIAN VONDEYLEN | TRINITY, NEENAH | - | BVONDEYLEN@GMAIL.COM | TRINITYNEENAH.NET |
| SCOTT MILLER | TRINITY, NEENAH | 920.427.1605 | SLMILLER1605@GMAIL.COM | TRINITYNEENAH.NET |
| JIM ULRICH | ST. MATTHEW, APPLETON | 847.227.7908 | 6ULRICHS@GMAIL.COM | STMATTHEWLUTHERAN .COM |
| JON RUDDAT | MOHW/922 MINISTRIES | 920.851.6122 | JON.RUDDAT@922MINISTRIES.COM | 922MINISTRIES.COM |
| BOB OBERBECK | FAITH, FOND DU LAC | 262.312.4106 | OBERBECKR@YAHOO.COM | FLCFDL.ORG |
| GINA THIESFELDT | FAITH, FOND DU LAC | 920.238.6146 | GINA.THIESFELDT@GMAIL.COM | FLCFDL.ORG |
| LARRY POCH | FAITH, FOND DU LAC | 920.539.0613 | LARRY.POCH@GMAIL.COM | FLCFDL.ORG |

STREAMING STUDIO EXAMPLE



AUDIENCE BY AGE AND GENDER

WHILE MORE MEN WATCH CONTENT

Advanced mode Report Audience by age and gender

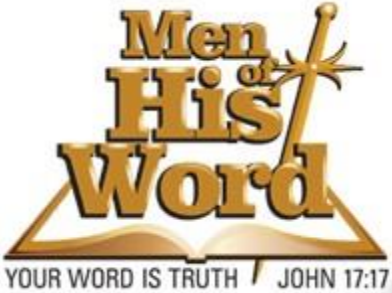
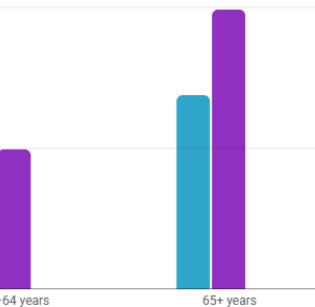
Controls

Mar 17, 2014 - Feb 3, 2026
Lifetime

Filter

Search for filter

| Viewer age | Female | Male |
|--------------|--------------|--------------|
| Total | 30.0% | 70.0% |
| 13-17 years | 0.1% | 0.1% |
| 18-24 years | 0.3% | 5.8% |
| 25-34 years | 2.6% | 16.5% |
| 35-44 years | 6.1% | 9.9% |
| 45-54 years | 2.8% | 8.0% |
| 55-64 years | 4.4% | 9.9% |
| 65+ years | 13.7% | 19.8% |



AUDIENCE BY AGE AND GENDER

WOMEN WATCH LONGER

Advanced mode | Report Audience by age and gender

Controls: Mar 17, 2014 - Feb 3, 2026 Lifetime

Filter: Search for filter

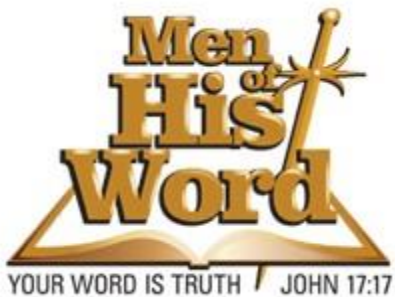
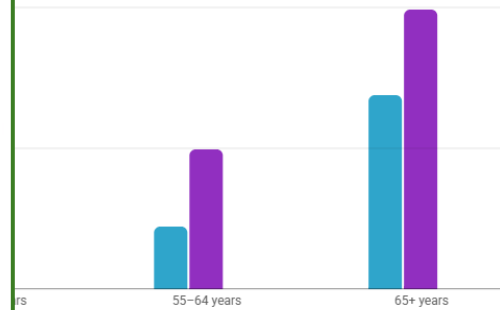
Audience by age and gender (F)

Views Watch time (hours)

Viewer age

| Viewer age | Female | Male |
|--------------|--------------|--------------|
| Total | 62.5% | 37.6% |
| 13-17 years | 0% | 0.1% |
| 18-24 years | 0% | 0.3% |
| 25-34 years | 0.8% | 1.8% |
| 35-44 years | 13.9% | 8.2% |
| 45-54 years | 3.4% | 5.0% |
| 55-64 years | 10.9% | 8.9% |
| 65+ years | 33.4% | 13.3% |

| Viewer age | Female | Male |
|--------------|--------------|--------------|
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| 25-34 years | 0.8% | 1.8% |
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| 45-54 years | 3.4% | 5.0% |
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| 65+ years | 33.4% | 13.3% |



FAITH
LUTHERAN CHURCH

SUBSCRIBER LOCATIONS

ALL OUR SUBSCRIBERS ARE FROM THE U.S.

