

BROADCASTING THE GOSPEL

RETHINKING THE PARABLE OF THE SOWER

RYAN SCOTT

GOING VIRAL

On a cool September day in 2020, Nathan Apodaca was heading to his job at a potato warehouse in Idaho Falls when his car battery died. Instead of calling it a day, he grabbed his longboard and a sixty-four-ounce bottle of Ocean Spray Cran-Raspberry juice and headed off to work. Along the way, he pulled out his phone and recorded himself cruising down the highway while lip-syncing to Fleetwood Mac's "Dreams."

No production meetings.

No script.

Just him being him in the moment. You can see the video at [sowerstack.com/dreams](https://www.sowerstack.com/dreams).

Within the first hour, his TikTok video hit a hundred thousand views. It went on to accumulate somewhere between eighty and ninety million plays. Because of that single video, 134,000 people made their own tribute and recreation videos, totaling nearly half a billion views combined.

Ocean Spray, simply because Nathan happened to be drinking their juice, received over two billion media impressions.

Sales of Fleetwood Mac's "Dreams," a song originally released in 1977, jumped 374%. Daily uses of the song on TikTok increased by 1,380%. The song re-entered the Billboard Hot 100 Top Twenty for the first time in decades.

Both Mick Fleetwood and Stevie Nicks made their own tribute videos.

Cran-Raspberry was cleared off store shelves nationwide. Ocean Spray gifted Nathan a brand-new cranberry red Nissan Frontier truck. They received over two billion media impressions from a video they didn't create, didn't plan, and didn't pay for.

Nathan is estimated to have personally made approximately \$340,000 through commercials, sponsorships, and merchandise. He became the face of a national TikTok TV commercial that aired during the NBA Finals. He appeared on numerous talk shows and interviews because of his overnight fame.

All of that from a guy on a longboard whose car wouldn't start, drinking juice, filming a short video on his phone with no budget and no strategy. He generated more brand impact than most companies see from million-dollar campaigns.

One authentic, unpolished moment. That's a seed if there ever was one.

We have a casual term for moments like this.

We say something "went viral."

But take a moment to think about what that actually means. A single person with a phone created something that reached tens of millions of people and moved an entire economy around it.

Just a few decades ago, there were three major television networks: ABC, NBC, and CBS. Before them, there was radio.

These platforms introduced something the world had never seen before. The ability to reach millions of people simultaneously from a single location. They called it broadcasting.

But the word *broadcasting* didn't start as a media term. It was a farming term. Instead of planting one seed at a time where you know exactly where it goes, you would reach into a seed bag and throw with abandon; casting the seeds broadly.

Broadcast.

When radio and television adopted the term, it fit. A person could send out a message from a studio in New York or Hollywood and have no idea exactly who heard it or where it landed. They just knew that because they broadcast from that single location, they were messaging millions.

For most of the twentieth century, those networks controlled everything. There were only twenty-four hours in a day. If you bought a thirty-minute time slot, nobody else on earth could have those thirty minutes. Broadcasting was expensive real estate. And if the people who controlled that real estate didn't want your message going out, they simply wouldn't sell you the time. Without that slot, you had no way to reach the audience. There was no way to broadcast.

Today, you have something more powerful than NBC, ABC, and CBS combined, and it's sitting in your pocket. Where broadcasting used to be a scarce and expensive resource, it is now a commodity. You can publish your content regardless of what anyone else thinks or has planned. You control your own broadcasting. Whether it spreads or not is up to the audience, not a network executive.

And here's the part that should stop every minister in their tracks. A printing press in Gutenberg's day cost around \$100,000

dollars. To purchase a book printing, it would have cost somewhere around \$13,000 dollars for one book, not counting labor. Radio required massive capital investment. Television was reserved for the wealthy. But today, the most powerful communication tools in the history of the human race are completely free.

You can reach a hundred thousand people for the cost of your monthly internet connection.

