



THE DIETRICH BONHOEFFER INSTITUTE

BREAKING NEWS ADVISORY

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**ROSS, SCHENCK NAMED EXECUTIVE ADVISORS TO SECRETARY GENERAL OF
WORLD EVANGELICAL ALLIANCE**

New York, NY – April 11, 2018

Larry Ross, president and founder of A. Larry Ross Communications, and the Rev. Rob Schenck, president of The Dietrich Bonhoeffer Institute, have been named executive advisors to Bishop Ephraim Tendero, Secretary General of the World Evangelical Alliance (WEA).

The WEA is a global association of national and regional Evangelical alliances united in mission and uniquely positioned as a representative voice to advance evangelical values, address concerns and advocate for the marginalized throughout the world.

Ross is expected to advise “Bishop Ef,” as he is known, on behind-the-scenes diplomacy with U.N. ambassadors and their governments, as well as public interaction and engagement with the media on global issues. Schenck, the president of a Washington-based organization and minister to top elected and appointed officials in all branches of the federal government, will provide special insights into the people and issues in Washington D.C.

“Larry is uniquely qualified to provide counsel for us on public-relations matters because of his many years as media representative for many Christian leaders and organizations, such as the Billy Graham Evangelistic Association and other international ministries,” said

Tendero, who was named Secretary General in 2015. “As a minister to government officials and a champion of Christian values in Washington, Rob will be a trusted advisor as well. I personally feel very fortunate to be able to rely on their seasoned experience and expertise.”

A. Larry Ross Communications is a Dallas-based full-service public relations firm founded in 1994 to provide crossover media liaison at the intersection of faith and culture. In 2016, Ross served as Communications Director for Dr. Ben Carson and his presidential campaign.

Ross, whom Newsweek magazine headlined as “Point Man for God,” has more than 40 years of mainstream and Christian corporate, agency and non-profit experience influencing public opinion through strategic PR counsel to organizations and individuals. These include men and women on a mission for God or the common good, such as evangelist Billy Graham, for whom he served as personal media spokesperson for more than three decades; Dr. Rick Warren and Saddleback Church; Bishop T.D. Jakes; and many other national and international Christian leaders; and numerous theatrical film releases, such as “The Passion of The Christ.”

The Dietrich Bonhoeffer Institute is a non-profit dedicated to applying the theological and ethical insights of the World War II-era Protestant church leader, Third Reich-resister and moral philosopher to the social crises of our time.

Schenck is a senior fellow of The Centre for the Study of Law and Public Policy at Oxford, where he studies and reports on international religious freedom. He is also the past pastoral advisor to the office of the Ambassador-at-Large for International Religious Freedom. Schenck is the subject of the Emmy-winning documentary, “The Armor of

Light,” which examines Evangelicals and the gun culture, and the author of “Costly Grace,” due to be released by Harper Collins in June.

Former chair of The Evangelical Church Alliance, Schenck is also president of The National Clergy Council. As a sought-after cultural observer he is a frequent guest on national TV and radio shows regarding moral issues confronting our nation. He has met with two presidents, House and Senate leaders and Supreme Court justices.

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Over two billion Christians in the world today are represented by three world church bodies. The World Evangelical Alliance (WEA) is one of those, serving more than 600 million evangelicals. Launched in 1846 to unite evangelicals worldwide, the WEA continues to be a dynamic movement with 7 regional and 129 national Evangelical Alliances, and over 150 member organizations. WEA’s mission is to establish and strengthen regional and national Evangelical Alliances, who in turn enable their national Church to advance the Good News of Jesus Christ and effect personal and community

transformation for the glory of God. For more info, e-mail wea@worldea.org or go to Worldea.org.

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