References


Appendix A

The Six Exemplar Congregational Websites

These websites are considered in this study to be exemplars of their movements. They were observed almost daily over three months to generate variables for the content analysis described in chapter four and then observed later once or twice a week over seven weeks for the interpretive analysis described in chapter five.

Megachurches

Willow Creek Community Church
67 East Algonquin Road
South Barrington, IL 60010
847-765-5000
http://www.willowcreek.org

Saddleback Community Church
1 Saddleback Parkway
Lake Forest, CA 92630
949-609-8000
http://www.saddleback.org - visitor website
http://www.saddlebackfamily.org - member website

Emergent churches

Cedar Ridge Community Church
2410 Spencerville Road
Spencerville, MD 20868
301-384-7444
http://www.crcc.org/

Cedar Ridge Community Church
2410 Spencerville Road
Spencerville, MD 20868
301-384-7444
http://www.crcc.org/

Vibrant liberal/mainline churches

Seattle First Baptist Church
1111 Harvard Avenue
Seattle, WA 98122
206-325-6051
http://www.seattlefirstbaptist.org/

St. Gregory of Nyssa Episcopal Church
500 De Haro Street
San Francisco, CA 94107
415-255-8100
http://www.saintgregorys.org

Solomon’s Porch
100 W 46th Street
Minneapolis MN 55419
612-874-6555
http://www.solomonsporch.com/
Appendix B
The Variables and their Definitions for the Content Analysis

**Codesheet**

---
**date** ________________

For presence or absence variables
0 = no, 1 = yes

---
**Text number (ua)**

---
**Type of Church (typechurc)**
1 = megachurch
2 = vibrant liberal/mainline
3 = emergent

---
**Variables - Home page**

---
**Number of photos (numphoth)**
0, 1, 2, 3 . . . 30 = 30 or more

---
**Number of photos of people (numphoph)**
0, 1, 2, 3 . . . 30 = 30 or more

---
**Number people in photos with direct address (numphdah)**
0, 1, 2, 3 . . . 30 = 30 or more

---
**Number people in photos without direct address (numphndh)**
0, 1, 2, 3 . . . 15 = 15 or more

---
**Number of people in photos shown full-body (numphfbh)**
0, 1, 2, 3 . . . 15 = 15 or more

---
**Number of people in photos with head shots (numphhsh)**
0, 1, 2, 3 . . . 15 = 15 or more

---
**Number of photos of people serving (numphsceh)**
0, 1, 2, 3 . . . 5 = 5 or more

---
**Number of photos of people worshipping (numphwoh)**
0, 1, 2, 3 . . . 5 = 5 or more

---
**Number of photos of buildings (numphbuh)**
0, 1, 2, 3 . . . 5 = 5 or more

---
**Number of nature photos (numphnah)**
0, 1, 2, 3 . . . 5 = 5 or more

---
**Number of photos with anchorage (numphanh)**
0, 1, 2, 3 . . . 5 = 5 or more

---
**Photo of a minister of the church with anchorage (photminh)**

---
**Photo of historic art (photarth)**

---
**Use of slideshow (slideshh)**

---
**Number of graphics (numgraph)**
0, 1, 2, 3 . . . 15 = 15 or more

---
**Presence of graphic associated with denomination (graphdeh)**

---
**Presence of mission or purpose statement (misstath)**

---
**Link off menu to mission or purpose statement (loffmish)**

---
**Link on menu to mission or purpose statement (lonmissh)**

---
**Link off menu to statement of beliefs (loffbelh)**

---
**Link on menu to statement of beliefs (lonbelih)**

---
**Presence of information for newcomers (infnewch)**
___ Link on or off menu to information for newcomers (linknewh)
___ Presence of quotation from Bible (quobiblh)
___ Presence of quotation from a twentieth century Christian writer (quowritb).
___ Presence of quotation not from the Bible, dating from more than 100 years ago (quowoldh).
___ Number of imperative verbs not in menus (impvoffh)

0, 1, 2, 3… 15 = 15 or more

___ Number of imperative verbs on menus (impveonh).

0, 1, 2, 3… 15 = 15 or more

___ Link off menu to questions people might have (loffqueh).
___ Link on menu to questions people might have (lonquesh).

___ Link off menu to prayer requests (loffprah)
___ Link on menu to prayer requests (lonprayh).

___ Link off menu to virtual community (loffvirh)

___ Link on menu to virtual community (lonvirth).

___ Link off menu to my account/my church/member log-in (loffmyah).
___ Link on menu to my account/my church/member log-in (lonmyach).

