

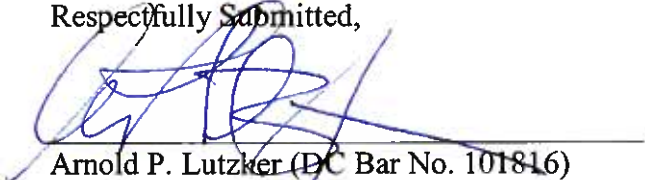
**Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.**

In the Matter of)	
)	
Distribution of the)	
)	
2004 and 2005)	Docket No. 2007-3 CRB CD 2004-2005
Cable Royalty Funds)	
)	

DEVOTIONAL CLAIMANTS' HEARING EXHIBITS

Pursuant to the November 16, 2009 and March 5, 2010 Orders of the Copyright Royalty Judges, attached are the Admitted Hearing Exhibits of the Devotional Claimants.

Respectfully Submitted,



Arnold P. Lutzker (DC Bar No. 101816)
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Counsel for Devotional Claimants

Dated: April 19, 2010

**Before the
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Washington, D.C.**

In the Matter of)	
)	
Distribution of the)	
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2004 and 2005)	Docket No. 2007-3 CRB CD 2004-2005
Cable Royalty Funds)	
)	

DEVOTIONAL CLAIMANTS' HEARING EXHIBITS

MARKED EXHIBIT	DESCRIPTION	ADMITTED	DATE
DC Exhibit 1	Written Direct Testimony of Dr. Charles F. Stanley, filed 6/1/09. Corrected 10/6/09	Yes	10/14/09
DC Exhibit 2	Written Direct Testimony of Bruce Johansen, filed 6/1/109. Corrected 10/6/09	Yes	10/14/09
DC Exhibit 3	Written Direct Testimony of Dr. William Brown, filed 6/1/09, Corrected 10/6/09.	Yes	10/14/09
DC Exhibit 4	Written Rebuttal Testimony of Dr. Michael A. Salinger, filed 12/11/09.	Yes	2/4/10

Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.

In the Matter of)	
)	
Distribution of the 2004-2005)	Docket No.
Cable Royalty Funds)	2007-3 CRB 2004-2005
)	
)	

Testimony of

Dr. Charles F. Stanley

June 1, 2009

CORRECTED October 6, 2009

**TESTIMONY OF DR. CHARLES F. STANLEY,
FOUNDER AND PRESIDENT OF IN TOUCH MINISTRIES, INC.**

My name is Dr. Charles F. Stanley. I am the Senior Pastor of First Baptist Church of Atlanta, Georgia and the founder and president of In Touch Ministries. I am pleased to appear before this Copyright Royalty Board on behalf of the producers of syndicated programs with a religious theme, known as "Devotional Claimants." (A statement of my background and qualifications are attached to my written testimony as Exhibit 1.)

The Devotional Claimants and their Programming

The television programs that I represent here today are syndicated programs that have a religious theme or are produced by a religious entity. The primary aim of such programs is not simply to entertain, but rather to address life's greatest questions and the deepest needs of the human heart. We serve as an important and strongly desired alternative to the often trivial, provocative, or objectionable programming that is so prevalent on television today.

I regularly travel throughout this great country and meet individuals who tell me of how much they are impacted for the better by our program and how much devotional programming means to them and their families. In fact, our viewers, and those of other devotional programs, will quickly tell you that our programs are among the most important, if not *the* most important and valuable programs available to them on television.

Our claimant category includes a variety of programs carried between 2004 and 2005. Some programs are telecasts of traditional church services, like ours at In Touch, the late Dr. D. James Kennedy at Coral Ridge Presbyterian Church in Fort Lauderdale, Florida, Bishop T.D. Jakes of The Potter's House in Dallas, Texas, Reverend Joel Osteen at Lakewood Church in Houston, Texas, Reverend Robert H. Schuller at the Crystal Cathedral in Garden Grove,

California, and the late Reverend Jerry Falwell at Thomas Road Baptist Church in Lynchburg, Virginia.

We also include Pat and Gordon Robertson, whose The Christian Broadcasting Network's ministry, news and information programming brings its religious perspective not only to matters of personal and individual need, but also to political and world affairs. Devotional programming reaches out to aid and teach the young, with programs like *Davey & Goliath*, and to address the needs of a very devoted and growing Latino/Hispanic population, with programs like *Vida Dura*, as well as the Spanish version of several ministry programs. To provide a sense of the diverse background of these claimants, Exhibit 2 is a selected collection of web pages from 2004 or 2005 and other published materials about various of the Devotional Claimants.

In Touch Ministries' Background

Our ministry is a good example of the origins and growth of devotional programming. I began as Senior Pastor of First Baptist Atlanta in 1971. The next year, our church started broadcasting our Sunday sermons in a half-hour program on an Atlanta broadcast television station. We steadily gained viewers in Atlanta, but in 1978 the Christian Broadcasting Network invited us to make our teaching available as part of their cable programming. At that point, our audience expanded quickly, leading to the incorporation of In Touch Ministries as a separate public charity in 1982. By God's grace, we have grown consistently ever since.

In Touch has experienced an overwhelmingly positive response to our television programming. Our programs, like that of other Devotional Claimants, speak to some of life's most profound questions and provide our audience with timely and timeless truths from God's Word. From a distinctively spiritual and biblical perspective, In Touch seeks to provide practical guidance on such issues as parenting and finances, while also tackling such weighty subjects as personal tragedies, addictions, and relationship difficulties. In Touch currently utilizes television

and radio broadcasts as well as CDs, DVDs, books, portable audio players with sermon content (called *Messengers*), the *In Touch* magazine, and the In Touch website to minister to people around the world. The popularity of In Touch's television programming has been key to the growth of In Touch's other ministries.

In Touch Ministries Today

At present, In Touch broadcasts its programs on over 300 full power television stations in the United States. In Touch is carried on many radio stations and produces *En Contacto*, our Spanish language radio broadcast and podcast. Our broadcasts have now been translated into more than 100 languages, and they reach 60 million homes in North America. Today, the *In Touch* program can be heard in every nation on earth via radio, internet, or television broadcasts.

In 2007, In Touch acquired FamilyNet Radio and Television. FamilyNet Television reaches more than 30 million TV households, while FamilyNet Radio operates SIRIUS Satellite Radio channel 161. Devotional programming is featured prominently on this cable channel.

Our ministry extends far beyond television broadcasts as well. The simple newsletter we began in 1979 is now known as *In Touch* magazine, which reaches one million homes in English and 75,000 homes through the Spanish edition. We have developed a solar-powered, handheld audio mp3 player we call *Messenger* that is preprogrammed with our broadcast audio. First made available to U.S. troops in the summer of 2007, In Touch has freely distributed 50,000 *Messengers* to American servicemen and servicewomen through a network of military chaplains. Another 30,000 units were made available to members of the U.S. Armed Forces by the end of 2008. Phase two of In Touch Ministries' *Messenger* initiative, currently under way, involves producing and distributing an additional 60,000 devices in five languages to people around the world by the end of 2009.

Our website averages more than 2.5 million page views every month, and 30,000 visitors a day. Approximately 400,000 In Touch audio and video podcasts are downloaded monthly.

The response we have received from viewers of In Touch's programs is an indication of the value that this programming brings not simply to our viewers, but also to the CATV systems that retransmit the TV broadcasts of our programming. In Touch receives an average of more than 40,000 calls every month, along with thousands of emails and letters each year. As a ministry that is largely supported by donations from our viewers and listeners, it is humbling to note that in the last fiscal year our supporters have entrusted us with donations of over \$74 million for In Touch to continue and expand our ministry.

In Touch Ministries Experienced Significant Growth Between 1992 and 2004

In Touch Ministries has not always had the international presence and outreach that it has today. In fact, much of our growth nationally and internationally has taken place in the past twenty years. Specifically, we were blessed with a tremendous amount of growth between the time periods of 1990-1992 (the last time the Devotional Claimants were a Phase I Party) and 2004-2005 (the current proceeding).

- Our television broadcasts expanded from 129 full and lower power stations in 1992 to 435 by the end of 2005. As a consequence, our retransmitted broadcasts also increased similarly.
- The cost of acquiring broadcast airtime has grown exponentially with our outreach. In FY 1992 the cost of buying airtime (mainly for TV but also for radio) was about \$13 million, and by FY 2004-2005, it more than doubled, exceeding \$27 million.
- In 1992, our broadcasts had begun to be translated into two languages, Russian and Arabic. By 2005, the total number of languages for In Touch broadcasts had reached ninety-one, and fifty-one of those translations began during 2004 or 2005. During the

same time period, the countries reached by the radio and television broadcasts increased from 17 in 1992 to more than 95 by 2005, with the remaining countries reached by short-wave and internet broadcasts.

- In 1992, In Touch was not on any Spanish-language station; by 2005, we were on a number of stations serving the Spanish market.
- From 1990 to 1992, the total quantity of resources, such as books, CDs, videos, DVDs, etc., sold or given away by In Touch was approximately 150,000 items per year. By 2004-2005, that number had increased to over 2 million items per year.
- Our viewers and listeners are blessed by our ministry and want to further the Christian message In Touch delivers, so much so that without our ever having asked for donations on a single broadcast, contributions to In Touch increased from about \$21 million in the fiscal year ending in September 1992 to over \$70 million per year from calendar years 2004-05.
- Since 1996 (the last year when reliable numbers could be found), In Touch has received over 8.2 million calls from viewers and listeners. Our viewers are particularly interested in talking with us and receiving our resources in times of uncertainty and crisis, whether it concerns personal crises like thoughts of suicide, a divorce, or a death in the family, or national crises like 9/11 or the Gulf War (we received over 750,000 calls in the month of September 2001 alone). Our call centers received spikes in traffic during other times of domestic and international crisis, like when the wars in the Middle East began and the traumas of roadside bombings were commonplace, and when natural disasters strike. In responding to these calls or the thousands of emails and letters we receive each year, we take the time to interact with and help our viewers in ways that other types of programmers would not and could not, and the result (though not our motivation) is a

proliferation of extremely loyal viewers with whom we have formed a spiritual and emotional bond.

Video Presentation of Devotional Claimants

Our considerable growth since 1992 is not an anomaly. Other Devotional Claimants have experienced such growth as well, particularly as the events of 9/11 made people appreciate the extreme fragility of life and search for a deeper meaning in their daily lives and for answers about the hereafter, and as the reality of loved ones being involved in the Iraq and Afghanistan wars affected communities and families throughout our nation.

Of course, the content, impact, and diversity cannot be shared adequately through figures and descriptions alone. I would like to share with you now a video montage from the programs of selected Devotional Claimants. This video, attached hereto as Exhibit 3, was produced, with the help of various other Devotional Claimants, by the studios of The Christian Broadcasting Network in order to provide the judges a better understanding of the variety and quality of syndicated programs with religious themes that were shown on distant signals during 2004 and 2005.

What I want to stress is that this video presentation visually demonstrates many of the reasons why the perceived relative value of Devotional programming for cable operators retransmitting our programming is significantly higher than the 1.19% last awarded in 1992 and should not be tied to a Nielsen ratings standard. As shown in various segments:

1. Devotional programming reaches people of all faiths and ethnicities to guide them spiritually, morally and emotionally in this complex and troubled world;
2. Devotional programming provides life-transforming, spiritual guidance to individuals facing moral crises, like whether to abort a pregnancy, and health crises, like living with Multiple Sclerosis;

3. Devotional Claimants offer telephone help lines for viewers around the country, who turn to us for counsel, guidance and support;
4. Devotional programming ministries serve the Lord's call by providing food and sustenance to those in peril and distress;
5. Devotional programming provides news and information from a religious perspective to an increasingly needy and skeptical viewing audience; and
6. Devotional programming serves as one of the last bastions for protection and preservation of the choral hymn and the opportunity for spiritual revival.

The History of the Compulsory Awards to Religious Programs

As I am certain you are aware, Devotional Claimants have received a share of the distant cable royalties since the first year for which cable systems paid them, 1979, at first as a member of the category represented by the Motion Picture Association of America and later as a separate Phase I party. But the Devotional Claimants have had to fight hard to overcome the Copyright Royalty Tribunal's initial decision to award us nothing based in our view on hostility to our method of distribution (we purchase airtime) and perhaps even our content. For several years we needed to appeal unfair awards to the District of Columbia Circuit Court of Appeals, which held on one occasion that we had been the victims of "unexplained arbitrariness" and "unevenness" and "unexplained vengeance" when compared with the dissimilar treatment of other claimants.

After the Court of Appeal's decision that we had been the victims of arbitrary and uneven treatment, the Copyright Royalty Tribunal's awards to the Devotional Claimants began to increase, but only marginally. The Devotional Claimants have not had a full consideration of their claim since the 1990-1992 Phase I proceeding, more than a decade ago, and much has changed in the public perception of the value of our programming. The Devotional Claimants believe that the prior royalty award, tied closely to unreliable Nielsen ratings measurements,

materially failed to reflect the real benefit and relative value to cable operators of religious programs on distant signals. We are hopeful that the Copyright Royalty Board will at last give us an award based on our true value to cable systems and their subscribers.

The Awards for 2004-2005

Although we have not been privy to all the details of the 2004-2005 Bortz survey of cable operators views of relative program valuations, we have been told that Devotional programming scored significantly higher than in 1990-92 and 1998-99, achieving a relative value in the view of surveyed cable operators of 7.8% (2004) and 6.6% (2005). Devotional Claimants have long been committed to use of the Bortz methodology in preference to Nielsen ratings. We have known from past surveys and our understanding of the results of the 2004-2005 survey that the share allocable to the Devotional Claimants would be much more in line with the relative value we see in our content. Therefore, we are urging as a basis of the awards to the Devotional Claimants for the years 2004-2005, the results of the surveys designed for the Joint Sports Claimants by Bortz & Company.

Dr. Michael Salinger, Dr. Bruce Johansen and Dr. Bill Brown will also testify on behalf of the Devotional Claimants in support of our claim and will address the relative value of Devotional programming from their expert opinions. We are confident that they and various witnesses called by other claimant groups will establish that the relative shares for Devotional claimants should be as achieved in the Bortz survey for the years 2004 and 2005. With this in mind, we are hopeful that the value of religious programs, as measured by this respected and tested study, will at last be fully acknowledged.

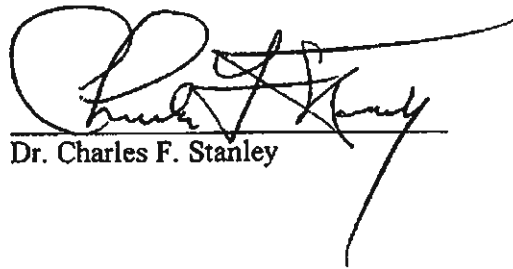
Conclusion

We are hopeful that the CRB will recognize our value on distant signals and will make the award to us that we deserve. I am here to respond to the panel's concerns and questions. I thank you for giving me the opportunity to speak to you today.

Declaration

I, Charles F. Stanley, declare under penalty of perjury that the foregoing testimony is true and correct to the best of my knowledge and belief.

This, the 30th day of May, 2009.



Dr. Charles F. Stanley

**Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.**

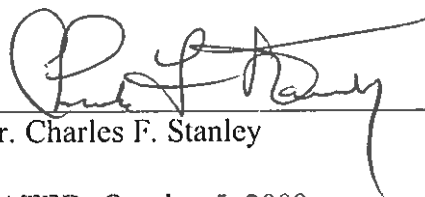
In the Matter of)

Distribution of the 2004-2005)
Cable Royalty Funds)

Docket No.
2007-3 CRB 2004-2005

Declaration

I, Dr. Charles F. Stanley, declare under penalty of perjury that the Testimony of Dr. Charles F. Stanley presented in the 2004-2005 Cable Copyright Royalty Distribution Proceeding is true and correct.



Dr. Charles F. Stanley

DATED: October 5, 2009

EXHIBIT 1

Dr. Charles F. Stanley

Dr. Charles F. Stanley, senior pastor of the First Baptist Church of Atlanta and founder of In Touch Ministries, demonstrates a keen awareness of people's needs by providing practical biblical truths for everyday life. Modeling his ministry after the apostle Paul's message to the Ephesians, Dr. Stanley believes that: "*Life is worth nothing unless I use it for doing the work assigned me by the Lord Jesus—the work of telling others the Good News about God's mighty kindness and love*" (Acts 20:24, TLB).

In 1971, Dr. Stanley became Senior Pastor of the First Baptist Church of Atlanta, Georgia. In 1972, a half-hour program called "The Chapel Hour" was launched on an Atlanta-area television station. Looking for a practical Bible teaching program, the Christian Broadcasting Network contacted Dr. Stanley in 1978 to request the program's inclusion on its new venture, a satellite distribution network to cable systems. At no cost to First Baptist Church, the broadcast grew from 16,000 local, Atlanta viewers to a nationwide audience in one week. By 1982, In Touch Ministries was incorporated and began radio syndication. "In Touch" programs penetrated almost every major market in the United States during the 1980's, reaching more than one-million households with the message of Christ's sufficiency for life's demands.

Today, "In Touch with Dr. Charles Stanley" can be heard around the world via radio and television broadcasts, the handheld *In Touch Messenger* and the ministries Web site, www.InTouch.org. "In Touch" programs are seen and heard domestically and internationally on nearly 1800 radio and television outlets in more than 50 languages. The ministry continues to produce CDs, DVDs, pamphlets, books and other Christian resource material, including its award-winning, monthly devotional magazine, *In Touch*.

Notable organizations and publishers have honored Dr. Stanley. In 1988, he was inducted into the National Religious Broadcaster's (NRB) Hall of Fame for the consistent excellence of his broadcasts and his leadership in the realm of Christian television and radio. Religious Heritage of America named him Clergyman of the Year in 1989, an award that recognizes pastors who strive to make Judeo-Christian principles part of America's daily life. In 1993, the NRB honored "In Touch" with the Television Producer of the Year award; and in 1999, with the Radio Program of the Year award. Just this year, Thomas Nelson Publishing recognized Dr. Stanley for selling more than 6.5 million copies of his books.

Dr. Stanley has also served two terms as president of the Southern Baptist Convention (1984-86) and first joined the NRB's board of directors in 1982.

Dr. Stanley is also a *New York Times* best-selling author who has written more than 35 books, including: *In Step with God*, *Landmines in the Path of the Believer*, *Living the Extraordinary Life*, *A Man's Touch*, *Handle With Prayer*, *How To Listen To God*, *Eternal Security: Can You Be Sure?*, *The Gift of Forgiveness*, *How to Keep Your Kids On Your Team*, *The Wonderful Spirit-Filled Life*, *The Source of My Strength*, *How To Handle Adversity*, *The Blessing of Brokenness*, *Success God's Way*, *The Handbook for Christian Living*, *Into His Presence*, and *When Tragedy Strikes*.

Dr. Stanley's earliest childhood memories are of God's support during the difficult circumstances following the death of his father. Through the counsel and example of his godly mother and grandfather, he learned to trust and obey God's Word. At the age of 14, Dr. Stanley received a clear call to the ministry, which later led him to earn a bachelor of arts degree from the University of Richmond in Richmond, Virginia, and a bachelor of divinity degree at Southwestern Theological Seminary in Fort Worth, Texas. He earned his master's degree and doctorate from Luther Rice Seminary. Always practical, Dr. Stanley often says, "I feel I cannot honestly tell you how to believe Bible truths, and put these truths to work in your life, until I have first let God work them into my own life."

Dr. Stanley's messages tackle such issues as parenting, finances, personal crises, emotions, and relationships. Instructional teaching for personal spiritual growth focuses on prayer, the character of God, fellowship through the Holy Spirit, and the Person of Jesus Christ. Dr. Stanley fervently believes the Bible to be the inerrant Word of God, a belief strongly reflected in his teaching.

A common theme found throughout In Touch Ministries' voluminous viewer and listener correspondence is how God has changed lives through Dr. Stanley's teaching. Any success achieved by In Touch or Dr. Stanley is directly attributed to the hand of God. Dr. Stanley says, "It is the Word of God and the work of God that changes people's lives."

The goal of Dr. Charles Stanley is best represented by In Touch's mission statement: to lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church. Dr. Stanley's heart's desire is to get the gospel to "as many people as possible, as quickly as possible, as clearly as possible, as irresistibly as possible, through the power of the Holy Spirit to the glory of God."

EXHIBIT 2
WEBPAGES AND REPRESENTATIVE MATERIALS
FOR SOME DEVOTIONAL CLAIMANTS
2004-2005

- A. AMERICAN RELIGIOUS TOWN HALL
- B. BILLY GRAHAM EVANGELISTIC ASSOCIATION
- C. CORAL RIDGE MINISTRIES
- D. CRYSTAL CATHEDRAL MINISTRIES
- E. DAY OF DISCOVERY
- F. DAVEY & GOLIATH
- G. IN TOUCH MINISTRIES
- H. IT IS WRITTEN
- I. JOEL OSTEEN – LAKEWOOD CHURCH
- J. JOHN HAGEE MINISTRIES
- K. JOYCE MEYER MINISTRIES
- L. ROD PARSLEY
- M. RON PHILLIPS MINISTRIES
- N. T.D. JAKES – THE POTTER’S HOUSE
- O. THE CHRISTIAN BROADCASTING NETWORK
- P. ZOLA LEVITT MINISTRIES

EXHIBIT 2

A. AMERICAN RELIGIOUS TOWN HALL



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Adult Day Care
Assisted Living
Nursing Homes
Retirement Communities

*Welcome to the official website
for American Religious Town Hall
Meeting, Inc.*

American Religious Town Hall Meeting is a non-profit organization dedicated to:

- The preservation of basic American civil and religious liberties including freedom of speech and freedom to worship God as one chooses.
- Fostering a spirit of unity among all religions and encouraging interfaith understanding in an atmosphere of cooperation without compromise.
- Educating the public – world-wide – regarding varying viewpoints through weekly worldwide television broadcasts.

The American Religious Town Hall Meeting, Inc. began more than 50 years ago to foster understanding between people of all faiths. Bishop A. A. Leiske, the founder, believed that when people talk to one another, they will develop compassion for each other.

Bishop Leiske decided to capitalize on the new communication medium, television, in his quest to help bring people together. He invited key local clergy from 5 different denominations to a meeting in his home in the Minneapolis area, and asked them to join him in a televised panel discussion. The first program was aired in St. Paul, Minnesota, on January 10, 1953. They agreed, and formed an organization, complete with its own charter, to produce the program. To fund the costs, Bishop Leiske, a preacher as well as an astute businessman, began purchasing nursing homes.

After Bishop Leiske died in 1983, his son Robert, also an ordained minister, became moderator of the television program and president of the organization. He served in these roles until his death in 2004. At that time his widow, Elizabeth Ann Leiske, became president and CEO, and Pastor Stephen Gifford assumed the moderator's position on the television program. Today ARTH owns 4 nursing homes, one assisted living facility, one retirement home, and one adult day-care center. The profits from these facilities fund the television production costs, and enable the corporation to purchase television time.

We invite you to tour this web site. We are sure you'll be impressed with the ministry of **The American Religious Town Hall Meeting** - which is "to beam brotherhood to the world." We also invite you to visit any of our facilities, and see how "love makes the difference."

Address:
745 North Buckner Boulevard
Dallas, Texas 75218

Phone: (214) 328-9828
Toll-Free: 1-800-783-9828
Fax: (214) 328-3042

E-Mail Us @ AMERICANRELIGIOUS.ORG

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American Religious town Hall Meeting is a non-profit organization dedicated to:

- **The preservation of basic American civil and religious liberties including freedom of speech and freedom to worship God as one chooses.**
- **Fostering a spirit of unity among all religions and encouraging interfaith understanding in an atmosphere of cooperation without compromise.**
- **Educating the American public regarding varying viewpoints through weekly worldwide television broadcasts.**

BEAMING BROTHERHOOD TO THE NATIONS ON TELEVISION

*** 745 North Buckner Boulevard * Dallas, Texas 75218 * (214) 328-9828 * Fax (214) 328-3042**
[E-Mail Us @ AMERICANRELIGIOUS.ORG](mailto:AMERICANRELIGIOUS.ORG)

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[1 Call Service](#)

BEAMING BROTHERHOOD TO THE NATION



ON TELEVISION

WHAT BEGAN IN A SMALL WAY IN 1952 NOW SPANS THE GLOBE...

What began in St. Paul, Minnesota in 1952 has now spanned the decades to encompass television stations all across the United States and an international link via satellite technology. We are proud to introduce to you the American Religious Town Hall Meeting, an organization created by the late Bishop A.A. Leiske to uphold and enhance religious liberties, American freedoms, and civil rights.

Image
Goes
Here

Through a panel-discussion show televised weekly to millions of viewers, religious leaders, educators and others share differing beliefs in an atmosphere of cooperation without compromising individual ideals. Televised weekly since 1952, the American Religious Town Hall Meeting is one of the longest continuously running programs in the country. Panelist are chosen from a wide spectrum of religious viewpoints including Protestant, Catholic, Jewish and a variety of educators and others.

Image
Goes
Here

"WHERE LOVE MAKES THE DIFFERENCE"

The Town Hall Health Care Centers provide lovely spacious, comfortable rooms, exciting informative activities with interfaith devotionals to touch and inspire the hearts of all. Delicious well balanced meals and snacks are served from our own kitchens and bakeries, with a caring devoted professional staff giving special care for each resident.

INDEPENDENT THINKING AND DIVERSITY ARE TWO GREAT STRENGTHS OF AMERICA TODAY...

The American Religious Town Hall Meeting foster these strengths, allowing groups with differing beliefs, ideas and opinions to peacefully co-exist and share their thoughts in an atmosphere of harmony.

Six different religions are represented weekly and spontaneous exchanges are encouraged relating to religious, political and social issues. Under the direction of a moderator, topics are introduced and contrasting views are shared openly, exemplifying the American values of freedom of speech and fostering understanding between people of all religions and philosophical viewpoints.




[Home](#) | [Contributions](#) | [Health care](#)

EXHIBIT 2

B. BILLY GRAHAM EVANGELISTIC ASSOCIATION

BILLY GRAHAM EVANGELISTIC ASSOCIATION
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BILLY GRAHAM IN NEW YORK
At Radio City Square Garden, June 2005. [Learn more.](#)

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"Faith in Christ is the only solution."



HOW TO KNOW JESUS CHRIST

Would you like to know how you can have a personal relationship with Jesus Christ? [Learn more.](#)


COMMITTING YOUR LIFE TO CHRIST

Have you just committed your life to Jesus Christ? [Please let us know!](#)

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Donate online now.


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My Heart's Cry
By Anne Graham Lotz



Put the Gospel on Prime-Time TV

CRUSADE/FESTIVAL SCHEDULE



- MARCH 11-13, 2005
➤ Festival Tasmania 2005 with Franklin Graham Hobart, Tasmania
- MARCH 18-20, 2005
➤ Festival Victoria 2005 with Franklin Graham Melbourne, Australia
- JUNE 2005
➤ Greater New York Billy Graham Crusade New York City, New York

FEATURED MINISTRIES ◀ | 2 3 ▶

Tune in during December for two special TV programs featuring Billy Graham's message "The Coming Storm" (Dec. 2-8) and the World Wide Pictures' movie "A Vow to Cherish" (Dec. 9-15). Check TV listings online now! [Learn more](#)

SPIRITUAL HELP FOR TODAY

- **Daily Scripture**
"Therefore the Lord himself will give you a sign: The virgin will be with child and will give birth to a son, and will call him Immanuel."
—Isaiah 7:14
- **Decision Minute**
Zacchaeus and Jesus
[Listen to this message](#)
- **My Answer**
Q: My fence isn't religious. But he's very kind and thoughtful, and he isn't opposed to my church activities or anything like that.
A: [Read Billy Graham's answer](#)

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E-MAIL NEWSLETTER [SIGN UP](#)



TELEVISION SPECIALS

The Billy Graham Evangelistic Association produces several television specials that air across the United States and Canada each year. These specials air during prime time on network stations, bringing the message of Christ into millions of homes.

Tune in during December for the next TV Special!

Check back soon for the December 2004 television listings. Thank you!

A list of cities that will broadcast the December TV special in high definition (HDTV) will be posted soon.

Related

- Learn more about the Television Telephone Ministry
- Learn more about the World TV Project
- Learn more about World Wide Pictures



CHANGED LIVES

"After viewing one of Billy Graham's sermons on TV," writes Bill, "my daughter Kathy asked me, 'Dad, how do you go down there, if you're not there?' I turned to look at her, and tears were streaming down her cheeks. I answered, 'We can go down there right here in your room, honey.' We went to her room, knelt in prayer, and she asked the Lord to come in her heart."

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Our 2005 calendar features daily Scriptures that will encourage and bless you. As you use it in your devotions, we hope you will lift up our various ministries in prayer. Request your free copy! [NOTE: If you receive an error when requesting this free offer online, please call our toll-free number to request it by phone, 1-877-247-2426.]


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TV Telephone Ministry
brings evangelistic programming to millions on national TV, while providing trained volunteers to give spiritual guidance to those who contact our phone centers across North America.



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HOW TO BECOME
A VOLUNTEER

T.E.N.T.
MINISTRIES

Not in Archive.

State	Call Letters	City	Channel	Station	Date	Time	Title
KY	WLEX	Lexington	18	NBC	1/15/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
MA	WTVI	Boston	56	WB	1/15/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
NY	WPIX	New York	11	WB	1/15/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
IL	WCIU	Chicago	26	IND	1/16/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
CA	KBAK	Bakersfield	29	CBS	1/17/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
CA	KRCR	Chico-Redding	7	ABC	1/17/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
GA	WMAZ	Macon	13	CBS	1/17/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
TN	WJHL	Johnson City	11	CBS	1/17/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
AL	WAFF	Huntsville	48	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
FL	WTLV	Jacksonville	12	NBC	1/18/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
FL	WPLG	Miami	10	ABC	1/18/2005	9:00:00-10:00:00 PM	January 2005 Billy Graham Television Special
HI	KHNL	Honolulu	13	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
IA	KCAU	Stoux City	9	ABC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
IL	WQAD	Moline	8	ABC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
IL	WREX	Rockford	13	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
KY	WPSD	Paducah	6	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
MN	KTTC	Rochester	10	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
MO	KSHB	Kansas City	41	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
NE	KHAS	Lincoln-Hastings	5	NBC	1/18/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
TX	KAMR	Amarillo	4	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
TX	WOAI	San Antonio	4	NBC	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
VA	WDBJ	Roanoke	7	CBS	1/18/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
ID	KTVB	Boise	7	NBC	1/19/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
NC	WLOS	Asheville	13	ABC	1/19/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
ND	KXJB	Fargo	4	CBS	1/19/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
TX	KZTV	Corpus Christi	10	CBS	1/19/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
WI	WMTV	Madison	15	NBC	1/19/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
AL	WNCN	Montgomery	32	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
AZ	KNXV	Phoenix	15	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
CO	KMGH	Denver	7	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
DC	WJLA	Washington	7	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
IA	WOI	Des Moines	5	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
IN	WRTV	Indianapolis	6	ABC	1/20/2005	9:00:00-10:00:00 PM	January 2005 Billy Graham Television Special
KS	KAKE	Wichita	10	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005 Billy Graham Television Special
MO	KMIZ	Columbia	17	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special
MO	KSPR	Springfield	33	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005 Billy Graham Television Special

ND	KBYR	Bismarck	17	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NY	WKBW	Buffalo	7	ABC	1/20/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
OH	WCPO	Cincinnati	9	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
OH	WEWS	Cleveland	5	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
OK	KTLU	Tulsa	8	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
OR	KATU	Portland	2	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
PA	WATM	Johnstown	23	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
TN	WTVC	Chattanooga	9	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
TX	KLTV	Tyler	7	ABC	1/20/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
VA	WVEC	Norfolk	13	ABC	1/20/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
WA	KOMO	Seattle	4	ABC	1/20/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
WA	WKRQ	Mobile	5	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
AL	KNWA	Fort Smith	24	NBC	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
AR	KOLD	Tucson	13	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
AZ	KGPE	Fresno	47	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
CA	KOVR	Sacramento	13	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
FL	WKMG	Orlando	6	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
GA	WGCL	Atlanta	46	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
IA	KGAN	Cedar Rapids	2	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
IL	WHOI	Peoria	19	ABC	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
IL	KHOA	Quincy	7	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
LA	WAFB	Baton Rouge	9	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
LA	KNOE	Monroe	8	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
LA	KSLA	Shreveport	12	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
MD	WMAR	Baltimore	2	ABC	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
MI	WNEM	Flint	5	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
MO	KMOV	St. Louis	4	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NC	WBTV	Charlotte	3	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
NV	KTVN	Reno	2	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
NY	WHEC	Rochester	10	NBC	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
NY	WTVH	Syracuse	5	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
OH	WHIO	Dayton	7	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
OH	WTOL	Toledo	11	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
OK	KWTV	Oklahoma City	9	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
OR	KTVL	Medford	10	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
PA	WYOU	Scranton	22	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
SC	WCSC	Charleston	5	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special

SD	KELO	Sioux Falls	11	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TN	WTVF	Nashville	5	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TX	KVUE	Austin	24	ABC	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
TX	WFAA	Dallas	8	ABC	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TX	KHOU	Houston	11	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TX	KLBK	Lubbock	13	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
WA	KHQ	Spokane	6	NBC	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
WI	WDJT	Milwaukee	58	CBS	1/21/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
WV	WOWK	Charleston	13	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
WV	WTRF	Wheeling	7	CBS	1/21/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
AL	WBMA	Birmingham	33-40	ABC	1/22/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
AR	KARK	Little Rock	4	NBC	1/22/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
CA	KCAL	Los Angeles	9	IND	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
CA	KSBW	Salinas-Monterey	8	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
CA	KFMB	San Diego	8	CBS	1/22/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
CA	KTVU	San Francisco	2	FOX	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
CA	KCOY	Santa Maria	12	CBS	1/22/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
CO	KOAA	Colorado Springs	5	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
CT	WVIT	Hartford	30	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
FL	WTXL	Tallahassee	27	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
FL	WFLA	Tampa	8	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
FL	WPTV	West Palm Beach	5	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
GA	WRDW	Augusta	12	CBS	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
IL	WCIA	Champaign	3	CBS	1/22/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
KY	WAVE	Louisville	3	NBC	1/22/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
LA	WDSU	New Orleans	6	NBC	1/22/2005	6:00:00-7:00:00 PM	January 2005	Billy Graham Television Special
MI	WXYZ	Detroit	7	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
MI	WWMT	Grand Rapids	3	CBS	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
MI	WPBN	Traverse City	7	NBC	1/22/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
MN	KARE	Minneapolis	11	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
MO	KSNF	Joplin	16	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
MS	WLBT	Jackson	3	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NC	WFMY	Greensboro	2	CBS	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NC	WITN	Greenville	7	NBC	1/22/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
NC	WRAL	Raleigh	5	CBS	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NM	KOB	Albuquerque	4	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
NV	KTNV	Las Vegas	13	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special

NY	WRGB	Albany	6	CBS	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
OH	WSYX	Columbus	6	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
OR	KVAL	Eugene	13	CBS	1/22/2005	9:00:00-10:00:00 PM	January 2005	Billy Graham Television Special
PA	WGAL	Lancaster	8	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
PA	WPHL	Philadelphia	17	WB	1/22/2005	8:00:00-9:00:00 PM	January 2005	Billy Graham Television Special
PA	WTAE	Pittsburgh	4	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
SC	WIS	Columbia	10	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TN	WATE	Knoxville	6	ABC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
TN	WMC	Memphis	5	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special
VA	WWTB	Richmond	12	NBC	1/22/2005	7:00:00-8:00:00 PM	January 2005	Billy Graham Television Special

EXHIBIT 2

C. CORAL RIDGE MINISTRIES



'As it is written, the just shall live by faith.' Romans 1:17

Glorifying God
Proclaiming Truth
Reclaiming America

CORAL RIDGE MINISTRIES

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Do You Know For Sure?

The Coral Ridge Hour
Truths That Transform
Kennedy Commentary

Center for Reclaiming America
Center for Christian Statesmanship

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Nurturing Christians
Reforming the Culture

Resource Center
Impact Newsletter
Job Opportunities
Support the Ministry

About Coral Ridge Ministries
About Dr. D. James Kennedy
Ministry News



Help support Coral Ridge Ministries

America's Greatest Hero

Dr. D. James Kennedy [Preview](#)



Do you know who America's greatest hero is? To find out, join Dr. Kennedy this week as he reveals the "one" who has done more for our freedom than anyone else. [The Coral Ridge Hour](#)

TRUTHS A Great New Year (Part 2)

Sermon by Dr. D. James Kennedy [Listen](#)

"I once was lost, but now am found, was blind, but now I see." That is more than just everybody's favorite hymn—that is the Christian life personified! Is it your life? Dr. D. James Kennedy shows you how it can be, next time on [Truths That Transform](#).

[en español](#)

RECLAIMING AMERICA Mississippi Slashes Abortion Rate in Half

It seems that Mississippi's tough stance against abortion is paying dividends. The number of abortions performed in the state has declined significantly from a peak of 8,814 in 1991. According to 2002 statistics, the latest available, the number of abortions in that year dropped to 3,605, less than one-third of the national average. [more...](#)

Center for Christian Statesmanship 2004, A Year In Review

When asked to sum up the Center's outreach efforts in 2004, the Center's Executive Director George Roller said "God is certainly doing a new thing. This year alone my staff has made contact with approximately 1,200 people who have never before been influenced by our ministry." He also said his staff has shared the Gospel with over 120 unbelievers and hosts Bible studies for almost 80 staffers each week. George credits the Center's successful outreach efforts to being open trying new methodologies. "It's all happening because we have allowed ourselves to be open to God having a different plan," said Roller. [more...](#)

IMPACT Newsletter: December 2004

This month's headings: *The Gospel: Changing Lives Every Sunday on The Coral Ridge Hour; 2004: A Year of "Firsts"; Catch the Vision. Meet the Man; Orthodox Jew Meets Messiah; Was Darwin Wrong? (Yes);*



New Every Morning
Dr. D. James Kennedy with Jerry Newcombe
Daily heartstimulating meditations.
Donation: \$12 [Read More](#)

Recent Issues

 [November's Moral Mandate](#) [more...](#)



A Wealth of Resources to Help You and Your Family

Faith enriching books, videos, audio tapes, sermons, gifts and more are in the [Resource Center](#).

Nurturing & Encouraging Christians
Scripture Quest - A daily challenge
 Thursday, June 03, 2004

How many angels will be at the gates of the New Jerusalem?

- Seven
- Twelve
- None

And the answer is...

The American Minute
What happened today in American History?
 The Reverend Martin Luther King, Jr. who had been pastor of the Ebenezer...

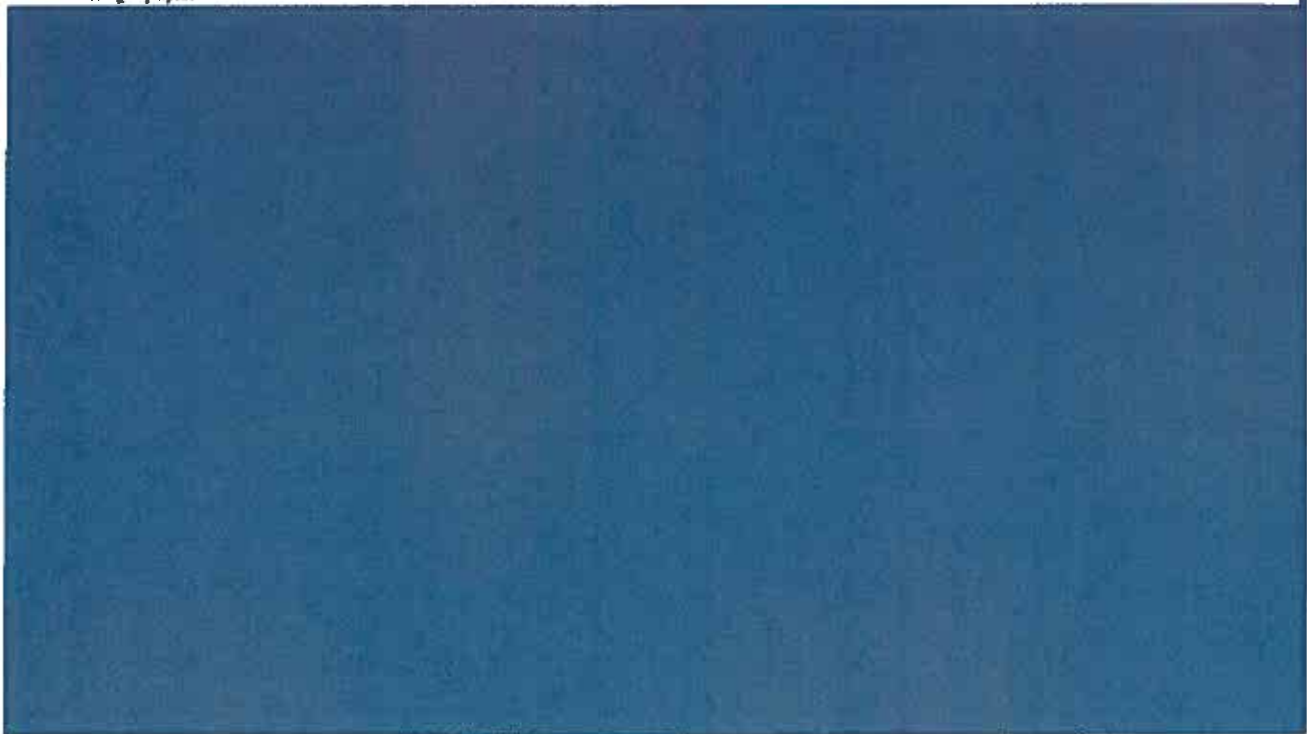


*A higher standard.
A higher purpose.*

[Click here to be added to Coral Ridge Ministries mailing list.](#)

For comments or questions, please e-mail Coral Ridge Ministries at letters@coralridge.org

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A N N U A L R E P O R T



A FAMILY OF OUTREACHES

Coral Ridge Ministries' threefold purpose is to preach the Gospel of Jesus Christ, assist Christians in their spiritual growth, and encourage the application of biblical principles to American culture.

The Coral Ridge Hour

Dr. Kennedy's weekly one-hour television program from Coral Ridge Presbyterian Church.

Truths That Transform

A daily radio broadcast with messages from Dr. Kennedy and intriguing interviews on biblical and cultural concerns.

The Kennedy Commentary

A daily 90-second radio feature offering spiritual insight and social comment from Dr. Kennedy.

The D. James Kennedy Center for Christian Statesmanship

A spiritually based outreach to men and women in positions of influence and authority in Washington, D.C.

The Center for Reclaiming America for Christ

A national grassroots outreach to inform, equip, motivate, and support Christians—to enable them to defend and implement the biblical principles on which our country was founded.

The Creation Studies Institute

A creation outreach that offers biblical and scientific answers to evolution's false claims.



A Word From D. James Kennedy

Greetings from Fort Lauderdale! I am pleased to present to you this snapshot of outreach activity in 2005. This report is a testimony of God's blessing in the face of what, frankly, was an enormously challenging and fruitful year of ministry.

It was a year of natural disasters—and Christian compassion. We began 2005 by sending a gift to help Christians bring relief in tsunami-struck Southeast Asia. We ended 2005 in recovery mode ourselves, after Hurricane Wilma barreled across South Florida. In between, we were pleased and privileged to broadcast the Gospel to nearly 200 nations, minister Christ on Capitol Hill, stand for righteousness in public life, and make the case for Creation.

Thank you for your love and friendship. It is a joy to co-labor with you as we bring the Water of Life—the Good News of new and unending life through Jesus Christ—to men and women everywhere.

Sincerely in Christ,

A handwritten signature in black ink that reads "D. James Kennedy". The signature is written in a cursive style with a large, stylized "K" at the end.

D. James Kennedy, Ph.D.

President

Coral Ridge Ministries

A few years ago I was very sure that abortion was my right. I realize now, with sorrow, that I was wrong. I was not a Christian then and thought I understood what God wanted for my life. I did not think that having an abortion was killing. I will always be sorry for what I did. If one person is changed (as I am) then your work is never in vain.

---E-mail



A FAMILY AFFAIR

More than three million people tune in each week on radio and television to hear Dr. D. James Kennedy present the Gospel and offer biblical insight on contemporary issues.

