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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

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>

Emergent churches

Cedar Ridge Community Church
2410 Spencerville Road
Spencerville, MD 20868
301-384-7444
<http://www.crcc.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 (**numphoto**)

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 of 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 (**numphseh**)

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 (**linkeduh**).

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

___ 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 (**numintl**)
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 (**cominchl**)
- ___ 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**)
- ___ 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**)

___ Presence of the concept of an individual's ministry/mission/purpose and the concept of world/international in the same sentence (**pmiworlh**)

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**)

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

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

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 (**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**) – information explicitly labeled for newcomers or uses the word “new”.

Link on or off menu to information for newcomers (**linknewh**).

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**) – a link that enables people to submit prayer requests.

Link on menu to prayer requests (**lonprayh**).

Link off menu to virtual community (**loffvirh**) – a link that connects viewer to blog, chat, poll, message board, yahoo group.

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.

Link (on or off menu) to educational opportunities (**linkedu**) – includes classes, seminars

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

Link (on or off menu) to site map (**linksim**).

Search option (on or off menu) (**search**).

Link (on or off menu) to audio (**linkaud**).

Link (on or off menu) to video (**linkvid**).

Link (on or off menu) to podcast (**linkpod**).

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

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

Number of outlinks (**numextl**) – 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 (**welcom**).

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 (**comcong**).

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 (**combibl**).

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 (**comincl**).

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 (**pmiworlh**).

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.new-lifechurch.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://jacobsowellchurch.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.brdwymc.org/>

- 23
 Prince of Peace Lutheran Church
 2045 N 800 E.
 North Logan, UT 84341-1904
 752-7753,
<http://home.comcast.net/~princeofpeacelogan/>
- 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

- 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?

VITA

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.