___ Link (on or off menu) to arts (linkarth).
___ Link (on or off menu) to music (linkmush).
___ Link (on or off menu) to small groups (linksmgh).
___ Link (on or off menu) to educational opportunities (linkedu).

___ Link (on or off menu) to opportunities for involvement (linkopph).

___ Link (on or off menu) to site map (linksimh).
___ Search option (on or off menu) (searchoh).
___ Link (on or off menu) to audio (linkaudh).
___ Link (on or off menu) to video (linkvidh).
___ Link (on or off menu) to podcast (linkpodh).

___ Link (on or off menu) to newsletter (linknwsh).

___ Number of internal links (numintlh)

0, 1, 2, 3… 100 = 100 or more

___ Number of outlinks (numextlh)

0, 1, 2, 3… 15 = 15 or more

___ Presence of statement of the church’s ministry/mission/purpose/vision (statmish)

___ Presence of “welcome” in a larger body of verbal text (welcomeh)

___ Presence of “welcome” set off from larger body of verbal text (welcbigh)

___ Presence of “Bible” (bibleh)

___ Presence of “community” referring to the congregation or subgroups of the congregation as a community (comcongh)

___ Presence of “community” referring to the neighborhood or people around the church (comneigh)

___ Presence of “evangelism” (evangelh)

___ Presence of “growth” (growthh)

___ Presence of “inclusion” or “inclusive” (inclusih)

___ Presence of “justice” (justiceh)

___ Presence of “seeker” (seekerh)
___ Reference to God’s love (Godloveh)

___ Reference to historic Christianity (histchrh)

___ Reference to personal mission/purpose (persmish)

___ Reference to serving the poor (serpoorh)

___ Reference to teaching or truth (truthh)

___ Reference to the world or international ministries (worldh)

___ Presence of “community” and “Bible” in the same sentence (combiblh)

___ Presence of “community” and “evangelism” in the same sentence (comevanh)

___ Presence of “community” and “growth” in the same sentence (comgrowh)

___ Presence of “community” and the concept of inclusion/inclusive in the same sentence (cominclh)

___ Presence of “community” and the concept of the church as home/family in the same sentence (comhomeh)

___ Presence of “community” and the concept of the church’s ministry/mission/purpose in the same sentence (commisch)

___ Presence of “community” and the concept of an individual’s ministry/mission/purpose in the same sentence (commisph)

___ Presence of “community” and the concept of world/international in the same sentence (comworth)

___ Presence of “community” and the concept of poor/service in the same sentence (compoorh)

___ Reference to God’s love (Godloveh)

___ Reference to historic Christianity (histchrh)

___ Reference to personal mission/purpose (persmish)

___ Reference to serving the poor (serpoorh)

___ Reference to teaching or truth (truthh)

___ Reference to the world or international ministries (worldh)

Variables on pages explicitly for newcomers/visitors, in the statement of
ministry/mission/purpose/vision, or on a page of FAQs (if linked from the homepage).

___ Presence of “Bible” (bibleo)

___ Presence of “community” referring to the congregation or subgroups of the congregation as a community (comcongo)

___ Presence of “community” referring to the neighborhood or people around the church (comneigo)

___ Presence of “evangelism” (evangelo)

___ Presence of “growth” (growtho)

___ Presence of “inclusion” or “inclusive” (inclusio)

___ Presence of “justice” (justiceo)

___ Presence of “seeker” (seekero)

___ Reference to God’s love (Godloveh)

___ Reference to historic Christianity or historic principles of a Christian tradition (histchro)

___ Reference to personal mission/purpose (persmiso)

___ Reference to serving the poor (serpooro)

___ Reference to teaching or truth (trutho)

___ Reference to the world or international ministries (worldo)

___ Presence of “community” and “Bible” in the same sentence (combiblo)
Presence of “community” and “evangelism” in the same sentence (“comevano”)

Presence of “community” and “growth” in the same sentence (“comgrowo”)

Presence of “community” and the concept of inclusion/inclusive in the same sentence (“cominclo”)

Presence of “community” and the concept of the church as home/family in the same sentence (“comhomeo”)

Presence of “community” and the concept of the church’s ministry/mission/purpose in the same sentence (“commisco”)

