

[Subscribe](#)[Past Issues](#)[Translate](#) ▼[RSS](#) 📡

Preaching the Gospel, Preparing a People

[View this email in your browser](#)

United News Weekly

— News of the UNITED CHURCH of GOD —

United News Weekly - April 23, 2026

Reaching a Changing World: Adapting Our Gospel Outreach

The world around us is changing at a pace few could have imagined a decade ago. Information sources are amplifying messaging while multiplying channels and fragmenting audiences. Economies, societies, mechanization, national alliances, and how people gather information are shifting rapidly. For those who watch world events in the light of Bible prophecy, these changes are not surprising—but they heavily impact our effectiveness to preach the gospel.



One of the biggest changes is taking place in media and communication. In a remarkably short time, digital technology—and especially the rise of artificial intelligence—has begun reshaping how people learn, write, study, search, work, plan and even interact. At the same time, media habits are changing quickly. Traditional media outlets no longer hold attention the way they once did, especially among younger generations. More and more, people are spending time with short-form video (YouTube Shorts, TikTok reels), podcasts, Substack-style newsletters, and algorithm-driven feeds.

These have brought a most significant shift to modern media. Young generations—those we're eager to encourage to live God's way of life before they spoil theirs—are no

[Subscribe](#)[Past Issues](#)[Translate ▼](#)[RSS !\[\]\(339a16584d5da0f0a3ca4e9ec17bf6a1_img.jpg\)](#)

rather than traditional outlets, often finding traditional media “outdated” or “hard to relate to.” They have moved to short-form video, podcasts, streaming platforms and various digital communities.

Adapting our methods to reach people where they are has long been part of preaching the gospel as a witness—without any changes to the truth we’ve been given. Once, the most viable platform for gospel proclamation was radio—reflected in our name at the time, “The Radio Church of God.” Later, as television and print surpassed radio’s effective reach, Mr. Armstrong came to the difficult conclusion, “radio is dead.”

Today, as audiences become more fragmented, attention spans shorten and intense competition increases, we are again being challenged to think carefully about how to proclaim God’s Truth effectively in a changing world.

Consequently, the United Church of God continues to adjust its international media strategy to meet today’s realities. The gospel message has not changed—Jesus Christ is “the same yesterday, today, and forever” (Hebrews 13:8). But as the Church carries out its mission to preach the gospel of Jesus Christ and the Kingdom of God, make disciples in all nations and care for those disciples, we must continue sharpening the ways that message is delivered. The apostle Paul set an example of flexibility when he wrote that he had “become all things to all men, that I might by all means save some” (1 Corinthians 9:22).

Globally, we are continuing to develop engaging *Beyond Today* content, while also expanding our presence on platforms where audiences are spending more time. That includes shorter videos, engaging podcasts, digital study tools and thoughtful content that answers the questions this generation is asking—about God, the Bible, life’s purpose, suffering, and the future.

We can all help in our gospel efforts. Pray for the ongoing work underway in our international churches and offices to spread God’s Word effectively. Share content with family members, coworkers and friends. Encourage each other to engage with the Church’s various channels and, when appropriate, invite others to watch, listen and learn.

Effective proclamation tools keep changing. The commission we have been given does not. As Jesus Christ told His disciples, “Go into all the world and preach the gospel to every creature” (Mark 16:15). We will continue discovering and using every effective tool available to proclaim that message faithfully, trusting God to open doors and call those He is working with. With God’s inspiration and our perspiration, we will keep reaching people wherever they are—so that the truth of His way and His coming Kingdom reaches all generations clearly and faithfully.

In Christ’s service,

Subscribe	Past Issues			Translate ▾	RSS 📡
-----------	-------------	--	--	-------------	-------



John Elliott
President, United Church of God

May *United News*

Enjoy early access to the May print issue of *United News* by reading online today!

This issue features local and international Church news, including updates from the home office and announcements from members. The *Good News* section features two articles on helpful spiritual topics.

Do you have an announcement for *United News*?

Please email UN@ucg.org to submit articles, announcements, local church news, questions or feedback. You can also click each of these links to submit announcements such as [births](#), [weddings](#), [anniversaries](#), [obituaries](#), and [graduations](#).

[Read May United News](#)

Download the *Beyond Today App*

Watch Bible-based content anytime, anywhere.

- ✓ Featured sermons and live Sabbath webcast
- ✓ Beyond Today episodes
- ✓ Jelly videos for kids
- ✓ Ambassador Bible College courses
- ✓ Engaging Magnified videos for biblical education

[EXPLORE THE APP](#)



Painting the Feasts

[Subscribe](#)[Past Issues](#)[Translate](#) ▼[RSS](#) 📡

Watch the latest video with David Teague: “Painting the Feast of Unleavened Bread.”

Feast of Tabernacles

Feast Registration

General Feast registration opens April 26 at 12 p.m. EDT. All members may begin registering for the Feast at this time. All Feast sites are expected to have adequate capacity except for possibly Walnut Creek, Ohio.

Housing Reservations

As a reminder, the annual Feast Planning Brochure was not printed this year. All information can be found at the Feast website: ucg.org/members/feast-of-tabernacles. Except for Walnut Creek you may book housing now, as these sites are not expected to reach capacity. However, be sure to officially register on April 26.

Each individual Feast website displays a “Housing Info” link for discounted rates.

You will also notice that each United States Feast site has a **printable “Fact Sheet”** available online. Members can easily print these for information tables or share a physical copy with members who don’t have internet access.

Questions can be emailed to Festival@ucg.org or call (970) 484-5878.

[Register for the Feast](#)

Ministerial and Member Services

Ordination of David Rains

Subscribe	Past Issues	We're happy to announce that on April 8, 2026, David Rains was ordained into	Translate ▼	RSS 📡
---------------------------	-----------------------------	--	-----------------------------	-----------------------



the ministry. He and his wife, Kayla, serve the congregations in Nashville, Murfreesboro and Jackson, Tennessee.



Ordination of Mark Yap

We're happy to announce that on April 2, 2026, the First Day of Unleavened Bread, Mark Yap was ordained into the ministry. He and his wife, Julia, serve the congregations in Winnipeg, Manitoba; North Battleford and Saskatoon, Saskatchewan; and Lethbridge, Alberta, Canada.

Upcoming Events

May

- 1: [Second Passover \(observed previous evening\)](#)
- 15-17: [Women's Enrichment Weekend](#) - Loon Lake, WA
- 18-22: [ABC Continuing Education](#) - Milford, OH
- 22-24: [Brown County Pentecost Weekend](#) - Nashville, IN
- 24: [Pentecost](#)
- 25-29: [Camp Florida](#) - Umatilla, FL
- 31-June 3: [Camp Gilmont](#) - Gilmer TX

June

- 12-14: [Northwest Men's Weekend](#) - Seabeck, WA
- 21-28: [Camp Cotubic](#) - Bellefontaine, OH
- 21-28: [Camp Colorado](#) - Allenspark, CO
- 28-July 5: [Camp Pinecrest](#) - Fredericktown, MO

July

- 5-12: [Southwest Camp](#) - Prescott, AZ
- 12-15: [Camp Ironwood](#) - Stewartville, MN
- 12-15: [Camp Ochoco](#) - Prineville, OR
- 19-26: [Camp Woodland](#) - Temple, GA
- 19-26: [Northwest Camp](#) - Rockaway Beach, OR
- 26-29: [Camp Buckeye](#) - Delaware, OH
- 26-29: [Camp Seven Mountains](#) - Spring Mills, PA



[View in browser](#)