

What About Jesus?

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**I am saved
through
Jesus Christ**

Surfin' the net. You can find anything, everything. Information and idea overload.

But what is truth?

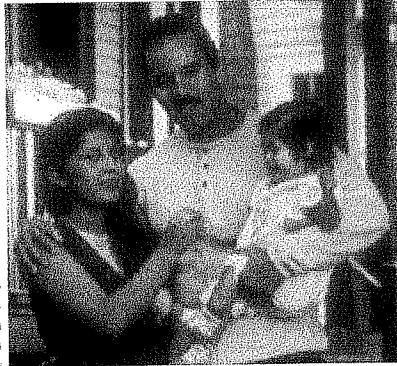
So many can deceive. One will never fail you. He knows everything. **He reveals all we need to know.**

It's hard to know that now. But take a moment to search this site, read his words. Discover for yourself a mystery explained.

About Jesus.

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Site Highlight:



Senior Church History

John Meyer
Senior Church History
Professor Brenner
Winter 2003

Top 5 Clicks

1. [Screensavers & Wallpapers](#)
2. [Apostles' Names Game](#)
3. [New Testament Books Game](#)
4. [Old Testament Books Game](#)
5. [Can I trust the Bible?](#)



Tell a Friend!

Daily Devotions

Find Your Way
Locate A Church Near You

Throughout the history of the Church new frontiers have been crossed. Initially, the Word of God resided solely with the Jews. In the time of the New Testament, the Word of God was carried into the nations surrounding Jerusalem. When the Apostles were sent in pairs by Christ, they spread the Word of God even farther. When Paul saw his vision of the Macedonian Man, the Word of God was carried into Europe.

In our nation as well new frontiers have been crossed. Arriving immigrants slowly spread the Word through this country. In New York and the New England area. Down into Georgia and the Carolinas. West toward Michigan, Wisconsin and Minnesota, where we have been graced to receive it.

The Word of God is the perfect tool for every outreach situation. It suits itself to any medium and any locale. Thus, it is no surprise that it has found its way onto the modern day printing press: the Internet. This paper will look at the developing history of the WhatAboutJesus.com website.

The Developing History of the WhatAboutJesus Website

In 1452, Johann Gutenberg developed the printing press. Simply by taking technologies and techniques that had been around for centuries before he made publishing easier and quicker. Simple papers, oil-based inks, and the winepress were employed to mass-produce libraries across Europe. Some of the first texts to flourish were Bibles and religious tracts. People were hungry for the Word of God and the Bible has remained the most widely produced book in the World. It was a boon for the spread of information and, more importantly, it got the Word of God into the hands of the people.

In 1969 a similar boon was underway. The United States Military, under the department of defense, was developing a way for people to connect their computers together and exchange information and communication between them. By 1970, the first email programs were written to find, file, organize and display incoming messages from other computer users. By 1976 Queen Elizabeth II was sending emails and by 1990 the first commercial provider of Internet access came on-line.

In early 2001 the Commission on Evangelism undertook to employ this new opportunity. According to Barna research, the number of people staying at home and using the Internet to shop, work and play was growing at a rapid pace. Sites online were developing visually and functionally enough to meet the needs of these telecommuters. It was time for Christian evangelism to bridge the technological gap as well.

Under the guidance of Pastor Robert Hartman (CoE Administrator) and Pastor Ken Fisher (Project Director) the WELS-CoE began a project to develop a web presence specifically geared for unchurched computer users. This site would be designed to get information out to people who would not be common prospects under other efforts because of their desire to stay at home.

In February 2001 Pastor Fisher interviewed several Wisconsin Lutheran Seminary students for the position of witness website coordinator. Eventually, seminarian John Meyer was chosen for the position. Pastor Fisher and John Meyer began fervently to bring the necessary pieces together on the project.

Together Pastor Fisher and John Meyer developed a direction and a schematic of the proposed site's layout. Next to solve would be the question of target audience. What type of person are we trying to reach, at what age and with what kind of background? It was agreed that the target audience should be as wide and as varied as possible so as not to alienate or neglect any one of any age under any race. This may sound like a simplistic decision but actually allowed the WELS-CoE to know what themes would not be used as well as what themes would work well for a broad audience.

Also in development were the areas of the site itself. Two main areas from the start were 'Helps for Human Hurts' and 'Questions, Challenges, Objections'. These two

areas of the site would provide the feedback, in the form of articles, to the questions visitors raised at the site. 'Helps' would handle the grievance side of many issues. In a limited way it would be a source for online counsel. Each 'Helps' article would end with a prayer. 'QCO' would handle the more academic questions posted to the site. These articles were proposed to cover topics ranging from dinosaurs to disciples. Almost any question could be asked and answered here. Armed with a direction, an audience in mind, and site structure, Pastor Fisher and John Meyer were ready to find a home for the site online.

By June 2001 the project was receiving proposals from three different, locally based companies. These companies were SPS productions, Cream City Internet, and Brew City Internet. Although all three proposals were fitting to the needs of WELS-CoE, Cream City was chosen. With the choice of a site developer made the artistic work soon got underway.