Add comparison

Controls

Faith Lutheran FDL

Mar 17, 2014 - Feb 3, 2026
Lifetime

Breakdown

Geography

Metrics

Views, Watch time (ho...)

Filter

Search for filter

Subscribers by Geography

| Geography | Subscribers | Percentage |
|---|-------------|------------|
| <input type="checkbox"/> Total | 1,048 | |
| <input checked="" type="checkbox"/> United States | 263 | 25.1% |
| <input type="checkbox"/> Australia | 0 | 0.0% |
| <input type="checkbox"/> Bangladesh | 0 | 0.0% |
| <input type="checkbox"/> Bolivia | 0 | 0.0% |
| <input type="checkbox"/> Brazil | 0 | 0.0% |
| <input type="checkbox"/> Canada | 0 | 0.0% |
| <input type="checkbox"/> Germany | 0 | 0.0% |
| <input type="checkbox"/> United Kingdom | 0 | 0.0% |
| <input type="checkbox"/> Greece | 0 | 0.0% |
| <input type="checkbox"/> Indonesia | 0 | 0.0% |
| <input type="checkbox"/> Ireland | 0 | 0.0% |
| <input type="checkbox"/> Israel | 0 | 0.0% |
| <input type="checkbox"/> India | 0 | 0.0% |
| <input type="checkbox"/> Italy | 0 | 0.0% |
| <input type="checkbox"/> Kenya | 0 | 0.0% |
| <input type="checkbox"/> Myanmar (Burma) | 0 | 0.0% |
| <input type="checkbox"/> Mexico | 0 | 0.0% |
| <input type="checkbox"/> Malaysia | 0 | 0.0% |
| <input type="checkbox"/> Netherlands | 0 | 0.0% |
| <input type="checkbox"/> New Zealand | 0 | 0.0% |



VIEWER LOCATIONS

HOWEVER, MANY COUNTRIES ARE REPRESENTED IN VIEWS

| Faith Lutheran FDL | | | | | |
|--|--|---|---------------|----------------|-------|
| Mar 17, 2014 – Feb 3, 2026 Lifetime | | <input type="checkbox"/> Total | 214,461 | 33,926.9 | 11:04 |
| Breakdown | | <input checked="" type="checkbox"/> United States | 154,639 72.1% | 28,233.8 83.2% | 12:06 |
| Geography | | <input type="checkbox"/> Philippines | 1,398 0.7% | 4.1 0.0% | 0:29 |
| Metrics | | <input type="checkbox"/> Canada | 1,228 0.6% | 3.2 0.0% | 0:22 |
| Views, Watch time (ho...) | | <input type="checkbox"/> India | 1,001 0.5% | 4.0 0.0% | 0:22 |
| Filter | | <input type="checkbox"/> United Kingdom | 781 0.4% | 2.5 0.0% | 0:26 |
| Search for filter | | <input type="checkbox"/> Australia | 600 0.3% | 1.6 0.0% | 0:20 |
| | | <input type="checkbox"/> Indonesia | 259 0.1% | 0.6 0.0% | 0:17 |
| | | <input type="checkbox"/> South Africa | 223 0.1% | 0.7 0.0% | 0:24 |
| | | <input type="checkbox"/> Italy | 216 0.1% | 0.1 0.0% | 0:09 |
| | | <input type="checkbox"/> Malaysia | 169 0.1% | 0.7 0.0% | 0:29 |
| | | <input type="checkbox"/> Germany | 124 0.1% | 0.3 0.0% | 0:21 |
| | | <input type="checkbox"/> Bangladesh | 62 0.0% | 0.3 0.0% | 0:14 |
| | | <input type="checkbox"/> Netherlands | 56 0.0% | 0.2 0.0% | 0:27 |
| | | <input type="checkbox"/> Myanmar (Burma) | 45 0.0% | 0.3 0.0% | 0:22 |
| | | <input type="checkbox"/> Ireland | 23 0.0% | 0.1 0.0% | 0:17 |
| | | <input type="checkbox"/> Singapore | 21 0.0% | 0.0 0.0% | 0:13 |
| | | <input type="checkbox"/> Kenya | 20 0.0% | 0.1 0.0% | 0:30 |
| | | <input type="checkbox"/> Vietnam | 17 0.0% | 0.1 0.0% | 0:16 |
| | | <input type="checkbox"/> U.S. Virgin Islands | 11 0.0% | 2.8 0.0% | 15:03 |
| | | <input type="checkbox"/> Bolivia | 0 0.0% | 0.0 0.0% | – |



