

“The Everlasting Gospel” Television Program

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Our national television program, “The Everlasting Gospel,” now going into more than thirty million homes weekly, is gaining positive results throughout the entire country as is reflected in the geographical origins of Bible correspondence course requests we are receiving. Our staff of workers who collect, grade, and mail out the courses coordinated by Dewey Murray’s wife Wynona has processed 1,146 courses to date.

A very interesting call. Wynona shared with me “a very interesting call” with edifying follow-up potential. As you know, people who view the program have several options through which to request the course, one of which is to call the toll free number (877-743-0464). Just

the other day a lady called in to request the course and volunteered the comments you see in the insert in this article.

The day Wynona emailed me the voice file we had plans to attend the gospel meeting at the Collierville Church of Christ with Allen Webster preaching. The caller lives in Jacksonville, Alabama where Allen preaches. The caller’s comment about “a big church of Christ” near her is a reference to the congregation where Allen preaches. At supper

that evening we visited with Allen, and he was very happy to receive the contact’s information. He looked at her address and noted her proximity to the location of the congregation. Allen said, “I don’t know how ‘shut-in’ she is; perhaps we can get someone to bring her to

services.” Now wouldn’t that be something if our concerted efforts yielded positive results in the life of a person who started out simply watching a television program?

A few possible and edifying observations from this call may be worthwhile to consider.

≈ **Your labor is not in vain in the Lord.**

“Therefore, my beloved brethren, be ye steadfast,

unmovable, always abounding in the work of the Lord, forasmuch as ye know that your labor is not in vain in the Lord” (I Cor. 15:58).

≈ **People are watching.** We have reached a point in the television work where viewers are becoming dependent upon our programming for the continuing development of their spiritual lives.

A Caller From Jacksonville, Alabama

“I am interested in the Correspondence Course. I listen to you all almost every morning from 4:00 to when ever you go off. I try to whenever I have enough time. I am almost a shut-in, and I have been very enlightened by your program. I would like to hear more of your singing. That is the most beautiful music I’ve ever heard in my whole life. I have a big church of Christ here in Jacksonville right over here beside of me, but I had always felt like there was something about the church of Christ. I have been told a lot of bad things about it, but anyway I really do enjoy the teaching, and I watch, and it is just wonderful that you all do what you do and you teach the way you teach because that’s the way I like to learn. I can’t say enough good things about you. Thank you very much, and please send me a correspondence course.”

- **Negative myths about the Lord's church are being dispelled.** Isn't it nice to feel we finally are able to "overcome evil with good" in answering critics of the church of Christ? (Rom. 12:21).

- **People who live in the shadow of the church building still won't come unless we go out to them.** Their geographical proximity gives us an advantage in reaching them. You know this lady must receive the very excellent publication published by the Jacksonville Church of Christ, *House To House/Heart To Heart*. (Its circulation is about 3,000,000!) The combination of the paper and the television programs is yielding desired results.

- **People still want to study the Bible.** Clearly, those interested in Bible study are not as many as in previous years it seems, but there still are people out there who want to study God's word and are willing to have members of the churches of Christ guide them in that study.

- **Those shut-in at home benefit from the programming.** Perhaps we tend to think of what a benefit The Gospel Broadcasting Network is to our own shut-ins, and that clearly is true. But, this call brings to mind the interest those not yet Christians may have in receiving Bible-based programming into their homes when they cannot get out.

Space does not afford additional discussion of this topic, so we close with the reminder that God has promised us that his word will not return unto him void (Isa. 55:8-11), and may we all remain positive about the television work (Phil. 4:13; Mt. 28:20; Heb. 13:5).