Hearts and lives are being touched and changed as a result. A viewer from Philadelphia wrote: "I was quite moved by your sermon today and prayed with you at the end. It gave me a peace that I have not felt for a long time. Thank you for reaching out to me through the TV."

Coral Ridge Ministries is not limited to transmitter towers, cable signals, live streaming, and podcasts in bringing the Good News to the nation. Its outreach also includes initiatives to reach our nation's leaders with the Gospel, mobilize Christians for grassroots action, and communicate the truth of Creation.

All of these ministries are only possible because of friends who pray and stand with us financially. Thank you to all who have joined this family of outreaches in bringing the greatest message ever heard to the nation and the world. With your help, the power of the Gospel is transforming lives wherever it is heard.

Thanks for being part of the family.

HELPING THOUSANDS BEGIN AGAIN

Thousands of men and women came to Christ in 2005 through the outreach of Coral Ridge Ministries, which sent more than 21,000 copies of Dr. Kennedy's resource for new believers, *Beginning Again*, to individuals across America. This book is offered to those who pray the "sinner's prayer" with Dr. Kennedy. "Largely due to your wonderful ministry, I am a new Christian," an individual wrote from Pittsburgh. "Please send me your book, *Beginning Again*."

MILITARY OUTREACH

Coral Ridge Ministries sent 13,687 copies of a special Armed Forces edition of *Why I Believe*, to Armed Services chaplains to assist them in their ministry to the troops in 2005. "The book continues to be a favorite of young men in training to be United States Marines," wrote a Marine Corp chaplain. "To know that they have heard the Gospel and many have placed their trust in Christ gives the eternal comfort that only our Lord can give."

AID TO TSUNAMI VICTIMS

After the sea erupted across Southeast Asia, leaving an estimated 280,000 people dead or missing, Coral Ridge Ministries provided \$50,000 to help Evangelism Explosion send outreach teams to Thailand and Indonesia. The teams offered Christ and compassion as they listened to, hugged, and wept with survivors.

B Y T H E N U M B E R S

TV STATIONS: 604

RADIO OUTLETS: 704

RECORDING ARTIST
BOOKS SHIPPED: 21,000

BROADCAST AUDIENCE: 2 MILLION WEEKLY

WEB VISITORS: 5 MILLION

AUDIO, VIDEO AND
PRINT RECORDS SHIPPED: 577,742



SURPRISE AND DELIGHTED: Dr. Kennedy greets long-time friend Dr. Kennedy Smartt at a surprise birthday celebration. Dr. Kennedy's wife, Anne, and Coral Ridge Church executive minister, Rev. Ron Siegenthaler, look on.



DEVASTATED: Coral Ridge Ministries gave \$50,000 to help Evangelism Explosion teams bring Christ and compassion to tsunami victims in Southeast Asia.



NEW LIFE: At top, a six-year-old Thai girl was healed from a fever after two Evangelism Explosion workers prayed for her. Afterwards, the girl's father placed his faith in Christ.



HIT AT HOME

Hurricane Wilma, the worst storm to hit Fort Lauderdale since 1950, arrived on October 24, and ripped off part of the roof at Coral Ridge Presbyterian Church, allowing water to gush into the sanctuary. "Now, how do we respond to that?" said Dr. Kennedy, two days after the storm hit. "Well, I want to say, 'Praise God.' As pastor of this church, I can rejoice and praise God that no one in our congregation was killed or seriously injured. For that we give God great praise. God has blessed us, and we are confident that with His grace and the people in the church and congregation that all of this will be rebuilt."

SURPRISE!

It was delayed due to Wilma, but 500 friends of Dr. Kennedy treated him in December to a surprise 75th birthday party that included a dinner and special program at Coral Ridge Presbyterian Church. Greetings came from President Bush, Amway cofounder Rich DeVos, Dr. James Dobson, Chuck Colson, Franklin Graham, John MacArthur, Jerry Falwell, and others. Dr. Billy Graham sent a letter offering "warmest greetings," adding that 75 "sounds so young to me."

WILMA WAS HERE: Above, Dr. Kennedy outside Coral Ridge Presbyterian Church two days after Hurricane Wilma struck South Florida.

The Coral Ridge Hour

I've watched your weekly broadcast for about the last five years and credit you as being God's instrument in saving both my wife and me. God bless you for this.

—Keller, Texas

REACHING HOMES AND HEARTS

The Coral Ridge Hour is an award-winning weekly television program that offers Dr. Kennedy's inspirational preaching, uplifting music, heart-warming testimonies, and a biblical perspective on today's critical issues. The flagship broadcast of Coral Ridge Ministries, *The Coral Ridge Hour*, is carried domestically on more than 650 television stations and overseas on Middle East Television, Trinity Broadcasting Network, and the Armed Forces Network.

TELLING THE TRUTH ABOUT AMERICA'S FOUNDING

Startling facts about America's Christian past aired on nationwide television in late July and early August, when Coral Ridge Ministries presented *One Nation Under God*, a one-hour TV special hosted by Dr. Kennedy. Filmed at Williamsburg, Yorktown, Mount Vernon, Virginia and the Library of Congress, the program offered historical evidence that many viewers have never heard about the Christian faith of America's Founders.

KEEPING CHRIST IN CHRISTMAS

The Coral Ridge Hour informed viewers about America's annual Christmas controversy and equipped them to respond. The broadcast featured news segments exposing the drive to secularize Christmas and offered a resource explaining how Christ's birth may still be celebrated in public schools, public parks, government offices, and even in state legislatures. In addition, Coral Ridge Ministries distributed 15,000 "Merry Christmas" lapel pins to ministry friends to help them return the sometimes politically incorrect phrase to their community. Along with the pin, we offered a pamphlet outlining the right of all Americans to publicly celebrate Christmas.

"WONDERFUL SURPRISE"

The National Religious Broadcasters inducted Dr. Kennedy into its "Hall of Fame" in 2005. The award recognizes "invaluable contributions to the field of Christian communications, all the while exhibiting the highest standards of conduct and evidence of faithfulness in Christ," according to Dr. Frank Wright, President of National Religious Broadcasters.

"What a wonderful surprise this was," Dr. Kennedy told NRB members at the group's annual convention. He said, "The greatest part of it was to discover that one of the very first inductees into the NRB Hall of Fame was Dr. Donald Grey Barnhouse," a Presbyterian minister whose 1953 radio broadcast brought Dr. Kennedy to Christ.

"This man's life, through the media, changed me," Dr. Kennedy said, adding that the role of radio in his own conversion heavily influenced him to later launch his own broadcast ministry in 1974.



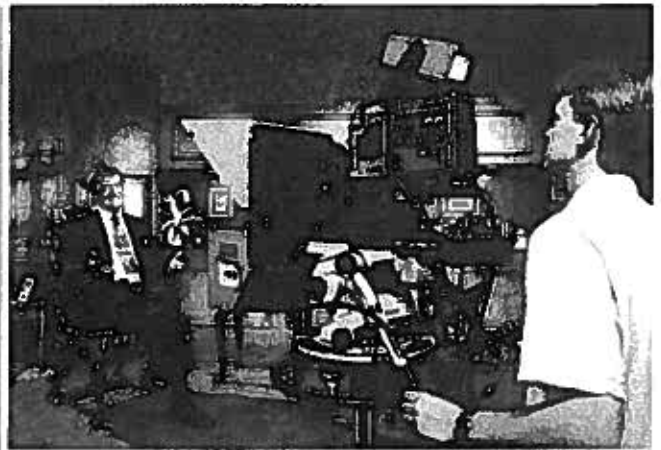
THE CORAL
RIDGE HOUR



Coral Ridge Ministries distributed 15,000 "Merry Christmas" laser pens to ministry friends to help them return the sometimes politically incorrect phrase to their community.



HONORED: Dr. Kennedy with Dr. Frank Wright, President of the National Religious Broadcasters Convention, holding the NRB Hall of Fame Award given in February 2005 to Dr. Kennedy.



HISTORIC CHURCH: Dr. Kennedy at Bruton Parish Church, in Williamsburg, where parts of the documentary special, *One Nation Under God*, were filmed. George Washington, Thomas Jefferson, and other Founders worshipped in this church.



Truths that Transform

My husband passed away over 14 years ago. That's when I first found your program. Your messages spoke to me, and I have appreciated them ever since. I found encouragement and the will to go on with my life.

—Ville Platte,
Louisiana

RADIO THAT BRINGS ALL OF SCRIPTURE TO BEAR ON ALL OF LIFE

Truths That Transform is a daily 30-minute radio program featuring insightful messages from Dr. Kennedy and incisive interviews with respected Christian leaders. It is carried on more than 480 radio facilities nationwide and on Bible Voice Broadcasting internationally. Speakers featured on the broadcast in 2005 included Ravi Zacharias, Roy Moore, Pam Stenzel, Phyllis Schlafly, Maj. Gen. Chaplain David Hicks, Richard Land, Phillip Johnson, and Edwin Meese. The Spanish edition of *Truths That Transform*, *Verdades Que Transforman*, is carried weekly by 33 radio outlets. We also air *The Kennedy Commentary*, a daily 90-second radio feature that offers compelling insights into contemporary life and airs on nearly 400 radio outlets.

TERRI SCHIAVO REMEMBERED

The attention of the world was riveted on Florida in March 2005, as lawmakers and judges debated and decided whether Terri Schiavo would live or die. Ultimately, Schiavo, 41, was forced to die by dehydration over 13 days. *Truths That Transform* presented special programming on this moral tragedy and produced the CD set, *Have Mercy*, which offers legal, medical, and disabled persons' perspectives on the court-ordered killing of Mrs. Schiavo.

COMPELLING EVIDENCE

Dr. Kennedy presented compelling evidence for the Resurrection in *Risen Indeed*, a new Coral Ridge Ministries book offered on *Truths That Transform* in 2005. *Risen Indeed* examines seven theories introduced by skeptics to disprove the Resurrection and demonstrates why each fails to fit the facts. It also examines alleged discrepancies between Resurrection accounts in the four gospels and shows how they are in harmony, not contradiction.

CULT AWARENESS

Truths That Transform helped listeners understand and answer the claims of cults with programming focused on Mormonism, Jehovah's Witnesses, and Free Masonry. The program offered a new book from Dr. Kennedy, *Wolves Among Us*, that provides further information on the false teachings of cults.

TWO NEW WAYS TO LISTEN

We gave listeners two new options to tune in to *Truths That Transform* in 2005. The award-winning half-hour audio program is now available on XM Satellite Radio and by podcast.

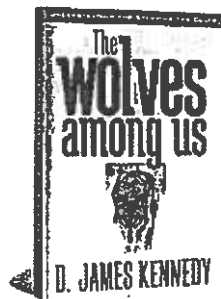
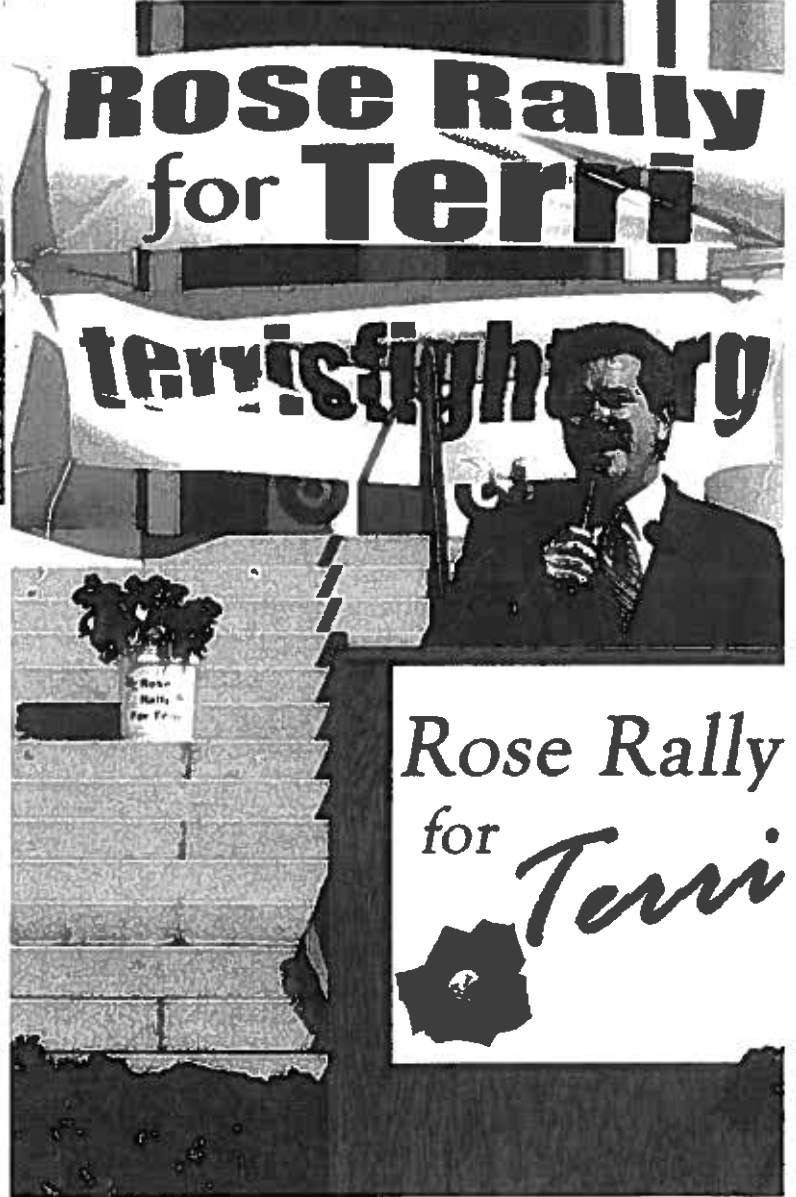
The more than six million XM subscribers can listen to *Truths That Transform* on FamilyTalk, XM channel 170, which is also available to America Online's 18 million subscribers. Podcast fans can also access the program online at www.truthsthattransform.com. And, of course, *Truths That Transform*, named "Best Radio Teaching Program" in 2004 by members of the National Religious Broadcasters association, is on nearly 400 radio outlets nationwide.





AT PENTAGON: Maj. Gen. Chaplain David Hicks, the Chief of Chaplains for the U.S. Army, with Dr. Kennedy and his wife, Anae. Dr. Kennedy interviewed Chaplain Hicks for *Truths That Transform* radio in 2005.

ROSE RALLY: Gary Cass, Executive Director of the Center for Reclaiming America for Christ, speaks at a Center-sponsored rally for Terri Schiavo in Tallahassee, Florida. *Truths That Transform* presented special programming on this moral tragedy and produced the CD set, *Have Mercy*, which features interviews with Schiavo family attorney, David Gibbs III, and Jon Eareckson Tada.



Center for Christian Statesmanship

As a Christian, I am continually strengthened and encouraged by [the Center's] work. Their ministry is a real and tangible example of our Lord's continual hand on the course of our country

—Rep. Randy Forbes (VA)

SERVING AMERICA'S LEADERS

The Center for Christian Statesmanship seeks to serve those working on Capitol Hill and elsewhere in the federal government with the Good News of Jesus Christ, biblical instruction, and a vision for Christian statesmanship. Led by Executive Director George Roller, it offers Bible studies, outreach luncheons, instruction on how to communicate the Gospel, and Christian worldview training through its seven-month Statesmanship Institute. The Center, which celebrated 10 years on Capitol Hill in 2005, honors a leader each year with its Distinguished Christian Statesman Award. That honor went in 2005 to Rep. Marilyn Musgrave (CO). The Center made 4,068 ministry contacts in 2005 and saw 12 people come to Christ as a direct result of its outreach. In addition, the Center graduated eight people from its Statesmanship Institute.

INSPIRED TO SERVE

Rep. Marilyn Musgrave, the Center's 2005 Distinguished Christian Statesman, said that much of her inspiration to enter politics came from Dr. Kennedy. "When I first started listening to D. James Kennedy on *Truths That Transform*," she said, "I was so encouraged that there was a minister of the Gospel that said what was right and what was wrong and what our responsibility was as Christians in this great nation."

Musgrave, who spearheaded legislation to define marriage as the union of a man and a woman, said the themes addressed by Dr. Kennedy "just grew in me through the years, and then, here I am voting on moral issues. Dr. Kennedy is a hero for me," she said.

O'REILLY INVESTIGATES

Bill O'Reilly wanted to know: What is this new Christian organization on Capitol Hill that is trying to convert lawmakers to evangelical Christianity? So he asked Dr. Kennedy on his Fox News program, *The O'Reilly Factor*.

Dr. Kennedy quickly informed O'Reilly that the organization in question, the Center for Christian Statesmanship, had been boldly proclaiming the Gospel of Jesus Christ to members of Congress and their staffs for the last ten years.

"There are thousands of lobbyists in Washington who are trying to get something," said Dr. Kennedy. "We're trying to give people something. We give them something that's free."

"We talk to them," said Dr. Kennedy, "and ascertain if they understand the Gospel, if they assuredly know that they have eternal life, if they have trusted in Christ for their salvation."





GRADUATES: The Statesmanship Institute class of 2005 with Dr. Kennedy (one graduate is not pictured).



Rep. Marilyn Musgrave, the Center's 2005 Distinguished Christian Statesman, with George Roller, Executive Director of the Center for Christian Statesmanship.



Center for Reclaiming America for Christ

First, we need to tell all of you
especially Dr. Kennedy, how much
I appreciate your ministry and
your dedication to "Reclaiming America."
As a result of your efforts, I am
beginning to see some real change
and hope for the future.
I will continue to pray for you
and your ministry.

— Ryanola Wright



MOBILIZING CHRISTIANS FOR ACTION

The Center for Reclaiming America for Christ is a national grassroots outreach with participants in all 50 states. The Center seeks to inform, equip, motivate, and support Christians in the defense and implementation of the biblical principles on which America was founded. Led by Executive Director Dr. Gary Cass, the Center hosts the annual Reclaiming America for Christ conference in Fort Lauderdale, conducts regional grassroots training events, and has one of the nation's largest grassroots networks. Its 800,000 strong "electronic army" is an online network of values-driven men and women able to click or call Washington in a matter of hours to make their collective voice heard. The Center mounted petition campaigns to Washington in 2005, urging a return to church free speech (108,000 petitions), Senate action on judicial nominations (170,000 petitions), ending court-ordered attorney fee payments to the ACLU (165,000 petitions), and letting women considering abortion know about the pain their unborn child may experience (50,000 petitions).

"AUSPICIOUS EVENT"

Shortly after U.S. Supreme Court Justice Sandra Day O'Connor announced her retirement on July 1, an online petition to the President was e-mailed to the Center's online network of electronic activists. The next week, Dr. Gary Cass, Executive Director of the Center, delivered the petition, signed online by more than 238,000 people, to the White House. The petition asked President Bush to nominate to the High Court "only those nominees who uphold the original meaning of the Constitution, defend the right of people to publicly acknowledge God, and affirm that children in the womb deserve the same legal protection the rest of us enjoy."

The day after the White House petition delivery, the Center ran a full-page ad in *The Washington Times*, asking the President to "Give us back our Constitution" by choosing a justice who will uphold the Constitution.

Dr. Kennedy later applauded the selection and Senate confirmation of John G. Roberts, Jr., to serve as Chief Justice. He called Roberts' confirmation "an auspicious event for America" that "foreshadows, I pray, a return to the rule of constitutional law on the High Court."

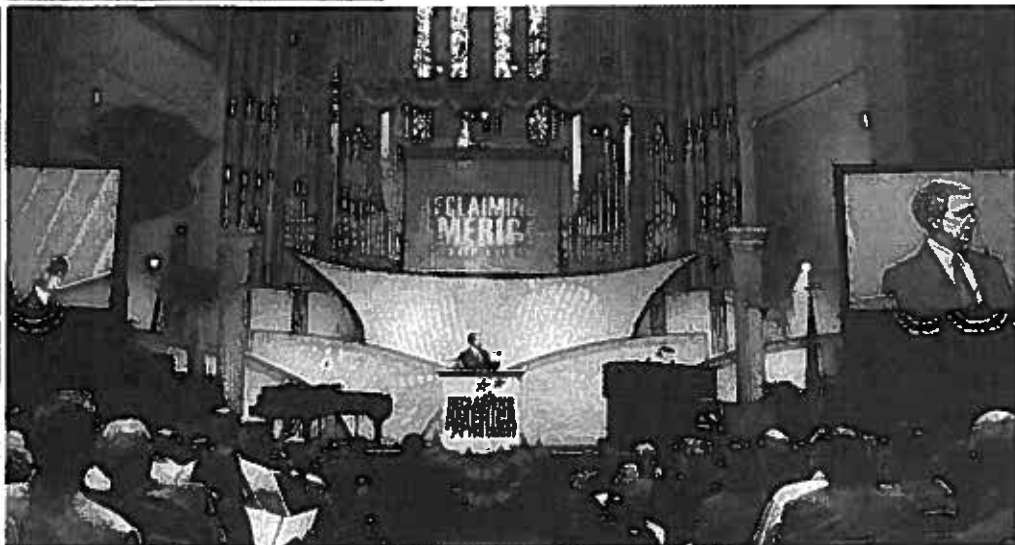
EVANGELICALS CELEBRATE, FOCUS ON FUTURE

More than 900 evangelical Christians from 40 states gathered in Fort Lauderdale to celebrate their agenda's advance and to secure training to become more effective agents of moral renewal in American culture.

"We've got the Holy Spirit's wind at our back," Dr. Richard Land, moral issues spokesman for the Southern Baptist Convention, told the Reclaiming America for Christ conference, held February 18-19. Dr. Gary Cass, Executive Director of the Center for Reclaiming America for Christ, said, "We can't sit back on these victories, but must prepare ourselves to reclaim America for Christ by leading for generations." Cass told attendees he was "excited to dream dreams with you" and called those in attendance "America's best hope for the future."



GRASSROOTS TRAINING Below, more than 900 people attended the 2005 Reclaiming America for Christ conference in Fort Lauderdale. Below left, a life-size replica of the Liberty Bell was hung to open the 2005 Reclaiming America for Christ conference.



SENDING A MESSAGE The Center urged President Bush in a full-page newspaper ad to nominate a Supreme Court justice who will rule according to the Constitution.



MR. CHIEF JUSTICE Dr. Kennedy speaks with Chief Justice John G. Roberts, Jr. at the White House, after Roberts' Senate confirmation.



Dr. Gary Cass, right, presents Sen. Sam Brownback (KS) with 50,000 petitions asking the Senate to pass the "Unborn Child Pain Awareness Act," a measure to require that women seeking abortions are told about the pain their unborn children will experience prior to their deaths.

Creation Studies Institute

"The most effective way we can win this evolutionary war is at the ground level. We have to fight this battle in the classroom, so that future generations will be trained to be soldiers for our Creator. This is the time to seize the moment."

Tom DeRosa



FROM CREATION TO CHRIST

The Creation Studies Institute is a national creation outreach that offers biblical and scientific answers to evolution's false claims. CSI seeks to "bring people to Christ through the message of Creation," said Executive Director Tom DeRosa. "When people see the Creator God, they can be brought to Christ." CSI offers "Hands-on Creation Workshops," a weekly radio program, seminars on creation studies, a Creation Discovery Center in which Ice Age and Dinosaur fossils are exhibited, a series of CSI-published science activity workbooks, and creation field expeditions. The Creation Studies Institute also hosts a Dinosaur Dig each summer in Montana and sponsors Ice Age Fossil Floats on the bone-rich Peace River in southwest Florida.

NOT THE FOSSILS, JUST THE LIE

Skip and Cheryl Snelson had been avid fossil hunters and evolutionists for over 30 years. But they rejected Darwinism and stopped fossil hunting in 2000, when they both committed their lives to Christ. To them, fossils were connected to evolution and not consistent with the creation truth revealed in Genesis. "We became believers and it hit us," recalls Skip. "We can no longer do this."

From 2000 until February 2005, they let their basement full of fossils and literature sit, not knowing what to do with their treasured collection. "It just all stopped, like you turn off a faucet," said Skip. "We didn't see our friends. We didn't visit the museum."

That changed in 2005 when they discovered, to their great excitement, that the Creation Studies Institute was sponsoring a fossil-hunting trip on Florida's Peace River. They went on their first Fossil Float in April and "both felt an immediate connection and shared interest. It was a joyful and wonderful experience," Cheryl said.

"We found that we didn't have to give up fossils—just the lie," said Skip.

RETURNING GOD TO SCIENCE INSTRUCTION

Tom DeRosa thinks America's elite science education associations "have missed the point of making science education relevant and exciting." He notes that the President's Council of Advisors on Science and Technology reported in 2004 that U.S. high school students are seriously behind their peers in other nations.

Returning the Creator God to the curriculum would reignite student enthusiasm and "give it a focus that has been missing for years," DeRosa said.

The CSI effort to reintroduce God to science instruction is in its first phase. Four booklets were produced in 2005 in four areas of science: anatomy, chemistry, botany, and physics. The workbooks, all with color illustrations, include activities that engage students in the discovery process and encourage them to think. Plans call for a total of 12 booklets to be produced.



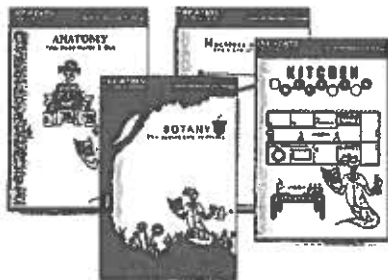
POSSIBLE FOSSIL? Tom DeFries, left, Executive Director of the Creation Studies Institute, examines a find on Peace River



A boy holds up a shark's tooth found on the Peace River during a CSI Ice Age Fossil Float



THRILLED TO RETURN Recent Christians Skip Snelson, left, and his wife Cheryl, were delighted to discover CSI in 2005. Former evolutionists and long-time fossil collectors, they attended a CSI Fossil Float and were thrilled to return to their much-loved avocation—this time as creationists



CSI produced four science instruction booklets in 2005



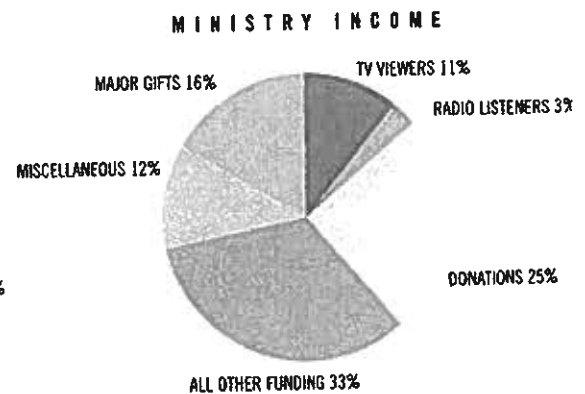
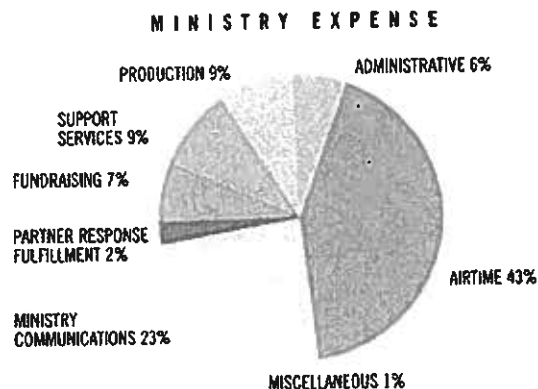
Fourteen people from five states joined CSI's first "Dinosaur Dig" in Montana. The dig unearthed bones from a large Triceratops.

Financials

Coral Ridge Ministries relies on the grace of God and the voluntary gifts of friends to support this international outreach. We adhere to the highest financial standards and are members in good standing of the Evangelical Council for Financial Accountability (ECFA). Our independently audited financial report is below.

STATEMENTS OF FINANCIAL POSITION

ASSETS	YEARS ENDED DECEMBER 31	
	2005	2004
ASSETS		
Cash and cash equivalents	\$ 3,350,728	\$ 3,915,978
Marketable securities	2,251,997	2,600,000
Inventories	808,495	757,835
Restricted cash and cash equivalents	1,727,072	—
Restricted investments	3,582,188	2,972,911
Prepaid rent	541,305	569,828
Property and equipment, net	853,917	475,042
Other assets	341,171	257,374
TOTAL ASSETS	\$ 13,456,873	\$ 11,548,968
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$ 5,545,329	\$ 4,772,146
Liabilities for annuities and trusts	2,023,052	1,616,274
Total liabilities	7,568,381	6,388,420
NET ASSETS		
Unrestricted	1,979,878	3,181,505
Temporarily restricted	3,908,614	1,979,043
TOTAL NET ASSETS	5,888,492	5,160,548
TOTAL LIABILITIES AND NET ASSETS	\$ 13,456,873	\$ 11,548,968



STATEMENTS OF ACTIVITIES

	YEARS ENDED DECEMBER 31	
	2005	2004
CHANGE IN UNRESTRICTED NET ASSETS		
Public support and revenue:		
Contributions	\$ 36,482,985	\$ 37,123,064
Interest and other revenue	418,884	423,558
Gains on annuities and trusts	405,716	434,834
TOTAL PUBLIC SUPPORT AND REVENUE	37,307,585	37,981,456
Net assets released from restrictions:		
Satisfaction of use restrictions	19,698	696,916
TOTAL PUBLIC SUPPORT AND REVENUE AND NET ASSETS RELEASED FROM RESTRICTIONS	37,327,283	38,678,372
Expenses:		
Program activities:		
Media broadcasting	16,397,493	15,359,309
Cultural Mandate activities	6,635,308	6,622,315
Constituency fulfillment	909,827	1,185,153
Television and radio production	3,327,839	3,289,129
Viewer/listener services	3,623,393	3,928,109
Center for Christian Statesmanship	816,184	886,453
Center for Reclaiming America	1,442,502	905,197
Support of other Christian organizations	424,753	395,521
TOTAL PROGRAM ACTIVITIES	33,577,299	32,571,186
Supporting activities:		
Fundraising	2,612,145	3,026,406
General and administrative	2,339,466	2,107,982
TOTAL SUPPORTING ACTIVITIES	4,951,611	5,134,388
TOTAL EXPENSES	38,528,910	37,705,574
CHANGE IN UNRESTRICTED NET ASSETS	(1,201,627)	972,798
CHANGE IN TEMPORARILY RESTRICTED NET ASSETS		
Contributions	1,949,269	1,707,260
Net assets released from restrictions	(19,698)	(696,916)
CHANGE IN TEMPORARILY RESTRICTED NET ASSETS	1,929,571	1,010,344
CHANGE IN NET ASSETS	727,944	1,983,142
NET ASSETS – BEGINNING OF YEAR	5,160,548	3,177,406
NET ASSETS – END OF YEAR	\$ 5,888,492	\$ 5,160,548

Financials

STATEMENTS OF CASH FLOWS

	YEARS ENDED DECEMBER 31	
	2005	2004
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 727,944	\$ 1,983,142
Adjustments to reconcile change in net assets to net cash flows from operating activities:		
Depreciation	209,348	304,170
Noncash rent expense	28,523	28,523
Noncash contributions	(442,219)	(659,193)
Change in inventories	(50,660)	(68,113)
Change in restricted cash and cash equivalents	(1,727,072)	—
Change in restricted investments	(609,277)	(616,379)
Change in accounts payable and accrued expenses	520,733	(695)
Change in liabilities for annuities and trusts	406,778	206,035
Change in other operating assets and liabilities	(83,426)	14,807
NET CASH FLOWS FROM OPERATING ACTIVITIES	(1,019,328)	1,192,297
CASH FLOWS FROM INVESTING ACTIVITIES		
Proceeds from maturities and sales of marketable securities	1,039,851	786,501
Purchases of marketable securities	(250,000)	(1,600,000)
Purchases of and improvements to property and equipment	(335,773)	(341,813)
NET CASH FLOWS FROM INVESTING ACTIVITIES	454,078	(1,155,312)
NET CHANGE IN CASH AND CASH EQUIVALENTS	(565,250)	36,985
CASH AND CASH EQUIVALENTS – BEGINNING OF YEAR	3,915,978	3,878,993
CASH AND CASH EQUIVALENTS – END OF YEAR	\$ 3,350,728	\$3,915,978

For additional information, please request a copy of our audited financial report.



BOARD OF DIRECTORS

Coral Ridge Ministries is privileged and blessed to have a board composed of men and women with exceptional capacity, background, experience, and commitment to our mission. We thank God for their service and leadership rendered with excellence.

Dr. D. James Kennedy, President
Pastor, Speaker, Author

William T. Allen
President, Riverside Mallards

James B. Carlson, Vice President
CEO, Restaurant and Profit

Richard DeVos
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Allen Forbes
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Gladys Israels, Secretary
Realtor, Cornerstone Realty Group

Ronald J. Kowack
Chairman/CEO, Kowack Securities

Richard Penney, Treasurer
President, Aquarium

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President, DIRECTV Latin America

Gene Sitter*
President/CEO, Gene Sitter Group

Everett Sorensen
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Cardiologist, Holy Cross Hospital



P.O. Box 1950
Fort Lauderdale, FL 33308
800-220-1928
www.coralridge.org

EXHIBIT 2

D. CRYSTAL CATHEDRAL MINISTRIES

CRYSTAL CATHEDRAL

Celebrating 45 Years of Service to the World!

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New Hope

[Optimal Stress: Making Stress](#)

April 4, 2004

[I am not ashamed of the Gospel, because it is the power of God for the salvation of everyone who believes... — Romans 1:16](#)

[New Hope Online Counseling is here for you](#)

This Sunday at the Crystal Cathedral

[Click for complete visitor's information](#)

HOUSES OF POWER

SUNDAY, APRIL 4, 2004

9:30 & 11 AM - Dr's. Schuller I & II
 Celebrate the Promise of a New Year at the Crystal Cathedral. Be inspired by life-enhancing messages and exciting interview and music guests!



Join Drs. Schuller I & II and be inspired with hope for the future and encouraged to dream big dreams during worship services.

Harmonic Brass of Munich

Special Guests: Ken Behring, Elizabeth Stefanko and the Harmonic Brass of Munich.

1 PM - Hispanic Service lead by Dr. Luis Lemos.

6 PM - Sunday Evening Service

We welcome Jesus and the Disciples from the Glory of Easter East, and the Crystal Cathedral Children's Choirs in a Palm Sunday Processional, plus the Cathedral Chorale, The Crystal Cathedral Ensemble & Combo and Dr. Lawrence Wiles with a special Bible Study

The Harmonic Brass of Munich, Ken Behring

Ken Behring of the Wheelchair Foundation.

Holy Week Services

Monday - Thursday, April 5 - April 8, 12:15pm in the Crystal Cathedral

Good Friday

April 9, 12:15pm Communion service in the Crystal Cathedral with Dr. Robert H. Schuller & Dr. Robert A. Schuller
8 p.m. Communion services in the Arboretum

Eight Easter Sunday Services

8:15am, 8am, 9am, 10am, 11am, 12noon, 1pm (hispanic), 6pm (evening)

Come listen to Drs. Schuller's message of redeeming hope-filled faith! Special music guests include: The Gatlin Brothers, Devon Guthrie, trumpet virtuoso Jens Lindemann, plus the Crystal Cathedral Choir and Hour of Power Orchestra

[Ruby Cross Necklaces 2004](#)

Please help the Hour of Power continue with a \$20 investment.

[Invest in The Hour of Power](#)

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Joah Turner

[This Week on the Hour of Power](#)

[Visit the Hour of Power web site to see this week's Message, Guest Interview and Special Music](#)

HOUR OF POWER

Watch the Hour of Power on the Lifetime Channel. [Click for TV Listings Information](#)



Sign up to receive free regular e-mail with a positive message from Dr. Schuller

Enter your email address

Subscribe

Already have an account? [Click here to login.](#)



[Investing in the Future of the Faith!](#)



[Crystal Cathedral to Transform Homes into "Houses of Power!"](#)

Once a week, every week, during the message and the music, we are inspired to become all that God has designed us to be! But that's just one day a week. How much better it would be if we could add the blessing of positive day-to-day relationships with others in our congregation, as well as with neighbors and friends. And now we can!

[Work for You](#)

Many people I talk to think stress is bad. That isn't necessarily so. Stress is an inevitable part of living. In fact, I've found that people who from time to time are not experiencing and growing through some stress - challenges, struggles, conflicts, pain - probably aren't living a very active or full life.



[Possibility Living Begins Now!](#)

A Conversation with Dr. Robert A. Schuller and Dr. Douglas D'Siena

We invite you to walk the road of Possibility Living by viewing a chapter by chapter interview discussion by Dr. Robert A. Schuller and Dr. Douglas D'Siena, the authors of the book: Possibility Living - Add Years to Your Life and Life to Your Years! Your journey toward a Possibility Living fulfilled life can begin now!

Events @ CCM

[The Glory of Easter](#)
March 26 - April 10, 2004

[Possibility Thinkers Coaching Network](#)
May 11-12, 2004

[Men's Leadership Summit](#)
May 13-15, 2004

HOUR OF POWER

FROM CRYSTAL CATHEDRAL MINISTRIES

WATCH THE HOUR OF POWER!

CLICK FOR COMPLETE TV LISTINGS IN YOUR AREA

SAT TRINITY BROADCASTING
6PM PST

SUN DISCOVERY LIFETIME
7 AM EST/PST 8 AM EST/PST

June 19, 2004

[New Hope Online Counseling is here for you](#)

"Even though I walk through the valley of the shadow of death, I fear no evil, for thou art with me, thy rod and thy staff, they comfort me." - Psalm 23:4

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CRYSTAL CATHEDRAL MINISTRIES

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Start a House of Power with "Experiencing the Passion of Jesus Christ!"

Designed for small groups, Christian education, and one-on-one meetings, this study guide helps readers discuss the inspiring movie about the Passion of Christ.

Ten Ways to Find A Church

Think Global, Act Local. Find a church that believes in Possibility Thinking!



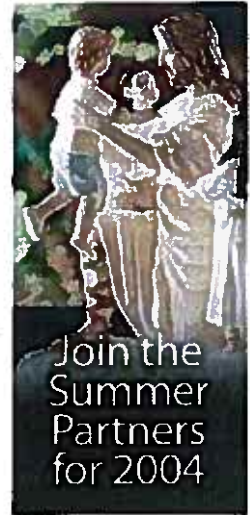
A New Name from God Will Free You of Shame!

What do you say to yourself about yourself? Do you feel about yourself as our God of grace does? As a psychologist everyday I get inside the heads of people who are struggling. Here's what I hear: I blew it. I'm a failure... I've been abused. I'm a victim... I gave in again. I'm an addict... I'm alone. I'm just a loner... I can't lose weight. I'm unattractive.



Possibility Living Begins Now!

A Conversation with Dr. Robert A. Schuller and Dr. Douglas DiSiena



[Join the Summer Partners for 2004](#)

Please help the Hour of Power continue with a \$20 investment.

[Invest in The Hour of Power](#)

See more clubs and offers from the Hour of Power.



[Get your Ticket to Heaven](#)

[Crystal Cathedral Gift Store Features](#)



[Finding God In The](#)

We invite you to walk the road of Possibility Living by viewing a chapter by chapter interview discussion by Dr. Robert A. Schuller and Dr. Douglas DiSiena, the authors of the book: Possibility Living – Add Years to Your Life and Life to Your Years! Your journey toward a Possibility Living fulfilled life can begin now!

Events @ the Crystal Cathedral

[Crystal Cathedral Family Camp](#)
Aug 5-8, 2004

[The Glory of Christmas](#)
November 26 - December 30, 2004

[New Hope Online Needs You](#)
Volunteer to be a New Hope Counselor
from your home computer

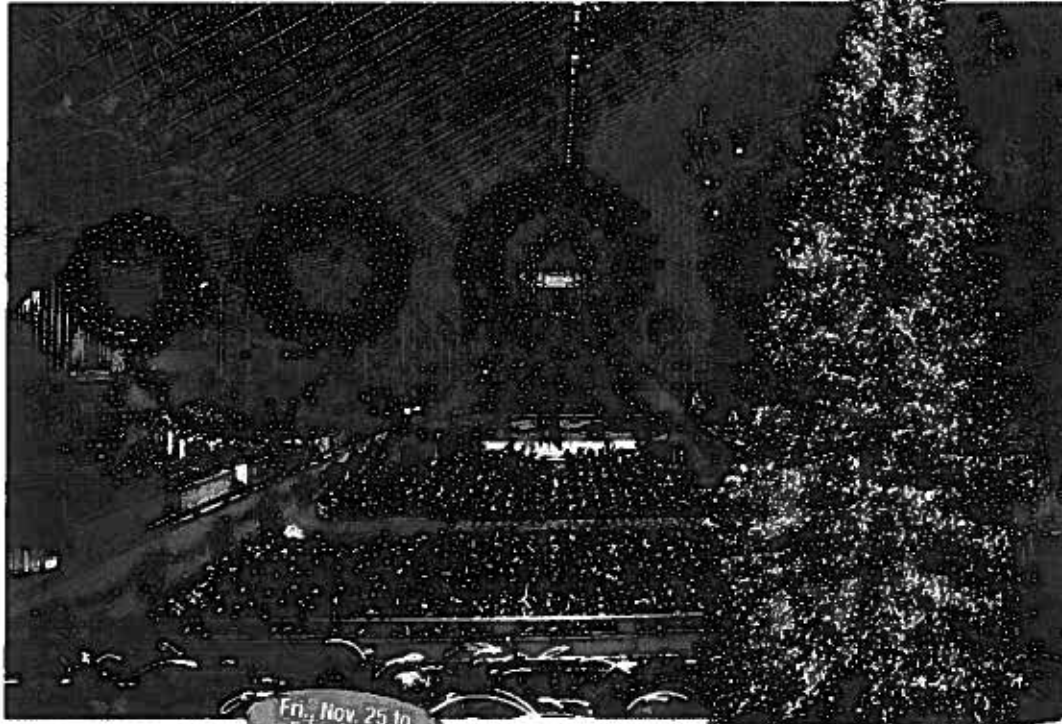


Visit other Hour of Power web sites around the world:

SHOW #	VTR	AIR	GUEST
	2004	2004	
1777	2/15/2004	2/22/2004	Dr. Laura Schlessinger (radio host)
1778	2/22/2004	2/29/2004	Jim Caviezel (actor)
1779	2/29/2004	3/7/2004	Naomi Judd (actress)
1780	3/7/2004	3/14/2004	The Oak Ridge Boys (musicians)
1781	3/14/2004	3/21/2004	George Foreman
1781	3/14/2004	3/21/2004	Josh Turner (musician)
1787	4/25/2004	5/2/2004	Natalie Grant (musician)
1788	5/2/2004	5/9/2004	Andrea Jaeger (tennis pro)
1793	6/6/2004	6/13/2004	Maria Shriver
1794	6/13/2004	6/20/2004	Dr. Timothy Johnson (medical correspondent)
1807	9/12/2004	9/19/2004	John Tesh (musician)
1807	9/12/2004	9/19/2004	Stephen Baldwin (actor)
1808	9/19/2004	9/26/2004	Dr. Michael Guillen (science correspondent)
1809	9/26/2004	10/3/2004	Michael Landon, Jr. (actor/director)
1812	10/17/2004	10/24/2004	Marilyn McCoo & Billy Davis Jr. (musicians)
1814	10/31/2004	11/7/2004	Val Kilmer (actor)
1817	11/21/2004	11/28/2004	David Bach (financial correspondent/author)
1819	12/5/2004	12/12/2004	Dr. Phil McGraw (talk show host)
1821	12/19/2004	12/26/2004	Ann-Margaret (actress)
	2005	2005	
1822	11/21/2004	1/2/2005	Mannheim Steamroller (musicians)
1825	1/16/2005	1/23/2005	General Chuck Yeager (military)
1827	1/30/2005	2/6/2005	Ruth Graham (wife of evangelist)
1828	2/6/2005	2/13/2005	Dr. Martin Seligman (professor/author)
1831	2/27/2005	3/6/2005	Janet Evans (olympic athlete)
1833	3/13/2005	3/20/2005	Art Linkletter (comedian)
1835	3/20/2005	4/3/2005	Ronan Tynan (musician)
1837	4/10/2005	4/17/2005	Coretta Scott King
1844	5/22/2005	6/5/2005	Blind Boys of Alabama (musicians)
1849	6/26/2005	7/10/2005	Rebecca St. James (musician)
1852		7/31/2005	Kathy Ireland (model/business woman)
1861	9/25/2005	10/2/2005	Bill Paxton (actor)
1862	10/2/2005	10/9/2005	Twila Paris (musician)
1871	12/4/2005	12/11/2005	Douglas Gresham (producer)
1872	12/11/2005	12/18/2005	Steven Curtis Chapman (musician)
1873	12/18/2005	12/25/2005	Kathy Mattea (musician)



Celebrate the Beauty of Christmas!



