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Summary of Planning Meetings for 1983

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Summary of Planning meetings for 1983
January 17-24, 1983
LBS, HKS, JMH, GLR
Submitted to LBS for pre-planning
Gregory L. Ross

1983 should culminate the efforts of the past two years to meet the following objectives:

1. Unify Heartbeat's constituency
i.e. breakdown the division between our immediate religious constituency (our support group) and the our larger secular constituency (our target audience).

This objective is a recognition of the need to reflect behavior that is consistent with the philosophical content of Heartbeat--that all human beings share the same value, basic needs, and longing for wholeness.

2. Multiply our impact
let our epitaph read, "Never have so few been able to do so much for so many."
3. Allow for unlimited expansion
we need to overcome, wherever possible, limitations of time, geography, small staff, inadequate funding, etc.

At least four major shifts are envisioned to meet the objectives:

1. from an activity/event-base to a product-base
2. from a fund-raising base to a marketing base
3. from a non-profit organization to a for-profit organization
4. from a Southern base to a Northeastern base

There are 3 major areas of development which are vital to Heartbeat's progress this year. Here is where the staff must concentrate.

1. PRODUCT
2. MARKETING
3. ORGANIZATION

I. PRODUCT

A. Primary

1. Radio

while this has been our most public attraction medium, it has been vastly underutilized, and remains undeveloped. We have virtually wide-open opportunities, and no competitors.

changes in format, length, use of music, use of other sounds and people, addition of sound logo, et.al. are considered

2. On-going Training

development of a weekly or bi-weekly live seminar in Manhattan.

utilize for the development of content, beginning with the courage theme

video-tape and begin production of a marketable monthly video package for home and small group use

develop THE COURAGE LETTER as part of the monthly On-going Training package.

3. FILM SERIES

complete new major educational film series for both religious and secular marketing by the end of the year. All the content of the other projects will be preparation for this product.

B. Secondary

1. TV spots

2. Tape re-packaging

e.g. Best of HB (1 min spts), FGAY lectures, Hero Seminar, Exuberance Seminar, People Are Worth It,

3. Course repackaging--FGAY, CoHE

4. Life Plans booklet

5. HB Catalog

6. Audio cassettes of Video products

7. Partners Newsletter (Quarterly, part of On-going Training package)

C. Product-related Events

1. Regional On-going Training Seminars w/ LBS

2. HOF and small group training, utilization seminars

II. MARKETING

A. Heart of the Fighter

- Phase 1. churches of Christ
- Phase 2. national marketing

B. New Products

we need to develop a marketing plan that puts all Heartbeat products in the same package as an over-all tool.

we need to provide opportunities for individuals to participate in the use of tools, etc.

to accomplish this, we must not market separate products at all, rather we will need one, and only one, marketable entity--which is MEMBERSHIP in the Ongoing Training for Courageous Everyday Life.

The following break-down suggests the possibilities.

1. Partners

If you subscribe to Video On-going Training, you receive:

- a. invitations to small group dynamics training
- b. regional seminars w/ Landon (4x/yr.)
- c. the Courage letters , monthly
(+ 4 gift subscriptions)
- d. product catalog and/or new product inserts
- e. schedule of events, on-going (monthly?)
- f. audio cassettes of Video training
- g. Partners Newsletter (what's happening with people around the country--quarterly)

2. Participants

If you are part of an On-going Training Group:

- a. Audio tapes of training
- b. the Courage letters
- c. Quarterly Participants Letter
- d. Catalog, new product lists

3. Subscribers

If you subscribe just to the letter you receive:

- a. the Courage letters
- b. Catalog, new product inserts

III. ORGANIZATION

The Achilles Heal in our 1983 objectives is Heartbeat's present organizational structure. 3 reasons:

1. the present organization has demonstrated inherent obstacles to efficient use of personnel
2. new objectives require a reconsideration of job descriptions
3. greater productivity as envisioned will require additional personnel with special skills

The following steps need to be taken as soon as possible:

- A. Consolidate Offices.
 1. Close Media Projects office
 2. Close LBS' personal and creative production space
 3. Close Dallas office
 4. Close Houston office (alas, ASAP)
 5. Open one NY office adequate for all above operations.
- B. Incorporate
release from HOT
shift from non-profit to for-profit
- C. Re-organize and expand internal operations
 1. re-assign present job descriptions
 2. seek additional personnel
 3. develop structure to integrate the following:
 - a. FR
 - b. Finance
 - c. Marketing
 - d. Traffic (Product)
 - e. Production
 - f. Research/Writing
 - g. Scheduling
 - h. Management/Planning
 - i. Clerical

IV. AGENDA (requiring immediate Action)

1. Re-organization: legal questions
2. Separation from HOT
3. Personnel job descriptions
4. Organization flow chart
5. Schedule/ workshops(plans and policies)
6. Market Plan
7. Re-location to NY
8. NY Office Space
9. Philosophical working paper-update
10. Organizational policies (standards of performance, schedules, etc.)