

'Day of Prayer for Media' Targets Influential Cultural Mountain

As one of the **seven mountains** of cultural influence, media can be used for good or evil. Now, **intercessors** are committing to set aside print and broadcast deadlines to pray for the industry in the first-ever Day of Prayer for Media.

The Church and Media Network (CMN) is calling for churches to mark May 20 as a **Day of Prayer for the Media**.

"This **call to prayer** is part of our response to the intense discussion of media standards over the past 12 months. The media is under pressure as never before with financial constraints and many illegal and dubious practices being rightly brought under the spotlight by the Leveson Inquiry and elsewhere. We certainly do not condone any of these practices," says Andrew Graystone, director of CMN.

"Yet at its best the media performs a vital role in our society, giving a voice to the voiceless, holding the powerful to account, keeping people informed and highlighting wrongdoing," Graystone continues. "As Christians, we want to affirm the vast majority of journalists and others who work in the media who are doing their best to work to high ethical and professional standards, and to pray for them."

The charity is encouraging churches to include local, regional and national media in their prayers. CMN also wants them to "befriend" the media, telling them about their activities and giving feedback on what they broadcast or publish.

ITV Newsreader Julie Etchingham and BBC Football Focus presenter Dan Walker are among Christian media personalities that are joining a growing number of broadcasters and

journalists to launch the intercessory initiative.

And All Souls Church, Langham Place, London, which stands next to the BBC's newly-redeveloped Broadcasting House complex, is one of the first churches to sign up to take part in the **Day of Prayer**.

"If anyone needs **divine wisdom** in our generation it is all those involved in communicating with our generation," says senior pastor Mark Meynell. "They need all the prayers they can get!"