

The Internet: The New Gospel Highway

Jesus commanded us to 'go' and throughout the centuries Christians have gone on foot, on horseback, by land and by sea. They have taken the spoken word, the written word, the printed word, and in more recent times used radio and TV to fulfil His command. Now a new global network exists that is accessible to everyone: the internet. Most churches use the web to provide information about their services and events, but many have not grasped the opportunity for global evangelism that it presents. How can we strategically communicate the Gospel on today's pathway?

Lord Robert Edmiston was born in India in 1946, the son of a war time fighter pilot, and came to the UK at the age of three and subsequently spent five years in Kenya before returning to the UK in 1962. He started his career as a bank clerk but today owns companies in the property, motor, and finance sectors. He is a father of a grown-up family and has ten grandchildren. He is married to Tracie and together in 1988 they founded CV, an international charity with offices in 22 countries working to support the Christian church in the areas of evangelism and discipleship in both the online and offline space. Lord and Lady Edmiston also sponsor three senior schools. Lord Edmiston, having been a member of the House of Lords, retired in July 2015 to devote more time to his charitable activities.

I. The Market

- A. Fragmented by:
 1. Age
 2. Location
 3. Language
 4. Culture
 5. Capability

II. The Means

- A. By word of mouth
- B. By printed material
- C. By Radio
- D. By TV/ Cinema
- E. Now by Internet and Social media.

III. The Merits

- A. Each has its own unique capability
 1. Word of mouth in direct contact is obviously most impactful but it is not easily scalable and of course you must go to where the person is.
 2. Distribution of the Bible or Christian literature is scalable and is great but it may need explanation. It is also relatively expensive and is illegal in some countries.
 3. Radio is a good one-to-many media with the feel of one-to-one. However, you have to own a radio station and get the appropriate licenses, which is impossible in many countries. It is also very expensive to own and to be fully effective there has to be some form of follow up by letter phone or email etc.

4. TV/Cinema is many-to-many with stories; visual is often regarded as more powerful than pure audio. It is a powerful media but extremely expensive. The ability to obtain licenses is again very difficult and completely closed in some countries.
5. The internet is cheap, freely available across geographic boundaries; it doesn't require a license and it is accessible to at least 50% of the world.
6. All the above methods of evangelism are valuable and can be used in concert with each other.

IV. The messengers

- A. You and me
- B. Jesus said the laborers are few.
- C. The digital media gives everyone the potential to be a content producer and an evangelist.

Suggested Readings:

Mark 16:15