

8-30-1991

Honduras: Catholic Church Adopts Evangelism Techniques To Counter Growth Of Protestantism

Deborah Tyroler

Follow this and additional works at: <https://digitalrepository.unm.edu/noticen>

Recommended Citation

Tyroler, Deborah. "Honduras: Catholic Church Adopts Evangelism Techniques To Counter Growth Of Protestantism." (1991).
<https://digitalrepository.unm.edu/noticen/6004>

This Article is brought to you for free and open access by the Latin America Digital Beat (LADB) at UNM Digital Repository. It has been accepted for inclusion in NotiCen by an authorized administrator of UNM Digital Repository. For more information, please contact amywinter@unm.edu.

Honduras: Catholic Church Adopts Evangelism Techniques To Counter Growth Of Protestantism

by Deborah Tyroler

Category/Department: General

Published: Friday, August 30, 1991

Over the Aug. 25-26 weekend, Catholic Church officials filled the soccer stadium in San Pedro Sula to mark the close of "The Holy Mission," a 21-day evangelism campaign to reach villages and towns throughout the country. The campaign was motivated by an attempt to increase interest in Catholicism and counter the trend toward conversion to Protestant denominations. An estimated 156 priests and 2,000 lay workers participated in the campaign utilizing media and public relations techniques most often associated with Protestant evangelism. The techniques included sound equipment, music, billboards depicting the face of Christ, and radio, television and newspaper advertisements. ACAN-EFE cited one of the participating priests as follows: "The Church intends to leave the temples to go out in the streets, and re-work its teachings to reflect the concerns of the poor and needy...[W]e have much to say and we want to say it in the most effective way possible." According to unofficial estimates, 12 to 20% of Hondurans have been converted to Protestantism. (Basic data from ACAN-EFE, 08/26/91)

-- End --