Fri., Nov. 25 to
Fri., Dec. 30

Crystal Cathedral Family Christmas Possibilities for YOU!

- 12/1 - 12/30 *The Glory of Christmas*
- 12/10 Happy Birthday Jesus Party (pg. 8)
- 12/11 The Coming Messiah (pg. 5)
- 12/11 Dickens Sunday (pg. 8)
- 12/13 Women's Christmas Potluck (pg. 10)
- 12/24 Christmas Eve Services (pg. 1)



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Joy of Giving	16

25 Years of "The Glory of Christmas" By Jeanne Dunn

The Glory of Christmas opened in the beautiful Crystal Cathedral in 1981 with hopes of bringing the beauty and majesty of Christmas through a unique and inspiring venue. Set in the sparkling, all-glass cathedral, the staging and drama of the original *The Glory of Christmas* was the dream of the Crystal Cathedral's Founding Pastor, Dr. Robert Schuller. In building the Cathedral, it was always Dr. Schuller's hope and prayer that it would host and house a new and

Glory continued on page 13



Experience the Most Beautiful Christmas Eve Candlelight Services in the World!

Bring your family to experience one of the seven magnificent candlelight services on Saturday, December 24. Amidst sparkling Christmas trees inside the Crystal Cathedral, experience a holiday wonderland as snow falls silently all around you.

Robert Schuller I and Robert Schuller II celebrate the holiday season as they lead the famous Crystal Cathedral Candlelight Christmas Eve Services.



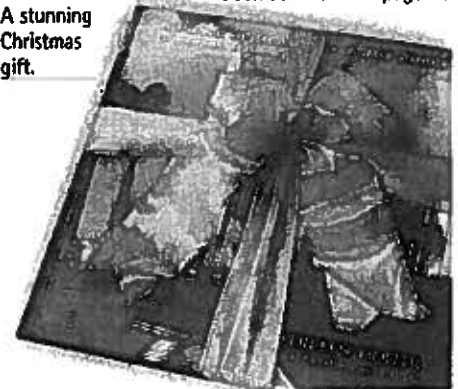
Accompanied by the Hour of Power Orchestra, the 100-voice Crystal Cathedral Choir, and the Crystal Cathedral Academy Children's Chorus, join in singing all of our favorite carols. Roger Williams will be, once again, at the piano, plus enjoy the music of singer-songwriter Ken Medema, and vocalists Nita Whitaker and Ryan Lisack. (For full details, see ad on pg. 2.)

Bring the Beauty of the Crystal Cathedral into Your Home this Christmas!

A Place of Beauty - A Joy Forever brings the breathtaking beauty of God's creation, as seen in the glorious Crystal Cathedral grounds, right into your own home. "This book has been four years in the making - fifty years if you go back to the beginning," says Dr. Robert H. Schuller. "It's incredible."

Book continued on page 14

A stunning Christmas gift.



CELEBRATE THE BEAUTIFUL CHRISTMAS SEASON

Exciting Sunday Mornings, 9:25 & 11:05am in the Crystal Cathedral



Sunday, December 4

Celebrating C. S. Lewis and the new film, **"The Lion, the Witch and the Wardrobe"** with special guests **Michael Flaherty**, president of Walden Media; **Douglas Gresham**, the son of C. S. Lewis; and popular Christian recording artist **Nichole Nordeman**, performing music from the new film.

Sunday, December 11

ESPN reporter and former NCAA basketball coach **Mark Gottfried**, plus Grammy-winning recording artist **Steven Curtis Chapman**.

Sunday, December 18

Stater Bros. CEO **Jack Brown** and recording artist **Charles Billingsly**.

Seven

GLORIOUS CHRISTMAS EVE CANDLELIGHT SERVICES!

Saturday, December 24

3pm, 4:30pm, 6pm, 7:30pm, 9pm, 10:30pm & 12 midnight (bilingual)

Featuring outstanding music from legendary pianist Roger Williams, singer/songwriter Ken Medema, and the renowned Crystal Cathedral Choir and Symphony Orchestra.



Douglas Gresham

Michael Flaherty



Nichole Nordeman



Steven Curtis Chapman



Jack Brown



Mark Gottfried



Ken Medema



Roger Williams

COMPLEMENT YOUR SUNDAY WORSHIP EXPERIENCE...

BIBLE Fellowship GROUPS

Take the next step and become more involved with your Crystal Cathedral church Family! Bible teaching, fellowship, prayer partnering and loving care are what we offer you. Just drop in, or call 714-971-4325 for more details.

ADULT BIBLE FELLOWSHIP 10:45am, F.C., Floor 3 Join this friendly group as Dr. Muffin presents an enlightening Bible Study through scripture, praise, and prayer. (See pg. 11.)

AMERICAN DREAM BUILDERS 11am, F.C., Room 234 Learn practical, God-centered life application skills to help you find and build your dreams in the areas of your personal, family, career and spiritual life. Led by Paul and Grace Park.

ASIAN-AMERICAN FELLOWSHIP 11am, Tower Chapel This very special group, led by Joseph Chun and David Cooper, worships, sings, and prays together, followed by fellowship and potluck.

BECOMERS 9-10:30am, F.C., Room 230 Led by Dr. Jim Kok, this dynamic, large group meets in a room filled with unquestioned support, heartfelt prayer, and loving fellowship.

CAREER BUILDERS 9:30-10:30am, Tower of Hope, Floor 3 This class helps to apply faith to lives and careers by focusing on personal and professional growth in a Christian context.

CATHEDRAL SINGLES 11am, F.C., Floor 4 Learn more about God, make friends, and celebrate in this dynamic group of mature singles led by Dr. Sande Herron. (See pg. 11.)

CHRISTIAN LIFE FELLOWSHIP 9:15am, F.C., Room 220 Here you'll find warm hospitality, conversation, coffee and snacks in a place where Jesus Christ is Lord and love is alive!

EARLY BIRD BIBLE STUDY 8:25am, Tower of Hope, Floor 3 Prayer, great Bible application studies by Ray Larson, warm fellowship, and refreshments ignite our day of worship!

EXPLORERS OF FAITH 11am, Tower of Hope, Floor 3 Chuck Hahn helps this group to explore and discover God's timeless faith lessons through modern applications.

FRIENDS4LIFE 11am, F.C., Room 230 Join young couples and parents who are intensely seeking to love and honor God with their whole lives. (See pg. 9.)

HOMEBUILDERS 8:45-10:30am, Art Gallery This dynamic, large group of mature adults led by Rev. Glenn DeMaster meets for loving fellowship, heartfelt prayer, and unquestioned support. (See pg. 11.)

NEW COMMUNITY SEMINARS 11am, Art Gallery Pastor Terry Nyhuis leads this growing group that offers a verse-by-verse study of key biblical books and a place to belong.

NEW HORIZONS 11am, Tower of Hope, Floor 2 Bible study, prayer, missions and fellowship are the foundations of this friendly group led by Pastor James & Yvonne Richards.

REJOICERS 9am, F.C., Room 127 Celebrate with this class for the developmentally disabled. Enjoy lively Bible studies with visual aids and social activities.

more on sunday

Children/Nursery Sunday School: 9:25 & 11:05 a.m., in the Family Life Ctr.

Youth Sunday Fellowship: 9:30 a.m., in Family Life Center 11 a.m. in C.C. West Balcony.

Hispanic Sunday Services: 1 p.m., in C.C. with Pastor Luiz Lemos. Spanish to English translation available in So. Balcony. Also, 6:30 in the Tower Chapel.

Sunday Evening Service: 6 p.m. in the Arb. or C.C. Worship and Bible Study with Dr. Lawrence Wilkes, the Crystal Cathedral Ensemble and Choir.

Adult Bible Fellowship: Various times and locations. See listing at right, or call 714/971-4251.

The Gathering: 7 p.m. in the Welcoming Center with pastor Robby Schuller. (See pg. 9.)

calendar of events

For further information about any of the events listed in the calendar, go to the page indicated: (1) = pg. 1.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
DECEMBER 2005					
4	5	6 Veterans Fellowship (5)		9 Lead Like Jesus (10)	10 Lead Like Jesus (10) Happy Birthday Jesus Party (8)
11 The Coming Messiah (5) Dickens Sunday (8)	12 	13 Women's Christmas Potluck (10)		16	17
18	19 Homebuilder's Christmas (15)	20	21 FIRST DAY OF WINTER		24 Christmas Eve Services
25 CHRISTMAS DAY	26 	29	30 The Glory of Christmas Closing Night		31 NEW YEAR'S EVE

every week

at the Crystal Cathedral

monday

Men's Basketball League, 6pm, FLC-gym 971-4110
American Dream Builders, 7pm, RSC-221 ... 562-402-1424

tuesday

WOW! Women's Bible Study, 9am, AG 971-4080
Men's Basketball League, 6pm, FLC-gym, 971-4110
Cathedral Singles, 7pm, FLC-4 971-4061

wednesday

Men's Bible Study, 7am 971-4236
Beginning Bible 101, 9:30-11:30am, T-2 971-4236
Women at the Well, 11:30am, FLC-3 971-4271
Sr. High, 7pm, FLC-gym 971-4180
Parents' Place, 7-8pm, T-9 971-4236

thursday

Men "Top Gun" Bible Study, 7-8:15am, T-3 971-4236
Toastmasters, 7am/7pm, T-2 971-4123

friday

Prayer Meeting, 7-8am, T-2 971-4031
Jr. High, 7pm, FLC-gym 971-4180

saturday

Men's Bible Fellowship, 7am, FLC-221 971-4236
Open Gym Basketball, 7:30-10:30am, FLC-gym. ... 971-4110
Aerobics, beginning step, 9-10am 971-4110
Laubach/ESL/Literacy, 9:30am - noon, FLC-3. 971-4325

sunday

Young Adults, 7pm, CHP 971-4180

AG= Art Gallery ARB= Arboretum BKS= CC Books & Gifts
CC= Crystal Cathedral CHP= Chapel-in-the-Sky
FLC= Family Life Center LL= Lower Level LNG= Lounge
RCH= Rancho Capistrano T= Tower of Hope

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1 NEW YEAR'S DAY	2	3 Veterans Fellowship (5)	4 Church Family Night Live Kick-Off (8)	5 "Forgiveness" Series (11)	6 Winter Camp (8)	7 Winter Camp (8)
8 Winter Camp (8)		11 Church Family Night Live Begins (8)	12 Travel Luncheon (11)	13 VETERAN'S DAY	14	
15 Gospel/Blues Sunday	16 MARTIN LUTHER KING DAY	17	18 Church Family Night Live (8)	19 "Forgiveness" Series (11)		
22	23 Logos Bible Study begins	24	25 Church Family Night Live (8)	26 "Forgiveness" Series (11)		28 Coming... Children/ Youth Auction: March 5 Men's Conference: Mar. 24-25
29	30	31	JANUARY 2006			



Crystal Cathedral Today
Now by e-mail and online!

Go to www.crystalcathedraltoday to sign up to receive this monthly publication, the #1 source of Crystal Cathedral information!



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CRYSTAL CATHEDRAL TODAY!

Second Front Page

Gene Reucker, the Trumpet Player

By Dr. Jim Kok, Pastor of Care Ministries

In 1981, Gene Reucker, recently devastated by a broken marriage, was invited by friends to go to church at the Crystal Cathedral. He was curious about the place, but knew nothing about the ministry or the popular preacher.

Gene, who can point to the exact seat in the West Balcony where he sat that morning, says, "Immediately I felt the presence of God. I was so desolate, and when Dr. Schuller said, 'God loves you,' I felt it in my heart and it moved me deeply and totally. I was feeling so unloved." The positive message, says Gene, "built up my confidence and encouraged me enormously." Life had become "hard work," and the Crystal Cathedral gave him the lift he needed to keep going.



Gene and Linda Reucker

Gene was familiar with hard work. His parents had insisted all their children go to college, but to do so they had to pay their own way. All through high school Gene worked in the Hughes Aircraft commissary, so when he walked into Cal State University, Long Beach he had \$10,000 in the bank. During college, he had jobs as Assistant Band Director at the university and at Long Beach City College, plus all the other gigs (including Disneyland) he wanted.

He graduated debt free, Cum Laude as a music major, and was soon hired by the Selmer Band Instrument Company to teach youngsters to play. Gene was eventually named the National Director, and moved to the mid west. His dad's

Reucker continued on page 14



photos by Pam MacCorm

A Sparkling "Holiday" Success!

By Michelle Cavinder, Director of Women's Ministry

"Holidays on Parade" was a smashing success! On Tuesday evening, Nov. 15, the Arboretum was filled with over 300 women who enjoyed the beauty of over 36 uniquely decorated tables. The Crystal Cathedral Academy Strings serenaded us with holiday music while we enjoyed a delicious meal served by the men of the church. We then enjoyed a wonderful rendition of "We Need A Little Christmas" from the musical *Mame*. After a scrumptious dessert, we were presented a play written and directed by our Crystal Cathedral Academy Drama teachers, Cindy and Sandy Teske. To top it all off, Bradley Baker, a Crystal Cathedral favorite, sang "O Holy Night." This truly was a marvelous way to begin the Holiday season. Thank you to Harold Shaw and "All the Kings Men" for serving us so lovingly!

MUSIC & MORE

Upcoming Concert: Denver and the Mile High Orchestra!

They're coming back! After popular appearance on the Hour of Power and during Sunday church services, and an unforgettable concert for the Crystal Cathedral church family last in October, 2004, Denver and the Mile High Orchestra return for another concert on Sunday evening, January 22.

"In an age when new bands come and go with the wind," bandleader Denver Bierman says, "the only way you can explain that a Christian 'big band' is still going strong after five years is that God must be up to something. So our job is just to keep moving forward and make sure He gets all the glory!"



Denver and the Mile High Orchestra

110 Sunday morning at 8 a.m. wearing a plain colored top and black skirt. For more details, call 714-971-4150.

Crystal Cathedral Academy Theater Productions

After a successful run of "The Legend of Pocahontas" in November, the Crystal Cathedral Academy moves into their 2006 schedule of theater productions in the beautiful, new Freed Theater. Designed to entertain all ages, make it a

Music continued on page 13

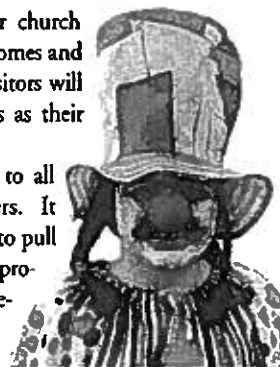
Family Fall Fest Was Fantastic!

By Beth Keppel, Director, Elementary Sunday School

What a great night it was for families as the Cathedral opened its gates to our church and the community. Over 2,700 came through the night to enjoy attractions, food, game booths and great entertainment. Jill Anderson kicked off the night with a mini concert, followed by the parrot lady and the fabulous "From the Top" kid's dance troupe. More than five barrels of candy kept the kids happy while they visited the game booths, rock wall, ponies, laser tag and giant slide.

Gift baskets, donated by Teddie Black, were raffled off every half hour to the guests who registered at the entrance table. Follow up invitations to our church will be sent to their homes and we pray that these visitors will return and choose us as their church home.

A big thank you to all the many volunteers. It takes a whole church to pull off a huge event that provides a fun, safe wholesome environment for families.



Volunteer Choir - New Year's Day!

Join the Volunteer Choir on New Year's Day and sing during morning worship services. While the regular Crystal Cathedral Choir takes that Sunday off, Cathedral Choir Conductor Don Neuen invites all singers who read music well, and have had formal choral experience to participate. Just show up in Concourse Room

Congregational LIFE

LOGOS MINISTRIES

New Dynamic Study: "The Bible, Plain and Simple"

by Anita Sherbanee, Crystal Cathedral Elder

Start off the New Year right! On Monday evening, January 23, 2006, begin a remarkable Bible Study, The Bible, Plain and Simple, at the Crystal Cathedral. Hosted by Congregational Life Ministries and presented by Dr. Bill Creasy, founder of Logos Ministries, this is a unique opportunity to study the Bible with a world-class Bible teacher.

The Bible Plain and Simple is a verse-by-verse study of the entire Bible, Genesis through Revelation. It consists of weekly, dynamic 2-hour presentations by Dr. Creasy with supporting handouts plus MP3 recordings of all lectures, a high-quality leatherette binder, and no homework! Popular authors, Dr. Norman Geisler and Ralph MacKenzie, call Dr. Creasy a "Bible teacher extraordinaire." His deep knowledge of the literature, languages, history and culture of the Bible; his love for the Scriptures; his dynamic teaching style; and his remarkable sense of humor bring the Bible to life as never before."

Meet Dr. Creasy!

Meet Dr. Creasy by attending his Advent presentation, "The Coming Messiah," on Sunday, December 11, 11 a.m., Freed Theater.

The course consists of three 10-week quarters each academic year, and students can enter the program at any time (cost is \$85/quarter). Over 6,000 students throughout Southern California and Arizona, representing more than 300 churches and 18 denominations, presently attend The Bible, Plain and Simple classes.

To register for this first quarter, call 714-544-

5679 or for further information contact Logos Ministries at 310-915-2007. Please join us for this remarkable opportunity!

HOUSE OF POWER

Remodeled for YOU!

"As for me and my house we will serve the Lord!" - Joshua 24:15

Gathered and scattered all over the world are "Houses of Power." In these homes, one person may participate alone, or a whole family or group of friends may gather together. All it requires is that you make a simple statement of positive faith, and decide to make your home a place of Possibility Thinking and Possibility Living, filled with faith, hope, and love. Nothing more is required to become a "House of Power," but much is available to help you do so!

As the months unfold, more details will be revealed by Pastor Beverly Muffin about the many options and benefits of this expanded and enhanced program. Pastor Muffin now heads up the "House of Power" ministry under the direction of Dr. Robert A. Schuller.

Find out more about it TODAY by calling Pastor Beverly Muffin's office at 714-971-4325, or online at houseofpower.org.

COMMUNITY MISSIONS

Be Blessed to Be a Blessing at Christmastime

Once again, the holiday season, gives us the opportunity to be a blessing. Our hearts are filled with joy and gratitude. When our hearts cannot hold any more, we often feel the need to share the abundance we have with others. "Let your light so

"Make your home filled with faith, hope, and love!"



House of Power

CRYSTAL CATHEDRAL MINISTRIES

shine before men, that they may see your good works, and glorify your Father which is in heaven" (Matthew 5:16).

"Collection Sundays" on the Plaza offer varying projects into which you may pour out your gratitude in Jesus name and, by doing so, give hope through your action of love. Here's what is needed: CANNED FOOD (especially tuna), CLOTHES, DIAPERS, and TOILETRIES, which are sent by the truckload each week as long as the donations keep coming.

This holiday season, open your hearts and give the most you can, remember the more you give the more you have; be a happy giver.



Laubach - ESL- Literacy: "Feliz Navidad!"

By Gudelia Ramirez

Some of you know what it means to know you can understand other language. Immigrants want to be part of this wonderful country, but communication is a major problem. The opportunities to learn English are limited for some interesting reasons: they need to work more time to get enough money to survive. Fear, it paralyzes your thoughts and actions, you cannot even verbalize your needs.

We continue open to help those who cannot speak, read or write English. Our system is open; we enroll students at any time during the year. We have a permanent Tutor Training class. We provide materials for students and tutors, plus we are a friendly team where you can make new friends.

We can impact community life, in positive direction, when these individuals feel a part of our community. Love your neighbor as your self and He will love what you do for Him. Come and meet us on the 2nd floor of Family Life Center (FLC) on Saturday at 9 a.m.

Congregational Life continued on page 13



new member discovery class!

WELCOME TO THE CRYSTAL CATHEDRAL
WE INVITE YOU TO LEARN MORE ABOUT US!

five Sunday morning sessions - 9:00 to 10:30
series begins Jan. 15 in the Family Life Center

Learn more about the Crystal Cathedral Ministry when you join us at our next free-paced, interesting, Fun Fun New Member Discovery Class. You'll learn something new each week.

TO REGISTER: sign up Sunday mornings on the Plaza or call Jan, (714) 971-4072

care & kindness

Need to Talk?

You may call:

714-NEW-HOPE (Adults).

714-NEW-TEEN (Teens).

Professional Counseling Center, 714-971-4222.

Care Ministry, 714-971-4032.

Crystal Cathedral Pastor, 714-971-4000.

NEW HOPE

God's Love, Our Christmas Gift!

By Dr. Bill Gaultiere, Director, New Hope

I'll never forget the scene. A few years ago at Christmas, my wife, kids, and I drove to an apartment complex in a nearby barrio to deliver Christmas presents to a struggling family whose father was in jail. We were excited to deliver these presents, but apprehensive too. We weren't sure what we'd find there. Broken windows and graffiti covered walls? A gang of teenagers roaming the street? However, upon arriving, we discovered that, though it was a poor, rundown neighborhood, it was quiet and seemed safe enough. But to be safe, I gave my wife the car keys and she and the kids waited in the car while I got the presents out of the trunk and walked them up to the door.

When I rang the bell, a boy of about six years old peeped at me through the window curtains, his eyes widening when he saw the stack of presents in my arms. Apparently, he ran and told the other kids in the house because there was an excited commotion inside with kids screaming, laughing, and bouncing off the walls. Suddenly, everything quieted down as the mother opened the door, numerous children peering at me from behind her. Using my limited Spanish I said, "Estés presentes esta para tu familia in el nombre de Jesús Cristo. El padre de los niños mucho amor para tu." One of the kids shouted out something about "Papa" and the mother smiled and said "Gracias." I smiled said "De nada" and left, as the kids started ripping the paper off the packages before they even left their mother's hands.

We all need that same excitement when we open up our presents from our Father who is in Heaven. He has nine wonderful gifts for each of us, called the fruits of the Spirit - love, joy, peace, patience, kindness, goodness, faithfulness, gentle-

ness, and self-control (Galatians 5:22-23). We often think of these characteristics as describing how we ought to be, but this can spoil the fruit if we're not careful. These are fruits of the Spirit - nine expressions of God's care for us, nine soul-nourishing fruits we need to eat and to share with others who are hungry.

In Jesus, God became a man who walked the earth carrying a bottomless basket of his fruit for hungry people. God still passes out His fruit today. Whenever a friend listens, the sun rises or sets, a Good Samaritan helps, a bird sings, and in countless other ways, God is there reaching out to show his love. Yet, so often we miss these divine gifts, don't we? Why do we let ourselves go hungry when the fruit we long for is being passed out all around us?

At Christmas, we celebrate the birth of Jesus, the most powerful expression of God's love, his Christmas gift to us! Aren't you excited to open your Christmas present from God? You don't have to wait until Christmas. God's love is always available. Step into the circle of love today. Sit at the banquet table, invite others to join you, and together feast on the fruit of the Spirit. Just pick a door and open it - thankfulness, worship, helping someone in need, or asking for the help you need - and you'll be celebrating the gift of God's love for you!

God Can Do Wonders Through You!

The New Hope Crisis Counseling Center is looking to train more volunteers. Our next class starts Sat. morning, Jan. 28. Call 714-971-4123 to learn about the upcoming class and the wonders that God can do in and through you!

DR. KOK'S KORNER

"Just Stand with Me"

By Jeff Doss

It came without warning; the dark clouds appeared from almost nowhere. It really didn't matter since there was nowhere to run and hide. The rain poured down in an unforgiving manner and the cold wind blasted my cheeks. The lightning flashed and the thunder clapped

At Christmas, we celebrate the birth of Jesus, the most powerful expression of God's love, his Christmas gift to us!

around me. The storm penetrated my body and soul, left me aching, and frightened.

A friend came by and asked, "Where did this storm come from?" I tried to explain but he interrupted and said, "I have the solution for you." He pulled out an umbrella and put it in my hand. "That'll keep the rain off and you can go about your business," he confidently remarked and proceeded on his way. I opened the umbrella and stood under it, but the wind tore it from my hand and it was gone. The lightning continued in the sky and the thunder still rattled in my ears.

Another friend hurriedly walked by only to stop when I reached out to her. "Why is it raining so hard?" she asked.

"The storm is fierce; I don't know if I'll survive and I don't know why it's raining!" I cried.

"There, there," she assured me, "It'll all work out. Every cloud has a silver lining; the sky will be blue again and the sun's rays will bring you warmth again someday. You must have faith." Feeling good that I had been reaffirmed, she continued on her way. I waited and waited but the storm clouds remained. I couldn't see the blue sky or feel the sun's warmth, just the pounding of the storm.

As my tears mixed with the rain on my face, a stranger walked by and stopped. He looked at my weary face and saying not a word, took my hand and stood next to me. The rain seemed to diminish, the wind to die down and the thunder and lightning faded away. My strength returned and so did my smile. I stood there in the cleansing rain as the stranger let go of my hand and continued on his way.

So when life's storm clouds begin to form, please don't offer me your umbrella. Don't point out the silver lining. Just stand with me in the rain.

Stan Cochran - Elder of the Month

By Dr. Jim Kok

From cowboy and lumberjack to conscientious church leader, that is Stan Cochran's life in a nutshell. Today, Stan is a Lead Elder who exemplifies his commitment and leadership by taking personal care of those church members assigned to him. In late October, one of his flock was hospitalized in a San Bernardino Hospital, so Stan drove the fifty miles to visit him. That kind of care marks a standout Elder.

Born in Salem, Oregon, in 1927, Stan endured the sudden accidental death of his mother when he was three, and a father who battled the bottle. No wonder he left home at age 16! Stan headed for "the cattle industry," a euphemistic way of saying he became a cowboy, rounding up and wrestling cows, calves, and bulls. He got so good at it, he flirted with joining the Rodeo circuit, but changed his mind when he realized he



Bill Gaultiere



Jim Kok

Care continued on page 7

Care continued from page 6

wasn't the man for that life.

Stan temporarily left cattle to serve a memorable tour of duty with the U.S. Army Infantry. He actually worked with the engineering corps rebuilding the harbor at La Havre, France.

After his military duties ended, Stan returned to the cattle industry for a short time and then took a whack at the lumber industry. He became a lumberjack. Over time, he worked his way to the point where he was an expert scaler of timber, which is a skilled job estimating the amount of lumber a tree was likely to yield after being cut down.

Thank God, Stan met Barbara. Both were recovering from failed marriages, and even though Barbara was slow to find affection for Stan after they met, they grew in love and married in 1959. Stan, a nominal Christian, barely informed, forged a partnership with Barbara, a dedicated Bible student. And, due in great part to Barbara's influence, Stan has grown into the committed Christian churchman he is.

Feedback on the "The Miracle of Kindness"

"We want to thank you for writing *The Miracle of Kindness*. We just ordered some more, as we are going to use them in our small group...We're sure God is going to use this book in a mighty way...Because of the book I called an old friend I hadn't talked to for almost 20 years. She said she needed the call. It came just at the right time. Thank you, Al and Jo."

Give *The Miracle of Kindness* to someone you love, a perfect gift for the holidays. The author, Dr. James R. Kok, will be on the Plaza on Sundays,

December 4 and 11, to autograph gift books. *The Miracle of Kindness* is available in the Crystal Cathedral bookstore for \$15.

Downs Syndrome Featured

The 2006 Care and Kindness revival will include the parents of a young man with Downs Syndrome. Dr. Jack and Dottie Wiersma will talk about the joys and challenges they experienced in raising their son Sherman, now age 40. The Wiersma's have three other adult children - one is an R.C.A. Pastor, and two are professional musicians. For information and registration for the March 16-18, 2006 Care and Kindness Conference, call 714-971-4032, or e-mail careministry@crystalcathedral.org.

Care continued on page 12

Join the Club That Will Leave a Lasting Legacy

"Out of the heart are the issues of life" -Proverbs 4:23

Join the club with other forward-thinking Crystal Cathedral members and friends who want to help positively shape and encourage our future generations.

To better prepare our families, our community and our church for the future, the Crystal Cathedral is offering you the opportunity to obtain valuable information about how you may effectively distribute God's gifts in your life when you are finished with them. If interested, you will be invited to small informational gatherings where you will learn more about a

variety of gift planning techniques that will help your family achieve your long-range objectives.

Should your family make the decision to include The Crystal Cathedral Congregation

Endowment Fund in your plans, we will then welcome you into our newly created Crystal Cathedral Legacy Club. This inclusion may be for any amount in a will, living trust, charitable trust, charitable gift annuity, or retirement fund. As the number of Crystal Cathedral Legacy Club families grows, we are assured that they have found a way to permanently express their faith through their long-range plans, helping the ministries of the Crystal Cathedral Congregation to be able to do God's work for generations to come.

If you would like to know more, or if you already qualify for membership in the Crystal Cathedral Legacy Club, call John Charles at 714-971-4039.



"passing the torch to future generations"

The Legacy Club is a group of church friends who are committed to perpetuating our local congregational ministries.

The Angels' Song

A Monthly Devotion by George W. Halsey, Ministering Elder

On a very hot day during a visit to Israel many years ago, I fulfilled a long-held dream of seeing the very place where Jesus was born. Six miles south of Jerusalem, high on a hill, is the Church of the Nativity in the ancient town of Bethlehem. It may be a site of conflict today, as the Israelis and Palestinians struggle to coexist in this Holy Land, but there is no conflict when it comes to the legitimacy of this holy place - all the faiths agree that it is the very spot where Jesus was born.

As I went down into the grotto of Christ's birth, I could see that it did not match my mental picture of the scene from the Bible, in which I envisioned a farm setting in a cave behind an inn. Two thousand years after the event, the place was covered in decorations left by many Christian faiths, and sheltered by an ornate church building. As you enter the actual manger scene, you must bow beneath a low arched doorway that was built to protect this holy site after Mohammedan horsemen invaded the shrine in the thirteenth century.

Helena, the mother of Constantine the Great, had visited the place in 330 A.D. She, being a devout Christian, urged her son to build a beautiful building to preserve the site. So, after over three centuries left exposed to the elements and wrongdoers, the site was finally honored by the mother of the first Christian Emperor, and it is considered, today, to be one of the oldest Christian churches in the world.

After I left the inner sanctum, I stood out in front of the building and imagined the birth as described in the Gospels. I looked up at the sky above, the very place that shepherds saw the brightly shining star on a clear and heavenly night. And then the words from Luke 22:10-14 rang in my ear: "And behold an angel of the Lord stood before them, and the glory of the Lord shone around them, and they were greatly afraid...Do not be afraid, for behold I bring you good tidings of great joy...There is born to you this day in the City of David a Savior who is Christ the Lord...Glory to God in the highest, and on earth peace, goodwill toward men."



family ministries



Families First in 2005!

YOUTH & CHILDREN'S AUCTION

HELP ENCOURAGE THE "NEXT" GENERATION!

Now is a good time to start thinking about donations for the upcoming auction, for as you decorate your house for the holidays, it's the perfect chance to look around for items that could be donated to benefit the young people of our church and give you a tax deduction, as well.

Here are some suggestions for auction donations: collector's items, sports memorabilia, high quality furniture, jewelry, holiday decorations, electronic/computer equipment (new), tickets for sports or musical events, etc.



Last year, with your generous help, we raised over \$55,000 for the youth and children of our church. The donations helped provide playground and classroom equipment, computers, books, counseling scholarships, and furniture, and for all of this we are very grateful. We would like to ask for your support again this year. Won't you please mark Sunday, March 5, on your calendar and plan to invest in the future of the next generation?

To make a donation, call 714-971-4159.

Day with Flamenco music and a medley of chocolate desserts!

Mar. 12 - Irish Sunday: Celebrating St. Patrick's Day with Irish music and dancing, plus scones and other delights!

Apr. 9 - Palm Sunday: Featuring The Glory of Easter music, a Petting Zoo with "Glory" animals, plus hot cross buns.

May 7 - Cinco De Mayo: Featuring the food and music of Mexico!

Cathedral Kidz, Reactive, and Revolution for our children, infants to high school. And for adults, Bible Basix with Kim Kimpel, Parent to Parent with Carole Barber, and MarriageWorks with Bob and Michelle Cavinder.

This exciting Wednesday evening has become, for many church family members, a night of fun and enrichment for all ages. Call 714-971-4159 for more information. If you haven't yet made it a Wednesday night at the Crystal Cathedral a part of your weekly schedule, mark your calendars now!!

FAMILY SUNDAYS

SUNDAY IS FAMILY DAY!

Do you long for a more contemporary worship with your family? Then join us in the cathedral at 9:10 on Sunday mornings. Stay and worship with your family in the cathedral for the first service. Then come on over to the Family Life Center for Sunday school for all ages, Junior High, High School, and Friends4Life (Adult Sunday School). Make Sundays Family Days!



FAMILY NIGHT LIVE!

FOR THE WHOLE CHURCH FAMILY!

After an overwhelmingly successful first Family Night Live session this fall, the Family Ministries Team is excited about the upcoming winter session starting Wednesday, January 4. The first night will kick off with a Family Style dinner at 6 p.m. and a special concert in the Freed Theater at 6:45 to 8 p.m.

On the following Wednesday, January 11, dinner will be followed by break out sessions for all ages. It's

**Winter Session:
Starts Wednesday,
January 4!**

CATHEDRAL KIDZ

4TH-5TH GRADERS - WINTER CAMP AT FOREST HOME! **Jan. 6 - 8, 2006**

There are just a few spaces left for this adventure! You can look forward to a great time in the cabins, good food, outdoor/ night games, fun music and a chance to make new friends. Don't forget to bring extra money for the Malt shop, the Craft shop and the Gift shop. For more info, call Ms. Beth at 714-971-4242. The cost is \$125 for the weekend. (Pray for snow!)

FAMILY EVENTS

ARE YOU COMING TO THE PARTY?

All Preschoolers and their families are invited to come and celebrate Jesus' birthday! On Sat. morning, Dec. 10, 10-11:30 a.m., in the Art Gallery, celebrate with your preschooler the birth of the baby Jesus by bringing a wrapped present for a needy child. Please RSVP to Stephanie at 714-971-4087. The cost is \$10 per family.

SPECIAL PLAZA EVENTS

After services and Sunday School, gather your whole family together to enjoy special themed events designed to be fun for all ages!

Dec. 11 - Dickens Sunday: Featuring Dickens Carolers, Hot Cider and Gingerbread!

Jan. 15 - Gospel/Blues Sunday: Celebrating Martin Luther King, Jr., with Blues, Jazz and Gospel music, plus Bar-B-Que!

Feb. 12 - Chocolate Lovers Sunday: Celebrating St. Valentine's



INFANT BAPTISM

BLESS YOUR CHILD WITH BAPTISM!

Baptism is a public expression of the fact that your child belongs to God. It is their first step in growing a relationship with the God who loves them. Contact Judy Stevenson at 714-971-4251 or judys@crystalcathedral.org.



ACADEMY & PRESCHOOL

CRYSTAL CATHEDRAL ACADEMY & HIGH SCHOOL

Both the Crystal Cathedral Academy and Crystal Cathedral High School, Grades K-12, Mon.-Fri., 7 a.m. - 6 p.m., are noted for their excellence in academics and the arts and were established as places where positive values are developed, creativity is valued, friendships are formed, love is alive, and Jesus Christ is Lord. The middle school and high school recently received the highest accreditation report possible by Western Association of Schools and Colleges. Call for details, 714-971-4158.

CRYSTAL CATHEDRAL PRESCHOOL

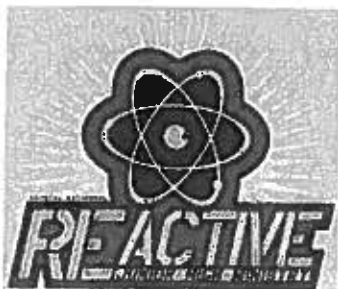
Our Preschool, Mon.-Fri., 7 a.m. - 6 p.m., features a Christian environment, qualified staff, low teacher/child ratio, very reasonable tuition, developmentally appropriate curriculum, and accreditation by the Nat'l Assoc. for the Education of Young Children. Call for a tour, 714-971-4141.



STUDENT MINISTRIES

JUNIOR HIGH "REACTIVE"

SUNDAYS: 9:10 a.m. in the Crystal Cathedral & 11 a.m., FLC-B22. Here students can learn



Sheila Coleman,
Director of Family
CHILDREN'S MINISTRY
www.crystalcathedral.org/posspace
714-971-4087



The Gathering is a ministry of people who have the desire to grow spiritually, connect with others, and discover what it means to worship in "spirit and in truth." Not being held down by modern religious conformity, The Gathering pursues to reclaim a real vintage faith through artistic expression, worship, and community. Though we are made up of young adults, all are welcome. If you have any questions, feel free to contact either Robby Schuller at 714-971-4268 or Collin Pursley at 714-971-4979.

PARENTS & COUPLES

FRIENDS4LIFE: A SUNDAY TIME OF ENCOURAGEMENT

At Friends4Life, Sundays, 11 a.m., in FLC-230, you will receive the resources, encouragement, and insight you'll need to make your family stronger. We invite you to join us for a wonderful time of fellowship, music, and teaching in an encouraging and energetic atmosphere. Just drop in, or call 714-971-4236.



SR. HIGH "REVOLUTION"

SUNDAYS: Crystal Cathedral @ 9:10 a.m. & FLC-236 @ 11 a.m. Through praise and worship, discussion, and Bible study, students are strengthened and encouraged in their faith.

WEDNESDAYS: Supper on the

roof @ 6 p.m. & FLC-Gym @ 7 p.m. In October, REVOLUTION will be rockin' with funny videos, giveaways and rockin' worship.



MARRIAGWORKS: A MID-WEEK "TUNE UP" FOR COUPLES

Six-week courses are offered throughout the year to encourage and equip married couples with the essential tools and understanding of biblical marriage to ensure a satisfying, lifelong commitment. Our next series starts Jan. 4 on Wednesdays, 7-8 p.m. Just drop in, or call 714-971-4236.

STUDENT MINISTRY
714-971-4180
ccsm@crystalcathedral.org
www.crystalcathedral.org/ccsm

FRIENDS4LIFE
Bob & Michelle Cavinder
714-971-4236
friends4life@crystalcathedral.org
www.crystalcathedral.org/friends4life

ADULT Fellowship

LEADERSHIP WORKSHOP

LEARN TO "LEAD LIKE JESUS" *This Month!*

The "Lead Like Jesus" training was developed by Phil Hodges and Ken Blanchard, the renowned author of many leadership/management books including *The One Minute Manager*. Described as Servant Leadership, learn how to lead a team or company the way that Jesus led the 12 disciples, each differently based on their personalities, strengths, and needs.

The next Lead Like Jesus class is Dec. 9 and 10, 2005. The cost has been decreased to \$125 in order to have more people living their lives as a Servant Leader. Reservations: 714-544-5679. Questions: 714-971-4236.

TRAVEL MINISTRY

TRAVEL MINISTRY LUNCHEONS

Thurs., Dec. 8, 11:30 a.m. to 1 p.m. in the Tower of Hope, Floor 2. Enjoy a special Christmas catered lunch, \$10, and a visit from Santa, and a special guest speaker TBA, speaking on travel-related topics. Join other like-minded travel adventurers for a wonderful afternoon together, and don't forget a wrapped gift to be donated to a child. Upcoming luncheons: Feb. 9 (with Robby and Hannah Schuller), March 9, April 13, and May 11.

"SHOW ME THE MONEY" TOUR

Wednesday, Feb. 15, 8:30 a.m. to 5 p.m. Visit the Federal Reserve Bank and see millions of dollars in newly minted money on display. Watch as millions of dollars are deemed "unfit" and shredded before your eyes. Enjoy a three-course lunch at Taix French Restaurant serving L.A. since 1927. Cost \$75.



Reservation Information Tickets for these upcoming tours may be purchased at our Reservation Center at the Crystal Cathedral or by calling 714-54-GLORY. You may FAX your order to 714-221-4525, or e-mail reservations@crystalcathedral.org, or online at www.crystalcathedral.org. Prices are subject to change without notice. Travel Ministry trips must be reserved and paid no later than 30 days prior to departure date, unless otherwise noted.

WOMEN'S MINISTRY

CHRISTMAS POINSETTIAS - SHARE THE BEAUTY!

Be a part of the wonder of the Christmas season here at the Crystal Cathedral with a gift of \$10 to sponsor a Christmas Poinsettia. Each year the Crystal Cathedral and campus are beautifully arrayed with the beauty of these seasonal flowers provided by members of our congregation in honor or memory of their loved ones. If you would like to be a part of this wonderful tradition, pick up a form at the Box Office or South Kiosk and return it to the Reservation Center by Sunday, Dec. 31.

See pg. 4 for photos from this year's "Holidays on Parade"

"WOMEN OF THE WORD" INTERACTIVE BIBLE STUDY

Tuesdays, 9 a.m., Art Gallery. Leader Rhea Zakich has just begun a new study series, "Life in Technicolor." Join this supportive community of women and learn to apply Biblical principles to everyday life situations. Led by Rhea Zakich, the morning includes spirited singing, a lesson, prayer time, discussion and sharing that is guaranteed to put a spring in your step and joy in your heart.



Rhea Zakich

Christmas Poduck:

- Dec. 13 - Bring your favorite dish to share.
- WOW Themes:
- Dec. 6-13 - Peace
- Jan. 3-31 - Guidance
- Feb. 7-28 - Love, Love, Love
- Mar. 7-28 - Hope
- Apr. 4-25 - Jesus -
- May 2-16 - Blessed to Bless

"WOMEN AT THE WELL" LUNCHTIME BIBLE STUDY

Wednesday, 11:30 a.m. - 12:30 p.m. on FLC-3. This friendly and supportive women's group meets with leader Brooke Abbott with an exciting new teaching on "The Tabernacle." Why did God command that it be built? What can it teach us today about our walk with Jesus Christ? Bring your Bible and just drop in, or call 714-971-4273 for details.

Power-Packed Minute BE CHALLENGED, BE COURAGEOUS, BE CONFIDENT!

By Michelle Cavinder, Director of Women's Ministry

During the International Women's Conference on Possibility Thinking October 11-15, we did "Celebrate Our Amazing Possibilities!" It truly was a glorious week and we are already excited about our 2006 conference, Oct. 11-14. Our theme for next year is "Be Challenged, Be Courageous, Be Confident!" The early bird registration is only \$250 until Dec. 31. Make your reservations today by calling 714-54-GLORY. For more information, please call 714-971-4080.

Earlybird Registration before 12/31

MEN'S NETWORK

"TOP GUN"

Mondays at 7 a.m. or 7 p.m. in the Family Lounge. Currently studying "Men's Spiritual Journey" through the third week in Dec., then it's off for the holidays. "The Prayer of Jabez" by Bruce Wilkinson starts the second week of January. Please contact Nancy Rowbottom at 714-971-4085 or nancyr@crystalcathedral.org.

MID-WEEK MORNINGS

Wednesdays, 7 a.m. in the Tower of Hope, Floor 2. Meeting continuously since 1987, this is a Bible study with staying power, ideal for retired men who want in-depth knowledge of the Bible as well as fellowship with men in the same status. We are currently studying the History of the Bible. For further information, contact Nancy at 714-971-4085 or Carroll McCasland at grey_eagle@sbcglobal.net.

See complete details pg. 4!

"BAND OF BROTHERS"

Thursdays, 7 p.m. the Family Lounge. Currently studying "To Be Told" by Dan Allender where we write and share our own stories. We will not meet on Nov. 24, and will take a Christmas break Dec. 22 and 29, reconvening on Jan. 5. Please call 714-971-4085 or e-mail Jim Kline at jimsprintcar54@earthlink.net for details.

LEARN TO LIVE OUT THE HEART OF A CHAMPION!

By Bob Cavinder, Pastor of Men's Ministry

The theme for our March 24-25, 2006 conference, "Living out the Heart of a Champion," is about us, as men, finding and fulfilling the dream God has placed within us. Guest speaker, Dr. Bruce Wilkinson, will take us through the concepts found in his bestselling book, *Dream Giver*. Space is limited to 400 men and we



Bob Cavinder

do anticipate a sell out, so make your reservations early. Early registration through Jan. 1, 2006 is \$150 (after Jan. 1, \$225). Call 714-544-5679.

