

Launching Out

Gary McDade

In Luke's gospel, the record states the Lord's desire for the disciples to "launch out into the deep, and let down your nets for a draught" (Lk. 5:4). Many of us are like Peter except as "fishers of men" when he replied, "Master, we have toiled all the night, and have taken nothing: nevertheless at thy word I will let down the net" (v. 5). As you know, when the disciples did as the Master said they experienced overwhelming success. Again, Luke wrote, "And when they had this done, they enclosed a great multitude of fishes: and their net brake. And they beckoned unto their partners, which were in the other ship, that they should come and help them. And they came, and filled both the ships, so that they began to sink" (vv. 6-7). Peter confessed his own unworthiness in verse 8, and they forsook all and followed Christ in verse 11.

Our growing effort to use mass media in evangelizing bears similarities in regard to the faith required to take on such an enormous responsibility, including a towering financial commitment. But, the potential rewards of such an undertaking likewise are staggering. Pictured in the center of this page is the area reached by My 50 (WPXX) by those who have

Comcast Cable in their homes. This is in addition to the Mid-South area serviced by My 50 (WPXX) via regular television. In other words, by "regular television" we mean those who have only the UHF (Ultra High Frequency) antenna attached to their televisions to receive the signal.

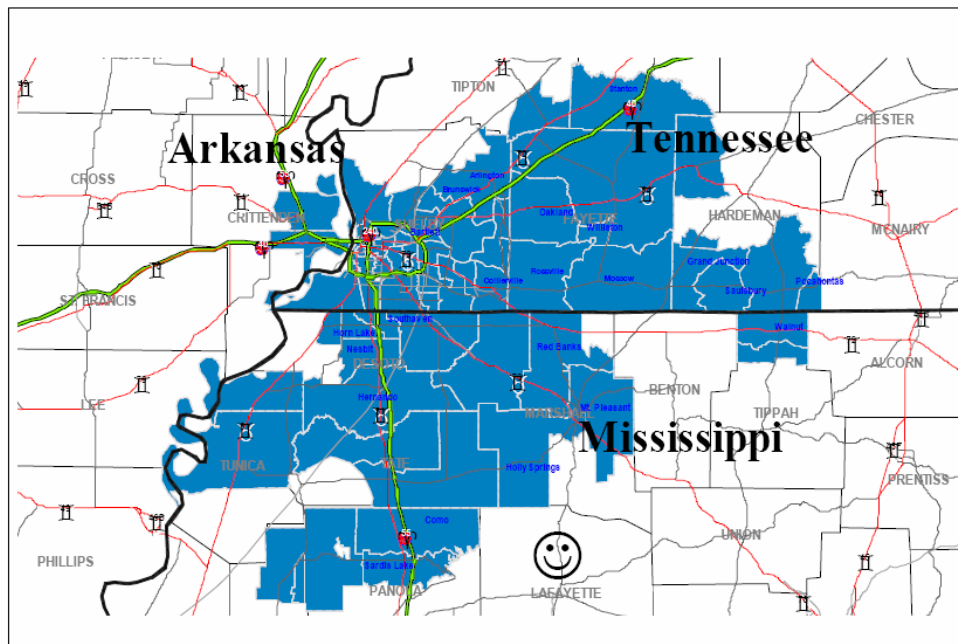
Well over a million people live in the tri-state area covered by the commercial cable provider shown on the map. Television is the medium through which we may go into the living rooms and family rooms of the people in

our area with the gospel of Christ.

Comcast carries My 50 (WPXX) as one of the stations in its package its subscribers get.

The GBN "flagship" program "Good News Today" will begin airing, the Lord

Memphis Coverage Map



willing, Saturday, April 6, 2008 from noon to one o'clock on My 50 (WPXX). The program Preaching The Gospel with James Watkins will alternate with The Everlasting Gospel with B.J. Clarke and Gary McDade as the featured study from one Saturday to the next.

Your assistance is solicited in helping us "Launch Out" with the gospel using this means

by handing this article to the elders where you worship and requesting they announce it at your meeting times. Another way you may assist the effort, if you have a church bulletin where you worship, is by asking that this announcement be placed in the bulletin regularly as a continual feature of your local publication, so people will have it before them and be reminded to watch with their families.

Hardeman reportedly said, "To God be the glory and to us the encouragement!"

The Gospel Broadcasting Network is deserving of the support of the brotherhood. All the programming offered is sensible and sound. An array of excellent teaching is marshaled together on this network twenty-four hours a day, three hundred and sixty-six days this year (leap year). Think of it! We get an extra day of programming in this year! Programs are made possible by

Spiritual Sword Media
(Getwell)

Apologetics Press

Focus Press

In Search Of The Lord's Way

The East Hill Church of Christ
(Pulaski, TN)

Truth For The World

World Video Bible School

And Many, Many Others.

This is the first time GBN has purchased airtime on a local television station in order to get the message out to the masses, and we are grateful to the elders at Dalton, Georgia and to the executive director, Barry Gilreath, Sr. for making this available in our area. Our prayer is that this effort will revitalize all the churches of Christ throughout the nation and reach the lost with the precious gospel of Christ. As N.B.