

Internet ministry can help churches expand their reach

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DALLAS—Many churches' publishing ministry gave way to tape ministry, which gave way to television ministry. Will it now give way to Internet ministry?

During the 2006 Baptist General Convention of Texas annual meeting, the web broadcasting team from [South Main Baptist Church in Houston](#) gave a do-it-yourself workshop of how to build a "worship webcast."

A pioneer in this new ministry delivery method, South Main provides live webcasting as well as [archived services](#), Bible studies and special events such as youth retreats, baby dedications and conferences.

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"Think about your potential audience," suggested Wallie Kronzer,

producer/director of the South Main broadcast ministry. From homebound church members to missionaries to families across the nation and the globe, the Internet provides an almost limitless ability to share a church's ministry with the world.

Kronzer illustrated the potential of the medium by telling about the mother of a church pianist who tunes in once a month from thousands of miles away to hear her child play.

Churches that want to set up an Internet ministry would not have to sacrifice much to get something running, he said.

"You will need to spend some money, but you don't need to spend Cadillac dollars," Kronzer said.

In fact, a system can cost as little as \$4,000. All that is needed is a standard video camera, a capable computer, an Internet connection and committed people to put the plan in place, he noted.

With a little trial and error, the whole service can be web-available, posing a new problem: If everyone watches it online, are they having church? As one audience member joked, "What about the offering?"

Not to worry, Kronzer replied. Online giving and stewardship programs provide a solution for this potentially tricky area.

News of religion, faith, missions, Bible study and Christian ministry among Texas Baptist churches, in the BGCT, the Southern Baptist Convention (SBC) and around the world.