

Cross-Cultural Perspectives from the General Director



It's a Blog World After All!

I'm always looking for new ways to reach our world. Dick Eastman, in *Beyond Imagination*, said: "Early in my ministry, a wise colleague and mentor told me, 'God's plans are always incredibly simple and unusually inexpensive. So if things are getting terribly complex and amazingly expensive, you might rethink whether it's God's plan after all.'" I like that; and I really like simple and economical ways to impact others.

Robin Johnston, Associate Editor (UPCI) recently wrote an interesting article in the "PWF E-Zine." It concerned, among other things, expanding the reach of one's ministry through starting a blog. He said, "I am intrigued with the potential reach of a well-written Weblog. The current election cycle has been transformed by the blogosphere. I wonder if there could be a parallel in the world of faith." I certainly think so! I am noticing, with excitement, the growing number of missionaries (mostly wives, but husbands are gaining ground), missionary kids and ministries that have created blogs. I would like to see more, many more, take advantage of this. Although, I do not presently have a blog, I provide monthly updates of most all my writings to my site: <http://globalconnectionUPCI.com>.

Blogging is another avenue of spreading the Gospel, highlighting what is taking place globally, and fulfilling God's Word that: "the earth shall be full of the knowledge of the LORD" (Isaiah 11:9). One missionary's wife noticed a comment someone left on her blog and decided to check out the sender's blog. Visiting there, she found an entry that was posted notifying readers of the death of the blog owner. Could it be that the person visiting our missionary's blog got a little glimpse of the truth before passing away? Considering the entries on this particular blog, I believe so.

Missionaries of all ages can get involved. It's as easy as 1-2-3-4-5-6-7-8.

1. Find a free blogging service (no heavy requisitions for a blog ministry required, please!). Mr. Google is standing by to assist.
2. Choose a blog name. Be creative.
3. Consider one of the premade templates. Customize it.
4. Create a post.
5. Current: keep it up-to-date.

6. Extra! Extra! Read all about it! Tell others about your blog: Advertise your blog on your PIM newsletter.
7. Place the address as a signature line on the bottom of your e-mails. Most e-mail providers provide this as an option. Create it once, and it is added to your e-mails by default.
8. Place your blog URL/location on your deputational bookmarks.

Mission Possible: If you have a blog or create one, let us know. We would love to check it out. Step out in the blogosphere. Expand the reach of your ministry!