



TCCCW - MEDIA DIRECTOR'S OFFICE ANNUAL BUDGET FOR 2026:

INTRODUCTION:

The Christian Center Church Worldwide (TCCCW) is a religious organization that has two facets in it; the facet for a CHRISTIAN CENTER and the facet of a CHRISTIAN CHURCH. In these two facets, a lot needs to be done. Globally, Christian Center needs be well articulated to work in joining communities to sustainable Christian Activities and values, through training in work out and work. This is where Christians are taught basic working skills, talent development, project identification, formulation, implementation, running and sustainability. The products gotten from the CHRISTIAN CENTER supplement and support the work of the CHRISTIAN CHURCH- spreading the Gospel of JESUS CHRIST.

The office of MEDIA DIRECTOR is tasked with marketing by developing, executing and overseeing the overall media strategy, deciding how and where to spend advertising budgets to reach audiences across digital, print, TV and Radio. In order to achieve our goals for reaching to global communities, this office needs monetary resources for the year 2026.

STRATEGY AND PLANNING:

This media office has come up with strategies for comprehensive media plans, set goals and best mix of channels (social, search, TV, etc). in this strategy and planning, we have the following;

- 1) We have identified media houses in Kenya (and Africa) to popularize our programs. These media are Citizen TV and Radio, Pepeta TV, Uiguithanio FMTV (online media), SGM online, TCCCW Global Online media, Zoom and Google meet platforms.
- 2) Media plans available are talk shows, interactive media shows, sermons and community build up talks. These activities are done every three days per week on other media and daily on digital media.
- 3) Set goals are to reaching to many individuals with sermons and programs run by TCCCW globally, Reaching to more people and Countries in Africa and other parts of the world, planting more churches in Africa and other parts of the world and having occupation in most of media with information of Salvation and Hope.

CAMPAIGN EXECUTION:

The media office is set to prepare ads and ad-on and launch them to several media platforms in order to achieve the above goals. These ads and ad-on will be used to campaign for TCCCW and its activities with various platforms and in search engines.

CROSS- FUNCTIONAL COLLABORATION:

All the above strategies, goals and campaign will be done in collaboration with media for other nations since we want be felt globally. We are creating salable products in form of videos, teaching materials, training ads and business ad-on that will be sold through partnerships and collaborations.

BUDGET MANAGEMENT:

This office has allocated budgets, negotiated rates with media outlets shown above and have sought cost effectiveness of the same. The budgets are as follows;

1. Talk shows in TV Stations -
2. Talk shows in Radio Stations -
3. Talk shows in Online media Stations -
4. Interactive media shows (Talks with interactive performances) to TV Stations -
5. Interactive media shows (Talks with interactive performances) to online stations -
6. Sermons in TV Stations -
7. Sermons in Radio Stations -
8. Sermons in Online Media Stations -
9. Community build up programs in TV Stations -
10. Community build up programs in Radio Stations -
11. Community build up programs in online stations -

In tabulated format, our budget is as follows;

No.	ITEM	COST /30 MINS.	FREQUENCY	TOTAL COST/ YEAR
1	Talk shows in TV Stations in Kenya	3,877.47	once a week	185,974.56
2	Talk shows in Radio Stations in Kenya	2,171.38	once a week	104,226.24
3	Talk shows in Online media Stations	387.75	Daily	139,590.00
4	Interactive media shows (Talks with interactive performances) to TV Stations	11,632.42	once a week	558,356.16
5	Interactive media shows (Talks with interactive performances) to online stations	155.10	Daily	55,836.00
6	Sermons in TV Stations in Kenya	2,326.48	once a week	111,671.04
7	Sermons in Radio Stations in Kenya	1,938.74	once a week	93,059.52
8	Sermons in Online Media Stations	387.75	Daily	139,590.00
9	Community build up programs in TV Stations	3,877.47	once a week	185,974.56
10	Community build up programs in Radio Stations	2,171.38	once a week	104,226.24
11	Community build up programs in online stations	155.10	Daily	55,836.00
	10% contingencies fund		Lump sum	173,434.03
			Total cost	1,907,774.35

The total annual cost for the media activities in the year 2026 is equal to US D **1,907,774.35**
However, the budget can be released in three installments /phases as follows;

- 1) First installment/phase - February 2026 - US D **635,924.783**
- 2) Second installment/phase - May 2026 - US D **635,924.783**
- 3) Third installment/phase - September 2026 - US D **635,924.783**

EVALUATION REPORT:

These activities, their set goals and impacts will be evaluated every end of the funding phase. These phases are;

1. At the end of April 2026
2. At the end of August 2026
3. At the end of December 2026.

CONCLUSION:

TCCCW should furnish my office (Media Director) with the budget indicated in order to run shown activities in the year 2026. the phases are subdivided into three in order to help in cost effectiveness and efficiency in running the programs. Once these activities are done, there will be reduced cost in the following years because TCCCW and her programs will be always at the ears of the communities globally. The funding should not be delayed to avoid interference with other TCCCW global programs.

Thank you.

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