Presence of “community” and the concept of an individual’s ministry/mission/purpose in the same sentence (“commispo”)

Presence of “community” and the concept of world/international in the same sentence (“comworlo”)

Presence of “community” and the concept of poor/service in the same sentence (“compooro”)

Presence of the concept of the church’s ministry/mission/purpose and the concept of an individual’s ministry/mission/purpose in the same sentence (“chmipmio”)

Presence of the concept of an individual’s ministry/mission/purpose and the concept of the poor/service in the same sentence (“pmipooro”)

Presence of the concept of an individual’s ministry/mission/purpose and the concept of world/international in the same sentence (“pmiworlo”).
Definitions of Variables

Unit of Analysis
The unit of analysis for this study is a congregational website.

General definitions
The home page of a website is the page that first comes into view when church’s URL is typed into a web browser. Most congregations’ URLs are in the form www.nameofchurch.org. Occasionally the church’s URL will take the viewer to a gateway page with a simple photo or graphic on it and only one link. In that case, the homepage will be defined as the web page that appears when that one link is clicked.

A link is defined as a highlighted word, phrase, or graphic that enables the viewer to access another web page when he/she clicks on the link.

A link off menu is defined as a link that is not located on a navigation bar or on a menu (list) that drops down from a navigation bar or drops down under a heading such as “quick links.” A navigation bar is usually located on the top, left side, or bottom of a webpage and it lists in a vertical or horizontal form a series of options of links similar to a table of contents. Some navigation bars have lists of links (drop-down menus) that drop down from a them when a word is clicked.

A link on menu is defined as a link located in a navigation bar or drop-down menu.

The first grouping of variables will be examined on homepages, and variable names that end with “h” are home page variables.

Other pages on congregational websites will also be examined: pages explicitly for newcomers/visitors, statements of ministry/mission/purpose/vision, and pages with FAQs (if linked from the homepage). Variables that end with “o” are from the additional pages examined.

Variables that begin with “num” are counted, and the code sheet gives the way the results are described. All other variables record the presence or absence of a word, concept, or visual component, and are recorded as “0” for not present and “1” for present.

Variables - Home page

Number of photos (numphoth) – when a photo montage (photos that blur into each other) is present, count the number of photos that make up the montage. When a slide show (photos that alternate taking the same space) is present, count the number of photos that make up the slide show. Does not include graphics.

Number of photos of people (numphoph) – description of photo montage and slide show from previous variable apply here as well.

Number of people in photos with direct address (numphdah) – people looking directly at the camera.

Number of people in photos without direct address (numphndh) – this can include a partial view of someone’s body.

Number of people in photos serving (numphseh) – people shown engaged in service activities, e.g. foodbanks, construction efforts, relief ministries, etc.

Number of people in photos worshipping (numphwoh) – photos of worship services, people singing or praying.

Number of people in photos shown full-body (numphfbh) – the entire body shows or at least the whole body from the thighs up. The person may be facing in any direction, toward or away from the camera.

Number of people in photos with head shots (numphhsh) – only shoulders and above.
Number of photos of buildings (numphbuh) – photos of church buildings or other buildings, shown whole or in part.

Number of nature photos (numphnah) – includes such things as trees, flowers, fish, sunsets, when not clearly identified with a building.

Number of photos with anchorage (numphanh) – photos with a word or description that identifies the content of the photo.

Photo of a minister of the church with anchorage (photminh).

Photo of historic art (photarth) – a photo of a painting or a statue that appears to be more than 100 years old.

Use of slideshow (slideshh) – photos, graphics, text or a mix of these items that take turns appearing in the same space.

Number of graphics (numgraph) – denominational logos, congregational logos, logos that promote particular ministries or organizations, graphical links, paintings or other art (not photographs).

Presence of graphic associated with denomination (graphdeh).

Presence of mission or purpose statement (misstath).

Link off menu to mission or purpose statement (loffmissh).

Link on menu to mission or purpose statement (lonmissh).

Link off menu to prayer requests (loffprah).

Link on menu to prayer requests (lonprayh).

Link off menu to virtual community (loffvirh).

Link on menu to virtual community (lonvirth).

Link off menu to my account/my church/member log-in (loffmyah).

Link on menu to my account/my church/member log-in (lonmyach).

Link (on or off menu) to arts (linkarth).

Link (on or off menu) to music (linkmush).

Link (on or off menu) to small groups (linksmgh) – includes book groups.

