

Experience the future

January 13, 2009

Immediately, it landed in the e-mailboxes of our first subscribers. And almost just as quickly, it began amazing them with the wonderful tricks it already can do. (Don't you know everybody loves a clever baby!)

Baptist Standard E3 arrives through e-mail, with a link to a picture of the front page. When you click on that picture, the whole paper opens up electronically. You can “flip” through the pages, just like a regular paper. But because of digital technology, the Standard staff adds many features that just don't work in a printed newspaper. I'm talking about things like videos, slide shows, links to other websites, and even my ol' West Texas voice reading my column, Down Home.

Be the first to see E3

I could go on and on, but I'd be thrilled if you would just see for yourself. Here's a direct [link](#) to the first edition of Baptist Standard E3.

And here's something really cool

If you want more background information and also would like to see how it could work for your church's newsletter, click on this [link](#) to visit the landing page on our website. Then, click on the picture of the newsletter, and you're there.

What a deal

One of the great things about Baptist Standard E3 is it's cheap. Since postage, printing and paper aren't part of the cost equation, the Standard can deliver E3 for an introductory offer of only \$8 per year. Compared to the print edition, that's about half the church rate and one-third the

individual rate. That's amazing. For the price of lunch, you can receive a year's worth of fascinating news and information.

You can subscribe online by clicking [here](#) .

The reason for it all

While the technology is new and glitzy, and the price is great, I'm most excited about Baptist Standard E3 because it enables us to do a better job of fulfilling the mission we've been focusing on for 120 years. We want to inspire, inform and engage Baptists. If the Standard is successful, then we'll all be stronger Christians. We'll also worship and minister in better churches. And we'll reach our state and world for Christ.

E3 is Baptists' best, most effective communication tool to come along in generations, maybe centuries. We hope you love it, and we pray it makes you a stronger Christian and a better Baptist.