

Weekly Column  
Korean Newspaper



Melvin University  
and Me

### **The meaning of communication**

The 'wave' at the stadium as we know it began on 15 October 1981. It was the third game of the American League Finals series between the Oakland A's and New York Yankees, and a man named George Henderson had the idea to do something unusual. It was something that no one else in the stadium had thought of.

He started banging on the drum in his hand, attracting the attention of the people sitting around him, which he described as 'like a wave', starting with the people sitting on his left and right, and then many people following in succession. This event was later recorded as historic because George invented 'surfing' that day.

Commenting on the phenomenon, Dov Seidman said 'The wave was an unusual behaviour. People were spread out over a vast stadium, and despite their limited ability to connect and communicate, they came together in a large, cooperative action, moved by a common goal: On that day, CRAZY George kept going steadily through several failed attempts. He must have crossed a few people, stopped, hesitated, and only a few fans cheered, some laughed, and some scoffed.

But in the end, with so many supporters around him, he was able to get his message to reverberate through the entire stadium and be absorbed. In the end, thousands of people he never knew caught hold of his vision. Decades later, that stadium wave is still being felt by tens of millions of sports fans across the globe.

Communication of vision can be seen as something like this. It can be thought of as a pure expression of co-operative passion. The church leader must first stir up the enthusiasm of those close to him. Then he must continue to do so from the pulpit, in special seminars, in lay leadership meetings, and in the pews. To inspire empathy and passion, leaders must communicate and inform the vision every moment of every day. I think it was with this in mind that Pastor Melvin, the founder of Lay Ministries, gave me my first advice to create and send out a 'weekly and monthly newsletter,' and I followed it for about 15 years. I still try to keep that spirit and put it into practice today. When you do that, people and churches will start to see the big picture. Eventually, that vision will inspire dozens, hundreds, or thousands of people and congregations to cheer and move together in that direction and towards the fulfilment of that vision.