SINGLES MINISTRY

SINGLES ARE DOUBLE-Y BLESSED

By Dr. Sande Herron, Pastor of Singles Ministry

Christmas is a time of celebration, family, and fun. Singles often feel the lack of traditional family and need a community to help fill empty spaces. Fortunately, gratitude (blessing #1) for the huge gift of a baby called Jesus along with dear friends (blessing #2) overshadows any residue of sadness and love and laughter reign. Christmas dinner on Christmas Day is only one of the special events planned for you. Call for details, 714-971-4061.

The Single's Ministry is a mission; not only for personal growth, but for contributing to the lives of others. We complete our healing as we give back. You will find compassion, the tools that support and heal, and especially the laughter. Lift your spirit and find a new path. Join us:

SUNDAY BIBLE STUDY at 11 a.m. in FLC-470. You will find fellowship and the wisdom of the Word applied to everyday living.

TUESDAYS TOGETHER at 7 p.m., FLC-3 for Bible-based relationship development, potlucks, excellent speakers, discussion groups, videos, and drama.

DIVORCE & GRIEF RECOVERY PHASE 2 at 6:30 p.m. in FLC 470. Though it began Oct. 27, it's not too late to register. Discussion in English, Chinese, and Spanish. Ask about our children's program. Call 714-971-4061 or www.crystalcathedral.org/singles. New series begins February 9, 2006.

FIND IT IN YOUR HEART TO FORGIVE

Enjoy the joyful life God created for you. Dr. Sandra Herron, Pastor and former psychotherapist will lead you through the process of

"Forgiveness: The Key to a Healthier Mind, Healthier Body, Healthier Spirit and Healthier Relationships" on four Thursdays, January 5, 12, 19, and 26, 6:30-9 p.m., Family Life Center, Floor Four. The cost is \$68 for the series or \$19 per session. Call Barbara 714 971 4061 or e-mail barbarab@crystalcathedral.org to register.

MATURE ADULT MINISTRY

KEENAGERS: SEE YOU IN THE NEW YEAR!

Elder Keith Caldwell wishes all Keenagers a blessed Christmas, and encourages you to join him on the fourth Wednesday of 2006, January 25, at the Tower of Hope, Floor 8, at 11:30 a.m., for a delicious "Happy New Year's" lunch, music and fun! Violet Slopansky will help us sing and celebrate. Bring a friend!



Rhea Zakich

SUNDAY FELLOWSHIP MEETINGS

ADULT BIBLE FELLOWSHIP:

Sunday mornings, 10:45 a.m., RSC-3. Dr. Beverly Muffin leads this dynamic class where you will enjoy warm fellowship and Bible teaching. You will find, here, that care and prayer are of prime importance. A third-Sunday lunch is an opportunity for you to get to know more about the class (RSC-3 Lunchroom 12:15 p.m.).

HOMEBUILDERS: Sundays at 8:45 a.m. in the Art Gallery. This fun and friendly group of all ages is always looking for recruits to join their class.

SINGLE'S MINISTRY
Dr. Sande Herron, Director
714-971-4061
barbarab@crystalcathedral.org

WOMEN'S MINISTRY
Michelle Cavinder, Director
714-971-4080
women@crystalcathedral.org
www.crystalcathedral.org/womens

MATURE ADULT MINISTRY
Dr. Beverly Muffin, Director
714-971-4325
beverelym@crystalcathedral.org
www.crystalcathedral.org/matureadults

MEN'S MINISTRY
Bob Cavinder, Director
714-971-4236
mensnetwork@crystalcathedral.org
www.crystalcathedral.org/men

And they always promise a hot cup of coffee, and a sweet treat to all those who attend! Just drop in!



Help Wanted

Volunteers to work one hour (or more) per week at Lampion Elementary School. You can make a difference. Call 714-971-4325.

EXERCISE: MAXERCISE FOR BODY & SOUL

Every Tue./Thu., 9 - 11 a.m., RSC Fitness Center: Join others, 50 years old and up, for one-mile walks and Fitness Center workouts.

SUPPORT GROUP:

BEREAVEMENT AND BEYOND

Join us as we meet Thursday nights in the FamilyLife Center, Room 221, from 7 - 9 p.m.

SPORTS MINISTRY

AEROBICS - SATURDAY

Includes beginning low impact/step, light weight resistance and stretching exercises, 9-10 a.m. Call 714-971-4110.

HOOPS ALIVE BASKETBALL

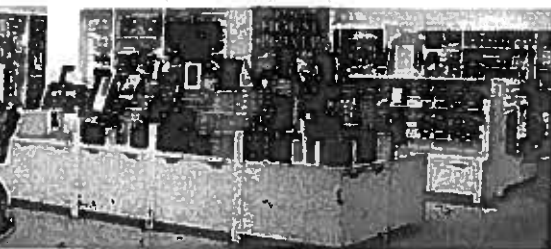
Weekly, Mon./Tue., evenings, RSC-Gym. Men's League teams play in our professional gymnasium and enjoy great fellowship. For info. on signing up a team or joining as an individual, call 714-971-4110.

PEN GYM - BASKETBALL

Call for schedule, then drop by and join the fun!

SPORTS MINISTRY
Roger Kays, Director
714-971-4110
ccsport@crystalcathedral.org
www.crystalcathedral.org/men/cfm/sports

Christmas Shopping Possibilities at Crystal Cathedral Books & Gifts



Crystal Cathedral Books & Gifts, located in the Welcoming Center, offers inspirational books, music and gifts, unique jewelry and decorative items for the home. 9 a.m. - 6 p.m. 714.971.4148.

Lovely Settings for Your Special Day

Crystal Cathedral Weddings

What could be more glorious than a wedding in the sparkling, light-filled Crystal Cathedral? Or more moving than in the beautifully designed Arboretum? Or more serene than in the Good Shepherd garden? Or more exhilarating than in the Chapel atop the Tower of Hope? These and other lovely settings are available. Call 714-971-4240.



Care continued from page 7



SUPPORT GROUPS

No Cost to Attend – Just Show Up!

For info. about these groups sponsored by Crystal Cathedral Care Ministries (T-10), call 714-971-4098.

A.C.A. (Co-ed): Thu., 7:30 p.m., FLC-236. Adult children of alcoholic parent(s), journaling focus.

ACES: 1st Tue., 7 p.m., FLC-234. Advocates for Children in Enforcement of child Support.

AL-ANON (Men); Thursday, 8:00 p.m., FLC-230.

AL-ANON (Co-ed); Friday, 8pm, FLC-230.

ALZHEIMER'S DISEASE: Caregivers Support Group meets 4th Friday at 1 p.m., T-3.

BEREAVED PARENTS/USA: 3rd Mon., 7 p.m., FLC-235. Those who have lost a child (of any age).

GAMBLERS ANONYMOUS (CO-ED): Tue., 8:00 p.m., FLC-221. Overcoming.

GRG (Raising Grandchildren): 1st Tue., 7 p.m., FLC-235. Gather for support, networking, confidentiality, love. Call Marlene Richard, 714-971-4222.

MEN AT PEACE: Thu., 7:30 p.m., RSC-FRH3. Dealing with anger and/or depression. (May meet court-ordered requirements; check with officer of the court.)

POSITIVE RECOVERY: Thu., 7 p.m., CHP. A Christ-centered 12-step recovery system.

SURVIVORS OF SUICIDE: 1st/3rd Sun., 1:30 p.m., T-2. Adults who have lost a loved one to suicide.

THE UNWELCOME JOURNEY/ Widowed persons group; Thursday, 7pm, T-10.

CRYSTAL CATHEDRAL PROFESSIONAL COUNSELING SERVICES

The Crystal Cathedral Counseling Services staff is here for you. Let us help you learn how to take care of yourself by being attentive to your physical, mental, and emotional health so that you will function at your optimum level.

Hours of Operation:
 Mon-Thu 9am-9pm
 Fri. 9am-6pm
 Sat. 10am-4pm
 Call 714/971-4222

Feeling Overwhelmed?

Adjusting to the loss of love? Feeling overwhelmed, alone, or scared? Striving to achieve completeness? We will help you build healthy relationships, learn behavior modification techniques, reinforce positive self-talk, clarify goals and life direction, develop healthy independence, discover inner strengths, and more.

CALVIE'S classified ADS

Christmas Help

Christmas Eve Phones (Gifts: Hospitality, Helps, Encouragement) - Answer phones, give directions/ times of services to callers. Four hr. shifts, from 11 a.m. on.

Santa Claus (Gifts: Hospitality, Encouragement, Service) - If you own a Santa suit, we need your Christmas joy at adult and child special events.

Table Setting/Decorating Volunteers (Gifts: Service, Helps) - Dec. 2, 12-3 p.m., Arboretum, set tables to create wonderland for Volunteer Appreciation Christmas breakfast.

The Glory of Christmas

Ushers (Gifts: Hospitality, Wisdom, Service) - Meet and warmly greet attendees and assist with seating, 3-4 shifts, 11/25-12/30. Dinner included with two shows.

Traffic (Gifts: Service, Hospitality) - Assist visitors as they park. Help as many days as possible, 11/25-12/30, 5:30-9 p.m. Dinner included.

Ticket Stuffers (Gifts: Helps, Service) - At the Service Center, stuff tickets into envelopes and alphabetize. Daytime 2-3 hr. shifts, 11/7-12/23.

Travel Ministry Admin. Assistant

(Gifts: Administration, Service) Assist in Travel Ministry Office at the Service Center. Make flyers, create lists, follow up on contracts, make nametags, stuff envelopes. Need to love travel and people and have



computer experience. Travel background helpful but not necessary. Seeking two people, 4 hrs. per week or one person for two days.

Family Ministry Plaza Table Team

(Gifts: Hospitality, Encouragement, Service) Seeking a team of people or a family to hand out information, answer questions, and encourage people to get involved. Plaza table once a month. A great opportunity for your whole family to serve together.

New Hope Telephone Counselors

(Gifts: Encouragement)

Seeking 50 people with a heart to help others by becoming New Hope Telephone Counselors. Great training and rewards. Shifts available 24/7. Make a difference in the life of a person by listening.



Male Volunteers: Lampson Park Wed. PM

(Gifts: Service, Encouragement, Leadership)

If you have a flexible schedule, we need you once or twice a mo.! Seeking men to join team teaching arts and crafts to children at mobile home park on Wed., 3-5:30 p.m. No artistic ability required.



To volunteer, call Calvie at 714/971-4321. See Roto-Rack on the Plaza every Sunday for complete listings

GET IN TOUCH

- Crystal Cathedral** 714-971-4000
- E-Mail info@crystalcathedral.org
- Website crystalcathedral.org
- New Hope Hotline** 714-New-Hope or 639-4673
- 24-hr. phone counseling 714-New-Hope or 639-4673
- Website newhopenow.org
- TeenLine, 4-10pm, M-F 714-New-Teen or 639-8336
- Website teenline.org
- Rancho Capistrano** 949-347-4000
- E-Mail info@ranchocapistrano.org
- Website ranchocapistrano.org

Rancho Capistrano

Lakeside, Garden Patio, or Greenhouse Dining
**In December, Dine Under the
 Largest Nativity in O.C.**

For your Christmas and New Year's celebrations, the Rancho Capistrano Conference & Retreat Center has rooms of all sizes. The sparkling lake and tree-lined paths, all decorated for the holidays, along with our five-star chef's gourmet cuisine, will set the perfect atmosphere for worshipful celebrations of Christ's birthday.

Call 949-347-4000, and ask to speak to our Conference Sales Manager, or e-mail seminars@ranchocapistrano.org. As weekends book quickly, call now to reserve your date!



Rehearsal, Ceremony & Reception in One Place
Enchanting Winter Weddings

It's popular Orange County location for wedding ceremonies and receptions year-round, but at Christmastime, the enchanting Rancho Capistrano grounds and Spanish mission-style rooms are all decked out in greenery and sparkling lights to make your special day even more memorable.

We offer incentives to those who have their wedding in the month of December plus other discounts for church weddings and receptions. Call 949-347-4000.

Rancho Capistrano Christian School
**We Will Nurture Your Child's
 Unique Giftedness**

There are still a few openings for the 2004-05 school year, during which your child may experience an integrated approach of nurturing the whole child, by fostering their unique gifts and talents of mind, body, and spirit with our caring and dedicated Rancho Capistrano teachers and staff.



In addition to an outstanding academic curriculum, we offer enrichment programs of Theatre Arts, Music, Spanish, Physical Education and Sports, Technology, and the Arts, as well as great electives and after-school programs. These programs empower the student to live up to their God-given potential.

Rancho Capistrano Christian School serves preschool through 8th grade, with a full-day Kindergarten. The preschool is ACSI Accredited. Call 949-347-7860. e-mail: schools@ranchocapistrano.org.

Compiled by Darlene Grimes, Marketing Dir.
 949/347-4000 info@ranchocapistrano.org
 www.ranchocapistrano.org
 229251 Camino Capistrano, San Juan Capistrano, CA 92675

MUSIC continued from page 4

"Family Night" at the theater and be assured that young and old will have fun and be delightfully entertained. Upcoming productions include:

"Tom Sawyer" - Jan. 27, 28, 28, Feb. 3, 4, and 5.

"Peter Rabbit" - March 31, April 1, 2, 7, 8, and 9.

"Grease" - June 2, 3, 4, and 9.

For tickets and show times, call 714-544-5679. Ask about our special "Dinner Theater" option.

Glory continued from page 1

exciting form of worship – one that would reach out to people from around the world.

Originally, *The Glory of Christmas* was brought to stage by the late Robert F. Jani, best known for producing such magnificent productions as Radio City Music Hall's Christmas Extravaganza and many Super Bowl half-time events. Jani brought great talent and creativity to the production that featured a collection of world-known Christmas traditions. Three huge "stained glass" arches reminiscent of an old cathedral hung from the scaffolding as a colorful backdrop. New England Carolers sang traditional holiday songs. A few dancers circled the stage during several numbers. The grand

finale was the "Living Nativity" that featured the kings parading into the Cathedral on camel back with an entourage to pay homage to the infant baby Jesus.

In 1984, Dr. Schuller commissioned Paul David Dunn to rewrite and restage the production with an emphasis solely on the nativity story. Dunn brought a unique historical and script writing background to the project. Dunn lived, studied and taught historical geography in the Holy Land for more than five years. Additionally, he worked on various television documentaries as an assistant scriptwriter. His understanding of the historical and biblical background of the nativity allowed him to weave in elements of the story often overlooked. The lordship of the Roman occupation, the need

Glory continued on page 15

Congregational Life continued from page 4

We hope to see you there! If you need more info., call Gudelia Ramirez at 714-971-4325.

THE VETERANS OF ORANGE COUNTY

Attention Veterans!

On the first Tuesday of every month, men and women who have served or are still serving their country are invited to the O.C. Veterans' Group Meetings for fellowship, sharing, worship, and more great speakers. This month, join us on Tues., Dec. 6, 7-9 p.m., in the Art Gallery, for fellowship and a special guest discussing issues of interest to U.S. Veterans. Call for information, 714-971-4032.



Crystal Cathedral Memorial Gardens

Crystal Cathedral Memorial Gardens is here for you in your time of need, with staff members always willing to listen and help answer all of your questions. For more information, call 714-971-4138 or go to www.crystalcathedral.org/memorial.

OCTOBER 2005 INTERMENTS

Enrique Moreno 10/14
 Alexander Plaskon 10/24
 Helen Plaskon 10/24

Reucker continued from page 4

health challenges and his own broken marriage eventually brought Gene back to Southern California.

Soon after the first visit to the Crystal Cathedral he joined Johnny Carl's orchestra and they became good friends and SCUBA diving became a pastime they enjoyed together. Johnny was best man when Gene married Linda, whom he met at Crystal Cathedral Singles.

Linda's whole life had been spiritually alive, so she resonated comfortably and naturally with this handsome man of faith. It was love at first sight for these two, both rebounding after broken marriages.

Gene had also been an active church member all his life. But at the Crystal Cathedral "I learned to tithe," he says with a solid tone of satisfaction.

They are the kind of people who make the Kingdom of Christ grow and prosper.

It was hard at first because he was a single parent struggling at his new vocation in insurance. "I tallied up my giving totals from the previous years and found it was at about 2%," Gene recalls. Each year he would increase the total a couple of percentage points until he reached his 10% tithing goal. Then he set a new goal to tithe his time playing in the Hour of Power Orchestra. He wanted

to be a volunteer giving his talents and time to the Lord along with his financial tithes. For twenty years, both of Gene's tithes have blessed the church—and blessed him, as well, he insists.

Gene is currently Chairman of the Board of the Crystal Cathedral Academy, helping to encourage a thriving music program in the school. Though his dad died a couple of years ago after a long illness, you can meet his mom greeting with a big smile at the West Door every Sunday morning. Gene and Linda form a solid, contributing Christian couple, the kind of people who help strengthen this church and make the Kingdom of Christ grow and prosper. We thank God for them, and their parents who helped nourish their souls so positively.

BOOK continued from page 1

tain. It is all in here, 232 pages. And it is phenomenal. If we had this book published through a mainstream publisher, it would have cost us probably well over \$50. But, by finding our own excellent printer, and doing all the writing, editing, and artwork in-house, we were able to keep this version's cost to only a little over \$4 a volume. It has the most dramatic photographs. There isn't an

A Place of Beauty - A Joy Forever brings the breathtaking beauty of God's creation alive through spectacular photographs of the glorious Crystal Cathedral campus. This book is dedicated to you, and all the persons like you, who have given generous gifts to help create the Crystal Cathedral, the Welcoming Center, the garden grounds, and more.

architect in the world, believe me, who won't want this book when they hear about it. It is going to be that notable. And the first editions go to you!"

Your may pick up your book or books in Crystal Cathedral Books & Gifts today, or online at www.crystalcathedral.org, or by calling toll free 1-800-9-POWER-9. Your tax-deductible donation will be \$60 for one book, or \$100 for two copies.

Giving continued from page 16

"The 9th and 10th apples represent your income's other 20%. I encourage you to save half of that 20% for your future, when you will no longer be working. This means you need a savings or investment program. If you already have one, great! If not, develop one right away!

"The remaining 10% is your gift to God – return it all to His work on earth that provides you with your spiritual under girding. That is known as tithing."

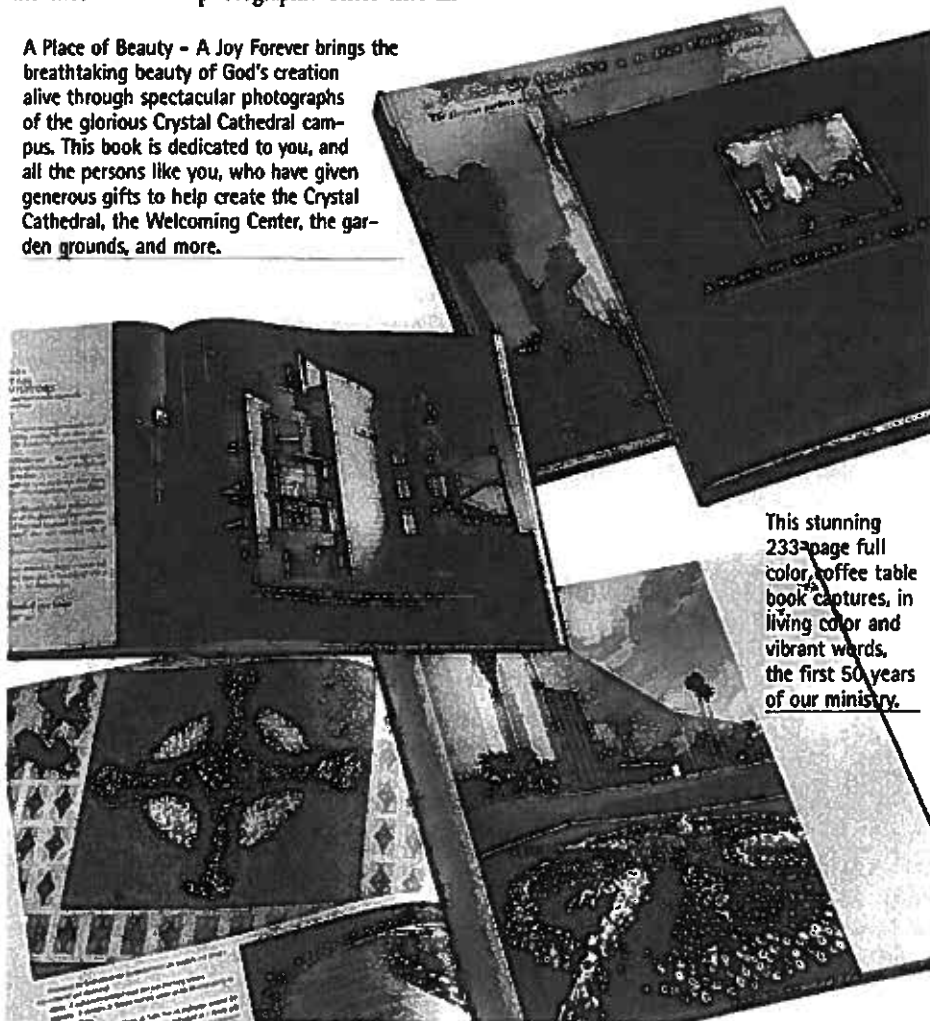
Then he will tell you about tithing. "The word tithe means 10; give 10% to the Lord's work and you are tithing! God promises to bless you abundantly when you do! He says, 'Bring your entire tithe (10%) into my sanctuary and put me to the test! See for yourself if I will not open the windows of heaven and pour out a blessing for you that you cannot believe'" (Malachi 3:10).

This is a particularly timely subject at this time since this is the time of the year that we make our decisions about our financial support of the church for the year ahead.

Dr. Schuller may tell you his own experience with tithing: "I've practiced it since I got my first job as a kid. Ten percent always was put aside for God's work just as soon as I received any money. I've never changed that practice and I've always been able to live on the rest – even with a family that included my wife, Arvella, and our five children! We've never missed a meal! We've always been able to pay our bills. We've never wanted for anything that was needed. God keeps His promises!"

God asks us to tithe and Jesus put His stamp of approval on it. He said this to the religious leaders of His day: "You pay tithe of mint and anise and cumin, and have neglected ...justice and mercy and faith. These you ought to have done without leaving the other undone" (Matthew 23:23).

Try tithing! You'll like it!



This stunning 233-page full color coffee table book captures, in living color and vibrant words, the first 50 years of our ministry.

MORE NEWS

Employment Possibility

The Reservation Center is taking applications for Phone Operators for The Glory of Christmas. Hours vary between 8:30 a.m. - 8:30 p.m., seven days a week during the run of the show, through Dec. 30. Must be computer literate and work 25-40 hrs per week. Call 714-971-4332.

E-Mail Subscriptions at www.crystalcathedral.org

Now, thousands of people are receiving the monthly Crystal Cathedral Today via e-mail! If you're not one of them, go to www.crystalcathedral.org, and click on "subscribe" near the bottom of the home page.

Not only may you sign up for the monthly newsletter, but there are many other e-mails you may sign up to receive weekly or monthly to inspire you and to keep you up-to-date on all that your Crystal Cathedral has to offer. E-mails include "A Positive Minute," "Positive Thoughts," "This Sunday on the Hour of Power," "This Sunday at the Crystal Cathedral," "Events & Offers," "Glory Promotions," and "Creation Updates."

50th Anniversary Memorabilia Drive

By Bruce Hollenbeck, Crystal Cathedral Archives

If you have any memorabilia from our churches past gathering dust in your home, garage or office, the Archives Department would love to take it off your hands and include it in the Crystal Cathedral' historical collection.

We are currently drawing plans to expand and embellish the Crystal Cathedral museum located on the 2nd and 3rd floors of the Welcoming Center, and historical items are required to tell the

exciting and dynamic story of our ministry. These historical archived items will also be used for research and study. We have a special need for a phone with a dial to aid in the New Hope display.

Anything you have will be welcomed and cataloged. I thank you, in advance, for your generous and thoughtful donations.

Archives Department
bruceh@crystalcathedral.org

714-221-4530 Phone

714-221-4532 Fax

Office hours: 7:30 a.m. to 4 p.m., T/W/Th

Homebuilders: Two Special Events

ANNUAL CHRISTMAS DINNER -

December 19, 2005, 5:30 p.m. in the Arboretum.

You are invited to a special holiday celebration with music guest Tom Tipton and Class Pastor



Homebuilders
crystalcathedralministry

Rev. Glenn DeMaster.

Dinner catered by PJ's

Heavenly Café, \$25

per person. Make

your reservation now

and bring a friend!

Call 714-544-5679 (reservations) or 949-271-9585 (information).

ANNUAL RETREAT WEEKEND - April

28-30, 2006, Rancho Capistrano, 3 p.m. Friday

to 1 p.m. Sunday. Mark your calendars now and

plan to join us for a fabulous weekend of fellow-

ship and fun and celebrating the 40th Anniversary

of our Fellowship Class! Guest speakers include

Juan Carlos and Martha Ortiz, and Class Pastor,

Rev. Glenn DeMaster. Cost includes two nights at

Rancho Capistrano, all activities, and five meals

(\$125/pp early registration for the first 68 register-

ing; \$140/pp reg. price double occupancy;

\$150/pp limited availability single occupancy). Register Sunday mornings in Homebuilders class (by check only), or through the Reservation Center (check or credit card), 714-544-5679.

"German Sunday" in the Crystal Cathedral

By Frank Handrich, General Manager,
Hour of Power Germany

On October 9, we celebrated "German Sunday" in the Crystal Cathedral. For this special occasion, *Hour of Power* Germany organized a trip to the Crystal Cathedral for 37 German viewers. All agreed that it was an unforgettable experience to meet Dr. Schuller and celebrate a service live in the Crystal Cathedral.

As a special music guest, German singer Florence Joy sang "Only Hope." Florence Joy won the "Star Search" contest on a major German TV station and is well known in Germany. Juergen Fliege, a very popular former TV host, appeared as an interview guest and talked with Dr. Schuller about the challenges in Germany. Dr. Schuller had appeared as a guest on Juergen Fliege's TV show back in 2004 during a visit to Germany.

During a "meet and greet," Dr. Schuller was given 1,234 "Thank You" letters from other German viewers who were unable to make the trip. Dr. Schuller was touched to see, through the effort of this large tour group and the many letters that came with them, what a great influence the *Hour of Power* is having in Germany. The *Hour of Power* is changing lives there.

For the German group it was and especially unforgettable trip, and they all agreed, "We will come back for sure!"

Glory continued from page 13

for a census to refill Rome's purse, the travel routes of Mary and Joseph, and the madness of King Herod are but a few of the examples of his hopes to educate and inform his audience.

The musical score of *The Glory of Christmas* is a blend of original scoring of Bob Krostad and the arrangements of the late Johnnie Carl. Recorded in London by members of the London Symphony, the music is the thread of beauty that brings the wonder of the script to life.

Angels are the highlight for many in today's production. Their role in the show grew from one young woman rising slowly straight up behind the nativity cave to the graceful acrobatic wonders they are today. Peter Foy and his crew from *Flying by Foy* conceived and patented the flying apparatus that first flew Mary Martin in

"Peter Pan" and still "flies" the world's greatest talent, including most recently Celine Dion. Their ability to fly the angels at speeds of up to 25 mph at 60 feet in the air and keep them looking magical is a tribute to the late Mr. Foy.

The creative set design by Charles Lisanby underwent many changes since his original stained glass backdrop. His magnificent sparkling night sky and Bethlehem village scene create wonder and inspire awe as it slowly comes to life. The stunning costume designs of Richard Bostard turn lovely young women into exquisite angels and volunteer moms and dads into first-century peasants and soldiers.

Dance remains a creative interpretive force through the choreography of Tanya Durbin. Durbin was once a child solo dancer in the production. Her talent brought her to perform with the New York City Ballet, the Joffrey Ballet and

the American ballet theatre. She joined the glory production team three year ago.

Several members of the Glory "team" grew up with the production. Stage Manager Bodie Newcomb and Lighting Designer Glenn Grant were all introduced to theater through the production before pursuing professional in the field. *The Glory of Christmas* is dependent on the thousand of volunteer hours from both the church family and the extended community. Many families donate hundreds of hours during the busiest time of the year to perform the tasks of ushers, roman soldiers and villagers. Their gift to the community and church makes *The Glory of Christmas* possible.

For show times, ticket prices, and reservations, visit the box office in the Welcoming Center, or call 714-54-GLORY, or visit www.crystalcathedral.org/glory_christmas.

The JOY of GIVING

"One poor widow...gave two mites...
her whole livelihood" Mark 12:41-44



Ezekiel 34:26: "I will make... the places all around My hill a blessing; and I will cause showers to come down in their season;

There Shall Be Showers of Blessing!"

You Can Help Close the Gap!

"Give, and it will be given to you, good measure, pressed down, shaken together, and running over will be put into your lap. For with the same measure you give, it will be measured back to you."
- Jesus

From the first day of this year, 2005 has been a year of financial challenge for many churches. They have suffered a huge loss in contributions they usually receive from members and friends. The Crystal Cathedral Ministries have not been immune to this.

At the heart of the problem have been the devastating natural disasters that have occurred in various parts of the world. All have been followed by appeals to the public at large for emergency funds to meet the needs that have come in their wake.

First was the unprecedented tsunami and tidal wave in the Indian Ocean. Then there were earthquakes of historic magnitudes, hurricanes one upon another, floods, tornadoes and other disasters. Many sections of the world have been visited by an angry Mother Nature this year. Each of them brought an appeal to people at large for help in relieving the tremendous human pain and suffering and property loss. The American people, ever generous, have given again and again, and yet again.

In responding to these unquestioned emer-

gencies, many people have shifted their giving, all or in part, from the causes they usually support to the unexpected needs that have developed. This has meant that the institutions normally supported may have gone begging - quite literally!

The Possibility
Thinking Steward
fills in the GAPS
with a life that is
Generous
Accountable
Purposeful
Simplified

Churches, by their very nature, ethically cannot and should not ask the public at large for support. They rely, as is right, entirely on their own specifically identifiable constituencies. And as a result of the unprecedented giving to the special needs this year many have not received income that they counted on and around which they built their plans for the year.

The Crystal Cathedral currently has an extremely large gap of this nature. Some very difficult adjustments and curtailments have had to be made in our ministries during these 12 months. If the situation does not change dramatically and quickly, we shall enter the new year with the same severe limitations on our ministry that we've had to impose in 2005.

The end of the year often brings gifts of an unexpected nature, some quite generous. Between now and December 31 you may find that you are in a position to make such a contribution to the church. If so, it will be well used and deeply appreciated.

"Try Tithing! You'll Like It!"

The kingdom of heaven is like...the least of...seeds... when it is grown...it becomes a tree, so that the birds of the air...nest in its branches. - Matthew 7:31, 32

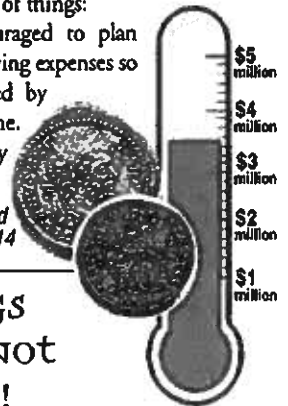
One of the popular "object lessons" that Dr. Schuller Sr. presents requires ten juicy apples. One by one, as he comments, they are lined up along the front of the pulpit.

"Each of these apples represents 10% of your or my income," he says. "Ten apples represent 100%. The manner in which we manage and use this income determines not only our individual lifestyles but how we shall be able to live in later years."

Then he is apt to quote John Wesley's famous rule of money management: "Earn all you can, save all you can, give all you can." (And he probably will add his own dictum, "Invest all you can.") By this time he has put eight apples into position, with 9 and 10 each having a special place in the scheme of things:

"You are encouraged to plan and manage your living expenses so they can be covered by 80% of your income. If you plan correctly this can be done!"

Giving continued on page 14



Blessings We CANNOT CONTAIN!

There are two ways to cut open an apple - first, from the top to the bottom; second, through the middle. When you cut it the first way the apple is open so you can count the seeds in it. As Dr. Schuller has often said, "Anyone can count the seeds in an apple, but only God can count the apples in one seed!" When you cut it the second way, you're holding a star in each hand! The blessings of God awaiting our faithfulness are as innumerable as the stars of heaven!

Faith Offering Envelopes available in the Tower Lobby



EXHIBIT 2

E. DAY OF DISCOVERY

Day of Discovery programming for 2004 and 2005

Prog #	Program Title	Airdate
#1853	More than Forgiveness	1/4/04
#1854	Music Special: Damaris Hymns	1/11/04
#1855	A Voice in the Wilderness (Prophets & Politicians)	1/18/04
#1856	Search for the Real Jesus, Part I	1/25/04
#1857	Search for the Real Jesus, Part II	2/1/04
#1858	Search for the Real Jesus, Part III	2/8/04
#1859	Biblelands: Road Map for Peace, Part I	2/15/04
#1860	Biblelands: Road Map for Peace, Part II	2/22/04
#1861	Biography: Josiah Henson, Part I	2/29/04
#1862	Biography: Josiah Henson, Part II	3/7/04
#1863	Biblelands: The Settlements, Part I	3/14/04
#1864	Biblelands: The Settlements, Part II	3/21/04
#1865	Who Killed Jesus? A Personal Reflection	3/28/04
#1866	Hallelujah, What A Savior	4/4/04
#1867	Hallelujah, What A Savior	4/11/04
#1868	Biblelands: The Crucifixion of Christ	4/18/04
#1869	The Return of Christ	4/25/04
#1870	Israel, The Chosen People	5/2/04
#1871	Sanctuary	5/9/04
#1872	Biblelands: The Temple Mount	5/16/04
#1873	Inhumanity, Part I	5/23/04
#1874	Inhumanity, Part II	5/30/04
#1875	Jerusalem, City Reborn	6/6/04
#1876	Jerusalem, Eternal City	6/13/04
#1877	Treasures of Darkness, The Slight Family, Part I	6/20/04
#1878	Treasures of Darkness, Joni Eareckson Tada, Part II	6/27/04

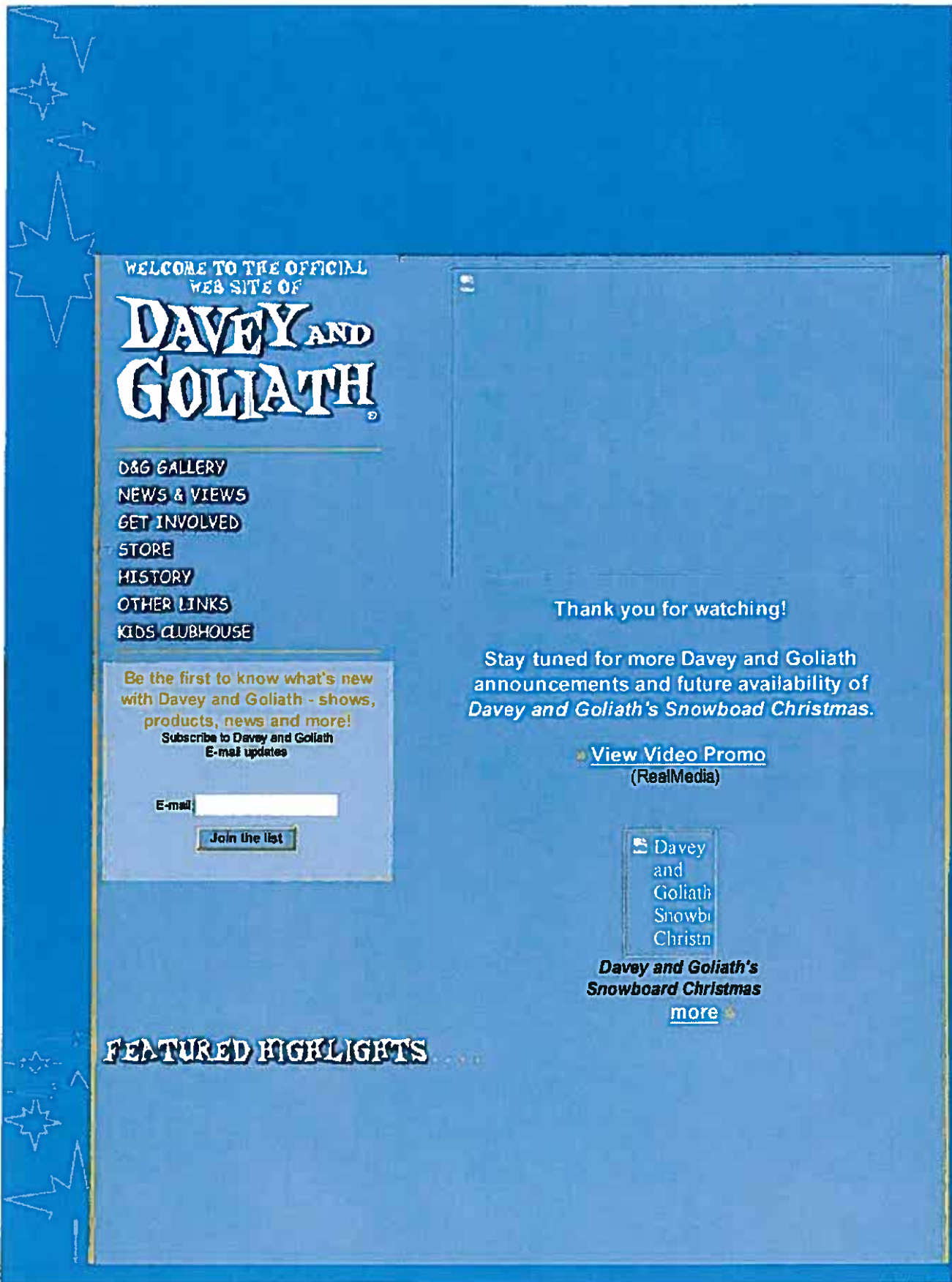
#1879	Eric Liddell Part I	7/4/04
#1880	Eric Liddell Part II	7/11/04
#1881	Eric Liddell Part III	7/18/04
#1882	Olympic Special: Beyond the Gold	7/25/04
#1883	Genocide or Judgment, Israel's Conquest...	8/1/04
#1884	Israel, Dry and Thirsty Land	8/8/04
#1885	Heaven	8/15/04
#1886	Weekend to Remember, Part I	8/22/04
#1887	Weekend to Remember, Part II	8/29/04
#1888	Weekend to Remember, Part III	9/5/04
#1889	Does Faith Work?	9/12/04
#1890	Israel: How God Speaks	9/19/04
#1891	Israel: Yom Kippur (Day of Atonement)	9/26/04
#1892	Israel: Sukkot (Feast of Tabernacles)	10/3/04
#1893	Pakistan: Shattered Dreams—Maybel Bruce	10/10/04
#1894	Pakistan: Shikarpur Diary (Part I)	10/17/04
#1895	Pakistan: Shikarpur Diary (Part II)	10/24/04
#1896	Pakistan: Shikarpur Diary (Part III)	10/31/04
#1897	The Crusades, War in the Name of God	11/7/04
#1898	The Crusades, Holy War and the Bible	11/14/04
#1899	A Voice in the Wilderness	11/21/04
#1900	The Settlements, Part I	11/28/04
#1901	The Settlements, Part II	12/5/04
#1902	Water: The Chesapeake Waterman	12/12/04
#1903	MUSIC: Christmas Special, First Call	12/19/04
#1904	Biography/Music: Isaac Watts	12/26/04
#1905	Biography: C. S. Lewis, Part I	1/02/05
#1906	Biography: C. S. Lewis, Part II	1/09/05

#1907	Biography: C. S. Lewis, Part III	1/16/05
#1908	Biography: C. S. Lewis, Part IV	1/23/05
#1909	Josiah Henson, Part I	1/30/05
#1910	Josiah Henson, Part II	2/06/05
#1911	MUSIC: Spirituals, Songs of the Soul	2/13/05
#1912	Israel: Two Spiritual Shepherds, Part I	2/20/05
#1913	Israel: Two Spiritual Shepherds, Part II	2/27/05
#1914	Israel: Two Spiritual Shepherds, Part III	3/06/05
#1915	Where Did the Bible Come From? (Da Vinci)	3/13/05
#1916	Has the Bible been Corrupted? (Da Vinci)	3/20/05
#1917	Easter: Larnelle Harris Music Special	3/27/05
#1918	Biblelands: The Temple Mount	4/03/05
#1919	Heaven	4/10/05
#1920	Slaight Family	4/17/05
#1921	Joni Story	4/24/05
#1922	MUSIC: Paul The Apostle, Part I	5/01/05
#1923	MUSIC: Paul The Apostle, Part II	5/08/05
#1924	Was Jesus More than a Man? (Da Vinci)	5/15/05
#1925	3 Marys Jesus Loved (Da Vinci)	5/22/05
#1926	The Crusades, War in the Name of God	5/29/05
#1927	The Crusades, Holy War and the Bible	6/05/05
#1928	Music: Sanctuary, w/Corey Emerson	6/12/05
#1929	The Diaspora of the Jewish People	6/19/05
#1930	The Restoration of Israel	6/26/05
#1931	My Search for Messiah-Part I (Birth & Life)	7/3/05
#1932	My Search for Messiah-Part II (Death & Resurrection)	7/10/05
#1933	My Search for Messiah-Part III (Return)	7/17/05
#1934	Genocide or Judgment	7/24/05

#1935	Israel, Dry and Thirsty Land	7/31/05
#1936	Israel: The Story of 2 Kings (Herod/Jesus)	8/07/05
#1937	Stories of Salvation: Purim and Easter	8/14/05
#1938	Israel and the Church —MRD/Rydelnik	8/21/05
#1939	The Settlements, Part I	8/28/05
#1940	The Settlements, Part II	9/04/05
#1941	Israel: 3 Faiths, Part I --Worldview	9/11/05
#1942	Israel: 3 Faiths, Part II--God	9/18/05
#1943	Israel: 3 Faiths, Part III--Scripture	9/25/05
#1944	Spirituals, Songs of the Soul	10/02/05
#1945	Israel: Yom Kippur	10/09/05
#1946	Israel: Sukkot	10/16/05
#1947	Nkiliji— Part I	10/23/05
#1948	Nkiliji— Part II	10/30/05
#1949	Israel: 3 Faiths, Part IV— Human Nature	11/06/05
#1950	Israel: 3 Faiths, Part V— Salvation	11/13/05
#1951	Music: A God of Many Chances-Bonnie Keen	11/20/05
#1952	Biography: Mildred	11/27/05
#1953	Israel: 3 Faiths, Part VI— Messiah	12/04/05
#1954	Israel: 3 Faiths, Part VII--Future	12/11/05
#1955	Music: Boundless, Marshal Hall	12/18/05
#1956	Christmas Special, First Call	12/25/05

EXHIBIT 2

F. DAVEY & GOLIATH



WELCOME TO THE OFFICIAL
WEB SITE OF

DAVEY AND GOLIATH

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FEATURED HIGHLIGHTS

The Evangelical Lutheran Church in America and Scholastic Initiate Agreement

The ELCA and Scholastic have entered into a new agreement this summer in an effort to bring *Davey and Goliath* to a new generation of children. Read related news stories.



Davey and Goliath Devotions for Families on the Go

Davey and Goliath's Devotions is a quarterly devotional magazine created for today's busy families. Order yours today.



AND MORE ...

- View photos from the 2004 Faith Communicators Forum held in Washington, D.C. on September 11-14
- Davey and Goliath go to the Fair! - 30 sec. *Davey and Goliath* ads were broadcast on the 300 sq. ft. Mega-vision super screen at the Los Angeles County Fair September 10-26, 2004. The two spots were shown 12 times per day over the 17 days of the fair. If you would like a copy of the spots for you local television station or for more information, contact DaveyandGoliath@elca.org
- View photos from the 2004 Global Mission Event in Milwaukee, Wisconsin
- Involving *Davey and Goliath* in Your Ministry!
- Read the stories of real people who were touched by Davey and Goliath. Share your story and sign our guestbook today!

Davey and Goliath brings moral and faith-based values to a new generation of children in lively and engaging ways.



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Davey and Goliath Children's Series Episode Guide - Series 1

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Lost in a Cave: Davey® remembers being separated from his family while they toured a cave. But like Jesus going after a lost sheep, the family's tour guide rescued Davey.

Stranded on an Island: When the tide turns, Davey, Sally, and Goliath® are stranded on an island.

The Wild Goat: Davey and Goliath rescue a wild goat that was trapped under a heavy tree branch.

The Winner: Jealous and envious of his friend Mike, Davey enters a soap box derby.

The New Skates: Disobeying his mother, Davey skates on thin ice and falls through. Thankfully, Goliath is there to rescue him.

Cousin Barney: Davey is amazed that his father continues to show affection to Barney, Davey's annoying young cousin who has come for a visit.

