

A Mission In Your Own Backyard



By Rob Pue

December 2, 2025

As a Christian, do you feel it's important for us to reach the lost and perishing with God's Word and truth? Should we be working to put forth truth, rather than letting deception run rampant in the hearts of our nation's people – young and old? Is that something you're concerned about? And when you think of those lost souls, who comes to mind? Chances are, there are people very close to you, that you care deeply about, who've been led astray by false teachings, "woke" ideologies, and Leftist brainwashing.

I know many who support missionaries in foreign countries, overseas. I also know many who support the good work being done by ministries that stand up for the preborn, and work to turn people's hardened hearts from accepting abortion as "a woman's choice" to becoming staunchly pro-life. And others who plead with women outside abortion centers, begging them to not kill their babies. This is truly the last line of defense those precious babies have, and it's often thankless work for those who go and defend life.

There are others who work with victims of child exploitation and sex trafficking. And others who work to combat the madness of the LGBTQP+ and "transgender" cults, truly snatching living souls from "death by delusion." And all of these ministries are, in my mind, "missions." My wife and I support many good ministries like this, as God provides –

ministries actually *doing* something of significance that are having a real, genuine impact on those they serve.

So, when you think of “missions” or “missionaries,” don’t just automatically think that’s only someone who goes overseas and works in third world countries... “Making friends” in coffee shops, teaching English as a second language or building houses for those who have none.

Because there’s a tremendous amount of work that needs to be done right here in this country, and a lot of good work for the Lord *is* being done. Many ministries are toiling daily, and are accomplishing more for the sake of God’s Kingdom than you may realize. And they need your support. It can be easy to put a few dollars in the collection plate for an overseas missionary, and believe you’ve done your part. I’m not saying that’s a bad thing. Any work truly done for the Lord is worthy of support. But what are you doing right here at home? What *can* you do? Start at square one: don’t allow any untruth to go unchallenged. Because truth, when properly presented, crushes all arguments that are based on lies.

Nearly 27 years ago, God called me to start a Christian newspaper here in the state of Wisconsin. At that time, there were more than 200 Christian newspapers throughout North America. Today, we are one of less than a dozen left...and most of those have gone “online only,” meaning they don’t actually print physical newspapers.

Some will say that the printed newspaper has gone the way of the horse and buggy; that people don’t read newspapers anymore. I can tell you, that’s not true. If anything, the fact that we still exist in print makes us quite the unique “unicorn” in the public square today. Yes, we also have a well-used website. We also utilize email, social media, radio and TV broadcasts. But it’s our *printed newspaper* that serves as our outreach tool.

Our focus is not on churches. Instead, we go directly to the people – distributing on news racks in busy public places. People can pick up a copy for free in grocery stores, restaurants, truck stops and hotels, among other places. If the truth be told, we're not welcome in most churches. Pastors consider us too "controversial" because we publish the hard truth on topics they'll never dare to speak on. Abortion, homosexuality, "transgenderism," pornography, social, cultural and moral issues that often "trigger" rage from the demonic Left. Yes, we provide information, education and inspiration on all these issues.

We also feature hard-hitting commentaries from some of the best writers in the nation. Every page is filled with truthful news and vital information, from a biblical perspective. And yes, we also feature in-depth Bible studies. The information in our pages is current, relevant and addresses topics that all of us are impacted by in our daily lives. We now have subscribers in all fifty states, and also do bulk distribution on news racks in public places in several other states – so we're not just for Wisconsin anymore.

You may be wondering, "what actual impact can a Christian newspaper have?" Is this really an effective way of ministering to the lost? It's been *extremely effective*, like nothing else I've ever seen. What could possibly be *more* effective and powerful than having an unsaved person pick up a Christian newspaper – all on their own – *because they want it*?

Because we're in newspaper format, it's non-threatening. Unlike a Bible tract or book, which are most often quickly tossed away without a thought, our newspaper is *picked up* by the very people we're trying to reach. They *choose* to take and read a copy. Even if they have no interest in the things of God, our newspaper grabs their attention, and they pick a copy up because they want it. There's always something current and relevant to something everyone's dealing with on

our front page, which always compels people to want to know more.

The testimonies I receive are astounding. God has done more with this ministry than I ever dreamed possible. *Wisconsin Christian News* is used as the basis for Bible studies in jails and prisons. There's at least one group of teens I know of that's been using our paper as the discussion-starter at an after-school Bible study for years now. And even those who were once "woke" find their eyes opened as they become truly awake, often for the first time in their lives.

