

II. Communication in the Reformation

A. “God invented the printing press to reform His church.” Martin Luther

1. Vernacular Printing

2. Academic Publishing

B. Oral Communication

1. Teaching

2. Sermons

3. Debates

4. Music

C. Correspondence

D. Tying it Together: Calvin's *Institutes*

1. Methodology

2. Development of *Institutes*

III. Lessons and examples for today

A. Leadership Training

1. Centurions

2. Equip

3. Mentoring Programs

4. The Importance of Preparing Successor

a) Training and Mentorship

b) Increasing Visibility

c) Preparing Supporters

B. Communication Principles

1. It's not what you say; it's what they hear.

2. Engage on their turf

C. New Media

1. Blogging

2. Social Media

3. Examples

D. Live Communication

1. The Purpose of Preaching

a) Teaching

b) Equipping

2. “Pastor in the Pub”

3. Special Events

a) Debates

b) Conferences