

The Word In Life™

An occasional report on the ministry of this innovative study Bible

Two New Versions On The Way!

Thomas Nelson Publisher (TNP) vice-president Frank Couch reports that the Word In Life Study Bible (WILSB) will be released in a CDRom version in the summer of 1997. It will be included on a disk along with several other TNP Bible study helps. This electronic format has been desired by many users of the WILSB. The most frequently heard comment has been, *“When will it be ready for my computer? It seems so appropriate with icons, sidebars, maps, profiles and articles already designed to fit there. I can’t wait.”*

Also under development is a new translation—the recently published and very popular Contemporary English Version (CEV). Many have purchased it under the title “The Promise.” This third translation of the WILSB is expected in 1998. Previously, the WILSB was available in a New Testament edition of the New Revised Standard Version (NRSV) translation. The complete WILSB continues to sell in the respected New King James Version (NKJV) with over 100,000 purchased after just one year in the market. The CEV is only three years old and is a very reader-friendly translation into the language of our day. Couch also reports that his staff are successfully reducing the size as well.

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They have listened to buyers all year, and the large size is the only repeated dissatisfaction. The CEV version will have three hundred pages less than the NKJV, and the whole volume will be smaller in page size. This will be achieved without any loss of material because the CEV uses less space than the NKJV and the pages are being slightly revised. (Ed .note: Way to go Frank and TNP team!)

Users Comment

“I gave five copies of the WILSB as gifts for Christmas. One was to my 87 year old father-in-law. He really likes it—after many years of regular Bible reading. I’m very pleased with the responses from other family members too.”

(Minneapolis Executive)

“Every friend I have given a copy to has thanked me. It is a joy to give the word of God and have it received freely and used immediately.”

(Church leader, Boston)

“I read the WILSB New Testament and thought it was great.... The gospels were OK but Acts was dynamite. Very marketplace oriented in the notes.... I plan to read the Old Testament when I finish my current Scripture readings.”

(Advertising exec, NYC)

“We are very excited about using the WILSB among our inquirers and new members joining our church. Each one receives their own copy from the

welcoming committee and we are hearing excellent response.”
(Pastor of Asian Church, Los Angeles)

“Congratulations on the ongoing effectiveness of the WILSB. I am increasingly impressed with the hunger that people have for the living Word if they only had a copy in their hands that they could understand. You’ve done a great piece of work on this...”

(Seminary Dean, CA)

“I can’t wait to get the CD of it! The Bible is useful in the format you designed for everyday life. I love the detailed explanations. They are helpful for explaining examples to new Christians. It is my favorite of the five or six Bibles I own!!”

(Wisconsin Administrator)

“I have two copies and am using one to read through the entire Bible in a year. My understanding, of the Old Testament (Pentateuch especially), has been enriched by the frequent comments, maps and the elaborations on the historical setting of the times. I also appreciate the attention to themes which are repeated through-out— justice, poverty, work, family, women. It’s a great Bible to read through.”

(IVCF Staff, New York)

“We really benefited from the illustrations, background info, applications, etc. and thus we are very happy to be able to have the entire Bible now.”

(IVCF Staff, Florida)

"I have used it in several small groups. I love the creativity.... It has helped me create a few good Bible studies and create a few good icebreakers that go along with the study. I really enjoy how culturally sensitive it is."

(IVCF Staff, Chicago)

"We have given [it] as gifts to friends and family. They have really enjoyed using it and have especially benefited from the cultural information given. Most of them don't own Bible Dictionaries or cultural commentaries, so they have been able to learn more from Scripture by having this information available right there by each passage."

(IVCF Asian Staff in California)

Second Uses

Two more magazines carried WILSB articles for their readers. Inter-Varsity's "Student Leadership Journal" included three articles when it addressed the issue of being "Called To A Normal Job?" in its Spring/Summer 1997 edition. Editor Jeff Yourison adapted three pieces—"Are Some Jobs More Important Than Others?," *The Spirituality of Everyday Work*," and *Your Workstyle*"—to support the main article which was written by Carl Friesen from Toronto. This publication goes to six thousand elected student leaders of campus Christian fellowships across the U.S. and Canada.

The magazine "Marketplace," published by The Mennonites For Economic Development, continues its use of selected articles in its recent issue. Editor Wally Kroeker put the sidebar article "Two Callings, One Great Conflict" on the back cover in the March/April 1997 issue. The May/June issue used "Work In The Psalms" which is a chart of ten Psalms on the subject at Psa. 104 and

"Foreclosure" from Amos 3:15.

New Church Member Gifts

Pastor Jon Smoot of Christ Presbyterian Church in Madison, WI is planning to present each new member of that congregation with their own copy of the WILSB. He believes that this helps them take seriously the centrality of the Scriptures in the Christian life and in his congregation's work.

Pastor Kenneth Fong of Evergreen Baptist Church in Southern California has made the same choice after using it in his own studies and spiritual disciplines. He likes the cultural sensitivities and practical helps.

Researchers Probe WILSB

Two writers interviewed creative developer and project team leader Pete Hammond on the origins and impact of the WILSB. One was writing a book for Harper/Collins/Zondervan on "The Rise Of Ministry in the Workplace." He came to Madison, WI for a two hour meeting, and we are supplying him with research and leads in the field.

The second venture is a Ph.D. thesis at USC on the history and impact of study Bibles in America. This was a phone interview that covered the origin, team building, writing, designing, publishing and impact of the WILSB. Both authors committed to providing us with their final manuscripts.

Best Quote:

My favorite description of the WILSB this summer: "This is the first and only study Bible that takes seriously the

priesthood and ministry of all believers whether they be male-female, clergy-laity, young-old, rich-poor. What a breakthrough!"

Award Winner...

Again! We just received word that the WILSB received its second Gold Medallion Award at the 1997 Christian Bookseller's International Convention in Atlanta. This is an annual selection of the best study Bible of the year made by the Evangelical Press Association. The WILSB had previously been chosen for its 1993 release of the New Testament edition

IV-MP Use

InterVarsity Marketplace (MP) administrator DeAnn Franklin was busy this summer revising our "MP Foundations Seminar" manual around WILSB material. This program has been presented across the country and is scheduled four times this year. DeAnn and Pete Hammond re-cast the seminar around material from the Bible in the manual used by every attendee. Now they will learn how to use the helps in the day-long experience in areas like work, witness, family life, church-in-the-world, etc..

THE WORD IN LIFE REPORT

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