Presence of quotation from Bible (quobiblh).

Presence of quotation not from the Bible, from a twentieth century Christian writer (quowritb).

Presence of quotation not from the Bible, dating from more than 100 years ago (quowoldh).

Number of imperative verbs not in menus (impvoffh) – a verb that appears to express command, entreaty or exhortation, a verb usually used without a preceding word and without an added ending such as “-ed” or “-ing.” (Example of imperative verbs: join us, give, come, learn, find, share, grow, worship, celebrate, look here, sign up, let us know, learn more). Imperative verbs may also be preceded by the words “we invite you to” or “we welcome you to.”

Number of imperative verbs on menus (impveonh).

Link off menu to questions people might have (loffqueh) – uses the word “question” and can include FAQs.

Link on menu to questions people might have (lonquesh).

Link off menu to prayer requests (loffprah).

Link on menu to prayer requests (lonprayh).

Link off menu to virtual community (loffvirh).

Link on menu to virtual community (lonvirth).

Link (on or off menu) to my account/my church/member log-in (loffmyah).

Link on menu to my account/my church/member log-in (lonmyach).

Link (on or off menu) to arts (linkarth).

Link (on or off menu) to music (linkmush).

Link (on or off menu) to small groups (linksmgh) – includes book groups.
Link (on or off menu) to educational opportunities (linkeduh) – includes classes, seminars.

Link (on or off menu) to opportunities for involvement (linkopph).

Link (on or off menu) to site map (linksimh).

Search option (on or off menu) (searchoh).

Link (on or off menu) to audio (linkaudh).

Link (on or off menu) to video (linkvidh).

Link (on or off menu) to podcast (linkpodh).

Link (on or off menu) to newsletter (linknwsh).

Number of internal links (numintlh) – links that connect the viewer with a webpage connected to the church’s URL.

Number of outlinks (numextlh) – links that connect the viewer with a webpage connected to a URL that does not relate to the church.

Presence of statement of the church’s ministry/mission/purpose/vision (statmish)

Presence of “welcome” in a larger body of verbal text (welcomeh).

Presence of “welcome” set off from larger body of verbal text (welcbigh).

Presence of “Bible” (bibleh).

Presence of “community” referring to the congregation or subgroups of the congregation as a community (comcongh).

Presence of “community” referring to the neighborhood or people around the church (comneigh).

Presence of “evangelism” (evangelh).

Presence of “growth” (growthh).

Presence of “inclusion” or “inclusive” (inclusih).

Presence of “justice” (justiceh).

Presence of “seeker” (seekerh).

Reference to God’s love (Godloveh) – e.g. “love of God,” “love of Jesus,” “God’s love,” “Jesus’ love.”

Reference to historic Christianity (histchrh) – includes historic principles of a Christian tradition.

Reference to personal mission/purpose (persmish) – e.g. “personal life mission,” “discover who God has designed you to be,” “empowering members to express their true selves,” “God’s mission for our lives,” “peoples’ visions and ideas of ministry come to life,” “equip members for their ministry in the church and life mission in the world.”

Reference to serving the poor (serpoorh) – e.g. “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Reference to teaching or truth (truthh).

Reference to the world or international ministries (worldh)

Presence of “community” and “Bible” in the same sentence (combiblh).

Presence of “community” and “evangelism” in the same sentence (comevanh).

Presence of “community” and “growth” in the same sentence (comgrowh).

Presence of “community” and the concept of inclusion/inclusive in the same sentence (cominclh).

Presence of “community” and the concept of the church as home/family in the same sentence (comhomeh).

Presence of “community” and the concept of the church’s ministry/mission/purpose in the same sentence (commisch).
Presence of “community” and the concept of an individual’s ministry/mission/purpose in the same sentence (commisph).

Presence of “community” and the concept of world/international in the same sentence (comworlh).

Presence of “community” and the concept of poor/service in the same sentence (compoorh) – concept of poor/service includes words like “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Presence of the concept of the church’s ministry/mission/purpose and the concept of an individual’s ministry/mission/purpose in the same sentence (chmipmih).

Presence of the concept of an individual’s ministry/mission/purpose and the concept of the poor/service in the same sentence (pmipoorh) – concept of poor/service includes words like “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Presence of the concept of an individual’s ministry/mission/purpose and the concept of world/international in the same sentence (pmiworth).