The Kite: Davey, Jimmy, and Teddy try to fly a kite, but too many hands on the kite string result in disaster.

The Mechanical Man: Davey is fascinated by a new remote controlled robot toy until he realizes it cannot love.

The Time Machine: Taking imaginary trips in a time machine, Davey, Sally, and Goliath see that God's love transcends time.

On the Line: Davey makes a string telephone and talks to his unseen parents to show his friends how it's possible to talk to God when God is invisible.

The Polka Dot Tie: Davey and friends reject Nat because he wears a funny tie, but they soon realize God rejects no one.

All Alone: During a family outing, Davey hops a ride on a train and is trapped inside all by himself, but he is comforted remembering that "God is everywhere."

Pilgrim Boy: Davey learns about pilgrims via a flashback.

Davey and Goliath brings moral and faith-based values to a new generation of children in lively and engaging ways.



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Our mission is to lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church



June 09, 2004

God's Way Day By Day

In Dr. Stanley's new devotional you will gain a better understanding of the Creator, His love for you, and how to apply His wisdom to every area of your life.



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Let your light shine before men in such a way that they may see your good works, and glorify your Father who is in heaven. Mat 5:16

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This Week's Television Message

June 10, 2004 - Thursday

Our Rewards In Heaven



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[How to Handle Stress, Part 2](#)
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OUR REWARDS IN HEAVEN
Matthew 5:11-12

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I. God Will Judge Us By:

- a. The light of truth we have received
- b. The opportunities He has afforded us
- c. The way we live our life
- d. The motivation behind what we do

II. Every day we either gain or lose rewards

III. Key Verses

- a. [Matthew 5:11-12](#)
- b. [Matthew 10:40-42](#)
- c. [Matthew 16:24-27](#)
- d. [Luke 6:35](#)
- e. [Ephesians 6:5](#)
- f. [2 John 7-8](#)

NEW [EXPANDED STUDY ON THIS WEEK'S MESSAGE](#) **NEW**

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CHARLES STANLEY,
senior pastor of First Baptist
Church of Atlanta, is Founder,
President and CEO of
In Touch Ministries, a New York
Times best-selling author,
and is well known internationally
through his IN TOUCH radio
and television ministries.



DON MOEN
is Executive Vice President for
Integrity Media and an
international worship leader
and songwriter.

**Watch for Dr. Stanley
in your area.**

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Chicago, Los Angeles,
Washington DC and New York
on his upcoming book tour.
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for more details.

**Simulcast Across the Nation
Webcast Around the World**

Welcome to...

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...the first message in the

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for Christian Living*

*from the Interactive Classroom
of the World Training Center*

*In Touch Ministries,
Atlanta, Georgia*

What Kind of America Awaits Our Children?



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The spiritual forces that are pulling our nation apart are separating our society from God, removing the rich Christian heritage from our society, and attacking America's longstanding legacy of faith in God.

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Join Charles Stanley for all four of the messages in his new teaching series on the spiritual condition of our country, what God says in His Word, and what Christians can do to return our nation to God and protect our Christian legacy. Beginning Sunday, October 10, with *Which Way America?*

Pray & Study—Prepare For Battle

Now is the time for bold Christian action in our country, to unite and pray, and hold a line of righteousness against the enemies of God in America. Please unite in prayer with Charles Stanley and thousands of other Christian Americans who seek to make a difference in our society for goodness. Join the In Touch Impact Prayer Team and receive a *Personal Battle Planner* devotional and prayer journal as a gift to aid you in your prayer commitment. For more information, visit intouch.org or call toll-free 1-888-562-0371.

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SEPTEMBER 7, 2004
SIMULCAST EVENT

WHEN
THE ENEMY
STRIKES

A life lesson from the
Charles Stanley Institute for Christian Living



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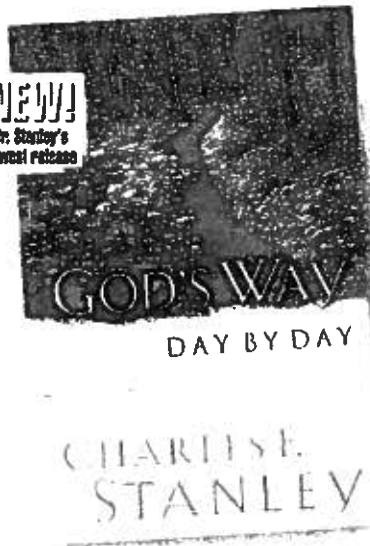
JUNE 2004

When We Say *Yes* To God

Who Am I?

David Crowder: One of a Kind
Through the Eyes of Jesus

NEW!
Dr. Stanley's
newest release



THE JOY OF A NEW DAY

Spending time with the Father every day will renew your mind, encourage your heart, and fill your soul with joy. In Dr. Stanley's new devotional *God's Way Day by Day*, you will gain a better understanding of the Creator, His love for you, and how to apply His wisdom to every area of your life. Reflecting upon God's principles will prepare you for the day ahead as it blesses you with peace and confidence. Every time you contemplate His wonderful truths, there is opportunity for spiritual growth that can energize you to impact this world with His love.

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Suzanne A. Millen
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6 *When We Say Yes to God*

Obedience to God, which starts by saying yes to His small requests, can result in big blessing.

10 *Who Am I?*

A stay-at-home dad discovers identity in Christ is the key to contentment in his new role.



24 *Early Light*

Themed to Dr. Stanley's radio messages, these devotions are written to strengthen your daily walk with Jesus Christ.

DEPARTMENTS

14 SOLVING PROBLEMS GOD'S WAY

For Joe Gibbs, success involves character as much as ability, but even more essential is faith in God.

16 FAMILY ROOM

Dave Crowder's non-traditional worship style glorifies God and connects those "on the fringe" to the kingdom.

18 BY FAITH

John Groyle turned down a promising career in pro football in order to help kids no one else wanted.

21 MIGHTY IN SPIRIT

Abraham's obedient willingness to offer up his son Isaac prefigured another Father's sacrifice.



ABOUT THE COVER

Yellow sunflowers reach for the sun's warmth under the blue sky of a summer day.

Photo by Corbis

IN TOUCH MINISTRIES*
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ATLANTA, GA 30357



Obedience: Key to Pleasing God

Nothing demonstrates love for the Father better—or pleases His heart more—than an obedient, godly life. Christians may say they love the Lord, but often their conduct tells another story. Although we will never attain perfection in this life, God rightly expects His children to exhibit a lifestyle of obedience.

Honoring God, however, means more than following His commands just to avoid sin's painful consequences—obedience should be the overflow of gratefulness for what Christ did on your behalf. The Lord also taught that merely outward adherence to the Law is insufficient; abiding by biblical principles actually begins internally. (Matthew 5:20-28) For example, negative thoughts precede the very first word of gossip.

You can prevent seeds of temptation from being planted in your thoughts by feeding your soul with scriptural truth. Then you will “be transformed by the renewing of your mind” (Romans 12:2).

To purchase *The Key to the Heart of God*, call 1-800-333-5849 in the United States and 1-800-323-3747 in Canada.

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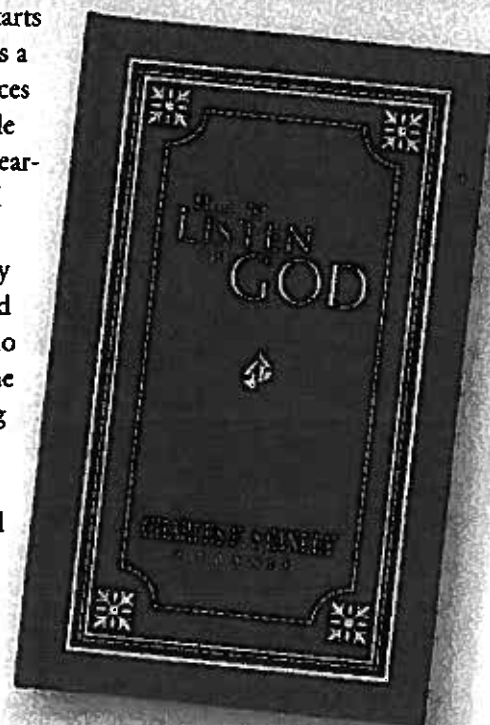
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Bringing out the best in yourself starts with listening to God. Our world is a busy place with plenty of other voices competing for your attention. While life's daily routine can deter you, hearing from the Father is foundational to spiritual maturity and growth. In *How to Listen to God*, Dr. Stanley teaches that the Lord has great and mighty things in store for those who listen for His direction. Discover the scriptural guidelines for recognizing God's voice, four specific ways He speaks to us, and the rewards of listening. Featuring a gold embossed title, this burgundy bonded-leather, hardcover book with gilded edges and specialty end sheets would make an excellent gift or addition to your personal library.



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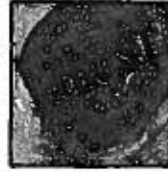
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6 *Can You Trust God?*

Because God is loving, omniscient, and sovereign, we can have complete confidence in Him, regardless of our circumstances.

10 *Authentic Manhood*

The original design still works best: man is to be the loving leader in a partnership that reflects God's image.



24 *Early Light*

Themed to Dr. Stanley's radio messages, these devotions are written to strengthen your daily walk with Jesus Christ.

DEPARTMENTS

14 BY FAITH

Charles A. Foyder, Trustee Cathy knows "trade secrets" about chicken sandwiches and child rearing.

16 FAMILY ROOM

His grandfather's example might Ed McGlasson how to help his own children transition to adulthood.

18 SOLVING PROBLEMS GOD'S WAY

When we are beset by disappointments and failures, there are ways to keep hope alive.

21 MIGHTY IN SPIRIT

We can learn from Hobb's initial response and subsequent change of heart regarding brother-in-law Moses' request.

38 HEALTHY LIVING

Antibiotics and pumping iron aren't your style? There are far less intimidating exercises that can benefit your body.

ABOUT THE COVER

Photo by Dr. Charles F. Stanley

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Model Behavior

If you ever doubted the impact one father could make, consider the example of Jonathan Edwards. Born in 1703, this world-renowned pastor is thought to be one of the most brilliant theologians in history. Yet his greatest accomplishment may have been raising his three sons and eight daughters. Edwards made it a habit to devote an hour each day to his children. It's likely that these youngsters followed their father's lead in nurturing their own families. The list of Edward's 1,394 known descendants includes 65 college professors, 13 college presidents, 3 United States senators, 30 judges, 100 lawyers, 60 physicians, 75 military officers, 100 missionaries and preachers, 60 authors of note, one vice president of the United States, 80 other public officials, and 295 college graduates, some of whom became state leaders and foreign ambassadors.

Every father is a role model for his family—positive or negative. While your career is important, nothing can compare with providing a solid spiritual foundation for your children. Your example of godly character will equip them to impact their world for the Father's glory.

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Current News

It Is Written welcomes Shawn Boonstra as new associate speaker. Click [here](#) to learn more.

Prayer Requests

If you are facing challenges in your personal, business, or family life, It Is Written cares! To submit a prayer request click [here](#).

It Is Written – Live in Denver

Join It Is Written in Denver this month as Pastor Mark Finley and Pastor Shawn Boonstra host the LIVE "Revelation of Hope" doctrinal series about the prophecies of Revelation. The series begins Friday night, April 16, at 7:30 p.m. in the Teikyo Loretto Heights University auditorium. To register for this event, please call 1-800-253-3000. Click [here](#) to learn more.

Online Resources



Having trouble finding It Is Written in your area? Click the left link to find It Is Written stations by state. Want to watch current and previous programs? Click the right link to view It Is Written on *your* schedule! Looking for Mark Finley's recent series about the life of Christ? Then please visit our [Event Archives](#).

This Week's Program



[Does Jesus Speak All Languages?](#)

What if you had grown up in another country with a different family? What might you believe today? Join artist Hyatt Moore as he describes how people of all cultures are responding to the gospel.

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Program Outlines & Online Viewing

March 28

Starving to Be OK

Young women in economically sound countries are starving themselves at an alarming rate. What is behind this epidemic? Research has found two primary factors: body image and self-esteem. Individuals with eating disorders often have a self-esteem that is dependent on body image. Who they are is all wrapped up in how they look. In this program, Pastor Finley shows how we can be a healthy voice for someone who is hearing so many distorted voices inside.

View Online Video:

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To read this week's script, click [here](#).

To view a listing of the Scriptures quoted in this week's program, please [click here](#).

BOOK OFFER SOUL CARE

One of the most rewarding things in life is to discover how deeply Christ cares for each individual, no matter what our problems or frustrations are, and it is wonderful to make a connection with Him that brings us stability and peace.

Our gift book today can really help those who have been struggling with body image and self-esteem issues. It can help them begin building a better foundation. This book is called *Soul Care: Becoming Whole in a Broken World*. It shows, in a very practical way, how to reach out for something better—how to get the best kind of nourishment for your soul.

You will enjoy chapters like "Feeding the Soul." and "Seeing Through God's Eyes." The book is our free gift to you.

Simply [click here](#) to request your free copy of *Soul Care*.

If you would like to order more than one copy of this book, please visit your nearest ABC or click [here](#) to order online

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TELECAST SCHEDULE

PROPOSED TELECAST SCHEDULE *Revised December 17, 2007*

FOR 2004

DATE	SHOW	TITLE
JAN 4	930	A Message Unchained
JAN 11	931	Two Kinds of Power
JAN 18	932	Which Picture of Jesus?
JAN 24	933	A Dance With Death
FEB 1	934	A Mediator We Can't Manipulate
FEB 8	935	Beyond Our Fathers
FEB 15	936	Looking Beyond
FEB 22	943	The Rumble of Coercion
FEB 29	961	The God I Love (Joni Interview 1)
MAR 7	990	My Heart Still Sings (Joni Interview 2)
MAR 14	977	Happiness Forever (Dialogue Mark & Shawn)
MAR 21	954	What Difference Does Faith Make?
MAR 28	958	Starving to Be OK
APR 4	1001	Clash of Cultures 1: Broken Barometers
APR 11	951	(Easter) God Still Moves Stones
APR 18	1002	Clash of Cultures 2: Mind Manipulators
APR 25	957	Does Jesus Speak All Languages?
MAY 2	1003	Clash of Cultures 3: Seducing the Soul
MAY 9	956	(Mothers Day) Skeletons in Jesus' Closet
MAY 16	1004	Clash of Cultures 4: Better Than a Binge
MAY 23	1005	Clash of Cultures 5: Fatal Fantasies
MAY 30	969	(Memorial Day) When God's People Pray
JUN 6	1006	Shawn 1: Disaster in Halifax
JUN 13	1007	Shawn 2: Finding Comfort at Peggy's Cove
JUN 20	955	(Father's Day) God and the Astronomer
JUN 27	1008	Shawn 3: No Graves Unmarked



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fredknopper@earthlink.net

TELECAST SCHEDULE

PROPOSED SCHEDULE *Revised December 17, 2007*

FOR 2004

DATE	SHOW	TITLE
JUL 4	953	(Independence Day) Security is a Choice
JUL 11	1009	Shawn 4: What a Friend We Have in Jesus
JUL 18	902	RERUN: Disappearing Truths 1: It's Not What You Think
JUL 25	903	RERUN: Disappearing Truths 2: There's Stealing the Facts
AUG 1	904	RERUN: Disappearing Truths 3: For Better and For Worse
AUG 8	1010	Shawn 5: The Silent Killer
AUG 15	1012	Shawn 7: Homeless Without A Cause
AUG 22	1011	Shawn 6: Forbidden Knowledge (non-TBN)
AUG 29	926	RERUN: Terror for Terror (non-TBN)
SEP 5	1013	Shawn 8: The Bible Matix (non-TBN)
SEP 12	1014	Shawn 9: Wounds Without a Cause
SEP 19	1015	Shawn 10: Dirty Dishes and Whitewashed Tombs
SEP 26	941	RERUN: The Roar of Pride, Rev 3 Most Wanted (1)
OCT 3	942	RERUN: The Whisper of Complacency, Rev 3 Most Wanted (2)
OCT 10	943	RERUN: The Rumble of Coercion, Rev 3 Most Wanted (3)
OCT 17	1016	Shawn 11: A Wolf in Sheep's Clothing
OCT 24	1017	Shawn 12: Buy Now Pay Later
OCT 31	1018	Shawn 13: Till Death Do Us Part
NOV 7	948	(Veterans Day) RERUN: Firing Squad for a Nurse
NOV 14	1019	Shawn 14: Where Are Your Kids
NOV 21	959	RERUN: Thanksgiving in Williamsburg
NOV 28	1020	Shawn 15: The Secret of Your Birth
DEC 5	961	RERUN: The God I Love - Joni Interview
DEC 12	990	RERUN: My Heart Still Sings - Joni Interview
DEC 19	960	RERUN: The Night Angels Sang
DEC 26	969	RERUN: When God's People Pray

IT IS WRITTEN
U. S. Schedule
January - March, 2005
TBD = To Be Determined

<u>Air Date</u>	<u>Show #</u>	<u>Title</u>	<u>Offer</u>
1-2	930	A Message Unchained (Faith Odds 1)	FA
1-9	931	Two Kinds of Power (Faith Odds 2)	FA
1-16	932	Which Picture of Jesus? (Faith Odds 3)	IBSD
1/23	933	A Dance With Death (Faith Odds 4)	FA
1/30	934	A Mediator We Can't Manipulate (Faith Odds 5)	FA
2/6	935	Beyond Our Fathers (Faith Odds 6)	FA
2/13	936	Looking Beyond (Faith Odds 7)	FA
2/20	1001	Clash of Cultures 1: Broken Barometers	IBSD
2/27	1002	Clash of Cultures 2: Mind Manipulators	SF
3/6	1003	Clash of Cultures 3: Seducing the Soul	SF
3/13	1004	Clash of Cultures 4: Better Than a Binge	None
3/20	1005	Clash of Cultures 5: Fatal Fantasies	None
3/27	886	Easter: The Original Passion Play	None

IT IS WRITTEN
U. S. Schedule
April - June, 2005
TBD = To Be Determined

<u>Air Date</u>	<u>Show #</u>	<u>Title</u>	<u>Offer</u>
Apr 3	1050	When Waters Overwhelm	Discover Gdes
April 10	999	What's Your Problem?	Discover
April 17	1000	What's Your Calling?	Discover
April 24	1021	The Big Five 1: Does God Really Exist?	Discover
May 1	1022	The Big Five 2: Is The Bible God's Word?	Discover
May 8 DVD	1023	The Big Five 3: Is Jesus God?	Big Five Bk &
May 15	1024	The Big Five 4: Good God, Bad Word, Why?	Big Five & DVD
May 22	1025	The Big Five 5: The Path to the Top	Big Five & DVD
May 29	1026	New Life for a Dying Nation	Discover
Jun 5	944	How to Get More Out of the Bible	I Want More
June 12	945	How to Get More Out of Prayer	I Want More
June 19	946	How to Get More Guidance	Trust DVD
June 26	947	How to Get More Out of Yourself	I Want More

IT IS WRITTEN
TBN Schedule
July - September, 2005
TBD = To Be Determined

<u>Air Date</u>	<u>Show #</u>	<u>Title</u>	<u>Offer</u>
July 3	1051	The Millennium Revival	Discover
July 10	1052	Lethal Legacy	Trust DVD
July 17	1029	Resisting God	Discover
July 24	1027	When Your Names Comes Up in Judgment	Trust DVD
July 31	860	A Good Step Backward (Lonely Isle #1)	Lonely Isle Bk/DVD
Aug 7	861	Look at the Horizon (Lonely Isle #2)	Lonely Isle Bk/DVD
Aug 14	862	Cutting the Compromise (Lonely Isle#3)	Lonely Isle Bk/DVD
Aug 21	863	When It's Time to Leave (Lonely Isle#4)	The Appearing Promo
Aug 28	864	A Message for the Dead (Lonely Isle #5)	The Appearing Promo
Sept 4	865	Find the Open Door (Lonely Isle #6)	The Appearing Promo
Sept 11	866	Shopping Spree Remedy (Lonely Isle #7)	The Appearing Promo
Sept 18	1040	The Fingerprints of God	The Appearing Promo
Sept 25	1041	Even These Believed 1:The Barren Victory	The Appearing Promo

IT IS WRITTEN
U. S. Schedule
October-December, 2005
TBD = To Be Determined

REVISED 10-3-05

<u>Air Date</u>	<u>Show #</u>	<u>Title</u>	<u>Offer</u>
Oct 2 ETBD	1042	Even These Believed 2: You CAN Go Home Again	ETB or
Oct 9	1056	All These Things (Katrina)	IBSD
Oct 16	1043	Even These 3: From Atheist to Ambassador	ETB or ETBD
Oct 23	1044	Even These 4: Doubting the Divine	ETB or ETBD
Oct 30	1045	Even These 5: The Day Doubt is Removed	ETB or ETBD
Nov 6	997	Portraits of Things Unseen	PICL or PICS
Nov 13	1047	Where Are You, Lord?	SFCD or SFT
Nov 20	959	Thanksgiving in Williamsburg	NSP
Nov 27	1038	Something's Slipping	IBSD
Dec 4	1057	A Song in Sorrow (title change)	IBSD
Dec 11	961	The God I Love	GIL
Dec 18	990	My Heart Still Sings	GIL
Dec 25	1046	Away in a Manger	NSP

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CHANNELS
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Proclaiming
CHRIST
From Kiev



SUMMER 2005

EXHIBIT 2

I. JOEL OSTEEN – LAKEWOOD CHURCH



- About Us
- Ministries
- News and Events
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- Contact Us

- Find Your New Beginning
- Joel Osteen Sermons
- John Osteen Classics
- Audio/Video Library
- Bookstore

About Us

WELCOME

Welcome to the Lakewood Church web site. Our prayer is that this site will be informative and life-changing for you. We have compiled many files, sermons and testimonies that will help you discover your new beginning.

more >>

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MAP

Includes **map** and driving directions to Lakewood Church

more >>

HISTORY

Our vision is to make a positive impact upon the city of Houston by creating a city-wide family center in which all are welcome—a place where all individuals and families can grow and flourish in faith and discover God's plan for their lives.

more >>

PASTOR JOEL OSTEEN

Pastor Joel Osteen, a native Houstonian, has committed his life to serving and helping every person, regardless of background and economic status, to achieve their fullest potential. Having started Lakewood's television outreach ministry, Joel Osteen worked side-by-side with his father, founding Pastor John Osteen for 17 years, and took Lakewood's positive message of hope to over 100 million households throughout the United States and 100 countries worldwide.

more >>

LEADERSHIP

Dodie Osteen's genuine warmth and compassion is one reason why Lakewood is an "Oasis of Love in a troubled world."

Dodie Osteen ministered side-by-side with her husband, the late **John Osteen**, since the humble beginnings of Lakewood Church in 1959. Her hands-on experience in worldwide outreach over the years has given her a special place in the hearts of the Lakewood congregation.

more >>

TRIBUTE TO PASTOR JOHN OSTEEN

John Osteen began Lakewood Church in a dusty, abandoned feed store on Mother's Day 1959. Even in those early days amid those humble surroundings, the young pastor and founder of Lakewood Church could best be described with the words, "No Limits." His legendary phrase reaching the unreached and telling the untold was the hallmark of his extraordinary dream to reach the ends of the earth with the message of God's love.

more >>

TELEVISION SCHEDULE

Complete listing of all showings of the Lakewood Church television program, both in the USA and on International stations around the world.
[more >>](#)

[home](#) | [about us](#) | [ministries](#) | [news and events](#) | [missions](#) | [resources](#) | [faq](#) | [contact us](#)

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[On-Line Streaming](#)

[Broadcast Schedule](#)

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About Joel Osteen


Joel Osteen has quickly become a leading voice for a new generation of ministers. After becoming Senior Pastor in October of 1999, Lakewood Church has more than quadrupled its weekly attendance and is one of America's most diverse churches. According to [Forbes.com](#) and [Outreach magazine](#), Lakewood is the largest and fastest growing congregation in America with over 25,000 in attendance each weekend.

Joel Osteen can be seen via his weekly television broadcast on six national cable networks, including ABC Family and Black Entertainment Television (BET), Trinity Broadcasting and the Daystar Television Network. The Program can also be seen internationally in over 100 nations including CNBC Europe, Vision Canada, and CNBC Australia. Joel's program is also carried on prominent local network affiliates in the Top 30 markets in America. Recent Nielsen Media Research rated Joel Osteen's broadcast as the #1 inspirational program nationally, based on average television viewers per market.



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discover the
Champion
in you



Coming in 2005!
The New Lakewood
International Center



JOEL OSTEEN
For information about
our TV ministry and to
watch programs and
services on-line.



Lakewood Church
en Español

JOEL
Osteen
pastor

June 09, 2004

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COMING IN 2005

LAKEWOOD

Church Central

- ▶ View Construction Webcam
- ▶ Be a Part of the Champions Legacy



Watch the Lakewood Service Live & On Demand.



Joel Osteen Tour Information.



Joel Osteen Ministries Television.



Lakewood Church en Español

December 30, 2004

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USA - Nationwide

	8:00 PM EST	Sunday
BET (Preempted in some markets.)		
	7:00 PM CST	Sunday
	9:00 PM MST	Sunday
	8:00 PM PST	Sunday

	9:00 PM CST	Tuesday
Daystar (Special 1-hour program.)		
Also available on Direct TV, Ch. 369		

Spanish Speaking
Cable Center

	11:00 PM CST	Sunday
ABC Family Channel		

	10:00 PM CST & MST	Sunday
PAX		
	11:00 PM EST & PST	Sunday

	8:00 AM CST	Tuesday
TBN		
	8:00 PM CST	Friday
	7:00 PM CST	Sunday

State Listings - Alphabetical Order

Alabama			
Mobile	WMBR-TV33	1:00 PM	Monday
		6:00 PM	Saturday
Arizona			
Phoenix	KSAZ-TV10	7:00 AM	Sunday
California			
Los Angeles	KTLA-TV5	8:30 AM	Sunday
Sacramento	KXTV-TV10	8:30 AM	Sunday
San Francisco	KTVU-TV2	8:00 AM	Sunday
Colorado			
Denver	KDVR-TV31	8:30 AM	Sunday
Florida			
Jacksonville	WTEV-TV47	8:30 AM	Sunday
Orlando	WKMG-TV6	11:00 AM	Sunday
Tampa	WTSP-TV10	8:30 AM	Sunday
Miami	WPLG-TV10	7:00 AM	Sunday
Georgia			
Atlanta	WAGA-TV5	8:00 AM	Sunday

Illinois				
Chicago	WFLD-TV32	8:30 AM		Sunday
Indiana				
Indianapolis	WRTV-TV6	9:00 AM		Sunday
Kentucky				
Flemingsburg	FCA-TV	5:30 PM		Thursday
Louisiana				
Baker	WLFT-TV	9:00 PM		Tuesday
		9:00 PM		Friday
		8:00 PM		Sunday
Crowley	KAJN-TV	5:00 AM		Sunday
		1:00 PM		Sunday
Monroe	KMCT	9:00 PM		Friday
Maryland				
Baltimore	WBFF-TV45	10:00 AM		Sunday
Massachusetts				
Boston	WFXT-TV25	8:30 AM		Sunday
Michigan				
Detroit	WDIV-TV4	7:30 AM		Sunday
Lansing	CABLE GNS-19	8:00 PM		Wednesday
Minnesota				
Minneapolis	WFTC-TV29	8:30 AM		Sunday
Missouri				
St. Louis	KDNL-TV30	8:30 AM		Sunday
New York				
New York	WNYW-TV5	10:30 AM		Sunday
Ohio				
Cleveland	WEWS-TV5	7:30 AM		Sunday
Oklahoma				
Tulsa	Local KGEB-53	3:30 AM		Wednesday
		5:00 AM		Sunday
	Satellite GEB	5:00 AM		Wednesday
		1:00 AM		Saturday
		9:00 AM		Saturday
		3:30 AM		Sunday
		1:00 PM		Sunday
Oregon				
Portland	KPTV-TV12	8:30 AM		Sunday
Pennsylvania				
Philadelphia	WTXF-TV29	7:00 AM		Sunday
Pittsburgh	WPXI-TV11	9:30 AM		Sunday
	WPCB-40	6:00 AM		Sunday
South Dakota				
Sioux Falls	VICTORY TV-48	8:00 PM		Saturday
Texas				
Dallas/Fort Worth	KMPX	7:00 PM		Monday
		5:30 PM		Friday

		9:00 PM	Tuesday
Dallas	KDPW-TV4	7:30 AM	Sunday
Fairfax	K07TS-7	7:00 PM	Thursday
Houston	KTBU-55	9:00 AM	Sunday
		10:00 PM	Sunday
	KRIV-26	7:30 AM	Sunday
	KHOU-TV11	10:00 AM	Sunday
Washington			
Seattle	KCPQ-TV13	7:00 AM	Sunday
Washington, DC			
Washington, DC	WTTG-TV5	10:00 AM	Sunday

International

		11:00 PM	Monday
TBN EUROPE		5:00 PM	Sunday
Cyprus			
Nicosia	MIDDLE EAST TV	12:30 PM	Sunday
Estonia			
Talinn	WORD OF LIFE (Russian)	12:00 AM	Sunday
		6:30 PM	Wednesday
		10:00 AM	Thursday
		8:30 PM	Saturday
Estonia			
Talinn	WORD OF LIFE (Estonian)	6:30 PM	Sunday
		10:00 AM	Monday
		6:00 PM	Wednesday
		9:30 AM	Friday
Philippines			
	CBC PHILIPPINES	10:00 AM	Sunday
		9:00 PM	Sunday
South Africa			
Ciskei/Transkel	TBN SOUTH AFRICA	10:00 PM	F-W
Zimbabwe			
Harare	ZTV	12:30 PM	Sunday

EXHIBIT 2

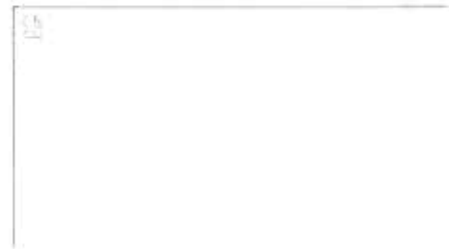
J. JOHN HAGEE MINISTRIES



Welcome

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- ▢ Prayer/Testimonies
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- ▢ John Hagee Online
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Contact Us



I want to personally welcome you to our Internet site. The miracle of technology allows us to present the gospel of Jesus Christ to our partners across the nation and around the world. This website helps us to accomplish our mission of proclaiming the gospel of Jesus Christ, fulfilling the Great Commission. Welcome and God Bless you as you browse through our site.

Because of His Commission,

A handwritten signature in black ink that reads "Pastor John Hagee".

CLICK FOR TV FEATURED RESOURCES
















Congratulations!
Mark D. of Colorado!

Mark's name was drawn from the list of those who completed our [online survey](#). If you haven't filled out the survey yet, click [here](#). We are giving away \$100 worth of Ministry Materials each week in a random drawing of those who have completed the survey.

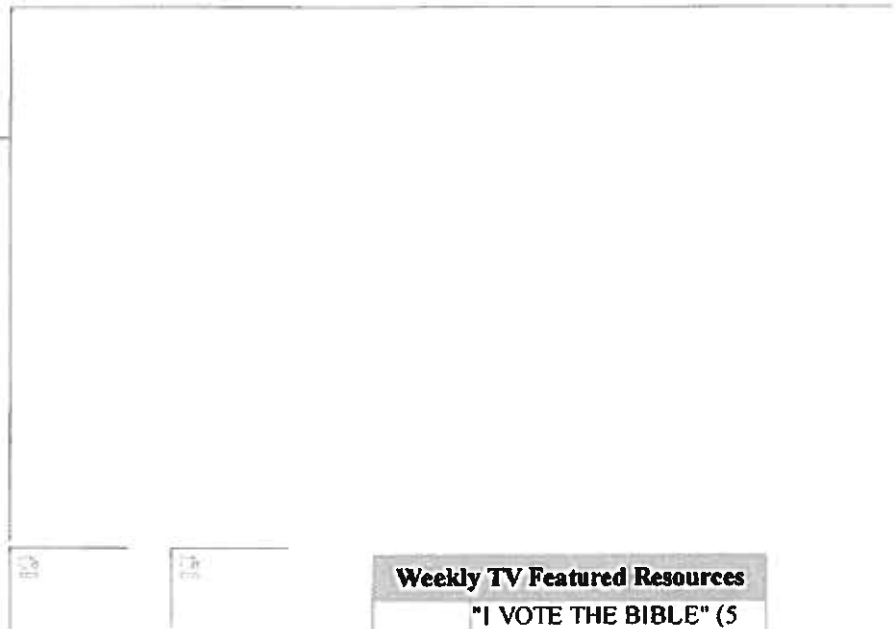







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-  Prayer/Testimonies
-  Hagee Family
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Program Guide

Click your state to view the program schedule for your area.



Weekly TV Featured Resources		
	"I VOTE THE BIBLE" (5 Buttons)	
\$10	OTHER	K208
Qty 0	View Description	
	Bible Positions on Political Issues Book & Button	
\$10	BOOK	KT111
Qty 0	View Description	
	Bible Positions on Political Issues Series & Book	
\$33	CD	KT110C
Qty 0	View Description	

[back to top](#)

John Hagee Ministries Programming Guide - California

Select one of the programs from the list below to see where it is available in your state.

[Cornerstone](#) | [Cornerstone Live](#) | [John Hagee Today](#) | [John Hagee Today \(Radio\)](#)

Cornerstone				
City	Station	Channel	Time	Day
Chico	KCVU	30	6:00 am	Sun
Los Angeles	KTBN	40	1:00 pm	Sun
Los Angeles	KTBN	40	6:00 pm	Tue
Sacramento/Stockton/Modesto	KSPX	29	10:00 am	Sun
San Diego	Cox Cable	4	7:30 am	Sun
San Francisco/Oakland	KKPX	65	9:00 am	Sun
San Jacinto	K53DU	53	1:00 am	Sun

Cornerstone Live!				
City	Station	Channel	Time	Day
<p>Unfortunately, Cornerstone Live! is not available in California. You might want to look at our satellite schedule.</p>				

John Hagee Today				
City	Station	Channel	Time	Day
Fresno/Visalia	KAIL	53	6:30 am	M-F
Los Angeles	KTBN	40	6:30 am	M-F
Los Angeles	KTBN	40	1:00 pm	M-F
San Francisco	KTLN	68	12:30 pm	M-F
San Francisco	KKPX	65	9:00 am	M-F
San Jacinto	K53DU	53	1:00 am	M-F

John Hagee Today (Radio)				
City	Station	Channel	Time	Day
<p>Unfortunately, John Hagee Today is not available on the radio in California. You might want to look at our satellite schedule.</p>				

EXHIBIT 2

K. JOYCE MEYER MINISTRIES

Language

Residence

Save Settings



JOYCE MEYER ministries

WELCOME TO JOYCE MEYER MINISTRIES

Dave and I are so glad you're here-and we're grateful to be a part of what God has in store for you today. While you're here, we hope you'll check out our all-new *Enjoying Everyday Life* telecast and radiocast ... and enjoy our newly revised magazine containing inspiring features and articles.

And that's not all. You can also take a glimpse at our extensive outreaches, or check our nation's pulse at our special America sub-section devoted to taking action for a more godly America.

God is a God of growth and change-and we have so many new things to share with you. Behind the scenes, we are even constructing a new and improved website; so be on the lookout!

But in the meantime we still have some great things available for you now. We want to help you in any way we can, and we pray that our website will bring you closer to God and His good plan for your life. So, come on in and spend some time with us.

God bless you!

Dave & Joyce Meyer



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Vision/Mission

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Want to know how the donations are spent?
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Joyce Meyer Ministries has a God-ordained mandate to impact the world. We are called to present the Gospel to the lost, disciple nations, feed the hungry, clothe the poor, minister to the elderly, widows and orphans, visit prisoners and reach out to people of all ages and in all walks of life. God requires that we teach people how to apply biblical truth in every facet of their lives and encourage Christians to influence every aspect of the world around them.
Matthew 28:18-20; Isaiah 1:17



With the prayers and support of our friends and partners around the world, we present a creative and relevant message of Christ and His love for people worldwide using the most powerful forms of media and communications available, as well as the development and distribution of practical teaching resources.

We provide global humanitarian aid to hurting people and teach Christians and non-Christians alike how to enjoy everyday life by applying biblical principles in all they do.
John 10:10

Our goal is to reach every nation, every city, every day with the Gospel of Jesus Christ.

[Download Vision/Mission Statement \(pdf\)](#)


[Download Adobe Reader](#)



EXHIBIT 2

L. ROD PARSLEY

May 31, 2009



BREAKTHROUGH

The Media Ministry of Pastor Rod Parsley


GUEST BOOK

- About Us
- Pastor's Office
- Employment Office
- Welcome
- What's New

- Home
- Breakthrough Command Center
- Shopping Center
- Ministry Center
- Prayer Center
- World Harvest Church
- World Harvest Bible College


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Join the Breakthrough e-mail list.




Application
Renewal Form
Application Requirements


Pastor Rod & Joni Parsley



Eat, Drink & be Healthy

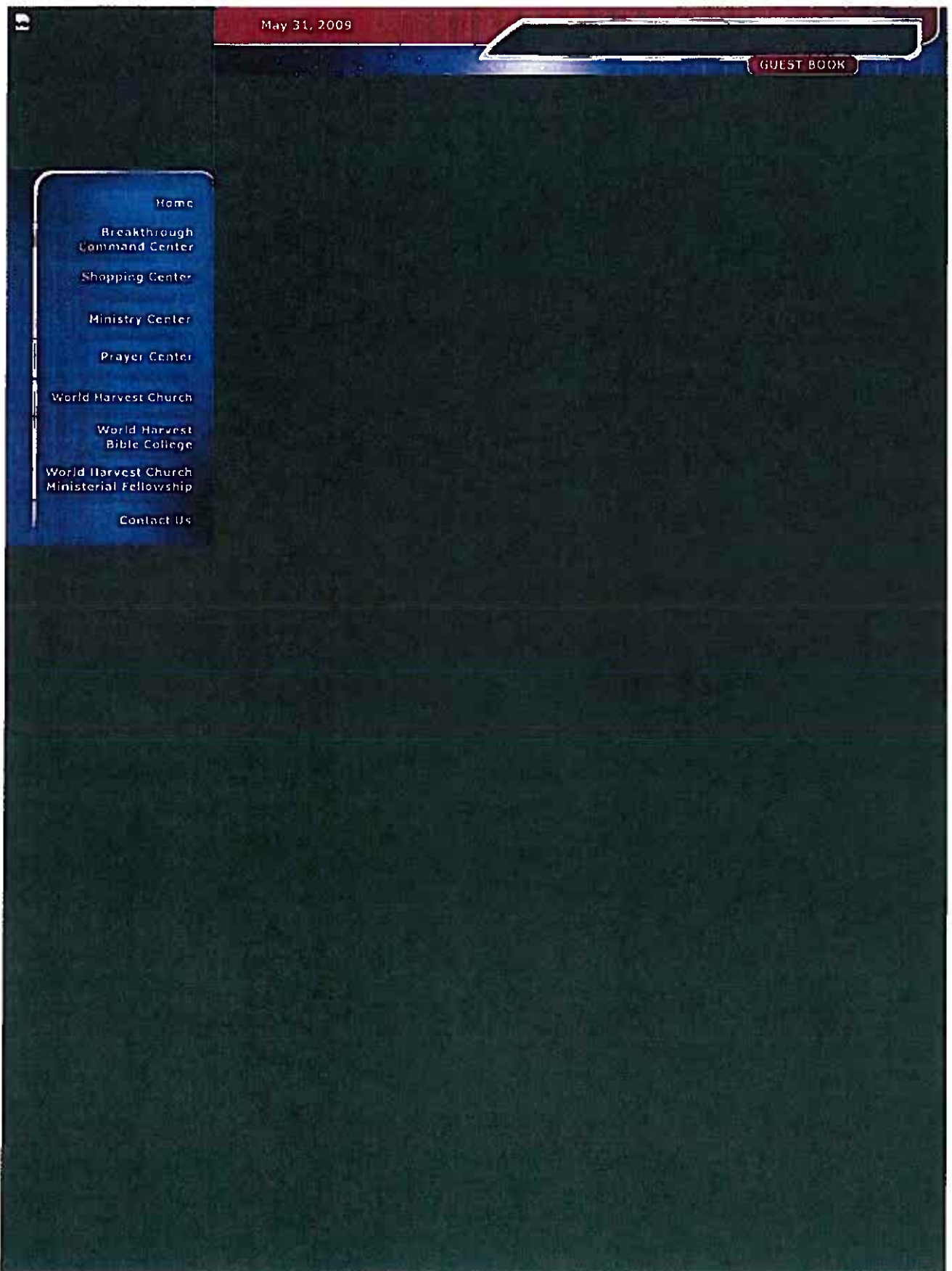


Houses of Worship Free Speech Petition



Home | Breakthrough Command Center | Shopping Center | Ministry Center | Prayer Center | World Harvest Church | World Harvest Bible College | World Harvest Masteral Fellowship

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About Breakthrough

www.breakthrough.net

... the Breakthrough World Ministry Cyber Center of Pastor Rod Parsley and World Harvest Church in Columbus, Ohio ... the next best thing to being here with us!



Meet Pastor Rod and Joni

[More About Pastor Rod Parsley](#)

[More About Joni Parsley](#)

[What we Believe](#)



"God, please do things so incredibly large and powerful through this ministry that people will have to look past me to you and say, 'No person could have done this.'"

That was the prayer of 19 year old Rod Parsley in 1977, when God burned in his heart the call to build one of the greatest ministries in America.

Faith to believe God for the extraordinary would mark Rod Parsley throughout his life and ministry.

At the age of 6, Rod Parsley responded to an altar call to become born again ... by the time he was a teenager, he had received the baptism of the Holy Spirit and was consumed with the call of God.

During his sophomore year in Bible college, he began teaching a Bible study in the backyard of his parents' home ... and within 2 years, that fellowship became a church.

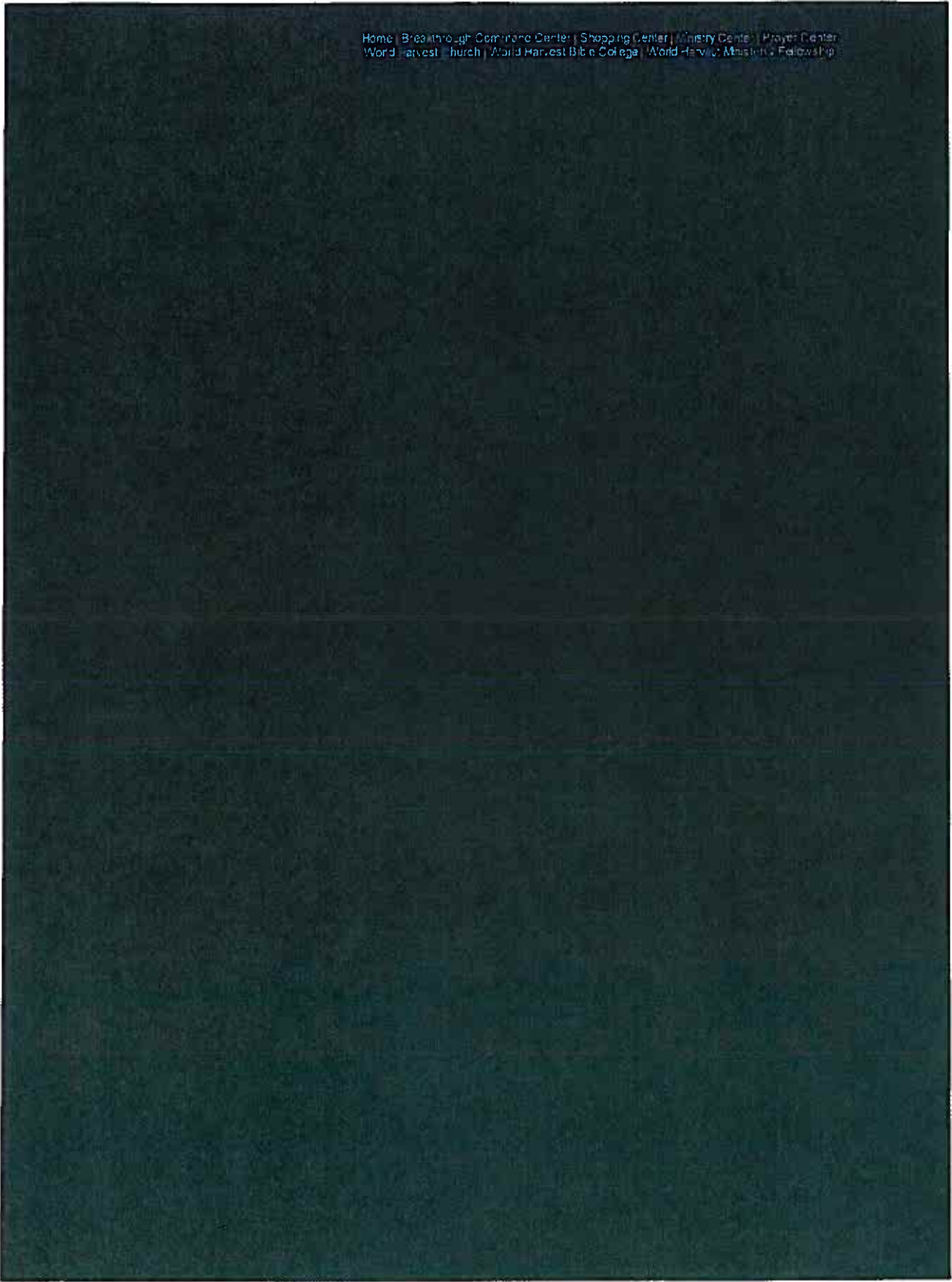
The church began to experience an intense season of growth. In the midst of it, Pastor Parsley was introduced to Dr. Lester Sumrall, a man known as a "pastor of pastors". Founder of the Lester Sumrall Evangelistic Association and a renowned evangelist and speaker, Dr. Sumrall became Pastor Parsley's mentor and spiritual father.

