

What Jesus achieved

Today's PR experts use *evaluation* to test their effectiveness.

Remembering that the reflection of *changing attitudes* indicates effective PR, see how Jesus matches up –

First, His teachings so changed public opinion as to eventually overthrow ancient Rome's cruelties.

Second, women were looked down on by Jews and Gentiles alike. Jesus laid foundations to alter this.

Third, Jesus' Christian Church has changed attitudes where? *Across the world!*

In the *Dictionary of the Christian Church*, Frank E. Gaebelin writes, “Broadly speaking, it may be said that almost the whole of education in the Western world from the first until the nineteenth century was in one way or another Christian.”

Breathtaking spin-offs from this have even influenced the East – deliverance from superstition and fear of evil spirits, stable governments, founding of universities, world leadership in science and technology, promotion of basic human rights.

In fact, where Church influence is unfettered there is true enlightenment, justice and liberty with freedom from fear, freedom from want and freedom of speech and religion.

It is not the world which has blessed humanity with purity, justice, peace and joy. No! It is Jesus' Church. But has the world even noticed?

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**“The church . . . is not peripheral to the world; the world is peripheral to the church.”
– Ephesians 1.22 (The Message)**

Ken Packer