SERMONS - AVERAGE VIEW TIME

Advanced mode Report Content

Add comparison

Average view duration by Content

Controls

47 Sermons

Mar 17, 2014 - Feb 3, 2026 Lifetime

Breakdown

Content

Metrics

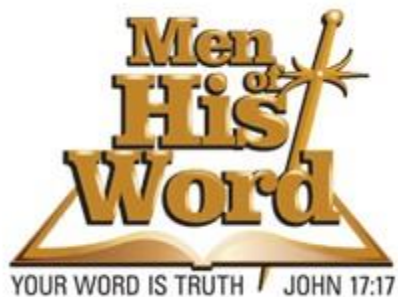
Views, Watch time (ho...)

Filter

Search for filter

| Content | Duration | Publish date | Average view duration | Views | Watch time (hours) |
|--|----------|--------------|-----------------------|--------------|--------------------|
| <input type="checkbox"/> Total | | | 3:43 | 1,069 | 66.4 |
| <input type="checkbox"/> Sermon 10-26-2025 Wasted Talents = Missed Opportu... | 25:22 | | 9:48 | 30 2.8% | 4.9 7.4% |
| <input type="checkbox"/> Sermon 9-21-2025 Know What Makes the Angels Rejoi... | 20:00 | | 6:41 | 30 2.8% | 3.3 5.0% |
| <input type="checkbox"/> Sermon 1-25-2026 Christian Education Weekend John ... | 26:21 | | 3:39 | 50 4.7% | 3.1 4.6% |
| <input type="checkbox"/> Sermon 11-30-2025 Great David's Greater Son - Psalm ... | 21:23 | | 6:19 | 27 2.5% | 2.8 4.3% |
| <input type="checkbox"/> Sermon 11-26-25 Give Thanks to the LORD | 17:17 | | 7:06 | 23 2.2% | 2.7 4.1% |
| <input type="checkbox"/> Sermon 11-2-2025 - The Three Solas: Scripture Alone, ... | 14:24 | | 5:10 | 31 2.9% | 2.7 4.0% |
| <input type="checkbox"/> Sermon 8-31-2025 God Lifts Up the Humble - Luke 14:... | 22:31 | | 5:15 | 29 2.7% | 2.5 3.8% |
| <input type="checkbox"/> Sermon 9-7-2025 Count the Cost of Christianity - Luke ... | 15:45 | | 6:05 | 25 2.3% | 2.5 3.8% |
| <input type="checkbox"/> Sermon 8-17-2025 Remember Why We Do This! 2 Cori... | 20:02 | | 5:45 | 23 2.2% | 2.2 3.3% |
| <input type="checkbox"/> Sermon 9-28-2025 "I Am the Vine" - John 15:1-5 | 23:40 | | 3:24 | 37 3.5% | 2.1 3.2% |
| <input type="checkbox"/> Sermon 7-13-2025 Made for Mission - John 13:1-17 | 19:53 | | 2:06 | 58 5.4% | 2.0 3.1% |
| <input type="checkbox"/> Sermon 11-16-2025 For Our Departed in the Lord, Our ... | 21:59 | | 5:31 | 22 2.1% | 2.0 3.1% |
| <input type="checkbox"/> Sermon 12-7-2025 On Our Way Up! | 14:39 | | 3:24 | 35 3.3% | 2.0 3.0% |

- 47 TOTAL SERMONS UPLOADED
- AVG DURATION = 3:43
- VIEW TOTAL = 1,069



SHORTS – AVERAGE VIEW TIME

Advanced mode Report Content

Add comparison

Average view duration by Content

Mar 16 – 22, 2014 Mar 6 – 12, 2016 Mar 4 – 10, 2018 Feb 23 – 29, 2020

Controls

69 SHORTS

Mar 17, 2014 – Feb 3, 2026 Lifetime

Breakdown

Content

Metrics

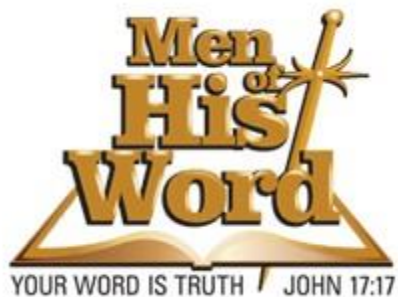
Views, Watch time (ho...)