When Pastor Parsley's church dedicated their immense 6200 seat facility in 1987, they called the fellowship "World Harvest Church" in honor of Dr. Sumrall's ministry.


The relationship between Dr. Sumrall and Pastor Parsley was like that of Elijah and Elisha. In fact, in 1992, Sumrall passed his "sword of anointing" to Rod and Joni Parsley, conferring on Rod Parsley the apostolic mantle of his ministry.

Pastor and Joni Parsley are using that mantle -- and the anointing it represents -- to "bring the Lamb that was slain the reward of His suffering" through World Harvest Church, the worldwide Breakthrough television broadcast, Harvest Preparatory School, World Harvest Bible College, and our Mission America Crusades.

God has truly answered the prayer of Rod Parsley for a ministry so powerful that people must look beyond the man and see the majesty and power of God!



[Home](#) | [Breakthrough Command Center](#) | [Shopping Center](#) | [Ministry Center](#) | [Prayer Center](#)
[World Harvest Church](#) | [World Harvest Bible College](#) | [World Harvest Ministries Fellowship](#)



May 31, 2009

GUEST BOOK

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Breakthrough
Command Center

Shopping Center

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Prayer Center

World Harvest Church

World Harvest
Bible College

World Harvest Church
Ministerial Fellowship

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Breakthrough Television Studio

This Week on Breakthrough

Sunday, December 5: "The Least of These"

[Play Video](#)

Jesus said in Matthew 25:40, "Verily I say unto you, inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me." In a single gift, God gave everything he had . . . so we would have everything we need.

Monday, December 6

[Play Video](#)

TOUCHING JESUS

The spirit of Christmas is the spirit of our Savior. Pastor Parsley shares the hope that can be found in Christ alone.

Tuesday, December 7

[Play Video](#)

THE LEAST OF THESE PT. 1 OF 2

The same Spirit that enabled Jesus Christ to bring good news to the poor, release to the captives, healing for the sick, and freedom to the oppressed, is given to you and me to demonstrate His unconditional love to those in need.

Wednesday, December 8

[Play Video](#)

THE LEAST OF THESE PT. 2 OF 2

The Lord deeply cares about "The Least of These" in our midst, and he's provided a glorious plan with the leaders of His world to care for them.

Thursday, December 9

TOUCHING JESUS

From the Breakthrough Studio, Pastor Rod Parsley teaches from God's Word that there is a way for you to touch our Savior and receive His blessing. And today Pastor Parsley shows you how.

Friday, December 10

[Play Video](#)

THE LEAST OF THESE

From the Breakthrough studio, pastor parsley teaches that if we truly desire the compassion of Christ to be manifested in us during this holiday season, we'll follow God's example in giving.

Next Week on Breakthrough

Sunday, December 12: "The Greatest Gift"

Of all the gifts that have ever been given -- one stands out clearly as the greatest gift of all . . . For the least of these . . . Today on breakthrough.

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May 31, 2009
GUEST BOOK



Breakthrough Television Studio

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TV Stations in California

(Click on city name to see broadcast times)

City	Station	Call Letters
Los Angeles	40	KTSM
Sacramento	47	KRJR
Modesto	61	KACA
San Francisco	22	KDTS

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EXHIBIT 2

M. RON PHILLIPS MINISTRIES

**CENTRAL MESSAGE
2004 BROADCAST SCHEDULE**

January 4	"Kisses From the Father" Series - reruns "The Waiting Father" (A06-2203) "Forever in Abba's Arms" (A06-2903) "Search for the Father" (A05-0403)
January 11	
January 18	
January 25	"Breaking the Orphan Spirit" (2) "Breaking the Orphan Spirit" – Pt. 1 (B12-1403a) – Brownsville "Breaking the Orphan Spirit" – Pt. 2 (B12-1403b) – Brownsville
February 1	
February 8	"How to Cancel Fear" (A01-0404)
February 15	"The Last Days" Series "Can I Escape the Coming Terror?" (A11-0203) "Who Is the Antichrist?" (A11-0903)
February 22	
February 29	"Season for Suffering" "Light & Glory" – Pt. 1 (P112303)
March 7	"The Last Days" Series "Hell: The Ultimate Terror" (A11-2303) "When I Get to Heaven" (A11-0603)
March 14	
March 21	Healing – Pt. 1 (D. Parker)
March 28	Healing – Pt. 2 (D. Parker)
April 4 (Palm Sun.)	"Pure Passion" Series "The Passion of Christ" – Pt. 1 (A03-0704a) "The Passion of Christ" – Pt. 2 (A03-0704b)
April 11 (EASTER)	

April 18	"Breaking the Orphan Spirit"(2)
April 25	"Breaking the Orphan Spirit" – Pt. 1 (B12-1403a) – Brownsville "Breaking the Orphan Spirit" – Pt. 2 (B12-1403b) – Brownsville
	"Radical Choices: Choosing to Change" Series
May 2	"Move Into the Miraculous"
May 9	"Failure is Not Final" (Mother's Day)
	"Passion for Worship"
May 16	"There Is a Place" – Pt. 1
May 23	"There Is a Place" – Pt. 2
May 30	"There Is a Place" – Pt. 1 (Rerun) - Memorial Day/Monday
	"How to Affair Proof Your Marriage"
June 6	"Keep Your Love Tank Full"
June 13	"A Passion for the Family"
	"How to Affair Proof Your Marriage"
June 20	"Make Your Mate Your Best Friend" – (Father's Day)
June 27	"Keep Your Love Tank Full" – (rerun)
July 4	"I Believe in America"
	"Last Days" Series
July 11	"Hell: The Ultimate Terror"
July 18	Healing – Pt. 1 (D. Parker)
July 25	Healing – Pt. 2 (D. Parker)
	"Breaking Down the Walls" series (2)
August 1	"Breaking Down the Walls" – Pt. 1
August 8	"Breaking Down the Walls" – Pt. 2
	"Let the Games Begin" series
August 15	"The Crowning of the Champions"
	"American Prophecies"
August 22	"American Prophecies, Part 1"
August 29	"American Prophecies, Part 2"

September 5	"Passion for Worship" "There Is a Place" – Pt. 1 (only airing one part)
September 12 September 19	"American Prophecies" (re-air) "American Prophecies, Part 1" "American Prophecies, Part 1"
September 26	"The Company of David"
October 3	"Restoration" "You're Worth More If You Let God Restore" (A09-1204)
October 10	"The Road to Restoration" (P08-0704)
October 17	"The Cost of Restoration" (A08-0804)
October 24 October 31	"American Prophecies" (re-air) "American Prophecies, Part 1" "American Prophecies, Part 1"
November 7	"How To Cope With Terror" (P09-1204)
November 14	"How To Cope With Terror" (P09-1204) (re-air)
November 21	Reclaiming Christmas Traditions, Part 1
November 28	Reclaiming Christmas Traditions, Part 2
December 5	Reclaiming Christmas Traditions, Part 1 (re-air)
December 12	Reclaiming Christmas Traditions, Part 2 (re-air)
December 19	Christ – The Perfect Gift (A11-3003)
December 26	God's Cure For Depression, Pt. 1 (P11-0302a) (re-air)


**CENTRAL MESSAGE
2005 BROADCAST SCHEDULE**

January 2	God's Cure For Depression, Pt 2 (P11-0302b) (re-air)
January 9	How To Stay Alive in 2005 (P12-2604)
January 16 January 23	"Brownsville Message" Free To Dance, Pt. 1 (P11-0504a) Free To Dance, Pt. 2 (P11-0504b)
January 30	How To Stay Alive in 2005 (P12-2604) (re-air)
February 6 February 13	"Healing" (old sermons re-edited with new testimonies) 11 Bible Ways To Healing, Pt. 1 (A01-0701) – Dr. Rogers interview 11 Bible Ways To Healing, Pt. 2 (A01-1401) – Jack Morton testimony
February 20 February 27	"Radical Choices: Choosing to Change" Series (re-air w/new offer) Move Into the Miraculous Failure is Not Final (may have Mother's day mention) – Daystar pre-emption on 3/4
March 6 March 13	"Healing" (old sermons re-edited with new testimonies) 11 Bible Ways To Healing, Pt. 1 (A01-0701) – Dr. Rogers interview 11 Bible Ways To Healing, Pt. 1 (A01-0701) – Dr. Rogers interview
March 20 March 27	"The Suffering of Christ" Part 1 "The Suffering of Christ" Part 2
April 3 April 10	"Brownsville Message" (re-air) Free To Dance, Pt. 1 (P11-0504a) Free To Dance, Pt. 2 (P11-0504b)
April 17	Building Storm Proof Homes (A10-0304)
April 24 May 1	"Healing" (old sermons re-edited with new testimonies) 11 Bible Ways To Healing, Pt. 1 (A01-0701) – Dr. Rogers interview 11 Bible Ways To Healing, Pt. 2 (A01-1401) – Jack Morton testimony
May 8 May 15 May 22 May 29	"Marriage Matters" Series Building Storm Proof Homes (A10-0304) Soul-Mates, Not Inmates (A10-1004) Raising Kids That Win (A10-1704) Mend Your Broken Marriage (A10-2404)
June 5	The Stones Cry Out "Ark of the Covenant" (re-air)
June 12 June 19	Kisses From The Father Search For The Father (A05-0403) The Waiting Father (A06-2203)
June 26	Money Matters, Part 1

July 3	Money Matters, Part 2
July 10	Money Matters, Part 1
July 17	Money Matters, Part 2
July 24	Money Matters, Part 1
July 31	Money Matters, Part 2
August 7	Money Matters, Part 1
August 14	Money Matters, Part 2
August 21 August 28	Best of Ron Phillips – “Breaking Down The Walls, Part 1” Best of Ron Phillips – “Breaking Down The Walls, Part 2”
September 4 September 11	Saving America (A05-2905) Saving America (A05-2905) (re-air)
September 18 September 25	“Keys To Spiritual Power” series Where Is There? (A04-0305) What Is That? (A04-1005)
October 2 October 9	Best of Ron Phillips – Healing, Part 1 (Dr. Rogers) Best of Ron Phillips – Healing, Part 2 (Jack Morton)
October 16 October 23	Best of Ron Phillips – As It Was In The Days of Noah Best of Ron Phillips – Ark of the Covenant
October 30 November 6	Money Matters/Fundraising Show 1 (re-air) Money Matters/Fundraising Show 2 (re-air)
November 13	Best of Ron Phillips – Reclaiming Christmas Traditions
November 20 November 27	Best of Ron Phillips – Fount Of Every Blessing, Part 1 Best of Ron Phillips – Fount Of Every Blessing, Part 1
December 4 December 11	Best of Ron Phillips – Keep Your Love Tank Full Best of Ron Phillips – Make Your Mate Your Best Friend
December 18 December 25	Hanukkah and Christmas (A12-0505) Hanukkah and Christmas (A12-0505) (re-air)

EXHIBIT 2

N. T.D. JAKES – THE POTTER’S HOUSE

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<p>About the Potter's House About Bishop Jakes Service Times Church Location Online Donations Broadcast Schedule Conferences Other Links Employment Event Calendar Online Bookstore Prayer Request GET READY Magazine The Potter's Touch</p>	<p>The Potter's House</p> <p>The Potter's House 6777 West Kiest Blvd Dallas, Texas 75236</p> <p><i>The Potter's House</i> is a nondenominational church, located in the southern sector of Dallas, Texas, that was founded in 1996. In just over seven years, <i>The Potter's House</i> grew from 50 families to more than 28,000 members who step out in force, inspired and spiritually armed by Bishop T.D. Jakes to help others in their communities and across the world. Christianity Today and The Dallas Morning News tag <i>The Potter's House</i> church as one of the fastest growing churches in the nation.</p> <p>Church Demographics:</p> <p>The Potter's House, as of December, 2002, is the vibrant home of over 28,000 members from this multicultural city and across a wide breadth of The Dallas/Forth Worth area. It currently houses these percentiles:</p> <p>77% African-American 13% Caucasian 7% Hispanic 3% Other – comprised of 17 different nationalities.</p> <p>Men comprise 45% of the total congregation – a male involvement unusually high for a mostly minority church. The church brings together the down and out – the homeless and released offender – to sit beside the up and coming – the celebrity and community leader. They worship and serve together in one or more of the 59 different ministries within the church, including GED/literacy programs, AIDS outreach, the homeless in the Dallas/Fort Worth area, male mentorship, a debutante program for young ladies, and one of the nation's largest and fastest growing prison ministry with a Prison Satellite Network Broadcasting to over 260 prisons in the land.</p> <p>The Potter's House is currently one of the largest churches in the nation. Christianity Today quotes it as "one of America's fastest growing churches" which grew from only 50 families in May, 1996 to over 28,000 members, as of December 2002!</p> <p style="text-align: right;">Last Updated November 19, 2002</p>	
	<p>LINKS>>> The Potter's House</p> <p>Worship Services</p> <p>Where We Are</p> <p>Mission Statement</p> <p>Belief Statement</p> <p>Doctrinal Statement</p> <p>Our Staff</p> <p>Employment</p> <p>The Potter's House Event Center</p> <p>Church News</p>	
		
	<p>Listen to Samples of the New CD Project</p>	

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About Bishop Jakes

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Bishop T.D. Jakes

Biography

"He is a virtuoso, a prodigy. The only thing more exhilarating than the style of T.D. Jakes' sermons is their rigor and compassion."
 --Time Magazine, September 2001

Pastor, community advocate, humanitarian, author, songwriter, playwright, conference speaker and broadcaster, Bishop Thomas D. Jakes, Sr. was born on June 9, 1957 in South Charleston, WV. His parents, businessman and entrepreneur Ernest Sr. and educator Odith were charitable benefactors in their community, and to whom their son credits for his own integrity, discipline and self-reliance. From a very young age, he was devoted to the gospel and in 1979, Bishop Jakes began fulfilling his call to the ministry by founding and serving as Pastor of Greater Emmanuel Temple of Faith, a small storefront church in Montgomery, WV, which originated with only 10 members.

Pastor

Now, 20 years later as a Pastor and some 25 years later serving in the ministry, he pastors what Christianity Today calls "one of America's fastest growing mega-churches." Named **The Potter's House**, this multiracial, nondenominational church with 59 active internal and outreach ministries has dominated church growth records since 1996. In only five years since relocating the church from West Virginia to Dallas, TX, The Potter's House grew from 50 families to more than 28,000 members to date.

In January, 1999, the New York Times named Bishop T.D. Jakes as "one of the top five evangelists most frequently cited by scholars, theologians, and evangelical leaders to step up the international pulpit behind the Rev. Billy Graham" while Time magazine featured Bishop Jakes on a September 2001 cover and named him "America's Best Preacher."

Often referred to as a "Shepherd to the Shattered," Bishop Jakes has made great strides in Dallas to help turn around the lives of the homeless, drug addicts, prostitutes, single mothers, and others in life-threatening circumstances. In addition, The Potter's House has created programs such as The Guardians, an outreach to the homeless; Rahab International, an outreach to prostitutes and women in abusive domestic situations; a GED literacy program; the Transformation Treatment Program for drug and alcohol abusers; an AIDS outreach; and a prison outreach. A devoted advocate of religious outreach to prison inmates, Bishop Jakes has been to several prisons to minister in person, most recently at a three-day summer crusade at San Quentin. He also created The Potter's House Prison Satellite

Network, which provides gospel programming to more than 375 prisons in 40 states, a viewership more than 350,000 inmates.

Evangelist

To reach the greater religious community, Bishop T.D. Jakes preaches the gospel on his national weekly television broadcast "The Potter's House" on the Trinity Broadcasting Network (TBN), Black Entertainment Television (BET) and the Daystar Network. He broadcasts to international audiences weekly via the Inspiration Network, Christian Channel Europe and the God Channel. His other weekly program is "The Potter's Touch," a daily 30-minute talk show that focuses on many of the pressing topics and situations that affect the church and the Body of Christ. It is seen on both the Trinity Broadcasting Network and Black Entertainment Television.

Bishop Jakes is the CEO of The Potter's House Ministries, a non-profit organization that produces three major national conferences - "The Pastor's and Leadership Conference," "ManPower," and "Woman, Thou Art Loosed!" (WTAL). WTAL, a powerful and popular symposium for women that addresses the pain of women of all races and ages, has set national indoor attendance records with 84,500 attendees and an additional 20,000 in overflow at the Georgia Dome in 1999.

He is also the founder of the for-profit T.D. Jakes Enterprises, which employs his other aptitudes as author, songwriter and playwright. A renowned religious author with 27 books to his credit, Bishop Jakes has had 11 of them featured on various Christian, Secular and Business Best Seller Lists. His top five bestsellers are: "Maximize the Moment;" "Woman, Thou Art Loosed;" "The Lady, Her Lover and Her Lord;" "The Great Investment: Faith, Family and Finance;" and most recently, "God's Leading Lady," which has peaked at #4 on the New York Times Hardcover Advice List.

His theatre production company, Touchdown Concepts, created and produced the plays, "Woman, Thou Art Loosed!" and "Behind Closed Doors" which both became the number one gospel play in the U.S. Furthermore, Jakes' music label, Dexterity Sounds, in collaboration with EMI Gospel Music, was created for the purpose of developing music with a divine message. Their first effort resulted in "The Storm Is Over" debuting at number one on Billboard's Gospel chart, and received a Grammy nomination and other numerous musical achievement awards. In 1998, the "Woman, Thou Art Loosed!" cast album featuring T.D. Jakes on vocals, received a Dove award and a Grammy nomination. Furthermore, Billboard magazine named Bishop Jakes' albums "Sacred Love Songs" and "Live from the Potter's House" among the top Gospel albums of 1999.

Bishop T.D. Jakes is also a columnist on three nationally circulated magazines, "Gospel Today," "Christianity Today" and "Ministries Today" as well as the largest faith based Internet site in the world, BellefNet. Bishop Jakes heads two of most widely accessed ministry Internet sites in the world today, www.thepottertouch.org and www.thepottershouse.org.

He has been a frequent guest on several national news programs as a source of spiritual advice and inspiration. Presidents and statesmen have frequently asked for his wisdom and counsel. Most recently, Bishop Jakes was asked by President Bush to meet with 35 other religious leaders to discuss the September 11 tragedy and how to recuperate from it.

Bishop Jakes lives in Dallas with his wife Serita and their five children.

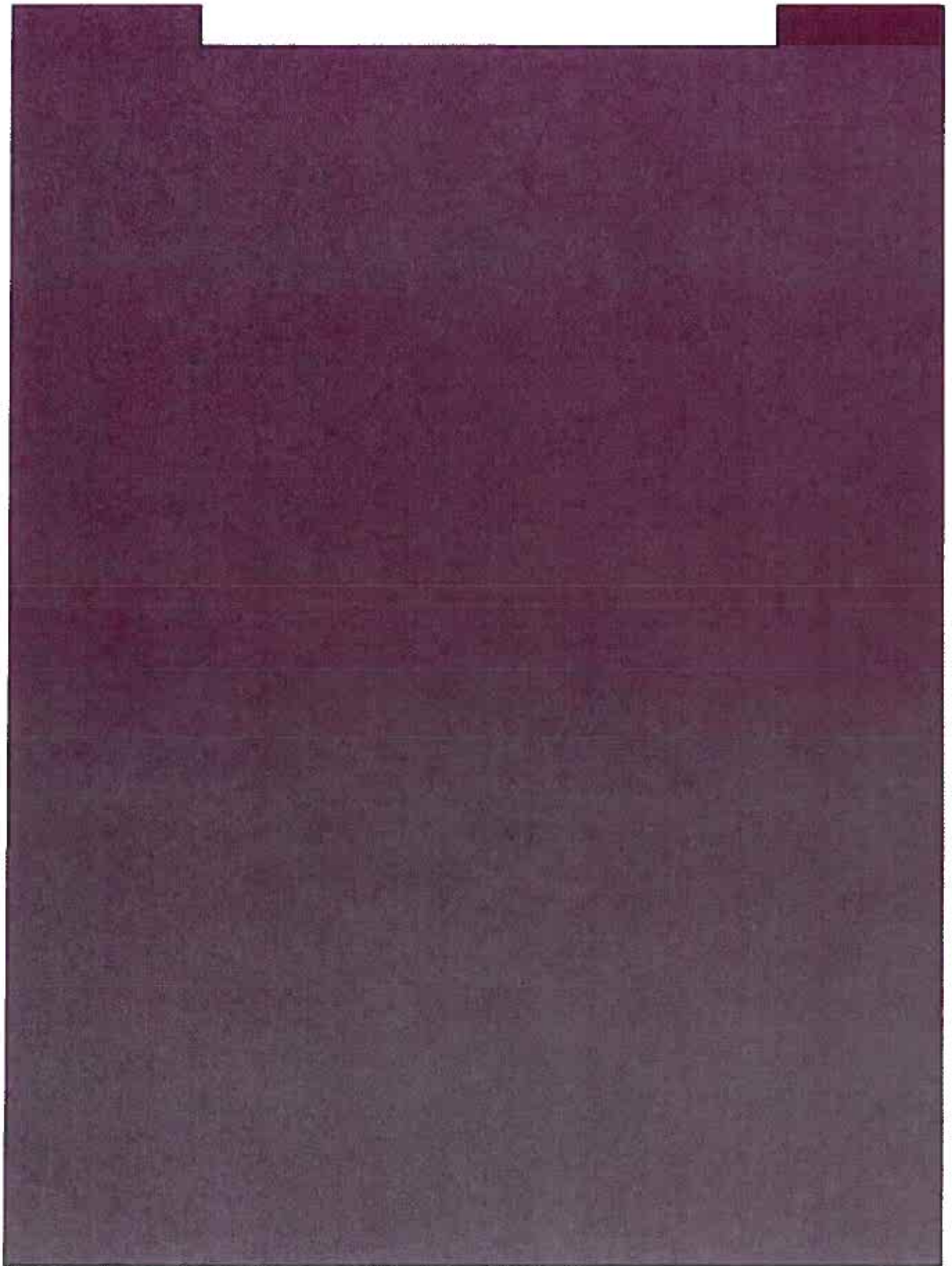


EXHIBIT 2

O. THE CHRISTIAN BROADCASTING NETWORK

today on the 700 club



**Pat Summerall:
Gridiron, God,
and Graham**

**Conditions from Asian
Tsunami Worsen, Death
Toll Climbs**



**A Change of
Heart...Literally**

To make matters worse in South Asia, the disaster zone is now being threatened with outbreaks of disease. The World Health Organization is warning that if fresh water and medicine don't reach the most severe struck areas, the death toll, nearing 77,000 and climbing, could double.

More from The 700 Club...



**As Seen On
the Club**

Watch the Program
Audio Only

Go here for recent products promoted on *The 700 Club*.

- [Send Operation Blessing a gift to help the tsunami victims](#)
- [See what OB is doing to aid the people of Southeast Asia](#)
- [Asia Toll Nears 77,000 as Aid Arrives](#)

- [Message Board: What do you think was the biggest news story of 2004 and why?](#)
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Special Sections



News Headlines

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- [Suicide Attacker Behind Riyadh Explosions](#)
- [Abbas Pledges to Follow Arafat Policies](#)
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Pat's Bring it on

I heard you speak once about a special curve in savings and something to do with a formula and 72. Would you please explain that again for us?

[Read The Answer Here...](#)

[More Bring It On](#)

[Ask Your Bring It On](#)



today's show



Diana Thomas: Delivered From the Taliban's Grasp

Diana Thomas and eight other Christian foreign aid workers living in Afghanistan, including missionary Heather Mercer, were imprisoned by the Taliban for allegedly preaching the gospel. Despite their desperate circumstances, Diana and her friends faithfully relied on God to see them to freedom.

Church of the Week

Bay Shore Community Church

This Delaware church is sending Christmas care packages to soldiers stationed in Iraq over the holidays.



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As seen on the club

Get into shape using Pat Robertson's diet and exercise secrets. Yours for a gift of \$25.



Get this 2-CD set from Integrity Music for only \$19.95, plus shipping and handling.



Today's Poll

bring it on

Is it OK for a Christian to practice Pilates?

How close are you to having your Christmas shopping done?

Click on the above question to find out Pat's

- [Today's Show](#)



Note: Listing subject to change. Check back often for updates.

DECEMBER 2004 November **Current** January

Mon	Tue	Wed	Thu	Fri
<p>29 News Focus: Israel and Iran</p> <p>Bibleway Baptist Church</p> <p>Frank Reich, football great</p> <p>Mary Angelos Holiday Tray</p>	<p>30 News Focus: Counter Terrorism Training</p> <p>Guest: George Huff, <i>American Idol</i> finalist</p>	<p>1 News Focus: Boredom</p> <p>Guest: Dr. Nick Yphantides, author of <i>My Big Fat Greek Diet</i></p>	<p>2 News Focus: Boulder, Colorado</p> <p>Guest: Jan Karon, author of <i>Mitford Series</i></p> <p>David Thompson, basketball Hall-of-Famer</p>	<p>3 News Focus: Jerusalem</p> <p>Guest: Steve Weber, CBN WorldReach Kiev</p> <p>Guest: Daryl Heald, founder of Generous Giving</p>
<p>6 News Focus: European Economy</p> <p>Guest: Kirk Franklin, overcoming porn addiction</p> <p>Bethel Lutheran Church</p> <p>Ukrainian Christmas Ornaments</p>	<p>7 News Focus: Wounded Warriors</p> <p>Guest: Tom Wilson, son of 'Ziggy' comic strip creator</p> <p>Wendy Moore, healed of ALS</p>	<p>8 News Focus: Interview with Sharansky</p> <p>Jimmy Wayne, country singer</p> <p>Guest: Danna Demetre, author of <i>Scale Down</i></p>	<p>9 News Focus: Anti-Terror Training</p> <p>Guest: Jody Dean, TV journalist and author of <i>Finding God in the Evening News</i></p> <p>Glenn Loury, worked in Reagan Admin</p>	<p>10 News Focus: Verichip update</p> <p>Elizabeth Paige, had abortion and overcome abuse through Christ</p> <p>Gail Fedesco, arthritic knee gets healed</p>
<p>13 News Focus: Arabs for Israel</p> <p>Diana Thomas</p> <p>Bay Shore Community Church</p>	<p>14 News Focus: The Dutch and Islam</p> <p>Hirut Haile, Christian Ethiopian woman healed of a stroke</p> <p>Dr. Donald</p>	<p>15 News Focus: Haiti</p> <p>Guest: Gov. Huckabee</p> <p>Jenny Drummond, woman in 20s with rare liver disease gets quick</p>	<p>16 News Focus: Border Immigrants</p> <p>Ruth Graham, the daughter of Billy Graham talks about <i>In Every Pew</i></p>	<p>17 News Focus: Coping with the Holidays</p> <p>Guest: Jeff Allen, the funny man talks about past drug addiction</p>

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- [Scott Ross](#)
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FEATURES

2-04— AK65 Super Bowl

2-22— JB92 Joel Osteen

2-24— GW106 Cindy Asmus (healed of Parkinsons)

3-25— SW62 Mel Gibson

5-12— SH1 Brent Cooper (boxer, "Contender")

5-26— SH2 Cheryl Ladd

6-03— MW77 Janice Pridgen (healed of MS)

6-23— AR20 Victoria Justinian (healed of leukemia)

7-18— AK47 Andy Pettite (MLB)

10-27— KW37 Fantasia (American Idol)

11-24— CW73 Ashley Smith (Atlanta murderer's hostage)

11-25— AK82 Shaun Alexander (NFL)

12-20— Greg Montgomery (healed of MS)

OB

1-11— India Tsunami outreach

1-17— OB369 Meneka's Orphanage

1-24— OB386 India Tsunami

1-17— OB343 Living Water

9-06— OB465 Katrina Disaster walk (Pat & Kristi)

9-22— OB480 Operation Blue Roof

NEWS

1/14— John Tesh and Connie Selleca were on to talk about tsunami relief in India

2/9— Heart Risks - recognizing heart health risks (Totheroh)

3/9— Exercise Benefits (Totheroh)

3/14— Sleeper Cells - terror sleeper cells in the US (Hurd)

3/15—Sex on Campus - "hook up" generation (Strand)

3/18—Terry Schiavo saga (continues throughout the month of March)(Griffith)

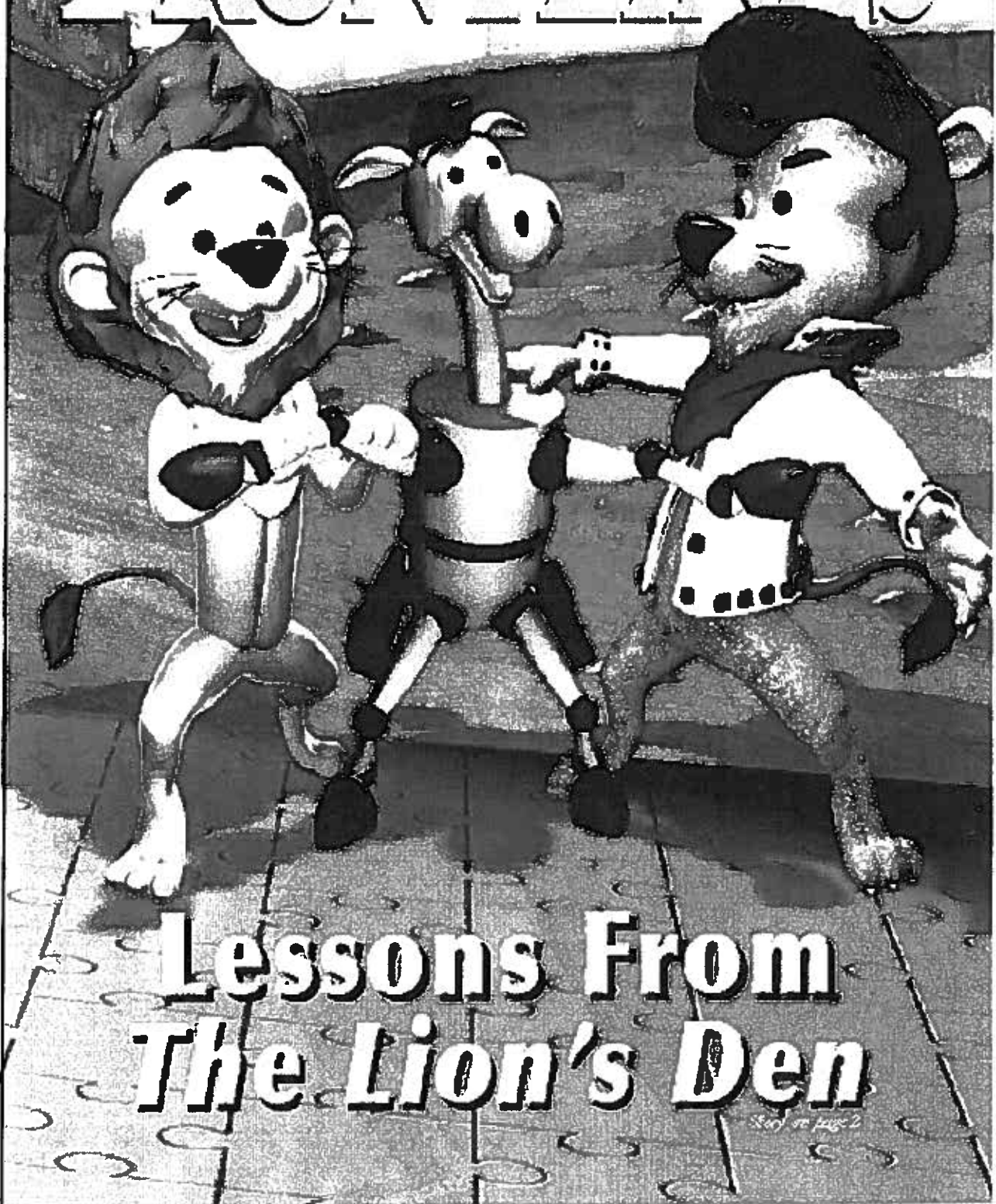
4/18 & 4-20—Pope dies, selecting new pope (Mitchell)

4/19— First of a 6-part series on Terror Havens around the world (Thomas)

THE CHRISTIAN BROADCASTING NETWORK

1995-2016

FRONTLINES



Lessons From *The Lion's Den*

See page 2



THE KEY TO ETERNAL TREASURE

The Bible encourages us to have a reverence for - or, as it says, "to fear" - the Lord: to stand in awe of God's infinite power, majesty and holiness. Isaiah 33:6 says, "He will be the sure foundation for your times, a rich store of salvation and wisdom and knowledge; *the fear of the Lord is the key to this treasure*"

Through your prayers and support, you are offering this priceless key to millions of people around the world!

This summer in China, for example, CBN WorldReach is launching a brand-new television series called *Moving Mountains*. Pray that this program will touch many hearts with its profound message of faith and hope.

In addition, intercede for CBN's other ministries, including *The 700 Club*, CBN News, Operation Blessing, CBN.com, and our Bible-based animation specials for children.

By taking the Gospel around the globe, you are helping to fulfill the prophetic vision in Revelation 15:4: "Who will not fear You, O Lord, and bring glory to Your name? ... All nations will come and worship before You, for Your righteous acts have been revealed!"

COVER STORY

ANIMATION FOR THE NEXT GENERATION

"You're never too young to love Jesus," says Angela Castello, Director of CBN Animation. Angela spearheads CBN's mission of "drawing kids to Christ" by writing the scripts, music and lyrics for exciting Bible-based animation features. Not only are these programs loved by children in America, they also air in dozens of countries and languages, thrilling boys and girls worldwide.

Julia, who lives in the former Soviet Union, wrote, "I learned to love Jesus due to the *Sigeborn Club*," a CBN animated series. And Vika, age 8, asked the program's host, "Do you happen to know a phone number for Jesus?"

The Lion's Den, a brand-new release, is the fifth installment in CBN's award-winning *Schweitzer Coyt* series. This state-of-the-art series features a hilarious cast of Pete, the WWII flying ace; Gallop, the fur-loving horse; Tex, a hoo-slinging yoyoer; Tina, an elephant ballerina; and Chip, a Martian computer expert. In this episode, a lion who impersonates Elvis helps them act out the dramatic story of Daniel in the Bible.

Together, they learn how Daniel faced a terrible decision: deny God by bowing to the king, or face death for praying to God. People of all ages will be inspired by Daniel's bravery in choosing faith over fear.

"Kids need to learn this important life-lesson," says Angela. "What God wants is more important than what your friends say!"

The Lion's Den is CBN's first high-definition (HDTV)

program. "We want to stay cutting-edge," explains Angela. "We want to be where the world is going! In fact, by using emerging technology, we're able to produce higher quality with each episode. We produce our programs for about one-tenth to one-seventh the normal cost. We're very aware of being good stewards because we want to do more and more with what we have."

She adds, "The whole purpose behind everything we do is evangelism. Our goal is for people to know Jesus as their Lord and personal Savior."

Angela's commitment to children's ministry isn't just a job, it's a life-calling - demonstrated by the fact that she recently adopted a baby boy in Russia. While visiting an orphanage there, she played some CBN animation programs for the children. "Seeing their faces light up really helped me understand the power of what CBN does," she says. "Those children are very cognizant that no one loves them - so if we can communicate that Jesus does, they'll have that for the rest of their lives."

As a CBN partner, you are sharing God's love with millions of precious children around the globe through these powerful programs.



To see to watch *The 700 Club* for details about how you can receive a copy of *The Lion's Den*!

CBN partners make a world of difference.

"I like your animation *Flying House* very much. It teaches little children to believe in God. I get up early in the morning to watch this animation." - Rudana, a young viewer in the former Soviet Union.

A decade ago, Gordon Robertson conceived a bold vision - to replicate the ministry of CBN in the Philippines with the purpose of impacting all of Asia with the Gospel. Thanks to the prayers and support of CBN partners, CBN Asia recently celebrated its 10th anniversary! Today, millions of Asians can hear the Good News in their own languages through culturally relevant TV programs and other creative outreaches.

Like its parent organization, CBN Asia has developed a wide-ranging family of ministries. Its flagship TV program, *The 700 Club Asia*, is produced in CBN Asia's studio in Manila, Philippines, and attracts huge audiences with its exciting magazine-style format. The program also airs on The Filipino Channel in the U.S., Canada, Australia, Japan, and parts of Europe.

A cutting-edge website, CBNAsia.org, features music videos from Christian recording artists on



GLOBAL IMPACT

Celebrating The Harvest In Asia



Dr. Kim conducts Operation Blessing medical missions in the Philippines and other nations.

One Cited Philippines, produced by CBN Asia staff. They also run an Operation Blessing center, which quickly launched medical aid and disaster assistance to thousands of victims after the recent tsunami

in Southeast Asia.

CBN prayer counselors in Manila minister to hurting people who call in or send their requests through the increasingly popular medium of text messaging. There's even an Asian version of the CBN publication, *Prayers*.

The impact of CBN Asia also extends to many nations through the Asian Center for Missions (ACM), a missionary training organization founded by Gordon Robertson. ACM began with 12 students in 1995 and has since trained more than 660 missionaries, with more than 290 deployed to countries such as Afghanistan, Bangladesh, Burkina Faso, Cambodia, China, Kazakhstan, and South Korea.

Ramon Tapales, director of CBN Asia, said: "Gordon Robertson planted a seed when he introduced God and CBN Asia to people in the Philippines." Today, that seed has taken root and is producing a great harvest of souls throughout the critically important nations of Asia.

CBN partners make a world of difference

"May God bless you for what you have done here today by bringing us clean water. We will not forget, and neither will God." - Village head in West Africa

Middle Of The Night Miracle

Ever since she was born, 6-year-old Celeste of Texas struggled to breathe. A series of lung problems caused recurring pneumonia, and she was hospitalized 20 times.

Her mother said, "Sometimes when you're in the hospital in the middle of the night, you feel like you don't have anybody to pray with you." But during her last hospital vigil with Celeste, she remembered that *The 700 Club* prayer counselors are available 24 hours a day. So she picked up the phone and called.

"I mentioned that Celeste had pneumonia and some collapsing of her airways," Celeste's mother recalled. "The prayer partner



A happy Celeste rides her bike.

prayed with me and said, 'We are going to believe that God is opening the airways and that Celeste will not have these recurrences of pneumonia anymore.'"

She said, "I believed with that prayer partner, and we got a good report from the doctor. She took an X-ray and called me and said, 'Celeste's lungs are cleared.' ... What has happened to Celeste is a miracle!"

That was more than a year ago, and she has not had pneumonia since. Before, Celeste couldn't do things like run or play with other children. "Now," said her father, "she can't wait to get dressed to go outside and play!"

CBN



Living Well

Dad's Dilemma

For most men, career success is closely tied to self-esteem. So if Dad believes that power, status and income define him, will family matters get lost in the shuffle?

According to Dr. Linda Mintle, many men have fears and anxieties about failure and measuring up. They wonder if they are good enough to compete and win in the workplace. This pressure to perform can be intense. So what's a father to do?

Dr. Mintle says the key is balance - a biblical concept dating back to the Garden of Eden, where man worked and then rested.

She offers the following practical steps to help strike a balance between home and family:

- Learn to set limits on the job.
- Address any fear of failure or not measuring up to preconceived standards or unrealistic expectations.
- Check out what the Bible says about your worth apart from what you do for a living.
- Define yourself through your relationship with God, who loves you unconditionally.
- Pay for wisdom in balancing the needs of your family and career.

She also recommends re-evaluating your current job. Is what you do worth the sacrifice you are making in other areas of your life? If not, ask God to direct your path to a new opportunity.

Dr. Linda Mintle is an author and licensed clinical social worker. She is a regular guest on CBN's Living The Life, which airs at 9:30 a.m. (EST) weekdays on the ABC Family Channel.

4 Steps You Shouldn't Skip

- Wear socks and good shoes to cushion your feet.
- Jump on a surface that gives, such as a wood floor, jump-rope mat, or short grass.
- Keep a bottle of water on hand.
- Use a good jump-rope.

(Tip from Edward Jackowski, fitness expert and author of Jump Into Shape.)



Jumping Into Shape

According to author and fitness expert Edward Jackowski, a scholyard pastime could be the key to getting in shape. If he had his way, the entire country would use jump-ropes. He says the reason is simple: "Jumping rope is the only exercise that strengthens your entire body."

Jackowski says jumping rope burns fat throughout the entire body and works both the upper and lower body simultaneously. The result is improved muscle tone and better all-over muscle definition.

In addition, he says, jumping rope has a positive effect on performance in every sport and activity. Benefits include better coordination, balance, agility, and speed. Plus, jumping rope is simple, easy and inexpensive. There's no expensive equipment to buy, no gym membership or trainer needed, and people can do it just about anywhere.

Jackowski was introduced to the benefits of jump-rope back in junior high by his dad. It helped develop his footwork as a defensive back for football, bolster his stamina for basketball, and improve his eye-hand coordination for his golf swing. These benefits helped propel him into collegiate sports.

Jumping rope burns more calories than almost any other form of exercise, he says. Just a 10-minute workout burns as many calories as 30 minutes of slow jogging.

Be sure to stretch your body before beginning any new exercise regime.

CBN partners make a world of difference

"Recently a prayer warrior from The 700 Club called. ... We prayed for my husband, who was going through a period of depression. ... The next day he began his upward climb out of depression."

- A CBN partner from New York

EXPANDING IN WISDOM, GRACE AND FAVOR

"If you stop growing, you die!"

The Bible reveals an important insight into Jesus' character as he grew from babyhood to manhood. Luke 2:40 says, "The child grew and became strong; He was filled with wisdom, and the grace of God was upon Him." Verse 52 adds, "And Jesus grew in wisdom and stature, and in favor with God and men."

Jesus - fully God and fully man - grew in wisdom and favor with God and men! We may wonder, how can God grow more in favor with God? Yet the Bible says Jesus did!

A basic principle of life is that if you stop growing, you die! God wants us to grow physically, mentally and spiritually. Like Jesus, we ought to be growing in wisdom, favor and grace.

How? John the Baptist put it very clearly: "He must increase, but I must decrease" (John 3:30, NASB). For Christians, part of growing means dying. We must die to our own plans, desires and wisdom, and yield to His. We must allow our fleshly nature to wither up to make room for more of Christ's love and power in us!

We must never say we've got all of God that we need or can get, because



The Gospel Truth

He is limitless! To grow in wisdom, we have to expand our appreciation for God's infinite greatness. Jeremiah 10:12 says, "God made the earth by His power; He founded the world by His wisdom and stretched out the heavens by His understanding."

God formed this great ball that we live on and studded it with riches. He owns the cattle on a thousand hills - and the gold, silver and petroleum underneath! When we begin to understand this, we grow in wisdom! He desires to use us to do new things, and He is our unending source of inspiration and innovation.

Proverbs 9:10 says, "The fear of the Lord is the beginning of wisdom, and knowledge of the Holy One is understanding." If we want to gain wisdom and knowledge, we must seek to understand God - learning what pleases and displeases Him, how He acted in history, and how He acts now. We must acknowledge His greatness and realize that His capabilities have no boundaries!

