

Abilene Christian University

Digital Commons @ ACU

Landon Saunders Documents

Landon Saunders Papers

1982

Heartbeat Presentation Sample Slides

unknown

Follow this and additional works at: 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

Heartbeat Presentation Sample Slides, Box 4, folder heartbeat Presentation Sample, 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.



Heartbeat is a communication system which makes contact with the unbeliever in our society, provides for on-going relationship, and offers the nurture and teaching necessary to lead that person to faith and discipleship.

STEP 1: MAKING CONTACT



Principles:

- ☐ know the audience
- ☐ use prime-time media programming, to reach the audience when they are tuned in
- ☐ programming must “do good”, offering help and hope



Heartbeat Radio—Making contact in the Market-place:

- 1972— introduction of 5-minute, prime-time radio broadcast in more than 20 media markets
- 1975— introduction of sixty-second broadcast enables breakthrough with NBC Radio, providing nationwide network coverage (229 stations)
- 1979— marketing efforts with the 371-station CBS Radio Network results in acceptance of Heartbeat as “Public Service Announcement”, and \$170,000 + in donated air-time
- 1981— value of donated time exceeds \$1,000,000

STEP 2: DEVELOPING ON-GOING RELATIONSHIP



Principles:

- ☐ relationship provides the environment for life-change
- ☐ we must provide nurture and teaching for all who are contacted, via media



“Staying in touch” — On-going relationship
with listeners:

- personal correspondence with all radio
respondents provides the link for
on-going relationship
(40 letters per month in 1973)

- standardization of material allows for
multiplication of impact

Beyond Heartbeat teaching
letters sent monthly to:

4,800 in 1976

8,800 in 1978

26,500 in 1980



Special offers establish thousands of relationships with each broadcast.

9,401 distributed from Jan. 1—June 30.

This high volume response creates the need for a universally applicable, standardized teaching tool.

□ fall of 1981—development of national newsletter.

STEP 3: FEELING GOOD ABOUT YOURSELF WORKSHOP



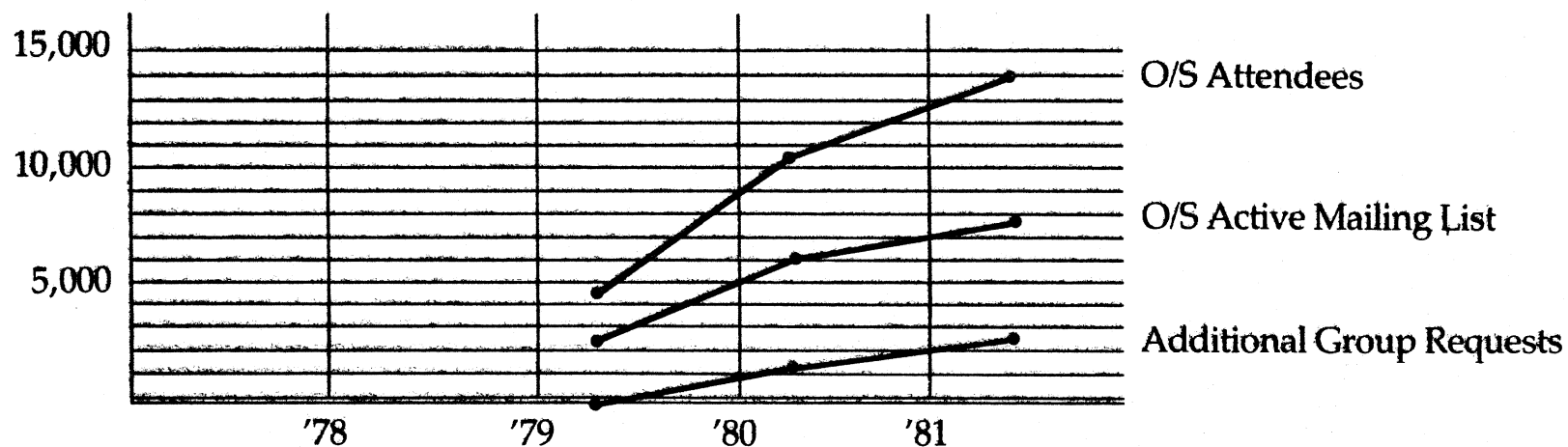
- ☐ provides for face to face contact
- ☐ places hundreds of non-Christians in relationships with local Christians
- ☐ provides for long-term teaching growth



Contact with non-Christians:

Workshop Attendance in 1979—5210
1980—5992
1981—2677

Contact with 14,779 made in 26 cities





On-Going Relationships:

	% of attendance
1979—3055	58.6
1980—3910	65.5
1981—1659	62.0

3468 registered to participate in small group studies, conducted by local Christians.

- of 180 groups begin in 1979 and 1980, 118 were still meeting after as much as 2 years.



The Need:

1981 Projected Budget	\$1,060,000
Cash to Date	596,000
Pledge Receivables	264,000
Additional funds needed by year end	\$ 200,000



Media—\$60,100

- ☐ creation and production of radio
- ☐ implementation of intense marketing strategy to broaden impact.

Follow-up—\$121,000

- ☐ creation and distribution of initial issue of national newsletter
- ☐ creation and production of new radio response piece

Workshop—\$18,900

- ☐ Feeling Good About Yourself; Storres, Connecticut
- ☐ 10 Follow-up Reunions in 1981
- ☐ Training (H.O.W.)



Table of Giving:

70 families to give an average of
\$2000, for \$140,000

120 families to give an average of
\$500, for \$60,000



Will you consider:

- ☐ contribution
- ☐ duplication of your contribution through reference