Filter

Search for filter

| Content | Duration | Publish date | Average view duration | Views | Watch time (hours) |
|--|----------|--------------|-----------------------|---------------|--------------------|
| <input type="checkbox"/> Total | | | 0:28 | 45,578 | 129.5 |
| <input type="checkbox"/> Love your neighbor as yourself. #Jesus #shorts | 1:04 | | 2:55 | 329 0.7% | 7.8 6.0% |
| <input type="checkbox"/> God gives us our faith! #Jesus #shorts | 1:00 | | 0:34 | 1,578 3.5% | 7.2 5.6% |
| <input type="checkbox"/> Not guilty! In Christ Jesus #Jesus #shorts #truth | 1:01 | | 0:38 | 1,428 3.1% | 5.9 4.6% |
| <input type="checkbox"/> Jesus shows his power - on the cross! #Jesus #shorts | 0:57 | | 0:35 | 1,646 3.6% | 5.8 4.5% |
| <input type="checkbox"/> What happens to me when I die? #Jesus #shorts #truth | 1:29 | | 0:46 | 748 1.6% | 4.8 3.7% |
| <input type="checkbox"/> Don't be afraid to use your talents #Jesus #shorts | 0:46 | | 0:30 | 1,233 2.7% | 4.8 3.7% |
| <input type="checkbox"/> Know the TRUE God! #Jesus #shorts #truth | 0:52 | | 0:29 | 1,372 3.0% | 4.6 3.6% |
| <input type="checkbox"/> The truth of Salvation #Jesus #shorts #TRUTH | 0:49 | | 0:28 | 1,519 3.3% | 4.5 3.5% |
| <input type="checkbox"/> Wake up! Jesus is coming! #Advent #Jesus #shorts | 0:59 | | 0:26 | 1,202 2.6% | 4.1 3.1% |
| <input type="checkbox"/> God entrusts us with our talents! #Jesus #shorts | 0:40 | | 0:24 | 1,489 3.3% | 4.0 3.1% |
| <input type="checkbox"/> Timeless blessings of Christmas all year! #Jesus #sho... | 0:57 | | 0:25 | 1,597 3.5% | 4.0 3.1% |
| <input type="checkbox"/> Mission work starts with me! #Jesus #shorts | 0:26 | | 0:21 | 1,971 4.3% | 3.9 3.0% |
| <input type="checkbox"/> Jesus chose YOU! #Jesus #shorts | 0:54 | | 0:24 | 1,220 2.7% | 3.8 3.0% |
| <input type="checkbox"/> Beautiful . . . are the feet of those who bring good new... | 0:55 | | 0:19 | 1,622 3.6% | 3.3 2.5% |