A little over one hundred years ago, a single farmer working alone could handle roughly a hundred to a hundred and fifty acres. That was the ceiling. One person, one plow, one season.

Today, because of combines and tractors and GPS-guided equipment, a single farmer can manage thousands of acres by himself.

The seed hasn't changed.

The soil hasn't changed.

The difference is the tool.

When Jesus told the parable of the sower, He used a metaphor that would remain relevant across every era of agriculture. He knew there would come a day when a man wouldn't walk behind a mule and a plow. He knew there would be machines that could cover hundreds of acres in hours. And the principle would still hold. A sower goes out, reaches into his bag, and broadcasts seed into the field.

The tool changes. The calling doesn't.

We are sowers. We are planting the seed of the Gospel into the hearts and minds of people in our communities. And the tools available to us right now can cover more ground in a few minutes than a minister could cover in a month of knocking doors.

This is not just theory.

I have a video of myself talking about baptism. It's about an

hour long. It has received well over 18,000 views. I've lost count of the phone conversations I've had with people from Washington state to Florida who watched that video and called me wanting to talk about being baptized, wanting to be connected with a church that preaches the Gospel so they could be baptized in Jesus' name.

I have another video about Biblical repentance. It's had over 93,000 views.

And another video about faith, which has over 170,000 views.

We haven't been in Seattle since the middle of 2025. But in the first two months of 2026, our video content has been watched by around 1,500 people. Work I did years ago is still working in a city I no longer live in.

The tools work. The seeds land. People respond.

Think about how long it would take to knock every door in a city of thirty thousand people. It would take weeks of full-time effort, and most of those people wouldn't answer or wouldn't want to talk. But in a few minutes, you can create a piece of content that reaches into more homes than you could visit in a year. Into living rooms and bedrooms. Into the middle of the night at three o'clock in the morning, where someone is sitting alone in the dark dealing with the most intense feelings of depression and pain they've ever experienced. You can be there at 3 AM with a message of hope. That's not an exaggeration. That is what these tools make possible.

Now imagine a farmer standing in his field in 1920. Someone pulls up with a brand-new tractor and shows him how it can plow ten times faster than his mule. The farmer watches the demonstration, nods, and then turns to his teenage son and says, "*Hey Jimmy, go figure out that new-fangled machine while I keep doing real work.*"

That's what ministers are doing with these tools every single day.

We don't understand them, or we're afraid of them, or we just don't like them. So we hand them off to whoever in the church seems to "get" social media and we tell ourselves we're covered.

We are handing the most powerful broadcasting tools in the history of mankind to teenage volunteers like these powerful tools are mere toys.

You spend hours crafting a Sunday sermon for the people who are already in your building. Meanwhile, the largest congregation that has ever existed is online, searching, asking, hurting, and they have never heard your voice. Not because you don't have anything to say. Because you haven't gone where they are.

The parable of the talents was not subtle.

The servant didn't lose what he was given. He buried it. He was so focused on protecting what he had that he never considered what he could have gained. And the master's response was not gentle.

God gave you a voice. He gave you a heart for people. He gave you years of training and study and experience. And now He has given you the technology to reach more people in a single week than most evangelists in history reached in a lifetime.

When you stand before Him, what will the accounting look like?

Will you point to the two hundred people who came to your building each Sunday, or will He ask about the twenty thousand He made accessible to you that you never spoke to?

This book is a call.

It's a call for *everyone* to realize that the world has gone digital and that we have to go where the people are if we are going to

reach them. It's a call to stop handing off the most important broadcasting work to other people just because they understand the platforms better than you do. It's a call to pick up the tool, learn it, and put it to use.

We don't live in horse-and-buggy days. We don't live in the era of two mules and a plow. We live in digital times. We need to be effective during these times.

This book is about broadcasting the Gospel.

The first half of this book is about perspective and mindset. An effort to communicate, not just the opportunity, but the mandate of broadcasting.

The second half of this book is practical guidance.

Let's get started!