



# We Must Speak: Rethinking How We Communicate about Faith in the 21st Century

*Larry Hollon*

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We Must Speak: Rethinking How We Communicate About Faith in the 21st Century "Pray that I may declare (the message) boldly, as I must speak." - Ephesians 6:20 In "We Must Speak," Larry Hollon addresses the communications crisis in mainline denominations and sounds a call to action for the church: Speak out in today's digital culture or risk irrelevance. Communications technology is connecting people in unprecedented ways, yet many mainline churches have been slow to adapt - and have continued to lose members and status. Other voices and messages are filling the void, offering superficial entertainment and consumerism as poor substitutes for the good news of the church. By embracing communications ministry, churches can transform their communities, change lives and be the presence of Christ for a hurting world. Hollon shares success stories, a theologically grounded vision, and specific steps for local congregations and denominations to tap the power of communications. "Larry Hollon sets out the case for why we need to maintain our voice ... in a world crowded with competing messages and often destructive values." - Mike McCurry, former White House press secretary



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