

Abilene Christian University

## Digital Commons @ ACU

---

Landon Saunders Documents

Landon Saunders Papers

---

1-3-1982

### Planning Paper for 1982

unknown

Follow this and additional works at: [https://digitalcommons.acu.edu/saunders\\_docs](https://digitalcommons.acu.edu/saunders_docs)



Part of the [Film and Media Studies Commons](#), [Practical Theology Commons](#), [Radio Commons](#), and the [Religious Thought, Theology and Philosophy of Religion Commons](#)

---

#### Recommended Citation

Planning Paper for 1982, Box 3, folder Heartbeat Planning--Lehnbeuter--1982, Landon Brady Saunders Papers. Center for Restoration Studies MS #575. Abilene Christian University Special Collections and Archives, Brown Library. Abilene Christian University, Abilene, TX.

This Manuscript is brought to you for free and open access by the Landon Saunders Papers at Digital Commons @ ACU. It has been accepted for inclusion in Landon Saunders Documents by an authorized administrator of Digital Commons @ ACU.

PLANNING PAPER FOR 1982  
January 3, 1982

Our mission is to get a message into the homes of America on a consistent basis that provides them a real alternative to either no religion or stale religion.

Positively stated, our mission is to get a message into the homes of America that provides them with a world-view that has God at its center and which gives them values, meaning, purpose and lifestyle.

THREE BROAD AREAS OF CONCENTRATION

- I. Video-of-the-month opportunity that provides Christians (or seekers) a viable view of faith and lifestyle. This will be an on-going curriculum.
- II. A film product for secular America that will have multi-usage (TV, groups, home) which will challenge the prevailing currents of thought and lifestyle and will point to an alternative.
- III. Video-of-the-month opportunity that provides secularists a different point of view based on the reality of God (this does not suggest a didactic approach which seeks to convince people of the existence of God, etc.). This will focus on lifestyle, behavior, self-image, relationships, etc.

PERAMETERS

1. The curr. for Christians will not offer a "promise" for evangelistic "results." Anyone who so positions himself will be in trouble because our churches are ill-equipped/prepared to deal with this issue. Instead, we give them a content-product designed for them and their nourishment which will prepare them to live in the world and be God's people. It will create awareness, understanding and accurate information.
2. The secular outreach must not be marketed institutionally. That is, it cannot be marketed primarily through churches. We must go directly to the people, to the grassroots--individuals and homes.
3. Our "core" work will focus on something we are strongest in--namely, on-going content. We can deliver content. We can deliver content both to Christians and non-Christians. We can do the former with least amount of effort because of years of experience; we have also demonstrated the ability to attract and hold large audiences that are different from us in point of faith (with acknowledged weaknesses in our follow-up which this approach seeks to correct).

4. The dynamic will be to give people solid content that will provide them with real help for their lives. Do this first-- not projects, programming, etc. GIVE PEOPLE REAL HELP. Let the projects grow out of this and support this. Get the solid core established.
5. The idea is to take the best of what we've learned and know and turn that into materials that can be given the broadest hearing and usage. It is not to choose for the forum a medium with which we are unfamiliar; let's package what we know in forms that we are most sure of and let them begin to work. This, in turn, will free us to develop the truly innovative and more earth-shaking projects.
6. With this content at the heart of our approach and having put it in a form that can be given the broadest distribution we can then construct a financial structure that can allow for maximum amounts of funds to be given that will be channeled into the distribution of this curriculum and which can also be channeled into the development and marketing of our radio work and other materials. The point is: we can show real progress based on concrete factors, ~~xxx~~ i.e., the number of homes entered, the number of special film showings. The 13k+ ~~xxx~~ cities in this nation can be entered.
7. We must determine what the lowest prices we can affix to these on-going monthly projects will be. The entire marketing question must be addressed.