Variables on pages explicitly for newcomers/visitors, in the statement of ministry/mission/purpose/vision, or on a page of FAQs (if linked from the homepage).

Presence of “Bible” (bibleo).

Presence of “community” referring to the congregation or subgroups of the congregation as a community (comcongo).

Presence of “community” referring to the neighborhood or people around the church (comneigo).

Presence of “evangelism” (evangelo).

Presence of “growth” (growtho).

Presence of “inclusion” or “inclusive” (inclusio).

Presence of “justice” (justiceo).

Presence of “seeker” (seekero).

Reference to God’s love (Godloveo) – e.g. “love of God,” “love of Jesus,” “God’s love,” “Jesus’ love.”

Reference to historic Christianity or historic principles of a Christian tradition (histchro).

Reference to personal mission/purpose (persmiso) – e.g. “personal life mission,” “discover who God has designed you to be,” “empowering members to express their true selves,” “God’s mission for our lives,” “peoples’ visions and ideas of ministry come to life,” “equip members for their ministry in the church and life mission in the world”

Reference to serving the poor (serpooro) – e.g. “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Reference to teaching or truth (trutho).

Reference to the world or international ministries (worldo)

Presence of “community” and “Bible” in the same sentence (combiblo).

Presence of “community” and “evangelism” in the same sentence (comevano).

Presence of “community” and “growth” in the same sentence (comgrowo).

Presence of “community” and the concept of inclusion/inclusive in the same sentence (cominclo).

Presence of “community” and the concept of the church as home/family in the same sentence (comhomeo).

Presence of “community” and the concept of the church’s ministry/mission/purpose in the same sentence (commisco).

Presence of “community” and the concept of an individual’s ministry/mission/purpose in the same sentence (commispo).
Presence of “community” and the concept of world/international in the same sentence (comworlo).

Presence of “community” and the concept of poor/service in the same sentence (compooro) – concept of poor/service includes words like “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Presence of the concept of the church’s ministry/mission/purpose and the concept of an individual’s ministry/mission/purpose in the same sentence (chmipmio).

Presence of the concept of an individual’s ministry/mission/purpose and the concept of the poor/service in the same sentence (pmipooro) – concept of poor/service includes words like “poor,” “needy,” “refugees,” “food pantry,” “food bank.”

Presence of the concept of an individual’s ministry/mission/purpose and the concept of world/international in the same sentence (pmiworlo).
Appendix C
The 60 Congregations Studied in the Content Analysis

Emergent
1
Extended Grace
2944 E Ellis
Muskegon MI 49444
231-865-8055
http://www.extendedgrace.org/

2
New Life Church
776 West Farm Rd 186
Springfield, MO 65810
881-5558
http://www.newlifechurch.org/index.html

3
House of Mercy
499 Wacouta St.
St. Paul, MN 55101
651-298-0858
www.houseofmercy.org

4
The Church at Matthew's House
1874 Avenida Aragon
Oceanside, CA 92056
760-295-5662
http://www.matthewshouse.com/

5
The Bridge Church
P.O. Box 431154
Pontiac, MI 48343
248-332-8633
http://www.thebridgechurch.com/

6
Providence Community Church
1039 E. 15th Street, Plano, TX 75074
972-633-2223
http://www.providencecommunity.com/

7
Reba Place Church
PO Box 6017
Evanston, IL 60204
847-869-0660
http://www.rebaplacechurch.il.us.mennonite.net/

8
Wounded Healer Fellowship
The Great Commission Center (GCC)
4th Floor, 4350 W. Hallandale Beach Blvd
Pembroke Park, FL 33023
954-437-1855
http://www.woundedhealerfellowship.com/

9
Vineyard Central
1757 Mills Ave.
Norwood, Ohio 45212
513-396-7202
http://www.vineyardcentral.com/

10
Jacob's Well
1617 West 42nd Street
Kansas City, Missouri 64111
816-531-2757
http://jacobswellchurch.org/
11 Highway Church
201 Castro St., 3rd Floor
Mountain View, CA 94041
650-968-4200
http://www.highway.org/

12 Mission Gathering (Disciples of Christ)
3828 Herman Ave.
San Diego CA, 92104
619-624-9335
http://www.missiongathering.com/home.php

