

Interview with Steven Lee,
President of SermonAudio.com (2)

sermonaudio.com

Puritan Pod

By Dr. David P. Murray

Preached on: June 4, 2009

Puritan Reformed Theological Seminary

2965 Leonard NE

Grand Rapids, MI 49525

Website: moodle.puritanseminary.org

Online Sermons: www.sermonaudio.com/prts

Dr. David P. Murray:

Steven, in yesterday's Puritan Pod I was asking you how SermonAudio all began, what your mission is and what encouragements you had had along the way. And obviously you are running the most popular, the biggest sermon website in the world. That is not going to please the devil. He is not going to lie fast asleep as you pump how the truth. What kind of challenges have you faced in this ministry?

Steven Lee:

Yeah, we actually have challenges on a couple of different levels. One would be on a technical level. There are just constant challenges to keep the equipment running right, upgrading equipment, expanding the infrastructure to handle the needs. We have security issues that come up every now and again where people are trying to hack their way into the site. We are very sensitive about that. So those are some real challenges that we face and we just take it a day at a time.

The other set of challenges would be more to do with the... because the site has grown and because we service many churches, even within the definitions of what we allow on the site there is a spectrum of churches on there. And so the challenge is to handle complaints, is to try to be fair on the site. We definitely try not to be bias one way or the other with churches. And so there is a challenge in that and to handle really the correspondence, complaints that come in, people having questions about different things. Those are some of the challenges that we face.

Dr. David P. Murray:

Ok, Steven, imagine that I am a minister. I don't put my sermons on SermonAudio, say, or I am in a congregation and our minister doesn't put up his sermons on SermonAudio. How would you persuade me to do so?

Steven Lee:

Right.

The common thing that we hear from churches is, “Oh, we have a website already. Our sermons are already online so we don’t really need to go on SermonAudio.”

Well, the thing that I would say really is we had a website as well, our church did. And for a long time I took care of it. I still do take care of it. But the only people who really knew about it was our own church people and maybe the friends of our church.

It is very difficult to get noticed on the web. I mean, there are billions of sites out there, pages.

We currently rank number one when you search for audio sermons in Google and we get a lot of traffic on the site and we have a very active established listening audience on the site. And so the biggest advantage to being on the site for any church is that they will get exposure. You will be put on the map, so to speak, and at very minimal cost.

So we are not competing with your own website. We are supplementing your site. And, in fact, we provide a lot of tools to bring over sermons onto your own website, html codes and that sort of thing. So in no way are we saying, ok, get rid of your site, just go with SermonAudio. Keep your site. Do everything exactly what you are doing, but use SermonAudio as a way to get exposure.