Since Pastor Fisher and John Meyer had done the legwork and had already laid out a schematic of the site it was somewhat easy to get the skeleton in place. What was difficult, however, was choosing the 'skin' of the site. This is a crucial part of any site development as the Internet is visually biased toward catchy, eye-popping sites. After several intriguing choices were developed, they settled upon the design currently used. Interestingly, this design incorporated elements from several different designs for balance. With the design chosen it was just a matter of time till the site could go live for the very first time!

What would be available for the first visitors to whataboutjesus.com? Here is a listing of the sections which are still present today!

Experience Life
Life Concerns
Explore the Bible

Questioning God?
Jesus Who?
Fun and Free

Experience Life

Experience life is an online show. It is a Law and Gospel message told with images, music, and text. It is meant to bring the simple Gospel message into a format the unchurched will want to watch.

Presently there is one flash show. It is called, *Get a life. With Jesus.* However, there are other shows planned and some in development currently.

Questioning God?

Questioning God is a section where a visitor can ask any question they wish of the site. The question is then sent to an author to be answered. When the reply comes back it is edited and posted for everyone to see. All answers include a Bible verse which will automatically open in a new window at the visitor's request.

In this format those who are willing to ask the questions will be able to help out those who are too shy to ask or who don't quite know which questions to ask.

By employing the questions of the visitors themselves they can know that this site cares about their questions and their concerns. It also helps to avoid canned questions with canned answers.

Life Concerns

Life Concerns involves the emotional side of a person. Here a visitor may come to share a problem, a concern, or just a general counseling question. Questions are arranged along three spheres of human involvement: self, family, and society.

None of the articles in this section claims to be the final answer on a topic but merely an aid toward an answer and a temporary relief for a visitor until they may get into contact with a local pastor.

Each Life Concerns article ends with a prayer.

Jesus Who?

Since Jesus Christ is the central figure of Christianity it would be errant not to include a section devoted solely to him and his work. In *Jesus Who?* the site takes great care to lay out the life and the message of Jesus Christ.

Each of the two divisions of this section was written by one author so that the articles retain a congruity from one to the next.

Unlike the former two sections *Jesus Who?* remains static as it is a full representation of Christ and his message and any questions asked about the Savior can more properly be addressed in another section.

The articles about Christ's life begin in Old Testament messianic prophecies and end with his promise to return and deliver his Church.

Each article is accompanied by a picture of Christ taken with permission from the Northwestern Publishing House People's Bible Series.

Explore the Bible

This section contains an online Bible Information Course. It was designed and built by Kevin Draper and used with his permission.

Through these sixteen questions a visitor may begin to learn about what it is to read and learn from the Bible. Each lesson ends with the opportunity to quiz yourself and see just how much you understood from that lesson.

It also includes a basic glossary of terms with which an unchurched might previously have had no experience.

Fun and Free

The *Fun and Free* section of the site includes downloadables as well as games. There are screensavers and wallpapers available and more in constant development.

New games are also constantly being developed with an eye toward helping people learn interesting Bible facts while being entertained.

There are some other nice bells and whistles on the site as well, which we will now cover. These include 'Tell a Friend', 'Locate a Church', and 'Daily Devotions'

Tell a Friend is, understandably, a referral page. An email is easily sent to any guest inviting them to view the site. In this way those who find the site beneficial can pass it on to others who may feel the same way.

Locate a Church is a product developed for WhatAboutJesus and which is borrowed by WELS as a whole. Through the church locator a visitor to the site can become a visitor to a local congregation just by entering in their city or area code.

Also, a person may use the church locator to receive driving directions to a church after a selection has been made. The search can also include schools or pre-kindergarten programs.

Daily Devotions is a feature also borrowed to WELS as a whole. Through this simple service a visitor may register to receive devotions in his email inbox every weekday. Every week WhatAboutJesus receives an email about how enjoyable these devotions are and often receives mention of devotions forwarded to unregistered friends. For this reason the number of actual beneficiaries of this program are innumerable although registered users number above 5,000.

There is one more tool in development presently. This tool will be an anonymous prayer request service. Through this service a visitor can submit a prayer request to WhatAboutJesus. This prayer request will be sent out to WELS members who have signed up to be part of a prayer team. These prayers will be sent by email but they will not include any personal information from the visitor who requested the prayer.

When the visitor requests a prayer and the team member prays for them a reply can be sent back and the visitor can receive a message from the team member about the

prayer. All of this happens anonymously through the site. This tool will also be borrowed to WELS as a whole.