May God bless you.

All Scripture is quoted from the NIV except as noted.

A Promise In The Darkness

The flickering light finally died and left the family sitting in darkness. It wasn't as simple as changing a light bulb. Sharon, a single mom, was struggling to make ends meet for her family. She couldn't afford to pay the electric bill - and it wasn't the first time their utilities were shut off.

Sharon also struggled to buy groceries for her family. Food stamps didn't go far enough to feed her three hungry boys.

Abandoned by her husband several years ago, this dedicated mother was the sole provider for her family. Sitting in the darkness that night, Sharon promised herself that she would provide her kids with a brighter future - somehow.



Sharon and her three children

With this goal in mind, Sharon sought help from Graves County Mayfield Mission, which serves women and children in crisis. The organization is part of Operation Blessing's food distribution network in Murray, Kentucky.

Thanks to groceries that Sharon regularly received there, she no longer had to worry about how to feed her children.

In fact, Sharon was so grateful that she began volunteering at the mission to help others in need. She also pursued additional training and recently received a food handling certificate, which will help her become self-sufficient.

With the help of CBN partners, thousands of struggling families like Sharon's receive food, assistance and hope through Operation Blessing.

CELEBRITY SPOTLIGHT

Faith and Lasting Marriage

Pat Robertson interviewed recording artists Billy Davis and Marilyn McCoo, of The 5th Dimension fame, about how their 35-year marriage has succeeded despite their involvement in the entertainment industry.

"The fact that our relationship started off as friendship before we ever dated certainly has a lot to do with it. And respect," said McCoo.

Davis added: "We went into marriage like everyone else - we loved each other ... we fought. But our commitment to each other was so strong that we just didn't want to do it without each other. Plus, we have the Lord in our lives, and that's an important part of our relationship."

In their new book, *Up, Up, and Away ... How We Found Love, Faith and Lasting Marriage in the Entertainment World*, Davis and McCoo share that marriage requires work and people need to take their commitments more seriously.



Marilyn McCoo and Billy Davis



Michael Medved

Hollywood vs. America

Recently on *The 700 Club*, best-selling author and movie critic Michael Medved discussed the difference between Hollywood and "real" America, a major topic of his book, *Right Turns: Unconventional Lessons From a Controversial Life*.

During his extensive travels, Medved discovered that Hollywood is out of step with Middle America. He feels that the values in America's "heartland" are often not understood by residents of coastal states because "part of what they know is from movies, which of course exaggerate ... That's my big argument with Hollywood. The worst material they create is not there to give the public what they want. It is there to indoctrinate."

"The most important message is that the religious community of America has a great deal to offer this country - including movie profits - as Mel Gibson showed," he said, referring to the biblically based box-office hit, *The Passion of the Christ*. □

An Exclusive Offer For CBN Partners

When you join Pledge Express, your bank automatically transfers your monthly gift to CBN, saving you time and effort. You will also receive a thank-you gift each month, such as a compelling message from Pat Robertson's teaching series, *Power For Life* - recorded during CBN's weekly staff chapels. For a limited time, we will also send you our *Minute Living Prayer Journal*, as an added bonus, to enhance your devotional time.



Please take an moment to complete the enrollment form and mail it back to us. Thank you.

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- I am enclosing: a check in that amount or a voided check, showing the account to be charged.
- I prefer my monthly pledge transfers to be on the _____ (1st through 28th) day of each month.
- I would like to receive the free thank-you gift each month. Yes No
- Here is my signature allowing CBN to enroll me in Pledge Express:

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Please sign this form as you would a check, then detach and mail it to CBN in the enclosed envelope along with your check. (Keep a copy of the signed form or request a copy from us.) Thank you!

.....



FRONTLINES

HUNGRY FOR GOD

Hollywood was stunned when record-breaking numbers of moviegoers rushed to see Mel Gibson's Gospel-based film, *The Passion of the Christ*. In fact, that box office phenomenon exposed a tremendous spiritual hunger in America.

—Continued on page 2

President's Message



More than 335 million have prayed with a host to receive Jesus since 1990.

Piercing The Darkness

CBN's television programs are penetrating beyond Islam's veil into homes and hearts in the Middle East. This satellite-delivered programming also reaches into the once solidly atheistic Eastern Europe bloc, the increasingly secularist states of Europe, and other areas of the globe. The expansive communist nation of China is our major target, and doors are opening. Day by day in all of these nations, that government strongholds which prevent the Gospels' spread will be weakened.

Spiritual walls of darkness continue to

crumble as the truth exposes the evil of deception. More than 1.6 billion people throughout 209 nations have access to our TV programs yearly, and more than 335 million have prayed with a program host to receive Jesus as Lord since 1990.

That's why we thank you for your prayers and ask you to please continue lifting up this ministry before the Lord. We know it is only by His power that we will continue to see such awesome results that bring glory to His name.

May God bless you for your continued faithfulness!

Feeding Multitudes

CBN partners share God's Word with millions of souls through:

The 700 Club - airing weekdays on 280 U.S. stations, plus cable and satellite.

Operation Blessing's Hunger Strike Force - distributing 4.4 million meals to the hungry each month.

CBN Animation - producing Bible-based children's videos in more than 60 languages.

CBN.com - sharing scriptural resources with more than 1.2 million people every month.

The 700 Club Prayer Counseling Center - answering 10,000 calls daily from people needing spiritual support.

Spiritual Hunger - Continued from page 1

"Year-end polls reveal that the religious faith of Americans ... has strengthened since the late 1980s," says a recent story in *The Washington Post*. According to a Gallup survey, 82 percent of Americans say God is very important to them.

With many factions in our society attempting to redefine basic values such as marriage, millions are desperately searching for eternal truth. CBN is maximizing this God-given opportunity by reaching out in powerful and effective ways.

When *The 700 Club* offered a free booklet explaining how Jesus fulfilled biblical prophecy, there was a tidal wave of response! Approximately 250,000 people requested *The Passion: Prophecy Fulfilled* in just the first few days it was offered.

Similarly, CBN.com inspires faith through online prayer and spiritual resources. "I sent a prayer request to you and then decided to explore the topics of help that you offer," e-mailed a man named Jeff. "I read about depression, loneliness, grief, etc. They were a tremendous help, and I want to thank you so much for providing this source of inspiration and spiritual guidance. I have decided to become a regular supporter of your ministry so that you can continue to help others and be there for them in their times of crisis."

Each day, thousands of hurting people call *The 700 Club Prayer Counseling Center*, and counselors also phone CBN partners to pray for their urgent needs. Plus, experienced CBN News reporters are investigating vital stories and providing viewers with a biblical perspective on events that are so rapidly shaping our culture. Thank you for sharing God's Word with millions of people in our nation during this critical time.

CBN partners make a world of difference.

"As I watched your program, I was greatly touched. As I uttered the prayer you asked your audience to follow, I did it wholeheartedly. You have been an instrument of God to touch me." - From Junito in the Philippines

International and Domestic Ministry

TV in Thailand - During a recent month, 968,000 viewers in Thailand tuned in to watch *From Heart to Heart*, the Thai version of *The 700 Club*. Thailand is 85 percent Buddhist.

Water in Ghana - CBN rehabilitated five old wells in five rural communities in Ghana, providing fresh water to 3,250 people, mostly farmers. During the commissioning of the wells, 1,000 people prayed to receive Jesus as their Savior.

Miracle in Nigeria - During a CBN medical mission in Nigeria, a paralyzed 6-year-old boy was brought to the clinic. Before being seen by doctors,



he received prayer and was instantly healed.

Award in the Philippines - Operation Blessing Foundation in the Philippines received the prestigious "NGO of the Year Peace Award" from President Gloria Macapagal-Arroyo and the country's Armed Forces chief of staff.

Clinics in Guatemala - Thirteen CBN medical outreaches helped almost 6,000 Guatemalans, and 432 accepted the Lord.

Orphanages in China - In a recent month, CBN provided four Chinese orphanages with food, toys, clothing, bedding and medical services.

CBN partners make a world of difference.

"Through this gift of a home well from CBN, we have come to know of a God who loves us so much, though we never knew He existed." - From a village in India

RELIEVING SUFFERING IN APPALACHIA

Catching her jaw, Jenny walked into the reception area with her family. Ten-year-old Britney anxiously looked around, hoping someone could help her mom. For two months, Jenny had suffered horribly from an infected tooth - simply because they couldn't afford a dentist visit. Hearing about the free dental clinic sponsored by Operation Blessing and Shelter Rock Ministries, the family drove an hour to Boone, N.C.

They came to the right place. Two dentists, one doctor, two hygienists, four dental students, and four nurses manned 10 dental chairs, caring for less-fortunate people in this Appalachian region.

Mary, a volunteer, ushered patients to the next available chair. She said, "These are forgotten people.

We need to show them that they are loved."

When it was Jenny's turn, a dentist gently administered an anesthetic and removed the painful tooth. Later, little Britney received a filling and cleaning. Jenny and Britney were filled with gratitude.

"This was tremendously successful," commented Shelter Rock's Catherine Reese. "There has been no alternative for these people until now. A miracle occurred today!"



CBN





LIVING WELL

A Fighting Chance

John Gottman, Ph.D., has developed a technique to help couples improve their relationships. During an argument with your spouse, Dr. Gottman suggests monitoring your heart rate. If it increases 10 beats per minute over normal, stop the discussion.

He instructs couples to take a walk, pray or listen to music, and avoid thinking about the faults of your spouse during this time. He suggests replacing negative thoughts with kinder thoughts about your spouse's good qualities.

After you calm down, you can then listen and validate what your spouse is saying.

Not only can this technique help your relationship – it can also improve your health by reducing stress.

Mature Moms

According to the National Center for Health Statistics, the number of pregnant women between the ages of 40 and 44 is the highest it's been since the 1960s. A number of factors underscore this phenomenon, including rising life expectancy. Today, older parents will likely raise their children into adulthood.

However, those who choose

to become parents later in life may face some challenges. According to the Genetics and IVF Institute, the relative fertility rates for women age 40 to 44 is 5 to 7 percent. And women age 45 and older have a 75 percent chance of miscarriage. The chance of complications such as gestational diabetes is also higher.

A recent study says 47 percent of first-time mothers over 40 have Caesarean sections, twice as many as women in their 20s, and their frequency of having a baby with a chromosomal abnormality is about 5 percent.

But there are also benefits to parenting later in life. Psychiatrists say maturity can be an asset in child rearing – older parents are more thoughtful, patient and better able to discipline. As children grow, they will start to notice that their parents are different from others in the carpool. But research shows

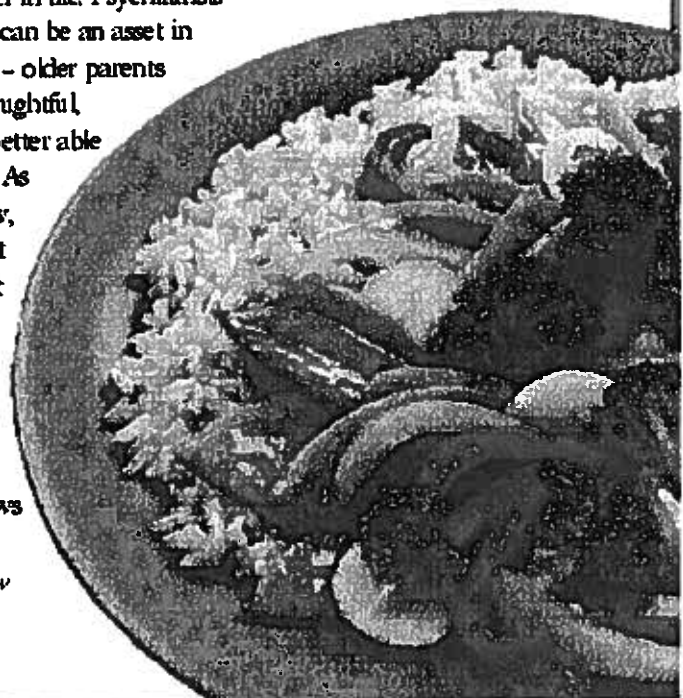
that older parenting is generally beneficial for children, thanks to more stable marriages, financial security and maturity.

Healthy Dieting

America spends \$30 billion a year on dieting – and the rising star is the low-carb approach. A huge number of Americans are tossing aside the old food pyramid to consume fewer carbohydrates and more protein.

However, wellness physician Lisa Harris says the key to smart eating is not eliminating carbohydrates, but choosing healthier ones such as brown rice, brown pasta, brown bread, and more vegetables.

She also cautions against eliminating too much fat. As with carbohydrates, the key is to choose good fats – such as olive oil or fish oil.



Be sure to consult your physician before starting any new health regimen or supplement program.

Pat Robertson Teaches

Crisis And Consequences

“The United States started with a prayer meeting, dedicating the land to God.”

In 1607, 120 English settlers landed at Cape Henry, Virginia – just a few miles from CBN. These intrepid voyagers made the dangerous trip in three small ships to found a new colony in a new world.

But they had quarreled during the long Atlantic crossing, so Chaplain Robert Hunt led them in two days of repentance and reconciliation. Finally, they came ashore with



Chaplain Robert Hunt, an ancestor of Pat Robertson, led the settlers in prayer as they dedicated this land to God in 1607.

a 7-foot oak cross, planted it in the ground, knelt in prayer, and claimed this land for the glory of Jesus Christ. The United States started with a prayer meeting – dedicating the land to God, for the purpose of propagating the Gospel throughout the world.

And how God has blessed America! It's grown big, rich and powerful. He has watched over us and guided us. Now, however, our nation is in crisis.

We have forsaken His laws and His Word.

But God promises, “If My people, who are called by My name, will humble themselves and pray and seek My face and turn from their wicked ways, then will I hear from heaven and will forgive their sin and will heal their



The
Gospel
Truth

land” (2 Chronicles 7:14, NIV).

Once again, we need to humble ourselves, repent and pray. Let's ask God to renew the covenant our forefathers made with Him in 1607. May God mightily use us to fulfill the dream of those early settlers, that the Gospel may go forth from these shores throughout this world!

Miracle Encounters

A Dead Man Lives

Paul is a cardiac surgeon in Chennai, India, and a regular viewer of *The 700 Club*. The doctor's faith has grown by watching CBN programs and reading Pat Robertson's autobiography.

Recently, he was performing a coronary bypass on Selvam, a 40-year-old cardiac patient. It seemed the operation had failed. “He was to be shifted out of the operating room as ‘dead on table’ after 18 hours of surgery,” Paul wrote in a

note to Pat Robertson. “As I knelt before our Lord, the statement from your book in the prologue encouraged me: ‘When you are truly walking by faith, you are living in the middle of a miracle on the edge of disaster.’”

Paul said, “In faith, I cried out to our Lord Jesus.” Amazingly, he reports, “as the patient was to be shifted out of the operating room as dead, everything changed and the patient became well!”

He concluded, “It's a miracle!”

Celebrity News as Featured on *The 700 Club*

Praising *The Passion*

Film critic Holly McCure jumped at the chance when Mel Gibson asked her to spend a month on location during the filming of *The Passion of the Christ*. She interviewed the cast and crew to create two documentaries. "I knew it was going to be the biggest thing we'd ever seen in Christendom," she told CBN's Scott Ross on *The 700 Club*.

"Jesus has never been popular in Hollywood," Holly observed. "God is okay, but you can't talk about Jesus. But [Mel] ... blazed through doors with this, and it is going to open up talk, I think, for a lot of people to do stories like this." She concluded, "The Holy Spirit is going to use this movie to change the world."

The Word's Power

Surprisingly, popular Bible teacher and author Beth Moore was once very insecure. During an interview with Terry Messersmith on *The 700 Club*, Beth admitted, "I was a mess - a total mess!" But as she immersed herself in the Bible, her life was transformed.

Beth said her latest book, *Believing God*,

Celebrity



was birthed out of her zeal to help others want more of God and His Word. "We've got to know the Word of God," she declared. "That is our absolute stability. That is our offensive weapon against the kingdom of darkness."

A Superstar's Victory

In 1978, basketball superstar David "Starwalker" Thompson received the biggest contract ever given to an athlete at that time: a five-year, \$4 million deal!

The NBA Hall of Famer played for the Denver Nugget and the Seattle SuperSonics. But with success came pressure. "I got involved with drugs and alcohol," David said on *The 700 Club*. "My career started going downhill."

Eventually, he went bankrupt and landed in jail, where a pastor visited him and shared the Gospel. "I accepted Jesus Christ as my Lord and Savior," David said, "and that's when my life started to turn around." Since then, he has worked his way out of debt and been sober 15 years.

"Now I'm a winner again," David exclaimed, "because I've got the love of Jesus Christ in my heart!"

CBN's partners make a world of difference.

"Joyful laughter has returned to Living Tree Foster Home. We are very grateful to CBN for providing for these children's medical care." - From a caretaker in Beijing, China

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EXHIBIT 2

P. ZOLA LEVITT MINISTRIES



"Brethren, my heart's desire and prayer to God for Israel is, that they might be saved." — Romans 10:1

What We Believe

Zola Levitt Ministries, Inc., is a non-profit 501(c) organization guided by the standard of Romans 1:16 — "To the Jew first and also to the Gentile."

We hold to a strictly literal and inerrant Bible interpretation, salvation through Christ alone, a soon pre-tribulation Rapture of all believers and the establishment of a thousand-year kingdom on Earth.

The evangelism of the unbelievers and the exhortation of the believers take precedence over all other activities of this ministry.

What We Do

We are principally a teaching and evangelistic association.

- Our national television program, [Zola Levitt Presents](#), teaches the Bible with an emphasis on Israel, prophecy, and the Jewish roots of Christianity.
- Our free monthly [Levitt Letter](#) newsletter gives a concise Biblical perspective with updates on recent events in Israel.
- Our [Institute of Jewish-Christian Studies correspondence course](#) teaches the Jewish roots of the Christian faith to more than 3,000 currently-enrolled students.
- Our [online store](#) carries a large number of teaching materials.

Page Contents

- [What We Believe](#)
- [What We Do](#)
- [About Zola](#)
- [Broadcast Summary](#)
- [News/Announcements](#)
- [Ways to Donate](#)

- We offer several [tours](#) each year to Israel, Greece and locations in the U.S.
- Zola speaks at churches, civic groups, university conferences and the like — giving updated Middle East reports and general Bible teaching.

Zola Levitt Ministries has sent hundreds of books to the Holy Land and planted thousands of trees throughout Israel.

About Zola

Zola is a Jewish Christian thoroughly educated in the synagogues and brought to the Messiah in 1971. He holds music degrees from Duquesne University and Indiana University, and an Honorary Th.D. from Faith Bible College.



He is best known as the host of the weekly national television program [Zola Levitt Presents](#), and was formerly the host of two top-rated radio talk shows — *The Heart of the Matter* in Dallas, and the nationally syndicated *Zola Levitt Live*.

Zola is also a widely published author with more than 50 books in several languages, and the composer of some 200 spiritual songs.

Zola has acted as lecturer and tour host on more than 80 trips to Israel, Egypt, the areas of the seven churches, Mediterranean islands, European capitals, etc. He formerly taught a course on "Christ in the Old Testament" at Dallas Baptist University and continues to give seminars at other education institutions.

Broadcast Summary

Watch Zola every Monday morning on TBN, every Sunday evening on FAM, and every Wednesday morning on PAX. Thirty minutes of Bible teaching with an emphasis on Israel, prophecy and the Jewish roots of Christianity.

TBN: Monday — 8:00 AM Eastern Time, 7:00 AM Central Time, 6:00 AM Mountain

Time, 5:00 AM Pacific Time

FAM: Sunday evenings — 1:00 AM both coasts, Midnight Central Time, 11:00 PM or 2:00 AM Mountain Time

PAX: Thursday mornings — 9:30 AM both coasts, 8:30 AM Mountain and Central Time

INSP: Wednesday — 6:30 AM & 8:30 PM Eastern Time, 5:30 AM & 7:30 PM Central Time, 4:30 AM & 6:30 PM Mountain Time, 3:30 AM & 5:30 PM Pacific Time

See our [online TV Airing Schedule](#) for our independent TV stations across America.

Missed an episode? [Watch it on your computer](#) over the internet.

News / Announcements

Zola Levitt Ministries awarded 4-star rating from CharityNavigator.org! *NEW*



Charity Navigator, America's largest independent evaluator of charities, has rated us four out of a possible four stars (a score of 61.79 out of 70).

See [our entry](#) on their site for more details.

Zola on World Harvest Network *NEW*

DirecTV subscribers and C-Band Satellite viewers can watch "Zola Levitt Presents" on Saturday evenings at 10:00 Eastern Time, 9:00 Central, 8:00 Mountain and 7:00 Pacific.

20+ million new homes are now able to tune in our weekly broadcast! DirecTV's basic package includes the World Harvest Network (WHT) as Channel 321.

See our [online TV Airing Schedule](#) for details and our independent TV stations across America.

Upcoming Tours

[Holy Land Experience in Orlando](#)

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EXHIBIT 3

Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.

In the Matter of)	
)	
Distribution of the 2004-2005)	Docket No.
Cable Royalty Funds)	2007-3 CRB 2004-2005
)	
)	

Testimony of
Bruce Johansen

June 1, 2009
CORRECTED October 6, 2009

TESTIMONY OF BRUCE JOHANSEN

My name is Bruce Johansen. I am the former President and CEO of NATPE, the National Association of Television Program Executives. I am also a former broadcast station executive and Vice President of two national syndication companies. I am pleased to appear before the Copyright Royalty Board on behalf of the Devotional Claimants. A statement of my background and professional experience is attached as Exhibit 1.

OVERVIEW

The purpose of my testimony is to underscore the significance of devotional programming to the television program industry. I will present the case that the relative marketplace value of devotional programming in the context of the cable compulsory royalty system has increased significantly since the early 1990s. This is evidenced by the enhanced capacity of this program category in syndication to serve the needs of individual broadcast television stations and cable operators. It is further evidenced by the significant growth of exclusive devotional content cable networks, inspired by broadcast syndication. To support this position, I will offer an overview of the programming industry from my perspective as a former television executive and demonstrate the core value of devotional programming within that industry, for the years of my tenure as the head of a television programming trade association and thereafter.

BACKGROUND/NATPE

Once each year, since the early 1960's, the television programming industry has come together to buy and sell syndicated product, meet with potential advertisers, discuss trends in the constantly-changing television business and hear about proposed regulatory changes to the broadcast and cable industries. These annual meetings have come to be called "NATPE". The acronym stands for the National Association of Television Program Executives, a non-profit trade association created for the express purpose of providing information and assistance to television programming professionals.

I was fortunate to have been selected President and CEO of NATPE and served in that capacity for 11 years from 1992 to 2003. My experience in both the broadcast and syndication sides of the industry provided the insight and inspiration to lead the organization through some of the most challenging years of broadcast history, having managed a small UHF television station in the Los Angeles metropolitan area and then spearheaded international sales divisions for Multimedia Entertainment and Golden West Television, prominent syndication companies that pioneered the talk genre niche with shows like *Donahue*, *Sally Jessy Raphael*, *Jerry Springer*, *Rush Limbaugh* and *Woman To Woman*. Multimedia Entertainment was an independent participant in Phase II copyright royalty proceedings for many years, securing its fair share of Program Supplier funds. Multimedia also distributed and was credited for *Gospel Singing Jubilee* within the Devotional Claimant group. With this background, I had the unique perspective on both the buying and selling of syndicated program content.

My mandate upon taking the helm of NATPE was to oversee its diversification and usefulness to the emerging business of cable and satellite, even cell phone technology and the Internet, and to do so with an eye to embracing global players, not just the traditional domestic media companies. At its peak in the early 2000s, NATPE attracted over 21,000 attendees from the world over to its annual convention, representing program producers, program distributors, broadcast and cable networks, advertisers, talent representatives and independent and affiliated television stations. While we did not break out attendees by program category, I did notice an increased interest in the availability of niche programs for sale at the conference over the span of my tenure.

Program suppliers offered programming that ran the gamut from original programming to post-network mega hits. The original syndicated programming offered for sale to individual stations and cable systems included scripted shows, reality programs, game shows, talk shows, devotional programs, ad hoc network event programs, children's programs, comedy specials and sports-related programs. Each of these program elements were, and continue to be, valid, alternative opportunities for television stations across the country to provide programs for different segments of the population and were licensed to and aired in virtually every television market.

In addition to the robust programming marketplace at each NATPE conference, seminars were offered to attendees dealing with topical issues such as proposed regulatory changes from the FCC, new advertising opportunities, the basics of local program production and general programming trends. Occasionally seminars dealing with specific programming niches, such as devotional programs and other alternatives to conventional entertainment programs were featured. I specifically recall topics dealing with family friendly trends and the benefits of religious programming to the local broadcaster.

SYNDICATION

In the early 1970's, television syndication took root as the FCC laid the groundwork for independent producers and distributors by enacting the Prime Time Access Rule (PTAR). Up to that time, most network-affiliated local stations were individually owned and operated and carried network-produced programs throughout much of the broadcast schedule. Because of the new FCC ruling, prime time access, or the 3 hours leading up to prime time, could no longer be programmed by the network and the stations were encouraged to develop their own programming to fill the non-prime time slots. This had no appreciable effect on independent or non-affiliated stations since they carried virtually no network feeds. Cost realities dictated that it was far more lucrative for the stations to purchase programs from outside sources rather than produce them in-house; hence the birth of a robust syndication marketplace.

Fast forward several decades to the present, a time when all television stations, and ultimately cable and satellite retransmission services, rely on syndication to fill time periods not programmed by the networks.

There are essentially two types of syndication: **off net** and **first run**.

Off net refers to the licensing of reruns of network series. Traditionally these programs are scripted and include such network hits as *Seinfeld*, *Friends* and *Two and A Half Men*. **Off net** can also, however, refer to non-scripted or "reality" programs which have enjoyed significant success in their initial network run.

First run bypasses the network: the ideas are created and developed by an independent studio or entity, either internally or purchased from outside sources, packaged with a talent and production team, produced in-house and then sold directly to the individual television station or station group. Examples of this type of programming include game shows such as *Jeopardy*, *Wheel of Fortune* and *Family Feud*. Other genres include court shows such as *Judge Judy* and *The People's Court* and talk shows such as *Oprah*, *Dr. Phil* and *The Ellen Degeneres Show*. Devotional programs such as *Hour of Power*, *The 700 Club* and *In Touch* fall into this category as well.

The revenue stream for syndication flows in a variety of ways. Generally, an individual station, or group of stations, pays a license fee for each episode for a term of years (often as long as 7-10). The station then sells advertising time to recoup the fee and make a profit.

A system of barter advertising evolved in the 1980s, with syndicators exchanging programming for a fee plus some minutes of advertising time, which the syndicator would then resell to advertisers on a national basis, in effect creating an ad hoc network. During my tenure with Multimedia Entertainment, we were a pioneer in barter advertising. In some cases, programs were syndicated to TV stations for no cash, only advertising time. This barter syndication worked well for both parties, because stations parted with less cash (thus reducing their risks and improving cash flow), while syndicators had the opportunity to reap a bonus when programs attracted high advertising value. In order to most effectively sell this advertising time, the distributor typically needs to offer at least 80% coverage of the 212 television markets in the United States.

Another system of syndication involves long form media sales. In this case, the station sells a block of time and the purchaser controls the content within that time period. Devotional programming typically operates in this system, as the religious syndicators want to assure that their spiritual content is not interrupted by, for example, beer or car ads. While commercial syndicators find the cash or barter systems enable them to make a profit, devotional programmers, almost universally charitable, non-profit organizations, are not out to make a profit. That does not mean they are not seeking financial or in-kind support for their religious and public services.

It would be surprising in any event, if the total remuneration received by Devotional Claimants did not exceed (perhaps substantially exceed) the cost of paid time. In this regard, the Devotional Claimants are closely aligned with barter syndicators, who make their programming available to broadcast stations not for a license fee, but rather for the commercial airtime within the program which are then sold to advertisers on an ad hoc network basis. In both barter and long form media sales, the syndicator exercises total control over the content of messages within the program. However, one advantage for devotional programmers is that, since many focus on their local and regional congregants and audiences, they are not obliged to assemble 80% coverage of TV markets, as their barter syndication counterparts need to in order to price advertising successfully. Instead, they can reach discrete communities served by the broadcast signal and the cable retransmissions without delivering an arbitrary number of homes to advertisers.

THE COMMUNICATIONS ACT OF 1996

The Communications Act of 1996 paved the way for vast changes in the broadcasting industry. It created, among other things, a fundamental shift in ownership rules that opened the door to consolidation in the television industry. Previously hundreds of individual buyers and sellers negotiated with each other at conferences such as NATPE, NAB (National Association of Broadcasters) and NRB (National Religious Broadcasters). The NAB is the preeminent broadcast advocacy association representing over 8300 members, including radio and broadcast stations, networks and advertisers. The NRB is a 1400-member organization which hosts an annual conference that attracts any number of companies and individuals interested in interacting with a common focus, namely to advance Christian communications.

During the consolidation phase, station group owners like Hearst-Argyle, Tribune, Gannett, Belo and Cox went on a buying spree, buying up locally-owned operations. Practically overnight the hundreds of individual stations that were purchasers of syndicated programming were reduced to a handful of group owners. At the same time, the program production companies which flourished following PTAR were either

purchased or forced out of business by the majors, namely, Sony, Warner Bros., Paramount, Disney and Fox. Significant companies like King World and Multimedia were either absorbed by the majors or ceased to exist.

Prior to 1996 most syndicated program purchases were made by the program directors of individual television stations across the country. By and large the directors flocked to conferences like NATPE to commit to programs being offered for future sale. For first run, when a syndicator received a sufficient commitment collectively from these stations, it could give the green light to its production team and produce and distribute the programs several months later. Networks were prohibited from owning any of these programs, so independent companies flourished. Following the Communications Act of 1996, however, and with the commitment of programs being made by essentially a handful of customers, the syndicators lost much of their leverage and found it difficult, if not impossible, to compete with the major studios and particularly the networks, which were now allowed to produce and distribute product.

At NATPE, in the late 1990s and early in the new century, I noticed an increase in attendance from stations, such as KNXT, owned by the Catholic diocese in Fresno, as well as representatives from stations designated as "specialty" (Federal Register Vol. 72, No. 204). As you are aware some, but not all, of the specialty stations licensed in the U.S. are devotional. The requirement for licensing as a specialty station is only that its schedule be dedicated to religious, foreign language and/or automated programming in one third of the hours of an average broadcast week and one third of the weekly prime hours. Increasingly these purchasers of programming found a highly diverse collection of devotional-themed product being marketed at the annual conference and found an opportunity to reach a loyal and under-served contingent within the larger audience universe.

Devotional programs have always been a niche component at the NATPE conferences. Exhibitors included the Wyland Group, the Seventh Day Adventist Church in North America, the Evangelical Lutheran Church and Lightworks Producing Group. Their programming catalogues ran the gamut from series to one-off specials, particularly for the holidays. As is to be expected, their volume is less than the majors; nevertheless, the fact

that they consistently attended the NATPE conference attests to the fact that they were bona fide providers of devotional content to the broadcast marketplace and that a loyal group of broadcasters were interested in licensing and airing their product.

ADJUNCT REVENUE

During my tenure at NATPE, I also observed a developing shift in advertising budgets from traditional media to the Internet, with local television stations being forced to adjust their operations and business plans. This trend has accelerated in recent years. One of the ways broadcasters offset this loss of advertising revenue was by increasing their reliance on paid programming, particularly devotional programming. As the market for advertising shifts online, devotional programs became more attractive for stations, as a guaranteed fee which has made up a greater share of a station's revenue stream; concomitantly, the devotional content became more prevalent in the local and distant signal retransmission marketplaces.

While the ratings of devotional programs, often in non-peak viewing periods, were not huge, that did not necessarily diminish the importance of the genre for local broadcasters, or the cable/satellite operations that delivered TV signals to appreciative audiences. I recall even back in the 1970s, when conducting Community Interest Surveys as a broadcaster during license renewal time, hearing repeated requests for more programs dealing with devotional content. These programs provided alternatives to the off-net series and served a defined audience. From my perspective in broadcast and syndication, the opportunity for religious program syndicators to purchase airtime and present a program with "pure" content makes more sense and as such has been embraced by the devotional community. I know from my years at NATPE that the producers and distributors of religious content preferred to exclude interruptions and interference within their message and were, therefore, eager to purchase the airtime and present their content in an unadulterated manner.

Corroborating this point is Dr. Peter Horsfield who writes in *Religious Television: The American Experience*: "It was partly as a result of having to circumvent the restrictions of

network and station control that many evangelical and fundamentalist broadcasters developed economic independence from the networks and stations, cultivating their own independent audience support. In this way, they claim, they are able to develop better programs and free themselves from the demands and interference of the television industry.” (<http://www.religiononline.org/showchapter.asp?title=1627&C=1582>).

The devotional programmer clearly has always had an incentive to control the content within the framework of the program being produced and distributed. This incentive has been a boon to many local television stations that welcome the payments for airtime, and also a boon to CATV operators retransmitting the TV signals, whose subscribers otherwise might protest the lack of religious fare.

EVOLUTION OF BROADCAST DEVOTIONAL PROGRAMMING

According to Stewart M. Hoover and J. Jerome Lackamp, in an article written for the Museum of Broadcasting, devotional programmers have traditionally utilized radio and television to expose their message to the general public; indeed, this type of programming has been a fixture of television from its earliest years. According to Hoover and Lackamp, in the early days of television, programs produced by the National Council of Churches, the New York Board of Rabbis, the Southern Baptist Convention and the United States Catholic Conference received free airtime or “sustaining time” status. They further explain that in the 1970s, however, an entirely different type of devotional program arose out of newly-created television ministries.

(<http://www.museum.tv/eotvsection.php?entrycode=religionont>.)

Some of those earlier incarnations include the *The PTL Club*, *The 700 Club*, *Oral Roberts* and *The Cathedral of Tomorrow*. During this period of transition, free airtime gradually gave way to paid programming. The television ministries made clear they wished to control the content, including advertising messages that were associated with their programming.

Nevertheless, it would be a serious mistake to assume that broadcasters and cable operators were not interested in reaching the audience for devotional programming, or that these groups found no value in religious programming. Quite the contrary, when there is a cohesive audience that is loyal to a category of programs, broadcasters and cable operators are attracted to this base and want an association with it. Moreover, as the devotional syndicators grew more sophisticated, they placed varied program offerings designed to appeal to broader cross-sections of America, including scripted programming with high production values, and lifestyle programming on social issues such as abortion, marriage and parent counseling, health, teen and children's programming.

From my perspective as a former broadcaster, syndicator and as head of the premiere association representing the syndication marketplace, it became clear to me that broadcast stations embraced the opportunity to carry paid religious programming for two very significant reasons: 1) since they were paid for the time, there was a clear financial benefit to do so; but equally 2) it demonstrated to the viewers that the station cared about the diverse interests of its audience base, providing programming for the niche interests in the broader community it serves.

EVOLUTION OF DEVOTIONAL PROGRAMMING ON CABLE NETWORKS

Prior to 1990, there were a handful of cable networks devoted primarily to devotional programming. Some like The Christian Broadcasting Network (CBN) and Eternal World Television Network (EWTN) began national broadcasting in the 1970s or 1980s. Others had broadcast roots, like Trinity Broadcasting Network (TBN) and Christian Television Network (CTN).

In the past decade, however, there has been a dramatic increase in the number of satellite-delivered networks featuring devotional content. The current lineup is impressive and underscores the strength of the niche for devotional programming in media in this country. As many as 24 religious and faith-based networks are currently available via cable and satellite, including Christian Hope Network, Christian Television Network, Daystar Network, Eternal World Television Network, God TV, Inspiration Network,

NRB Network, Trinity Broadcasting Network, The Church Channel, TCT Television Network, World Harvest Television and the WORD Network. TCT was an affiliate of TBN but split off on its own in 2006. Some are subsidiaries of TBN, which has grown to embrace a handful of networks with more focused coverage, such as the Church Channel, Enlace (Spanish language), JCTV for teens and young adults and Smile of the Child TV which launched as recently as 2006. Each offers 24 hours of non-stop devotional programs. It is not uncommon for a particular program to air on multiple networks, enhancing the show's reach and reinforcing the concept that this is indeed a strong niche.

The sheer volume of available programming is impressive. Consider that 24 devotional networks represent 576 hours per day or well over 200,000 hours of devotional programming per year. This volume of available devotional content speaks to the dimension of public interest in this genre. Through this programming, cable operators are able to attract and retain subscribers by targeting a range of interests and demographics within the broader devotional base.

I fully understand that for cable copyright royalty purposes the programs carried on these cable networks have no compensable value. Nevertheless, I believe that the existence of these networks have import for the Copyright Royalty Board's considerations in the 2004-2005 royalty distribution proceeding for several reasons.

First, from the perspective of program syndication, distributors of religious programming respond to public interest in content. There simply would not be so many devotional networks if there was not a clearly-recognized, public interest in the programming. That interest began and remains deeply rooted in the broadcasting of devotional content by FCC-licensed television signals, many of whose signals are retransmitted on a distant basis to cable systems that pay compulsory royalties, the subject of this proceeding.

Second, cable operators respond to perceived subscriber interest in content. Cable operators would not devote significant channel capacity to program content that does not have a subscriber base to which they can market. Making one, two, three channels of a particular kind of programming available to subscribers can certainly meet a cable operator's need to appeal to a subscriber base or fulfill a cable operator's community

obligation for service. But making dozens of channels of programming available tells a vastly different story -- it means that the cable operator believes that there is a diverse, widespread subscriber based that wants more opportunity for particular content. This is sound business for cable operators, because it is well known that there are few elements of American society that are more universal, yet fundamentally diverse, than religion. There is a vast treasure trove of religious traditions in America (Evangelical Protestant, Mainline Protestant, Catholic, Baptist, Mormon, Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, Jehovah's Witness, to name but a few) and a growing array of programs dedicated to these faiths are emerging.

Third, the number of devotional networks has continued to grow since 2004-2005. This means that many of the recently established cable networks had their roots in pervasive public interest in devotional programming demonstrated during 2004-2005. Given the lead time needed to build a cable network (from creating the programming concept to securing funding, to obtaining programming rights and equipment, to launching, to obtaining CATV operator acceptance and channel space), it is clear to me that the devotional programming landscape in the 2004-2005 period -- a period I would add during which America was in particular need for spiritual guidance after 9-11 and while at war against Al Qaeda -- was the catalyst for this new dynamic growth.

In sum, devotional programming has shown itself to be not simply a durable format, but more formidably, a vital programming niche that attracts impressive and growing sources of program production and outlets of distribution.

DEVOTIONAL NICHE HAS BEEN UNDERVALUED IN THE DISTRIBUTION OF CABLE COPYRIGHT COMPULSORY ROYALTIES

Evidence suggests that the American religious marketplace is vigorous and focused. The largest of the mega churches, like Joel Osteen's Lakewood Church, TD Jakes' The Potter's House and Rev. Robert Schuller's Crystal Cathedral, draw thousands of people to their live, weekly televised services. Devotional programming also features popular and charismatic ministers, like Dr. Charles Stanley of In Touch Ministries and Pat Robertson of CBN. These and other leaders and institutions employ large staffs, who actively

communicate with their congregations, constituents and adherents, publish books, operate life-line and call-in centers, maintain websites, and make personal appearances. These diverse activities complement the broadcast services and further attract and maintain a vocal and ardent group of viewers.

As noted, cable operators are complementing devotional content available on local and distant broadcast channels, by making many devotional cable network channels available as well. In my opinion, this is a reflection of their appreciation of the phenomenon of the mega church – the huge number of people interested in religion – as well as the fact that devotional programmers are successfully involved in many aspects of lives and passions of their viewers outside broadcast time, and cable companies want to attach themselves to some of that appeal in order to maintain existing subscribers and attract new ones.

I am also aware that the devotional programs are often a meaningful factor in determining which TV program service a subscriber selects or which station a viewer supports and watches on a regular basis. In fact, I have been party to conversations with friends and colleagues who have indicated that the devotional programs affected their decision regarding which TV service (cable or satellite) to select.

Since cable operators understand that devotional content serves a valuable niche in their overall operations, as highlighted above, it is timely for the Copyright Royalty Board to revalue the contribution of devotional programming in the context of the compulsory royalty system.

Knowing that the Devotional Claimants have been awarded only slightly more than 1% of all the cable copyright compulsory royalties for several decades, I believe devotional programming has for too long been undervalued. By greatly expanding the devotional content offerings, cable operators have shown they have taken heed of the developments in religious programming and have placed enhanced value on that content. The Copyright Royalty Board should do the same.

MARKETPLACE VALUE

Prioritizing the value of the various programming segments offered to the viewer is difficult since numerous measurements may be used, all of which will produce different results.

Many devotional programs are of comparable production quality to mainstream television programs but air in less desirable time periods. When they air in prime time as either specials or mini-series, without exception the devotional programs attract larger audiences, particularly during holiday times. While viewing patterns are certainly fluid and vary with respect to particular programs, I do not feel that viewing habits with respect to program type vary materially year over year.

The CARPs, and the CRT before them, have reviewed arguments purporting that audience share should determine “value”, while others have argued that comparing percentages of broadcast time devoted to one segment is a better yardstick for measuring value. Ratings and minutes do not tell the whole story.

RATINGS

The most commonly used figures for estimating audience size for television programs are the Nielsen ratings. Nielsen conducts continuous research on a statistically representative basis on audiences of broadcast and cable programs using a complex and often controversial formula. These results then become the justification for advertising rates and, ultimately, a program’s survival. But even Nielsen admits to its shortfalls and is refining its techniques to include factors such as psychographics to attempt to better understand the complex nature of audience composition.

Some of the problems of relying on Nielsen data include the following: differentiating between overlapping programs and incorrectly crediting one at the expense of another, measuring tuning activity rather than actual viewing activity, and the lack of meaningful sample size reflecting the diversity of the community being measured.

As Dr. Horsfield points out, Nielsen ratings for syndicated programs in general may be too low since they represent the average quarter-hour audience for each program in spite

of the fact that some viewers may tune out in a given quarter-hour, to be replaced by different viewers in the next quarter-hour. *Religious Television: The American Experience* (<http://www.religion-online.org/showchapter.asp?title=1627&C=1582>), Therefore, the average audience figures provided by Nielsen may be understating the total viewing level of any given program at any given time. Horsfield further suggests that there may be as much as two-thirds more "total audience" for a given program than there is "average audience" at any given quarter-hour.

GROSS MINUTES

Calculating the amount of time on a broadcast schedule devoted to each program type is simplistic and misleading. As pointed out to the CARP in the early 1990s, when calculating the total minutes of a syndicated series on one independent station, the result accounted for as many viewing minutes as all of the sports programming on all the distant signals. And in that same submission to the CARP, according to a one survey infomercials were as valuable as all the Chicago Bulls games, since both attracted about the same number of total viewing minutes. Clearly these two (of potentially innumerable) examples demonstrate the potential for inaccurate interpretations of the relative value of various program elements based on gross minutes.

Moreover, ratings and time as formulas for measuring value overlook one very significant point: special interest categories of programs (such as sports and devotional broadcasts) are coveted by intensely loyal viewers who attach significant personal value to that programming. This fact is one that CATV and satellite operators deem critical when identifying stations and their lineup of content to import from distant broadcast markets. It is a compelling element in their overall viewing patterns and cannot be measured simply by ratings or by tabulating gross minutes of airtime.

RECOMMENDATION

Viewers of devotional programming constitute what we in the television syndication programming industry call "appointment viewers." They are considerably more dedicated to niche categories of content than the average viewer is to mainstream programming. As

such they are more meaningful to CATV and satellite operators who assemble content to appeal to niche audiences, building and maintaining their subscriber base. As the Copyright Royalty Board develops a standard for relative valuation of specific program types, I urge it to weigh the impact of these viewers on the overall assessment of the viewing public and retransmission operations. The growth of programming outlets, and the dedication and intense loyalty on the part of the viewer base for devotional content justifies, in my mind, this relative share.


