

A SCRIPT FROM

YM360[®]

“The Gospel is Not Marketing”

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What	The Gospel is Not Marketing examines what society tells us is the Gospel and makes us reexamine how we present the Gospel.
Who	1-3 Actors. Could be adapted for more.
Why	Ephesians 4:4-6; 1 Corinthians 8:6
Time	Pages: 4 Approximately 7 minutes

Video imagery fades in of famous marketing, almost too fast to register what it even is. The video gives visuals to what the actors are speaking about.

ACTOR 1 is revealed, sitting on a stool. He or She very conversational.

ACTOR 1

The gospel is not marketing.
You can slick it up,
hashtag it out,
slap it on a billboard.
But there's a crack in everything
and that's how the light gets through.

Now ACTOR 2 is revealed, sitting on the edge of the stage, also speaking in a conversational tone.

ACTOR 2

The gospel is not marketing,
but boy, do we try.
You've seen the white-toothed preachers
with their five-thousand-dollar-suits,
Spitting and spewing a twisted up version of the truth.
You've seen lipstick applied to the red words
like they aren't enough.
You're not dumb.
You can see what's happening.

ACTOR 3 enters, speaking to the audience.

ACTOR 3

Did you know marketers love you?
(pause)
Did you know they sit in big, fancy meetings
in big, fancy skyscrapers
and try to get you to love them?
To love the thing they are hawking?
To get into your brain so that the
next time you start talking,
it's about how their product changed your life?

Did you know they are very good at it?

Did you know they spend billions -
That's billions with a B - of dollars,
Trying to get your zillions -
That's zillions with a Z - of dollars
to get in front of your eyes and speak
to the most vulnerable parts of who you are -

How you can be accepted.
This way to be loved and respected.

ACTOR 1

We do this too.
We sell the gospel this way too,
or worse we let someone else do it for us.
We give sugared answers to salty questions.
We post a quote in your feed
about the things that you need
and consider it settled,
But it's not, is it?

ACTOR 2

We hand over a stack of rulebooks
and measuring tapes
and close our eyes
and hope for the best,
Because the gospel is terrifying
and we're afraid you aren't
smart enough to understand that.
We're afraid you can't understand the value of something
that hasn't been sexed up or marketed or
exploited to the point of insanity.

ACTOR 3

We're terrified that if we let you read
about how you will have troubles,
you'll turn and run.
We're terrified that if you realize
we don't have all the answers,
you'll go looking somewhere else.
We're terrified that you'll notice
we don't always live our lives
in accordance with the scriptures,
and you'll wonder at the truth of our words.
Because here are the words of life,
but they are not easy to swallow. No.

ACTOR 1

So we spruce it up, just a little.
We add a filter to cover the questions,
We try to make it comfortable for you.
We turn up the heat ever so slightly
so that when you're our age,
you sit in the middle of a boiling pot
and you realize nothing looks like it did

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