



Double Take

PROJECT PROPOSAL

for collaboration on an innovative video podcast project with the goal of bringing the message of hope in Jesus to secular teen girls in Ireland.

Project Summary

We are doing a research-based and data-driven video podcast (=vodcast) for English-speaking secular teen girls in Ireland. The vodcast is called Double Take, and the core concept consists of two hosts doing a double take on trending and popular issues for teen girls, and looking at those topics through two lenses: the world and the Word. Our ultimate goal is to reach secular teens and through relatable and relevant content, open conversations about faith with the goal of bringing them onto a path towards Jesus.

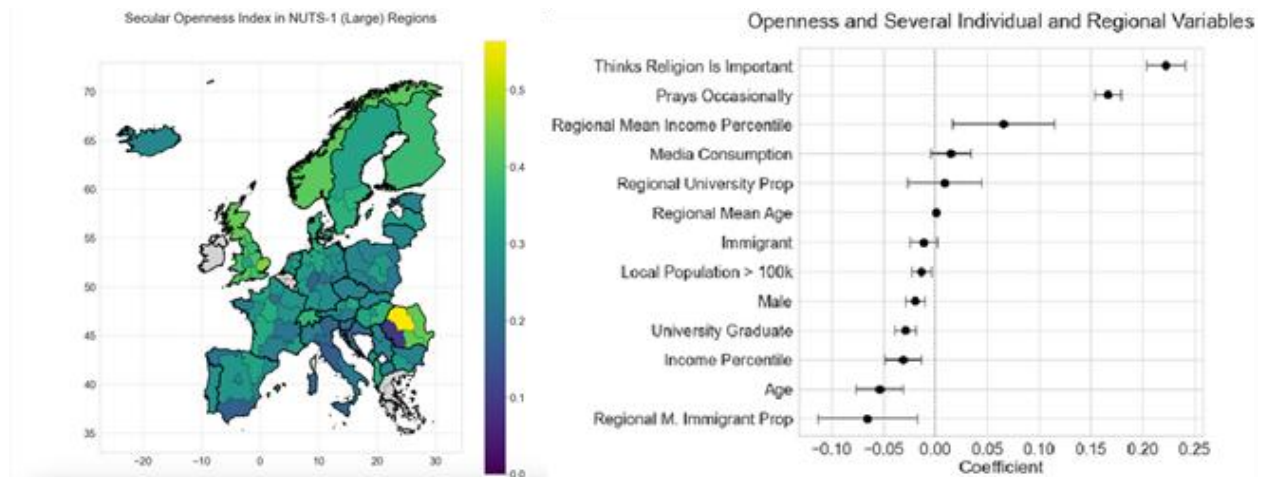
Who

TWR Women of Hope is an integrated ministry of TWR (formerly known as Trans World Radio). Our vision is to bring hope in Jesus to women around the world and across generations. We do that by encouraging, educating, and equipping women to learn, pray, listen, grow, and give through media and small group interaction. The Double Take vodcast has a team of 10 people from different ages, professions and nationalities who all have a heart for reaching youth. This initiative is lead by the TWR Women of Hope Regional Coordinator for Europe and CAMENA.

Why

In 2024, a data analysis of 54k people from 30+ European counties revealed that the secular people who are most open to the gospel message are younger, non-university educated females living in cities with less than 100k population, with attitudes such as thinking religion is important (despite not being religious themselves) and praying occasionally. The most open countries, according to the data, were the UK,

Norway, Sweden, Finland, Poland, and Romania (the Republic of Ireland was not included in the dataset). We have always had the desire to create content for younger female audiences, and the research results were a sign we could not ignore!



What

The initial research findings inspired us to start a new media outreach to teen girls. We will be creating a video podcast that will be hosted on YouTube, Spotify, and other relevant podcast platforms. In addition, we will establish a robust and active social media presence on Instagram, TikTok, and Snapchat. We chose English as the initial language and Ireland (with potential reach to the UK) as our pilot location. Our choice was based on the openness in the UK according to the data, the wider potential reach of an English language programme across other European countries, as well as the leader's location in Ireland.

This project will be highly data-driven and research-based. In addition to the initial research, we have already run a survey with 550 respondents to find out more about the intended audience's social media habits and preferences. Furthermore, we will carry out in-depth audience research utilising newest AI technologies and methods such as quantitative text analysis. For this innovative approach to media production, we have been awarded an Innovation Grant by Missio Nexus.

The programme itself will carry the name 'Double Take with [name of host 1] and [name of host 2]'. In the vodcast, the hosts will do a 'double take' on currently trending or relevant issues for teen girls, explain the topic, dissect it, and analyse it from various angles, and finally, present a biblical perspective on the matter. In addition to us doing a double take on popular issues, we hope people will do a double take on us: instead of building a typical studio set for the podcast, we hope to host it in the most random locations across Ireland. Imagine two brightly coloured chairs and recording setup in the middle of a busy train station, a supermarket parking lot, a rugby field, or the viewpoint of the Wicklow Gap (please see inspiration photo below).



We hope to use this brave setup to draw people's attention to the podcast and become one part of its marketing. Being out among the people also allows for interviews and vox pop segments.

As the Double Take team, we are hoping to collaborate with innovative organisations, who also have a heart for bringing the gospel to young people in our increasingly secular world.

Strong partnerships are crucial in creating a steady foundation for new initiatives, as that enables them to take root and flourish. It is not easy to get on the radar of non-believers as a Christian media organisation, but that is our ambitious goal. We want to stretch the lines of what is possible with media evangelism and bring the gospel to secular teens with the kind of energy, fun and boldness that cannot be ignored. With strong collaborators, we know this initiative has the potential to be hugely impactful, making waves and bearing fruit in the Republic of Ireland — and beyond!

For budget details and ways to get involved in the project, please contact the project leader, Miia da Silva, directly.