13 Mosaic
PO Box 4764
Austin, TX 78765
www.mosaicaustin.org

14 University Baptist Church
1701 Dutton Ave.
Waco, TX 76706
http://www.ubcwaco.org/mainblog/

15 Fusion Church
PO Box 54895
Oklahoma City, OK 73154
405-255-4405
http://www.fusionokc.com/

16 Vintage Faith
350 Mission Street
Santa Cruz, CA 95060
831-429-1058 x222
http://vintagechurch.org/

17 Church of the Apostles
4272 Fremont Ave. N.
Seattle, WA, 98103
http://www.apostleschurch.org/home.php

18 St. Paul's Collegiate Church at Storrs
1768 Storrs Road, Suite C
Storrs Mansfield, CT 06268
860-429-1830
http://www.spcc-storrs.org/

19 Three Nails
325 Oliver Avenue
Pittsburgh, PA 15222
http://www.threenails.org/index.html

20 theGathering
223 SW 7th Ave.
Amarillo, TX 79101
PO Box 2713
Amarillo, Texas 79105
806-576-1867
http://gatheringamarillo.org/

Vibrant Liberal/Mainline

21 St. Peter's Lutheran Church
619 Lexington Ave.
New York, NY 10022-4613
212-935-2200
http://www.saintpeters.org/

22 Broadway United Methodist Church
3344 N. Broadway
Chicago, IL 60657
773-348-2521
http://www.brdwyumc.org/
23
Prince of Peace Lutheran Church
2045 N 800 E.
North Logan, UT 84341-1904
752-7753,
http://home.comcast.net/~princeofpeaceorgan/

24
Church of the Holy Innocents San Francisco,
455 Fair Oaks Street
San Francisco, CA 94110-3618
415-824-5142
http://www.holyinsf.org/

25
Lord of Light Lutheran Church
801 S Forest Ave
Ann Arbor, MI 48104-3590,
734-668-7622
http://www.lol-a2.org/

26
Madison Christian Community
7118 Old Sauk Rd
Madison, WI, 53717-1099
608-836-1455
http://www.madisonchristiancommunity.org

27
Lyndale United Church of Christ
810 West 31st St.
Minneapolis, MN 55408
612-825-3019
http://www.lyndaleucc.org/

28
First Congregational Church
945 G. Street N.W.
Washington, DC 20001
202-628-4317
www.fccuccdc.org

29
First Presbyterian Church
City of NY
New York, NY, 10011
212-675-6150
www.fpcnyc.org

30
Trinity Lutheran Church / Manhattan
168 W 100th St.
New York, NY 10025-5145
212-222-7045
http://www.trinitylutherannyc.org/

31
Claremont UCC Congregational
233 W. Harrison Ave.
Claremont, CA 91711
909-626-1201
www.claremontucc.org

32
University Lutheran Church of the Incarnation
3637 Chestnut St
Philadelphia, PA 19104-2612
215-387-2885
www.uniluphila.org

33
Grace University Lutheran Church
324 Harvard St SE
Minneapolis, MN 55414-2920
612.331.8125,
http://www.graceattheu.org/
34
United Church of Hayward
30540 Mission Blvd
Hayward, CA 94544
www.haywarducc.org/

35
Central Presbyterian Church
201 Washington St. S.W.
Atlanta, GA 30303
404-659-0274, 814
www.cpcatlanta.org

36
Gloria Dei Lutheran Church
219 N 6th Ave E.
Duluth, MN 55805-1924
218-722-3381
http://www.gloriadeiduluth.org/gloriadeihome.html

37
Wallingford United Methodist Church
2115 N. 42nd Street
Seattle, WA 98103
http://www.wallingfordumc.org/

38
First Congregational Church UCC
444 East Broad St.
Columbus, OH 43215
614-228-1741
www.first-church.org

39
Pasadena Presbyterian Church
585 E. Colorado Blvd.
Pasadena, CA 91101
626-793-2191
www.ppc.net

40
Ebenezer Lutheran Church
1650 W Foster Ave.
Chicago, IL 60640-2014
http://www.ebenezerchurch.org/

Megachurches

41
Hope Chapel
2420 Pacific Coast Highway
Hermosa, Beach CA 90254
310-374-4673
http://www.hopechapel.org

42
James River Assemblies of God
600 North 19th St.
Ozark MO 65721
417-581-5433
www.jamesriver.org

43
Calvary Chapel of Downey
12808 Woodruff Ave.
Downey CA 90242
562-803-5631
http://ccdowney.com/home/

44
Salem Alliance Church
555 Gaines St. NE
Salem OR 97301
503-581-2129
http://www.salemalliance.org/home/index.php

45
Sunshine Community Church
3300 East Beltline NE
Grand Rapids, MI 49525
616-364-4242
www.sunshinechurch.org
223

46
Bayside Church
8211 Sierra College Blvd Suite 440
Roseville, CA 95661
PO Box 2336
Granite Bay, CA 95746
916-791-1244
http://www.baysideonline.com/default.asp