TOTAL SHORTS = ~70
 AVERAGE VIEW
 DURATION = 0:28
 VIEW TOTAL = 45,478



WEBSITE AND STREAMING INTERACTION

Faith Lutheran, Fond du Lac, Website Performance Profile

| MM/YY | Calls | Directions | Website visits from Profile | Profile Views | Search | FLC Search | FLC+WELS FDL Search | FL** Fond du Lac Search | Total Interactions |
|--------|------------|-------------|-----------------------------|---------------|-------------|-------------|---------------------|-------------------------|--------------------|
| Jan-26 | 18 | 111 | 355 | 892 | 286 | 201 | 29 | 21 | 484 |
| Dec-25 | 13 | 120 | 479 | 1206 | 356 | 252 | 40 | 23 | 612 |
| Nov-25 | 24 | 77 | 781 | 1498 | 592 | 294 | 71 | 67 | 879 |
| Oct-25 | 12 | 126 | 272 | 916 | 248 | 141 | 31 | 23 | 410 |
| Sep-25 | 16 | 97 | 269 | 873 | 209 | 136 | 35 | 19 | 382 |
| Aug-25 | 12 | 77 | 298 | 948 | 235 | 157 | 31 | 31 | 387 |
| Jul-25 | 13 | 89 | 199 | 599 | 122 | 69 | 33 | 20 | 301 |
| Jun-25 | 7 | 88 | 189 | 648 | 131 | 95 | 36 | <15 | 284 |
| May-25 | 16 | 100 | 262 | 710 | 201 | 122 | 43 | 19 | 378 |
| Apr-25 | 13 | 125 | 474 | 932 | 309 | 182 | 67 | 62 | 612 |
| Mar-25 | 7 | 154 | 307 | 927 | 273 | 136 | 58 | 27 | 468 |
| Feb-25 | 14 | 99 | 250 | 686 | 231 | 142 | 51 | 20 | 363 |
| Jan-25 | 17 | 126 | 330 | 786 | 236 | 156 | 78 | <15 | 473 |
| Dec-24 | 18 | 101 | 448 | 926 | 290 | 211 | 63 | 16 | 567 |
| Nov-24 | 20 | 124 | 373 | 856 | 283 | 196 | 87 | <15 | 517 |
| Oct-24 | 14 | 148 | 292 | 676 | 171 | 131 | 60 | <15 | 454 |
| Sep-24 | 14 | 150 | 349 | 854 | 216 | 147 | 69 | <15 | 513 |
| Aug-24 | 13 | 144 | 346 | 909 | 222 | 164 | 58 | <15 | 503 |
| Jul-24 | 10 | 72 | 241 | 715 | 183 | 145 | 38 | <15 | 323 |
| Jun-24 | 15 | 91 | 235 | 607 | 151 | 93 | 58 | <15 | 341 |
| May-24 | 14 | 89 | 225 | 642 | 166 | 106 | 44 | 16 | 328 |
| Apr-24 | 17 | 121 | 274 | 854 | 211 | 135 | 58 | 18 | 412 |
| | 317 | 2429 | 7248 | 18660 | 5322 | 3411 | 1138 | 382 | 9991 |



FAITH
LUTHERAN CHURCH

The logo features the text "That's all Folks!" in a white, cursive script font. The text is centered horizontally and partially overlaps a dark grey circular area. This dark grey circle is surrounded by several concentric, hand-drawn orange circles on a dark red background. A small "TM" trademark symbol is located at the end of the word "Folks!".

*That's all Folks!*TM

VIEWS BY SUBSCRIPTION STATUS

Advanced mode Report Subscription status

Add comparison

Views by Subscription status

Show chart

Controls

Faith Lutheran FDL

Mar 17, 2014 - Feb 3, 2026 Lifetime

Breakdown

Subscription status

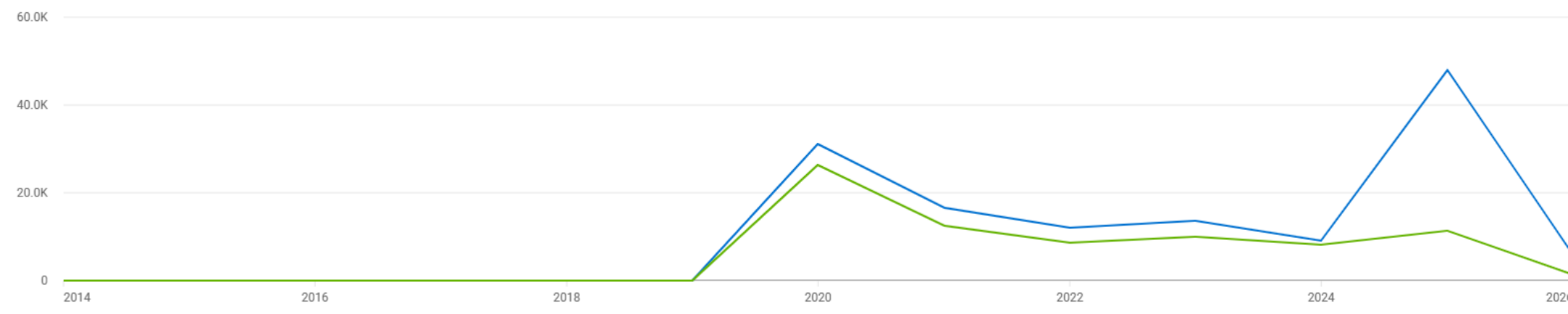
Metrics

Views, Watch time (ho...)

Filter

Search for filter

Line chart Yearly



| Subscription status | Views | Watch time (hours) | Average view duration |
|--|---------------|--------------------|-----------------------|
| <input type="checkbox"/> Total | 214,599 | 33,959.5 | 11:04 |
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