Through all of these tools the Lord has seen fit to bless WhatAboutJesus.com with wonderful numbers of visitors. From the launch date of June 4th, 2002 until January 1st, 2004 the site has received over one million hits. Pastor Robert Hartman, Pastor Ken

Report for: What About Jesus		Date Range: 6/4/2002 - 1/1/2004
Summary		
Total Visitors		117,125
Total Pageviews		272,493
Total Hits		1,745,023
Total Bytes Transferred		7.762GB
Average Visitors Per Day		202
Average Pageviews Per Day		472
Average Hits Per Day		3,024
Average Bytes Transferred Per Day		13.77MB
Average Pageviews Per Visitor		2
Average Hits Per Visitor		14
Average Bytes Per Visitor		71.154
Average Length of Visit		194sec

Fisher, and seminarian John Meyer have not been the only people to work on this site.

The list of names is a parade of Christian soldiers who have taken great energy and time to keep this site interesting and well developed so that this opportunity for outreach may never appear forgotten or unappreciated.

The names of those who have helped in the development of this site are: Bruce Tieves, James Douglas, Audrey Bluhm, Pastor Mike Hintz, Julie Duran, Pastor Gary Baumler, Jonathan Brewer, David Fockel, Nellida Oman, Randy Berdan, Pastor Daron Lindemann and many other professors, teachers, counselors, and authors and editors.

Thank the Lord for their abilities to create a site for outreach which continues to grow.

References

Brew City

<http://www.brewcityinternet.com>

Cream City (now Integral Pro)

<http://www.integralpro.com/index.jsp>

Internet History

<http://www.zakon.org/robert/internet/timeline/>

SPS

<http://www.spsp.com/cgi-bin/site/pl>

WhatAboutJesus

<http://www.whataboutjesus.com/index.jsp>

Included at the end of this document are three of the original designs proposed for this site. You can look and compare them to see what elements were borrowed for the final design.

Additionally, the cover page is an image from the present site specially designed for this use.

What About Jesus?



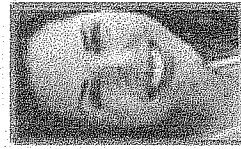
I am saved through Jesus Christ. Just like you.

Welcome to this website. This would be an area that would display a welcome message to you, the visitor, which could be changed regularly.

This information could be timely or maybe a verse such as "...we must do the work of him who sent me. Night is coming, when no one can work John 9:1-5



Explore the Bible



This would be a feature area on the home page which would display featured copy or other information that would help develop more focus and attention to this part of the website. A brief description of this section would go here.

Top 5 Clicks:

- #1 - [Explore the Bible](#)
- #2 - [Fun & Free](#)
- #3 - [Life Concerns](#)
- #4 - [Questioning God](#)
- #5 - [Jesus Who?](#)

Tell A Friend

Sitemap

E Reflections

Church Locator

Sponsored by



[experience life](#)

[questioning God?](#)

[life concerns](#)

[Jesus who?](#)

[experience the Bible](#)

WHAT ABOUT JESUS

the site where your questions start to get answers ... more copy maybe.

[e reflections](#)

[going deeper](#)

[resources](#)

[cool & free](#)

[sitemap](#)

TOP 5 CLICKS:

- [1. this is the most popular click](#)
- [2. second most popular](#)
- [3. third most popular](#)
- [4. fourth most popular click](#)
- [5. fifth most popular](#)

[tell a friend](#)

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Experience Life

Questioning God?

Life Concerns

Jesus Who?

Explore the Bible

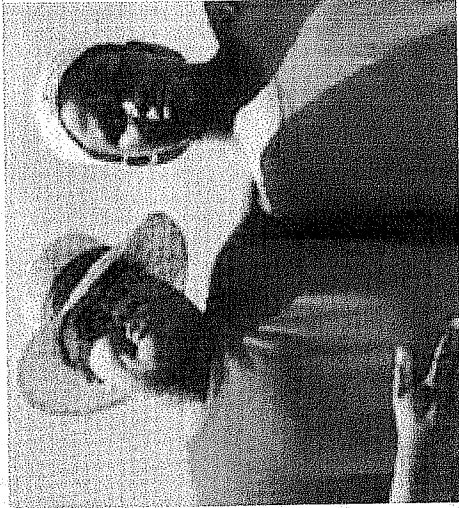
Fun and Free

I am saved through Jesus Christ

This is what this site is all about. We're going to talk about all of it right here. Maybe point you to a few things and stuff. The layout of the subpages would be similar to this design, but somewhat different to reflect increased, and more specific content. This is the welcome text and would be administrable. And then there's latin, which everyone loves. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

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Featured Links



Explore the Bible

This and this and that about the featured section. And maybe we'll say this and this and that about it as well. This and this and that about the featured section. And maybe we'll say this and this and that about it as well. This and this and that about the featured section. And maybe we'll say this and this and that about it as well. This and this and that about the featured section. And maybe we'll say this and this and that about it as well.

Top 5 Clicks

- 1. This is a link to this page that lots of people seem to like
- 2. This is a link to this page that lots of people seem to like
- 3. This is a link to this page that lots of people seem to like
- 4. This is a link to this page that lots of people seem to like
- 5. This is a link to this page that lots of people seem to like



Tell a Friend!

Submit your friend's email address below to tell them about WhatAboutJesus.com and help us spread the word!



Submit