People write to say they found our newspaper in a public place, had no intention of – as they say – "becoming religious," and then because of what they've learned through *Wisconsin Christian News*, they've now discovered just how lost and deceived they were. They develop a hunger and thirst for the things of God. Some return to Him after many years away. Some find Him for the first time. Some are highly offended, and that's to be expected, because as we know, "truth sounds like hate to those who hate the truth." But folks, most people don't hate the truth. They may hate it when their preconceived ideologies are challenged. They may hate finding out they've been lied to. But honestly, most people *do* want the real truth. And they find that in our pages.

Every month, we distribute tens of thousands of copies of the newspaper for people to pick up on news racks – for free – in busy public places. The fruit of this work, as I've said, has been amazing. God has truly blessed it. And we're all over the United States. We have readers in several other states who help cover the cost of printing and shipping, so they can receive bulk loads of newspapers, which they, then, distribute in their own home towns. I'm also grateful for our in-state volunteer distribution helpers, who restock our racks in their areas when they empty out. This is their *ministry*, right where they live.

But it's very expensive to do this, and while we constantly receive requests for even more copies in these public areas, the costs to produce and distribute our printed newspaper continue to rise every single month.

We do have advertisements in the paper, but the revenue from our ads doesn't come anywhere close to covering the enormous financial need, which we must raise every month. For several years now, we've only been able to continue through the generous financial support of individuals – true Christ-followers who understand and support the ministry work we do.

Today, we're nearly 100% supported by donations from individuals, yet of the thousands of copies we provide out in the public square, far fewer than 1% of those who pick a copy up every month ever send any type of support. *This has now become unsustainable.* I've had to reduce the number of copies we place for free pickup several times this year. We still put out an enormous number of newspapers, but because the funds are not there, that number is smaller than it needs to be. The need is great – and the harvest is great – but the laborers are few.

It's very likely that we reach more unsaved souls out in public with God's Word and truth in a single month than the average church will reach in its entire existence. This is not "boasting," but rather the simple truth. Therefore, we must maintain our print edition. That's our outreach and the purpose of this entire mission. If we're only "preaching to the choir," we're not accomplishing our assignment. And this work is more vital now than ever before, in this age of dis-information and mis-information, political "spin," radical leftist "journalism" and insane "woke" brainwashing.

I understand, every ministry is in need of financial support these days. Many good ministries are struggling to continue. God has always made a way for us to keep going, but it's been a day-to-day challenge that we've endured for nearly 27 years

now. And as I said, if even 1% of those who read and depend on *Wisconsin Christian News* to just always “be there” were to give even \$25 a month – on a regular monthly basis – we’d never have this ongoing, monthly burden, stress and financial challenge.

And so, we’re asking for your help. I’m asking that you pray about what you can do today to help keep this effective and life-changing ministry going, out there in the public square. Right in your own backyard, and all across this nation. Will you invest less than \$1 a day to help us continue? God provides, but He does that through His people.

We’re launching a year-end fundraiser today, and I ask that you please consider becoming a monthly Supporting Member of our ministry team. While so many readily fund overseas missionaries, *this* is a mission right here – right where you live – where it’s so desperately needed.

And please note, while *Wisconsin Christian News* continues to be an extremely powerful and compelling witness for the Lord, reaching lost souls in ways that no one else can, we’re not a huge organization. It’s literally just myself and a handful of volunteers who keep our news racks stocked. I can’t afford to do massive ad campaigns or a “fundraiser dinner.” I’ve cut every expense we have, literally to the bone. There’s nothing left to cut, except the number of copies we’re able to get out where they’re needed.

To give you an idea of the challenges we face, we must raise a minimum of \$20,000 every single month now, to keep doing the work we’re doing. And even as I cut every possible expense, the costs to print, distribute and ship continue to rise every month. You can imagine the stress we face with each new edition, doing all we can to make sure the bills are paid and the work will continue going forward. Needless to say, I’d be extremely blessed to be able to spend more of my time doing actual ministry work, rather than begging for funds.

Also, please know that I hate asking for money, and only do so when it's absolutely necessary. But the time has now come to let you know of the serious need, and ask for your prayerful support. If you truly cannot lend any financial support, please remember this ministry in prayer. Pray that many others will come alongside and support our mission. I believe it truly is vital. I know the fruit it bears – fruit of eternal significance for countless souls. But please don't assume that "someone else" will come and help, because "someone else" isn't coming. You can make a one-time donation to our work today on our website at WisconsinChristianNews.com. Or please contact me to find out how you can be part of our monthly support team. You are very greatly needed here. Thank you, thank God for this ministry, and may we all continue to rejoice in His blessings and goodness.

You may contact me today by calling or texting: (715) 486-8066 or email

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E-Mail Rob Pue: robatwcn@icloud.com