

## YouTube Educator Pierre Tardy Reports Lessons Learned with Divine Principle Videos

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*Pierre Tardy's YouTube channel CompletedTestamentTV page currently has 149 video's created by Michael Callahan from Indiana.*

Pierre Tardy in Pennsylvania and Michael Callahan in Indiana have been fighting the War of Ideas in the theology world by posting educational videos on YouTube for two years ([www.youtube.com/user/completedtestamentTV](http://www.youtube.com/user/completedtestamentTV)). See list of YouTube channels at bottom of story. Although Tardy had hoped for better results by this time, the fact that he has built and doubled his subscriber base and brought at least one 16-year-old person to join the church bodes well for online video witnessing.

“We have so much incredible revelations to share but we need to learn to communicate them digitally to a large audience,” said Tardy. “The internet, especially YouTube, is a great medium to witness where we can move the heart and reach the minds of people through videos based on True Father’s words and at the same time provide new tools to our members to share their faith with others. We need to have millions of individual conversations with views before we can hope to have an impact.”

Tardy considers YouTube videos a viable medium of teaching people the Divine Principle and currently his channel has more than 1760 subscribers with almost 1,500,000 views

For two years, Tardy has used his YouTube Channel Completed Testament TV as a “live test” to get an overall understanding of this type of internet outreach.

More than four billion hours of video are watched on YouTube each month according to statistics published by YouTube. “We know from YouTube Statistics that 50 percent of the viewers will stop watching a video after 2 minutes, therefore it is good to create entertaining and high quality videos under 4-5 minutes,” said Tardy.

Tardy uses videos created by Unificationist Michael Callahan in Indiana, featuring slides with professional animation, elegant graphics and music. “When I found Michael Callahan’s video’s I knew they could be used as a witnessing tool,” said Tardy. “Michael’s videos on used on CompletedTestamentTV are unique and impossible to duplicate. It is a labor of love and a great offering from his family to all of us,” Tardy further added.

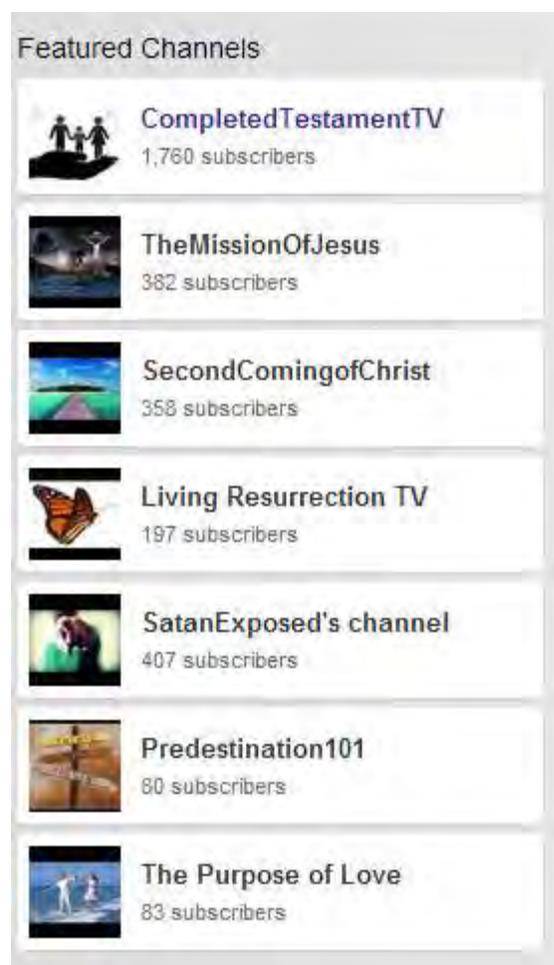
Approximately 1 percent of the channel visitors leave comments, and of these, approximately 70 percent of the comments are critical. That’s when Tardy goes to work. He first establishes rapport with the commenters and attempts to engage them in a civil discussion that could lead them to a deeper investigation of the contents of the channel. It is a matter of numbers. Over time, he finds people who are delighted to find the pearls of wisdom that have enlightened millions the world over.

“Most of the time, people hear the ideas of the Divine Principle for the first time and find that it challenges their established beliefs,” Tardy explained. Fact is, viewers encounter theological ideas that are so radically different than their own that it is hard for them comprehend. “I’ve learned a lot by personally answering over 20,000 comments,” said Tardy. “There are many comments of people who are averse to the conflicting ideas, but I try to engage the viewers in a respectful dialogue to discuss the issue they may have,” he further added. Even though the channel gets more than 3,000 views and 30 comments a day, Tardy makes sure to answer each of their comments within 24 hours.

As the sole moderator, Tardy welcomes evangelist volunteers who can sensitively and intelligently communicate with people and build rapport to get them interested in learning more about the Unification

Church. Volunteers should go here: <http://www.youtube.com/user/completedtestamentTV>. He hopes to work closely with the ministry team forming as a result of the headquarters restructuring under Rev. Hyung Jin Moon in New York.

“With the internet there is so much possibility to share our beliefs and True Father’s revelations; therefore there is a great need for the Unification Church to create a web media strategy.”



#### **Some Videos Available on CompletedTestamentTV:**

- The Power of Unprincipled Love
- God Needs a Partner to Complete His Love
- What Happens after the New Testament?
- How will Hell be restored?
- Can Fallen people become like Jesus?
- What will be God’s greatest Joy?
- If Jesus had not been crucified!
- How will God Reconcile Science and Religion?
- Does Modern Science Agree with the Six Days of Creation?
- Is Following Our Conscience Enough to Create Peace in the World?
- Why are Christians still born with the Original Sin?
- Can We Grow Spiritually After We Die?
- Does Resurrection Happen on Earth First?
- Can Love Exist Without a Partner?
- What Does Heaven on Earth Looks Like?
- Did John The Baptist Follow Jesus?
- As Christians are we fully saved?
- What Does Salvation Really Mean?
- The Prophecies of the Last Days Do Not Mean the Destruction of the World !
- Are We Really Free?
- The Spiritual Self and the Physical Self?
- God Created the Universe in Man and Woman’s Image!