

## www.dplife.info An Interview of Demian Dunkley

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*Unificationist Demian Dunkley is on a mission to change the self-understanding of Unificationists when it comes to telling their story.*

Demian Dunkley, the newest member of the Media Production team at his church's headquarters, is on a mission to change the self-understanding of Unificationists when it comes to telling their story. In an information age in which every person can be a reporter, editor or film maker, Dunkley sees a Cheon Il Guk nation of amazing story tellers. Dunkley, the former pastor of the Las Vegas congregation and famous as the narrative voice of the video, "Create a Life You Love," teamed with Media Production Director Koichi Nakai to roll out the social networking integrated platform — [www.dplife.info](http://www.dplife.info) — on July 4, 2013.



*Koichi Nakai, Director of the Media Production Team*

"Let's capture the gold that is in each of us," he explained to Unification News in an interview. "We have so many interesting stories to share. When you visit a member in their home, and look deeper into their lives, you find incredible treasures that often go overlooked. We've been looking for a way to harness these stories and share them. At first, we imagined it to be a project that would help members at the local level – similar to sharing testimonies, but with video. However, we've come to realize that these stories carry huge evangelistic potential as well."

"For a long time we wanted a site where we could get a snapshot of the whole Unification culture, including our beliefs, in a digestible form -- a lobby for visitors to our church," explained Koichi Nakai to Unification News. The creation of the new site started in earnest in June of this year and was a team effort involving designer Sean Kim, David Rendel, Laurel Nakai and the headquarters photo and video teams.

Dunkley continued, "It's time to harness the power of online media, by generating the content and giving access to it. The purpose of [dplife.info](http://dplife.info) is to put our story in front of everyone, and to make it easier to direct viewers to local communities on the ground."

"What is the content? We often focus on True Parents' story. It becomes our identity. We do that because we want to inspire others to be the best that they can be; to connect with God and reach their full potential. Right? Shouldn't the same apply to us? Shouldn't our stories also serve to inspire? If people become interested in us, they will want to know what makes us think or act in a certain way," he said.

The [dplife.info](http://dplife.info) site is designed to make it easy for viewers to enjoy their experience online and to share it

with their own social-media network. They are able to look into the lives of Unification members and then explore introductory presentations of the Divine Principle. “One video that is 'liked' or 'shared' from the website can be exposed to the viewers’ entire network. In that way, their network becomes an extended part of our witnessing effort,” Dunkley explained.



*dplife.info is a website that acts as a "snapshot of the whole Unification culture, including our beliefs, in a digestible form," according to Koichi Nakai, the director of the Media Production Team.*

“The ‘Who We Are’ page of the site acts as a seeker-friendly expression of our culture and traditions,” said Dunkley. “After viewers engage with these videos, we want them to leave with the questions, ‘What drives these guys? What makes them the way they are? What is Divine Principle?’” The ‘Get Inspired’ page provides answers to those sorts of questions through introducing the Divine Principle in new and unique ways that viewers can relate to.

"The dplife.info site is specifically designed to be used as a tool in the field, or in home meetings. Currently, it is laid out to display on a tablet, as well as on a personal computer. However, we are the Media Production team is designing a responsive layout for the smartphone. “This is not just a website,” said Dunkley, “. This is an outreach tool that all members equipped with a smartphone or tablet can use anywhere, anytime.”



*The latest video of Stefan des Lauriers and others like it posted to the "Who We Are" page on dplife.info can be "Liked" and shared via Facebook to generate a conversation*

Dunkley added: “Let's inspire every Unification community to create a Facebook page and think about how to convey their image and presence through social media. They can have a dedicated person, or team, uploading interesting and relevant content for local members, local guests, and the rest of the world. ”

The dplife.info team came up with the idea of a map that gives access to all community locations across the country. In addition to phone numbers and addresses, the site directs the viewer to each location's Facebook page. From there, they can check out the community's activities and send a message through

the page to interact with the Facebook page administrators. Each location can include as many administrators for the page as they wish. This becomes their the local church's customer-service system. Instead of just one person who may or may not pick up the phone, or respond to an e-mail, everyone on the Facebook team has visibility of the viewers' comments, which increases the chances of meaningful and timely engagement.



*The "Who We Are" page harnesses the incredible stories of Unificationist from around the world.*

Currently, Dunkley and the Media Production team are working on a phase II release of dplife.info to be ready by the beginning of August. They aim to include features such as an improved layout for featured profile videos, a responsive layout for smart phones, and a means for viewers to sign up for daily inspirational quotes, straight to their phone.

Dunkley concluded: "We really want members to work with their local pastors and start populating their Facebook pages with cool seeker-friendly content," Dunkley said. "We will be looking for great stories to feature. In the meantime, everyone should check out the latest profile video of Stefan Des Lauriers posted to the 'Who We Are' page. If they like it, then 'Like' it, and share it with their network. We hope that everyone will get involved in meaningful conversations online."