



Verse of the day for Monday September 28, 2026 - I Peter 3:8

Finally, all of you, live in harmony with one another; be sympathetic, love as brothers, be compassionate and humble

Read I Peter 3 for meditation and inspiration.



WELL, WHAT IS YOUR MESSAGE!!!!

Dear Lakesiders and Friends,

Not long ago a popular advertising campaign called "*He Gets Us*," was sponsored by a certain religious foundation. The ads have sparked widespread attention through billboards, commercials, and YouTube videos. A couple of years ago it was even part of the commercials shown during the "Super Bowl." Despite its aim to raise Gospel awareness, the campaign has faced considerable pushback from critics who question the non-profit's lack of transparency. Some question the appropriateness of using advertisements to spread the faith and whether genuine spiritual growth can be achieved through large-scale advertising.

A similar effort was launched back in the late 1990s. Some will remember the "God Speaks from Above" initiative -- a national public service campaign in which

messages from "God" were displayed on billboards and bus shelters in various cities. The series was sponsored by an anonymous donor who contributed a substantial amount of his own funds. In the donor's words, "I wanted to remind people of God, especially people who used to go to Church and for some reason don't go anymore, which is a good-sized group."

Among the billboard and bus shelter messages from "God" that appeared:

"I don't question your existence!"

"Loved the wedding, invite me to the marriage."

"Have you read My Number 1 bestseller? There will be a test."

"Will the road you're on get you to My place?"

"That 'Love Thy Neighbor' thing, I mean it!"

On an Erdman Avenue billboard in Baltimore, where commuter traffic was heaviest, passing motorists were admonished, *"Keep using My Name in vain, and I'll make rush hours longer."*

These four words appeared on one huge billboard in plain white letters on a stark, black background: *"We need to talk!"* The message is signed, *"God."*

And another message consisted of six words embraced in today's Gospel Message:

"FORGIVE YOUR BROTHER FROM YOUR HEART"

Whether you accept the premise that large-scale advertising results in genuine spiritual growth or not, I suspect most here today welcome and long for more messages from above.

While marketing professionals will tell you there is usually a monetary component to analyzing effective branding, the bottom line for Jesus can be summed up not in material value but in eternal values. And there is no better bottom-line message to convey than this: *"Love one another."*

The question today is what message about Jesus are you sending day in and day out? Jesus is our Lord and Savior, calling us to spread the Gospel of Love and to be Baptized AND Baptize others as his disciples.

Signaling Grace,

A handwritten signature in cursive script, appearing to read "Roger".

Roger