47
North Coast Church
1132 N. Melrose Dr
Vista, CA 92083
760-724-6700
http://www.northcoastchurch.com/

48
Hope Presbyterian Church
8500 Walnut Grove Rd
Cordova, TN 38018
901-755-7721
http://www.hopepres.com/

49
King of Kings Lutheran Church
11615 "I" Street
Omaha, Nebraska 68137
402-333-6464
http://www.kingofkingsomaha.org/index.php

50
Mt. Corinth Missionary Baptist Church
4901 Providence Street
Houston, TX 77020
713-674-5667
http://www.mtcorinth.org/

51
College Church
2020 E. Sheridan
Olathe KS 66062
913-764-4575
http://www.collegechurch.com/

52
Christ Presbyterian Church
2323 Old Hickory Blvd.
Nashville, TN 37215
615-373-2311
http://www.christpres.org/

53
Fair Haven Ministries
2900 Baldwin Street
Hudsonville, MI 49426
(616) 662-2100
http://www.fhmin.org/index.html

54
The People's Church
828 Murfreesboro Rd.
Franklin, Tennessee 37064 / 615-794-2812
www.thepeopleschurch.org

55
First Baptist Church of Orlando
3000 South John Young Parkway
Orlando, FL 32805
407-425-2555
http://www.fbcorlando.org/

56
Vineyard Church North Phoenix
6250 W. Peoria Ave.
Glendale, AZ 85302
623-934-4000
http://vineyardnorthphoenix.com/
57
BranchCreek Community Church
100 South Main Street
Harleysville, PA 19438
215-256-0100
http://www.branchcc.org/

58
Christ The Rock Community Church
W6254 Hwy. 10-114
Menasha, WI 54952
920-730-8383
http://www.christtherock.org/

59
North Point Community Church
4350 North Point Parkway
Alpharetta, Georgia 30022
678-892-5000
http://www.northpoint.org/

60
Westover Church
505 Muirs Chapel Road
Greensboro, NC 27410
336-299-7374
http://www.westoverchurch.com/Home/
    Default.aspx
Appendix D
Questions Used for Telephone Interviews of Website Producers

What is your role in the production of the website?

What is the purposes and goals behind of the website? Are there specific things in mind? How are the purposes and goals established and by whom?

What are the things you look for when deciding what to place on the website? Are their specific things you look for, as well as specific things you avoid?

Who makes the decisions about content (both verbal and visual) on the website? What role at the church does that person or do those people hold?

What criteria are used to choose verbal content?

What criteria do you use to decide which photos and graphics to use?

What criteria are used to choose the verbal and visual content for the home page?

What criteria are used to chose material that will give information to newcomers and potential visitors?

What criteria are used to chose material that will give information to church members and regular attenders?

What criteria are used to decide which links will be on the home page?

In what ways have the website producers for your church discussed the following concepts as they relate to the website: community, the arts, purpose statements, mission statements, statements of faith, tithing, stewardship, welcoming newcomers, helping people grow in faith, prayer, helping people get involved, questions people might have?

What role does the senior pastor of your church have in choosing material for the website?
If the senior pastor is involved with the website, what are his or her priorities for the website? In what ways are those priorities similar or different from the other people involved with the website?

Who do you think benefits most from the existence of the website?
Lynne M. Baab (www.lynnebaab.com) is a Presbyterian minister who served two Seattle congregations in pastoral roles. She is the author of six books. Three of her books are published by The Alban Institute and focus on congregational leadership for Christian, Jewish, and Unitarian Universalist communities: *Personality Type in Congregations, Embracing Midlife*, and *Beating Burnout in Congregations*. Three other books are published by InterVarsity Press and focus on Christian spiritual disciplines: *A Renewed Spirituality, Sabbath Keeping*, and *Fasting*. As of July 2007, she holds a five-year position as lecturer in pastoral theology in the Department of Theology and Religious Studies at the University of Otago in Dunedin, New Zealand.