CONCLUSION

From my professional vantage point, having served as a station manager, a syndication executive and head of the leading trade association for syndication and program executives, I can say with knowledge and candor that devotional programming is a significant component of the television programming landscape. Devotional programming serves a core, meaningful niche within not only the syndicated program and broadcast industries, but also within the cable and satellite industries that retransmit TV stations. Devotional program viewers represent a large, passionate, focused and dedicated universe. Devotional programming has been an essential element of television broadcasting since the earliest days of commercial television, and it continues to have a growing impact on millions of viewers. Evidence of its growing influence has been demonstrated particularly in recent years as the number of new outlets dedicated to devotional program offerings, targeting niche audiences via cable operators have grown. Television affiliates and independent stations now have a much wider array of devotional program offerings from which to select. When the volume of syndicated product airing on individual television stations, traditional broadcast and cable networks is tabulated, it becomes clear that this segment of the programming universe is a growing force that derives strength from a larger public base. It is time for the breadth of this programming niche to be appreciated in the retransmission distribution proceedings. Devotional programming serves a clearly defined, meaningful market and its contribution should be rewarded accordingly.

DECLARATION

I, Bruce Johansen, declare under penalty of perjury that the foregoing testimony is true and correct to the best of my knowledge and belief.

This 29th day of May, 2009.



Bruce Johansen

Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.


In the Matter of)

Distribution of the 2004-2005)
Cable Royalty Funds)

Docket No.
2007-3 CRB 2004-2005

Declaration

I, Bruce Johansen, declare under penalty of perjury that the Testimony of Bruce Johansen presented in the 2004-2005 Cable Copyright Royalty Distribution Proceeding is true and correct.



Bruce Johansen

DATED: 9/29/2009

EXHIBIT 1

Biography of BRUCE JOHANSEN

Johansen grew up in the San Francisco Bay area. After two years of undergraduate study at Antioch College, Ohio he subsequently graduated from San Francisco State University with a B.A. in Radio and TV Communications while working at KSFR FM, KDFC FM and KFOG FM in San Francisco and KCRA in Sacramento. Upon graduation he moved to Paris where he worked for six years as a voice-over artist in Paris and Rome for various European studios and production companies.

Johansen returned to the states in the 70's to work for Kaiser Broadcasting first as Operations Manager and then as Vice President and General Manager of KBSC TV, Los Angeles. He was the youngest G.M of a commercial television station in the United States. When the station was sold, he remained with the new ownership for two years and managed the first over-the-air pay television operation in the states, ON-TV, launched by Norman Lear and Jerry Perenchio.

He was then offered an equity opportunity and, as President of Cross Country Communications, Inc., purchased and operated an AM-FM radio station in the central valley of California, KQIQ. He sold his position after the obligatory three years and signed on as an executive in television program distribution sales with Multimedia Entertainment. In that capacity he oversaw west coast sales for DONAHUE, SALLY JESSY RAPHAEL, JERRY SPRINGER and other Multimedia product.

He then moved to Golden West Television (KTLA) where he spearheaded worldwide distribution sales for various programs including the RICHARD SIMMONS SHOW and WOMAN TO WOMAN with Pat Mitchell. Upon the sale of KTLA to Tribune and the dismantling of Golden West Television, he returned to Multimedia Entertainment as Senior Vice President, International Sales where he oversaw worldwide sales activity and program development on the west coast for the Cincinnati-based media company.

In 1993 Johansen was appointed President and CEO of the National Association of Television Program Executives (NATPE) in Los Angeles. The association was originally created as a trade association for television station program managers. Its annual convention provided a venue for management to acquire syndicated television programming and discuss trends in broadcast legislation.

He expanded the membership to include international participants from global media companies and grew the non-profit association from essentially a domestic meeting venue to an international marketplace attracting over 20,000 participants. With founder Lew Klein he expanded the association's educational outreach with universities around the globe and attracted new media support for the organization's activities. At its peak in 2003 NATPE was the premiere venue for the distribution of syndicated and original programming for television stations, networks and cable systems across the globe. Its list of exhibitors was a who's who of the television production and distribution community. As head of the association he was in an ideal position to gauge the political and economic winds of the television program industry.

Johansen currently lives in Palm Springs, California where he shares his expertise in management and marketing with various community organizations and consults with production and distribution companies abroad.

Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.

In the Matter of)
)
Distribution of the 2004-2005)
Cable Royalty Funds)
)
)

Docket No.
2007-3 CRB 2004-2005

Testimony of
Dr. William Brown

June 1, 2009

CORRECTED October 6, 2009

Devotional Television Viewing from 1990 to 2005:
Implications for Cable Television Royalties

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The purpose of my testimony is to discuss important changes in the nature and influence of devotional television and its audience, focusing on their implications for the distribution of cable television royalties. First, I will discuss the growth of the devotional television audience during the late 1980s and early 1990s and interest in this audience among communication scholars. Second, I will discuss the changes affecting the avidity and loyalty of the devotional television audience and the value of devotional television programs. Third, I will discuss implications of the expanded value of religious programming and influence of the devotional audience on the perceived value of this market segment on the cable television industry. Finally, I will comment on certain quantitative measures for assessing the value of the devotional television audience and its share of the cable television industry's royalties.

I. The Growth of Religious Television

A. Size of Religious TV Audience from Origin to the end of the 1980s

The early pioneers of religious television programming such as Oral Roberts, Billy Graham, and Rex Humbard during the 1950s and Fulton J. Sheen during the 1960s paved the way for the eventual explosion of religious television ministries during the 1970s and 1980s. By 1980, two studies (relying on data from the 1970s) conservatively placed the number of religious television viewers at 20 million people.¹ These two studies were conducted prior to the rapid

growth of television ministries during the following decade. By 1984, the number of religious television viewers who watched at least one hour of devotional programming a week was estimated at 23.5 percent of all television viewers,² which (excluding children under 14) is estimated at 43 million people. A 1985 study of electronic church programs indicated 40 percent of television households in the U.S. were accessing devotional television programming.³ Noted television scholar Stewart Hoover stated that “time and time again, [public] opinion polls have found that that over 40% of Americans claim to be regular viewers” of religious television programs during the 1980s.⁴ Based on Anneburg-Gallup data collected during the early 1980s, Robert Wuthnow reported that one-third of the U.S. population had watched at least one religious program on television in the past month.⁵

Television ratings data such as that provided by the A.C. Nielsen Company and Arbitron ratings during the early 1980s, which estimated the regular number of religious television viewers to be less than half that reported in public opinion polls,⁶ was analyzed in 1984 by the Annenberg-Gallup study. This study found that ratings data is prone to underestimate the total religious television viewing audience for several reasons. First, the relatively small audiences of many of the hundreds of regional devotional programs, while cumulatively meaningful, do not show up in large market ratings data because the individual program ratings is often less than one percent and thus is too small for Nielsen or Arbitron to track. Second, successful daily devotional programs, like *The 700 Club*, have different viewers each day. Since daily television programs like television talk shows do not have the exact same viewers each day, a weekly cumulative viewing audience (the total number of television viewers that watch at least one episode of a television program) is a much more accurate measure of their viewership, rather than a rating method which identifies a number of viewers of a specific program. In the case of audience

research on devotional programs, when ratings data reveal that 20,000 people watched a program on Monday and 20,000 people watched a program on Tuesday, the result more accurately means that between 20,000 and 40,000 *different people* watched the program one of the two days.

While every program's cumulative audience will always be larger than its rating-based audience, diverse and reliable research has consistently established that the cumulative number of viewers of religious programming materially exceeds the number of viewers predicted by ratings data.

In sum, based on the studies I have reviewed, I believe it reasonable to conclude that the cumulative monthly television audience for all devotional programming, whether Christian, Jewish, or some other religious faith, reached 40 percent of all American television viewers by the early 1990s. Moreover, convincing scholarship conducted during the 1970s and 1980s on religious television viewing indicates that devotional television programs became established as a staple of the American television diet.⁷

During the period of rapid growth of religious television ministries during the 1980s, there was a great deal of academic research on religious television programming taking place, with a strong emphasis on what became known as televangelism. A number of academic books were published during this time as well as numerous academic studies that focused on the growing influence of various religious television ministries. This heightened research conspicuously declined during the early 1990s. The moral failures of certain prominent television ministry leaders and subsequent collapse of their television ministries, particularly Jim Bakker's *PTL* and the *Jimmy Swaggert Show*, coupled with Pat Robertson's unsuccessful bid for the Republican Presidential nomination in 1988, turned scholars' attention elsewhere. Nevertheless, based on my own research, there appears little scholarly evidence to indicate that the highly publicized ministry scandals of a few televangelists reduced the size or importance of

devotional television viewers during the 1990s. In fact, there is substantial evidence that the social influence of devotional television programming continued to grow during this period, which I will explain the next discussion section.

B. Expansion of Religious Media in the 1990s

The 1990s brought increasing consumption of religious media content in the U.S. Americans in general have reflected a strong Judeo-Christian heritage and there is considerable evidence that the U.S. is still largely a religious nation whose current beliefs are rooted in its past. In a study by the Barna Research Group in 1991, two out of every three Americans described themselves as “religious” and, further, four out of five agreed with the idea that the Christian faith is relevant to contemporary life.⁸ Also, prayer and to a lesser extent, organized religion, play a significant part in the lives of tens of millions of Americans. A 1989 national Gallup study found that 94% of American adults “believe in God or a universal spirit.”⁹ These and other findings indicate the extent of spirituality in the private lives of Americans. In the 1998 and 1999 Gallup studies on religion, 68 percent and 70 percent respectively of those polled reported being a member of a church or synagogue.¹⁰

The resurgence of spiritual themes in popular film and television during the 1990s closely reflected a desire for spiritual media content by American consumers. One study confirmed that religious television viewers seek to support their belief systems and fulfill a need to know themselves better.¹¹ This result is consistent with studies from the 1980s of religious television viewers by Robert Ableman, which indicate that disenchantment with secular television, in conjunction with religiosity, motivated many religious television viewers to seek out purely religious television content.¹² Hamilton and Rubin¹³ confirmed the importance of religiosity as a variable in uses and gratifications research of religious television and discovered that religious

conservatives were less likely to watch programming with sexual content than religious liberals. Concern for the inappropriate sexual content in television programming also emerged as an important issue for many television viewers,¹⁴ especially religious conservatives.

Devotional television programming during the 1990s was predominantly produced and consumed by evangelical Christians, representing the themes and employing the language of evangelicalism. Drawing on the work of Robert Wuthnow¹⁵ and Bobby Alexander,¹⁶ Paul Teusner¹⁷ explains why the popular religious television talk show is so effective in attracting religious viewers, observing:

Religious television may be best described as the creation of a symbolic sanctuary. In its framing of visual stimuli, it endeavors to create a religious experience for the viewer. ... The language of religious television is experiential and emotional, and endeavors to legitimate the religious identity of the viewer.

One of the important factors that has contributed to the growth of devotional television programming is the rise of Pentecostalism. During the 1980s and 1990s, evangelical Christian influence in the United States and worldwide was enhanced by an even larger Pentecostal movement embraced by many evangelicals as well as main-line denominational churches. Pentecostalism has resulted in the proliferation of Christian television programming worldwide. Identified by Casanova¹⁸ as the “predominant global form of Christianity in the 21st century,” the number of Pentecostal Christians is believed to exceed 500 million people within the last century.¹⁹ Church scholar Dr. Vinson Synan refers to twentieth century church history as the “century of the Holy Spirit” because of the ubiquitous emergence of Pentecostal practices in almost every major Christian denomination and worship tradition.²⁰ Pentecostal Christianity has experienced great growth among Latin Americans,²¹ fueling the desire for more evangelical television programming among this growing audience segment both in the U.S. and in Latin America.

A great deal of religious television programming that endured through the 1990s carries strong elements of Pentecostal Christianity. Janice Peck²² observed that many television ministries feature personal testimonies of physical and emotional healing, freedom from addictions and depression, reversals of financial misfortune, deliverance from demonic oppression, and other supernatural miracles brought about through the power of God. In addition to offering salvation from sickness, television ministries also offer salvation from poverty, informing viewers how to overcome unhappiness and develop positive attitude about their lives.²³ By ascertaining the needs of television audiences through market research and telephone counseling centers, devotional television programs shifted their focus away from the heavy teaching and preaching of the 1980s to a focus on counseling, healing, interpersonal relationships and holistic living during the 1990s.²⁴ The result has solidified the important place of religious television programming in the lives of people who practice and value their religious faith and who look to devotional programs as a source of spiritual nourishment, growth and support.

C. Religious Television in the 21st Century

Religious television programming has continued to expand in the 21st century, remaining strong in the U.S. In Barna's 2002 U.S. study, the aggregate adult audience for Christian television programming during the past month was 90 million people - approximately the same number who attend Christian churches in any given week.²⁵ Barna attributed the long-term strength of the religious television market into the 21st century due to the advent of cable and satellite channels, which not only carried many of the same programs available on FCC-licensed TV stations, but also provided more telecasting opportunities for a greater variety of devotional programming. In 2005, a Barna study estimated that the percentage of American adults who watched Christian television programming during a typical month to be 45% of the national

audience, a percentage estimate relatively consistent with those from the 1990s.²⁶ Although a smaller percentage of the adult population watched devotional television programs on a daily basis in the U.S., the approximately 45 percent who watch one or more devotional programs monthly indicates that more people regularly watch devotional television programming than attend church services in the U.S.²⁷

I draw three important conclusions from the Barna studies for this proceeding: first, that the cumulative audience for religious programming is, and has been, very significant and remarkably consistent in the 40-45% range from the 1980s through the early 2000s (even as the U.S. population grew by about 60 million people); second, that this cumulative audience has been consistently greater than ratings data have suggested; and third, that sophisticated entrepreneurs in the cable industry can readily see the value of this content for attracting and maintaining subscribers.

D. Loyalty and Avidity of the Religious Television Program Audience

A number of social science scholars who have studied the influence of devotional television programming in the U.S. have made the argument that the size of the audience for religious programming is not the most important factor to consider when assessing the influence of religious programming.²⁸ Stewart Hoover²⁹ makes a cogent argument, stating:

Simply put, the measures of viewing most often used to assess the “audience” of the “Electronic Church” are totally inadequate to assess the depth and quality of the viewing experience, and are thus poorly fitted to the task of explaining the overall “impact” of religious broadcasting in any detail.

Hoover further explains that ratings data “do not tell us much about the religious significance of these programs, neither do they tell us much about their political influence.”³⁰ Television ratings data only provide the most superficial level of media effects, exposure, and exposure alone is a poor predictor of cognitive, emotional and behavioral change.

William McGwire of Stanford University proposed 13 levels of media effects in his hierarchy of effects model,³¹ placing exposure at level 1, long-term behavioral change at level 12, and proselytizing (getting other people to change their behavior) at level 13. The social influence of religious television programming has produced long-term behavioral change in viewers, including the cessation of destructive health practices such as drug and alcohol abuse.³² For many religious television viewers, devotional television programs offer more than simply entertainment or even information: *they offer a community of faith through which people of faith have anchored their self-identity.*

In my opinion, this avid, loyal following will search out the programs that fill their spiritual and emotional needs just as assuredly as they will avoid those programs that offend their moral sensibilities. Cable operators understand that satisfying the needs of avid, loyal devotional program viewers will redound to their systems' benefit in terms of attracting and sustaining subscribers.

II Changes Since 1992 Affecting the Avidity and Loyalty of Devotional Audience and thus the Value of Devotional Television Programming

I trace the avidity and loyalty of the devotional program audience to a series of eight factors that have grown in importance since the 1992 copyright proceeding, the last time a federal agency took a formal opportunity to assess the relative value of devotional programming in the context of allocating cable compulsory royalties. Each one of these changes has important implications for the cable television industry and the Copyright Royalty Board's consideration of the fair share due Devotional Claimants.

A. Increased Sex and Violence in Television Programming

First, television has become an increasingly sexualized and violent world during the past two decades. Studies by a number of media scholars have shown that television programs routinely portray irresponsible sexual behavior and rarely show the negative consequences of high risk sexual behavior.³³ In 2003, the Kaiser Family Foundation commissioned a study on sexual content in television and consequences portrayed. The researchers found that 83% of the top 20 Nielsen-rated teen television shows contained some sexual content; however, only 12% of those programs showed the sexual risks or discussed responsibilities associated with the sexual behavior portrayed.³⁴ Sexual content on television affects attitudes and beliefs about sex,³⁵ a great concern to parents and health educators.

Recognition by the public that television is an important source of sexual information for young people and that it influences their beliefs about sex and sexual practices has focused increased attention on this topic within the scholarly community during the past 15 years.³⁶ Television's sexual socialization, defined as the process by which sexual beliefs are established, attitudes about sex are crystallized, and behavioral patterns are developed, is moving parents to seek alternative television programming. Socialization that encourages engagement in risky sexual behaviors, such as the earlier initiation of sex and engaging in sex with a number of different partners over time has deleterious health consequences and, in my opinion, is especially offensive to religious television viewers.

In addition to the increase in sexual content, television programs have become more violent. The cumulative evidence that television violence is harmful, especially to children, grew substantially during the 1990s. By the 21st century, the connection between media violence and aggressive and violent behavior in real life had become firmly established. A 15-year longitudinal study published by the American Psychiatric Association on media violence

virtually ended the futile attempts by television industry executives to claim there is no evidence that television violence is harmful.³⁷ The evidence provided through many scholarly studies is overwhelming. The National Television Violence Study is one the largest analytic studies of content of television programming ever undertaken, analyzing 10,000 hours of network and cable television programming over three consecutive television seasons from 1994 to 1997.³⁸ Among the study's findings was that nearly two out of three TV programs contained some violence, which was more prevalent in children's programming (69%) than in other types of programming (57%), and that children's shows featured more than twice as many violent incidents (14) than other types of programming (6) during an hour of programming. In addition, the number of prime-time programs with violence increased over the three years of the study, from 53% to 67% on broadcast television and from 54% to 64% on basic cable.³⁹

Public concern about increased portrayals of sex and violence on television, especially by people of faith, has motivated millions of television viewers to look to devotional television programming. This connection was revealed by the Annenberg-Gallup study of religious television viewers, which found that dissatisfaction with prevailing moral standards and practices depicted in non-religious television programming was "one of the most distinctive bonds between religious programs and their viewers."⁴⁰ Robert Abelman's study three years later confirmed that a major motivation for watching religious television programming is because of the "negative perception of secular television programming" and "to obtain the spiritual guidance and moral support not found in commercial television."⁴¹ After reviewing much of the research on religion and television, William Fore concluded that "for most heavy viewers of religious television, watching is both an expression of belief and an act of protest against the world of general television."⁴² In my opinion, the research supports the conclusion that many viewers are

actively seeking out programs that encourage their beliefs, rather than war against them. In this manner, excessive sexual content and violence in television has been pushing religious consumers to search for more family oriented and devotional programming, an industry change that intensified during the 1990s and 2000s, thus increasing the value of religious television programs that provided non-sexualized, non-violent content alternatives and the value of that program offering to cable system operators who want to expand choices for viewers who search for and demand specific kinds of content.

B. Desire for Moral and Spiritual Television Content

Second, another major factor that is reflective of the avidity and loyalty of devotional program viewership is their heightened interest in television programs with moral and spiritual content. Evangelical ministries that broadcast television programs during the 1980s created an appetite for family oriented programming with religious content in the 1990s. By 1987, Hadden⁴³ notes that evangelical Christians “had made great strides to use media to ‘influence and reshape American culture.’” The 1990s saw a rise of involvement by Christian leaders such as Pat Robertson and his company, International Family Entertainment, and Lowell “Bud” Paxon and his company, Paxon Communications, in creating entertainment television programming for religious and family-oriented viewers.

Complementing *The Family Channel* and *Pax TV*, other networks like the Christian Television Network, the first African-American Christian television network, Inspiration Television, and the Trinity Broadcasting Network, began producing and broadcasting new devotional programming and expanding their television audiences during the 1990s. The perceived moral decay of general television programming during this time made new religious programs produced by these networks even more appealing to religious television viewers.

In addition to the desire for morally and spiritually uplifting family entertainment, religious audiences also desire overtly religious television programs. The demand for devotional programming has grown steadily during the past two decades. As Carlton Harvey⁴⁴ has observed,

Indeed, millions of viewers each week find their spiritual education, nurture and fellowship via favorite television programs. Additionally, millions of people experience worship via television. For huge numbers of people, both the infirm and the healthy, their church is the television.

As many scholars note, devotional television programming has found a central place in the lives of religious believers and in American popular culture.⁴⁵ In 1984, the Annenberg-Gallup study revealed that 14 percent of the national survey participants watched religious television programs as a substitute for going to church, and 52 percent reported the devotional programs they watched made them feel closer to God and uplifted their spirits.⁴⁶ Devotional television programming, as noted earlier, is now a staple of the American television diet. Further, many television church services, like Joel Osteen's, TD Jakes' and Rev. Schuller's, are conducted in huge venues – amphitheaters and mega churches. For many who grew up going to church services, the opportunity to maintain their religious commitment by watching large communal services preserves an important bond with their faith. The benefit of that association not only flows to the television ministry, but also to the media outlets that enable the association. In some measure, this may help the Board understand the value that cable operators place on devotional content.

By 2005, George Barna found that more people use Christian media than attend religious services in the U.S.⁴⁷ The growth of devotional television program production and distribution continues to increase in the 21st century through global distribution networks.⁴⁸ Clearly, an increased desire for moral and spiritual television content has increased the value of devotional television programming during the past decade and a half.

C. Hostility of Intellectual Elite toward Religious Faith

Third, the assault on religious faith in the U.S. evolved as a major public issue during the 1990s, which became commonly known as “the culture wars.”⁴⁹ The polarization of political and social views between religious conservatives and liberal progressives during the 1990s emboldened the intellectual elite to openly seek to marginalize people of religious faith.⁵⁰ During this time, tens of millions of Americans viewed the entertainment industry as a powerful source of corruption that assaulted many of America’s most cherished values.⁵¹ The Christian faith and evangelical Christians are often pilloried by popular entertainment programs in the U.S.⁵² Religious broadcasters took advantage of the perceived attacks on traditional Judeo-Christian values and beliefs by media elites, creating television programming content designed to rebuff such attacks. As a result, devotional programming was appropriated as an antidote to a toxic media culture that was viewed as fomenting hostility toward people of faith.

This perceived hostility against America’s Judeo-Christian heritage and defense of that heritage has continued to play out through the popular media in the 21st century. Many top-selling books on America’s social and political culture during the past ten years have been written by media personalities, for example, Fox News’ Bill O’Reilly, former speaker of the House Newt Gingrich, radio talk show host Laura Ingraham, and political commentator Ann Coulter, who are seen by many as defenders of America’s traditional values. At the same time, popular films, television programs and media personalities continue to belittle the evangelical Christian faith. Such media-promoted cultural conflict reinforces the demand for counter-programming, or devotional programming with social and political commentary and perspectives. This explains why devotional programs like *The 700 Club* continue to attract an avid and loyal television audience.

D. Distrust of News Media

Fourth, since 1988, more than 50 percent of the American public believe reports in the news media are often inaccurate, and in the year 2000, that percentage climbed to 65 percent.⁵³ A 2001 study of news credibility ratings indicated that at best news credibility was rated as mediocre.⁵⁴ Among evangelical Christians, there is substantial distrust of news media, partly because network television news has not framed evangelical Christians in a positive light.⁵⁵ In addition to believing that many mainstream media journalists misrepresent Christians and other people of faith, religious media consumers also feel that journalists, which as a professional group have one of the lowest percentages of religious believers among any profession in the U.S., do not have the ability to accurately report matters of religious faith. A 2008 Harris Poll indicated 83 percent of Americans feel that major news media never reports stories about miracles or outcomes that people attribute to God.⁵⁶

Basic distrust of the news media's fair treatment of religious believers has created a strong interest in news programs that are perceived as giving fair or favorable treatment to people of faith, such as Fox News, whose news ratings exceed other cable news media, including CNN and MSNBC.⁵⁷ In a 2008 national online sample of more than 3,000 adult television viewers by Harris Interactive, 92 percent of the respondents said that major news media coverage is frequently manipulated and has an obvious political bias.⁵⁸ In the same study, 37% of cable or satellite subscribers expressed a willingness to change their program provider in order to receive a news channel that provided devotional content, and 24% non-cable and non-satellite subscribers expressed a willingness to obtain service if such a channel were offered.⁵⁹ While this survey was taken in 2008, it is consistent with other contemporary evidence over the last decade that devotional content has achieved an avid, loyal following. I have no reason to believe that

the results would have been any different in 2004 or 2005. Consistent with the Harris Poll findings, other cable television experts argue that cable television viewers are seeking cable television services that allow them to choose exactly which channels they want access to so they can receive family-oriented and devotional programming and not receive those channels which programming they find offensive.⁶⁰

E. Desire for Political Awareness

Fifth, the political influence of devotional programming has been examined by a number of scholars during the past 25 years. Billy Graham has had open access to every sitting U.S. President during the past four decades.⁶¹ The executive board of the National Religious Broadcasters have had regular meetings with senior White House representatives of the Bush administration.⁶² The political influence of devotional programming is felt both in the U.S. and abroad.⁶³ For example, on the CBN program *The 700 Club*, a 1994 study found that viewers watch the program to hear Pat Robertson's commentary on national and international events of the day.⁶⁴ A study ten years later, focusing on *The 700 Club's* content with regards to radical Islam, confirmed this earlier finding.⁶⁵ A 2005 study by The Barna Group⁶⁶ and 2008 study by Harris Interactive⁶⁷ for the Christian Broadcasting Network added further evidence that religious television viewers look for political commentary on the world.

Interest in political commentary from religious broadcasters has contributed to the rise in political influence of evangelical Christians during the 1990s and 2000s. Every major presidential election since 1988 has considered the evangelical vote as an influential and important political voting block.⁶⁸ In addition, congressional elections have also been strongly influenced since the mid-1990s by those who uphold evangelical Christian values and beliefs,⁶⁹ and this voting block makes up the bulk of religious program viewers. The central role of moral

issues in the American political process that emerged during the 1990s was still an important factor in the 2004 presidential election.⁷⁰

F. Technology Growth and Competition

Sixth, the development of satellite technology in the late 1990s and 2000s has intensified competition in the cable television industry, mostly to the benefit of media consumers.⁷¹ The growing subscriptions for direct broadcast satellite services throughout the U.S. are pushing incentives from cable television providers that will keep their subscriber base.⁷² The competition for subscribers means the cable industry can no longer consider devotional viewers as a given – they must fight to keep them as paying customers. Producers of devotional programming have welcomed competition,⁷³ recognizing the advantages to both the producers and consumers of religious television programs.

New media products and services such as Verizon's Fios service and AT&T's U-Verse product are pushing the competition even further.⁷⁴ Increased competition for access to devotional programming content has strengthened the overall value of devotional programming in the 2000s. Some services are now promoting bundled channels of devotional programming.

G. Threat of Radical Islam and the Wars in Afghanistan and Iraq

Seventh, the surprise attacks on the U.S. by radical Islamists in September of 2001 was a dramatic point in history that launched substantial changes in social, political and military policies in the U.S. The attacks also created a fear of radical Islam that has directly impacted the value of the audience for devotional television programming. Following the attack, loyal religious television viewers turned to devotional television programs to provide a religious and spiritual perspective on the World Trade Center and Pentagon attacks and to make sense of American's burgeoning conflict with Islamic terrorists.⁷⁵ These viewers also used devotional

program call-in centers in increasing numbers for counseling, comfort and advice. Then, starting in 2003, the wars in Afghanistan and Iraq brought the horrors and moral conflicts of war to the American public as not previously seen for a generation. The need for spiritual support and counseling was more intense than at any time since the War in Vietnam.

In my opinion, the awareness of the threat of radical Islam that was generated as a result of the 9-11 attacks, especially among the evangelical Christian community, as well as the moral and spiritual concerns engendered by the wars in Afghanistan and Iraq, increased the perceived value of devotional programming from 2001-2005. In particular, programs providing spiritual guidance and support, and political and international commentary from a perspective of faith were appreciated with heightened understanding. As borne out in the Harris survey, those loyal and avid followers of devotional programming have a measure of distrust of the traditional media, which seeks a devotional perspective to news and events. Specifically, the Harris Interactive poll cited earlier found that 87 percent of the sample believed “the major news media report on radical Islam from a politically correct perspective rather than its real impact on world peace.”⁷⁶ These research results further demonstrate that devotional viewers want to hear the perspective of religious broadcasters on the ongoing world conflict with Islamic terrorists.

H. Demographic Changes in U.S.

Eighth, demographic changes in the U.S. documented by the 1990 census and 2000 census indicate the Hispanic/Latin American and African American populations now account for about one-fourth of all Americans.⁷⁷ Latin American evangelical churches are growing in both the U.S. and abroad,⁷⁸ as many Latin Americans are joining Protestant evangelical churches.⁷⁹ This demographic shift coupled with the growth of the U.S. Hispanic population, which is now

the largest minority cultural group in the U.S., is adding new viewers to the devotional television audience.

African-American religious television viewers comprise an important segment of the devotional audience⁸⁰ and they are increasing their involvement in evangelical organizations.⁸¹ The growth of evangelical Christian ministries such as those of Creflo Dollar and T.D. Jakes are two examples of the attraction of evangelicalism to African Americans. Nearly one-quarter of CBN's audience for *The 700 Club* is African-American.

In addition to existing minority populations, growing immigrant populations in the U.S. are contributing to the devotional television audience. The majority of U.S. immigrants during the last couple of decades hold to the Christian faith⁸² and are attracted to more family-oriented and religious television programming than the general population. The growth of the U.S. immigrant population coupled with the strong interest in Hispanic/Latino-Americans and African Americans in religious programming both work to increase the value of the devotional television audience in the U.S. For cable operators seeking to secure and maintain a strong subscriber base among those newly arrived to the U.S., having programming tailored to strongly held religious beliefs is an essential element to a diverse and successful programming fare. The retransmission of distant signals with devotional content serves these strongly felt needs, especially among immigrants who may find that their local content is not as directly relevant as distantly retransmitted programming.

III. Implications of the Expanded Value of the Religious Community for Media

As noted earlier in this testimony, a number of media and religion scholars have argued that the importance of the devotional television audience has increased during the 1990s and 2000s. Stewart Hoover, one of the most prominent among such scholars, has argued that cultural

studies are better suited to reflecting on the social significance of people of faith and their media use than simple quantitative studies of television viewing.⁸³ He notes that reducing the impact of such programming on religious television viewers to rating points is inadequate in assessing the programming's social influence and intrinsic value within American culture, a point which does not escape the watchful eye of cable operators. Michael Serazio⁸⁴ expresses a similar view, explaining:

It would seem difficult to overstate the impact and influence of an American media outlet "winning" a soul (though it remains prudent to temper those claims). Unlike, for example, Disney's endeavors to corner foreign markets or even U.S. public diplomacy efforts to foment democratic change, converting loyalties to global religious broadcasters theoretically demands one's wallet, one's politics, and one's all-encompassing existential allegiance.

As is repeatedly shown in the programming and in commentary, a substantial number of viewers of devotional programs claim such programs have permanently changed their lives for the better, including giving them spiritual peace, psychological health, and physical wellness.⁸⁵ That devotional programming offers this opportunity and experience for many of its viewers explains, in no small measure, the power of the content and the loyalty of its following. While I would not diminish the enjoyment of watching a favorite nighttime drama or favorite baseball team, when that experience is compared with the transformative experience of which viewers of devotional programs can partake, with its spiritual edification, encouragement, and increased quality of life, one can at least understand the important impact and effect of this genre of programming on its audience.

In short, I believe the effects of devotional television programming cannot be assessed properly outside of the context of the religious communities where people find transcendent meaning, purpose, and identity. Devotional programming is an extension of those religious communities. Moreover, for the elderly, the infirm, and those who are not able to attend

traditional religious services, devotional programming is at the very heart of their religious experience and well-being, their “symbolic sanctuary” as Paul Teusner observed. At the same time, devotional programming also reinforces the faith, beliefs and values of those who do attend such services. For cable operators, the value of having retransmitted religious services as a complement to all other devotional content is clearly a plus. The ability to offer the elderly and infirm additional opportunities to watch services in lieu of leaving their homes is a public service that the cable operators can readily perceive enhancing their standing with paying – and appreciative – subscribers.

IV. Quantifying the Market Value of the Devotional Audience

The cable royalties distribution system currently in place, which allocates only slightly more than 1% of the compulsory fees to Devotional Claimants, is not based on an accurate measure of the relative marketplace value of devotional programming and thus should be changed according to better marketplace value assessments.

Television is an integral part of American culture, and some would argue, at the center of American culture.⁸⁶ Religion is also at the center of American culture, and the intersection of religion and television is an important dimension in the lives of millions of Americans. American Studies scholar Mark Hulsther⁸⁷ wonders with such high percentages of Americans who claim to be evangelical Christians who believe in the Bible (85 percent accept the Bible as divinely inspired), “How high do these numbers have to rise before our field treats popular religion as an integral part of United States popular culture?” The devotional audience of American media consumers has developed into a well-established “niche market” during the 1990s that accounts for a substantial amount of radio, television, and print media consumption,⁸⁸ and is also a major factor in the use of the Internet.⁸⁹ It appears that the distribution of cable

television royalties is based on an inadequate recognition of both the size and influence of this "niche market." Therefore, alternative ways of assessing the relative value of devotional television programming compared to the other programs that are retransmitted into distant cable markets is needed.

If indeed the devotional audience is relatively undervalued, determining exactly how much it is undervalued is a challenging task. Cable television is the classic example of a bundled commodity; therefore, the task is to measure the relative value of programming which enables cable operators attract and keep subscribers.

One methodology employed to quantify the marketplace value of the devotional audience relies on television ratings data, which as noted earlier, materially underestimates the cumulative number of religious television viewers and the relative marketplace value of devotional content. Television ratings data derived from diaries and various types of meters measures exposure to television programs, the lowest level of media effects data. Such data do not indicate whether viewers are paying attention to the programs they watch, whether they understand the content, or how the content affects their attitudes, beliefs and behavior. The TV ratings system has also had serious problems properly measuring minority populations (African American and Hispanic), a significant segment of the audience for devotional content and significant sectors of the CATV subscriber base.⁹⁰ Furthermore, ratings data do not indicate the value of a cable television subscriber.

For the cable operator, the primary concern is maintaining current subscribers and attracting new ones. Cable television companies gain subscribers by offering a diversity of programming to attract a broad audience. A cable television company prefers to offer a wide

variety of programming that collectively appeals to the greatest number of subscribers, rather than programming with the highest ratings that appeals to a narrower market.

For purposes of better allocating cable compulsory royalties to reflect the actual market value, the alternative methodology developed by Bortz makes more sense. The Bortz methodology seeks to quantify the market value of the distantly retransmitted devotional programs by asking cable operators to place a dollar value on that program segment in comparison to the value placed on other programming. This measure is more appropriate than television ratings data because it quantifies the perceived value of categories of programming to the cable industry which pays the compulsory royalties. The further advantage of the Bortz measure is that it estimates the relative value of the devotional programming as a percentage of the total market value of all programming incorporated into the CATV retransmission schedule that CATV operators pay for. Thus, the Bortz study recognizes and more effectively measures the “niche market” value of the devotional content.

V. Conclusion

In summary, from its origins to 2005, devotional programs have proven to be a vibrant sector of American television culture. There are reasons for the establishment and growth of this niche. As explained, I believe there are eight important changes in the U.S. and its television industry that have occurred during the time period from 1990s through 2005 that have markedly increased the value of the devotional television audience to the CATV operators who are seeking to get and maintain subscribers. These changes, which are enumerated in my testimony, should be closely considered by the Copyright Royalty Board as it determines the fair distribution of cable television royalties.

Properly considered, these results provide further credibility to the Bortz data by explaining reasons why devotional programming is valued by both cable television viewers and providers. The factors described in my testimony show why devotional content is a vibrant, vital programming niche that attracts and maintains a loyal, avid audience that cable operators not only appreciate, but most importantly value significantly. Cable television companies are aware of their niche audiences and do not want to lose them, and thus place a value on this niche when they answer the Bortz survey. The fact that the Bortz survey shows a higher perceived value of the devotional audience than ratings data and growing perceived value over the last decade is consistent with the trends provided here which explain the long-term demands for devotional television programming that is offered by cable companies.

Declaration

I, William Brown, dealer under penalty of perjury that the foregoing testimony is true and correct to the best of my knowledge and belief.

Date: May 29, 2009



William Brown

Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.

In the Matter of)
)
Distribution of the 2004-2005)
Cable Royalty Funds)
)
)
)

Docket No.
2007-3 CRB 2004-2005

Declaration

I, Dr. William Brown, declare under penalty of perjury that the Testimony of Dr. William Brown presented in the 2004-2005 Cable Copyright Royalty Distribution Proceeding is true and correct.

William Brown
Dr. William Brown

DATED: Oct. 1, 2009

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EXHIBIT 1

Curriculum Vitae

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Brief Biography

Dr. William J. Brown is Professor and Research Fellow in the School of Communication and the Arts at Regent University in Virginia Beach, Virginia. He served as Dean of the College of Communication and the Arts at Regent University for ten years. Dr. Brown received his Bachelor of Science Degree in Environmental Science from Purdue University, his Masters Degree in Communication Management from the Annenberg School of Communication at the University of Southern California in Los Angeles, and his Masters and Doctorate in Communication, also from the University of Southern California. His academic research interests include media effects, entertainment-education for social change, media personalities and social influence. Dr. Brown has taught communication at the University of Southern California, the University of Hawaii, University of the Nations, and Regent University. His favorite courses include doctoral research methods, research and writing, entertainment-education for social change, intercultural communication, and communication theory.

Dr. Brown is also a partner and consultant of Brown, Fraser & Associates, a communication research and consulting firm in Chesapeake, Virginia. He and his partner, Dr. Benson Fraser, have conducted more than 100 national media studies in more than 30 countries. Dr. Brown and his wife, Nancy, lived in Hong Kong for five years and travel extensively in Europe, Asia, and Africa to continue their work with non-profit organizations.

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PUBLICATIONS

Refereed Journals

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Book Chapters

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- Basil, M. D., & Brown, W. J. (2004). Magic Johnson and Mark McGwire: The power of identification with sports celebrities. In L. R. Kahle & C. Riley (Ed.), *Sports Marketing and the Psychology of Marketing Communication* (pp. 159-174). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

- Brown, W. J., & Fraser, B. P. (2004). Celebrity identification in entertainment-education. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (Eds.), *Entertainment-education and social change: History, research, and practice* (pp. 97-116). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Brown, W. J., Bocarnea, M. C., & Basil, M.D. (2002). Initial Public Responses to September 11. In B. Greenberg (Ed.), *Communication and Terrorism*. Hampton Press.
- Keeler, J., Brown, W. J., & Tarpley, D. (2002). Ethics. In W. D. Sloan (Ed.), *American Journalism: History, Principles, Practices* (pp 44-54.). Jefferson, NC: McFarland & Company, Inc.
- Keeler, J., Fraser, B. P., & Brown, W. J. (1999). How promise keepers see themselves as men behaving goodly. In D. S. Claussen (Ed.), *Standing on the promises* (75-88). Cleveland, OH: The Pilgrim Press.
- Brown, W. J., & Singhal, A. (1999). Entertainment-education strategies for social change. In D. P. Demers and K. Viswanath (Eds.), *Mass media, social control and social change* (263-280). Ames, Iowa: Iowa State University Press.
- Bocarnea, M. C., Brown, W. J., & Fraser, B. P. (1999). Portrayals of post-Communist Romania in United States newspapers and magazines. In M. Prosser & K. S. Sitaram (Eds.), *Civic Discourse: Intercultural, international, and global media* (157-168). Stamford, CT: Ablex Publishing Company.
- Brown, W. J., & Fraser, B. P. (1998). Multicultural expressions of religious symbols. In T. M. Singelis (Ed.), *Teaching about culture, ethnicity, and diversity* (pp. 215-220). Thousand Oaks, CA: Sage Publications.
- Keeler, J., Brown, W. J., & Tarpley, D. (1998). PC in perspective: Implications for journalists. In W. D. Sloan & E. E. Hoff (Eds.), *Contemporary media issues* (56-75). Northport, AL: Vision Press.
- Brown, W. J., & Bocarnea, M. C. (1998). AIDS attitudes, beliefs, and communication behavior inventory. In C. M. Davis (Ed.) *Sexually-related measures: A compendium*. Sage Publications.
- Brown, W. J., & Singhal, A. (1997). Ethical guidelines for promoting prosocial messages through the popular media. In G. R. Edgerton, M. T. Marsden, & J. Nachbar (Ed.), *In the eye of the beholder: Critical perspectives in popular film and television* (pp. 207-223). Bowling Green, OH: Bowling Green State University Popular Press.

Brown, W. J., & Singhal, A. (1995). Influencing the character of American television: Ethical dilemmas of prosocial programming. In D. E. Eberly (Ed.), *The content of America's character: Recovering civic virtue* (pp. 333-345). Lanham, MD: University Press of America, Inc.

Singhal, A., Rogers, E. M., & Brown, W. J. (1993). Entertainment telenovelas for development: Lessons learned. In A. Fadul's (Ed.), *Serial fiction in TV: The Latin American Telenovelas* (pp. 149-165). Sao Paulo: Nucleo de Pesquisa de Telenovelas, UCA-USP.

Book Reviews

Brown, W. J. (2009). Review of *Strong religion, zealous media. PNEUMA: The Journal of the Society for Pentecostal Studies*, 30, pages in press.

Brown, W. J. (2007). Review of *Two Aspirins and a comedy: How television can enhance health and society. Journal of Communication*, 57, 609-611.

Doctoral Dissertation

Brown, W. J. (1988). Effects of "Hum Log," a television soap opera, on prosocial beliefs in India. *Dissertation Abstracts International*, 50, 01A, 20.

Masters Thesis

Brown, W. J. (1986). *Communication technology in Third World contexts: Lessons from two case studies in Asia*. Los Angeles, CA: University of Southern California.

Books

Brown, W. Joseph (2005). *Into the winds of fear*. Baltimore, MD: Publish America.

Brown, W. J. (2008). *Confessions from Italy: Journal of a research fellow*. Mansfield, Ohio: Book Masters, Inc.

Academic Conference Papers and Presentations

Brown, W. J., Barker, G., & Presnell, K. K. (2008). *The social impact of mediated celebrities: Cognitive and emotional responses to the death of Dale Earnhardt*. Paper accepted for presentation to the National Communication Association's Annual Conference, San Diego, California.

- Strong, D. A., & Brown, W. J. (2008). Effects of a children's entertainment-education television program in Nepal on beliefs and behavior toward people with disabilities. Paper accepted for presentation to the National Communication Association's Annual Conference, San Diego, California.
- Brown, W. J., & de Matviuk, M.A.C. (2007). *The social influence of a sports' celebrity: The case of Diego Maradona*. Competitive paper to be presented to the annual conference of the National Communication Association, Chicago, Nov. 15-18, 2007.
- Brown, W. J., Keeler, J., & Pfeiffer (2007). *The uses of YouTube among religious on-line media consumers*. Research presented to the annual conference of the Religious Communication Association, Chicago, Nov. 15-18, 2007.
- Brown, W. J. (2007). *The Use of entertainment-education for social change: Examples from around the World*. Presentation to the Virginia Association of Communication Arts and Sciences, October 19-20, Virginia Beach, VA
- Brown, W. J., & Fraser, B. P. (2007). Mediated Involvement with a Celebrity Hero: Responses to the Tragic Death of Steve Irwin. Competitive paper presented to the International Communication Association, May 24-29, San Francisco.
- Legg, K., Bacon, C., Fraser, B. P., Brown, W. J., & Kiruswa, S. L. (2007). *Visual study of the Maasai through digital photography*. Competitive paper presented to the Visual Studies Division of the International Communication Association at the annual conference, San Francisco, May 24-28, 2007.
- Brown, W. J., & Pfeiffer, M. (2006). *Mediated involvement with a celebrity hero: Responding to the death of Pope John Paul II*. Competitive paper presented to the 92nd annual convention of the National Communication Association, November 16-19, San Antonio, TX.
- Brown, W. J., & Fraser, B. P. (2006). *Utilitarian and communitarian ethical approaches to HIV/AIDS prevention in sub-saharan Africa*. Competitive paper presented to the annual conference of the African Studies Association, November 15-18, San Francisco, CA.
- Barker, G., & Brown, W. J. (2006). Cultural Influences on the News: Portrayals of the Iraq War by Swedish and American Media. Competitive paper presented to the Annual Conference of the International Communication Association, June 19-23, Drésden, Germany.
- Brown, W. J., Kiruswa, S. L., & Fraser, B. P. (2005). Promoting HIV/AIDS Prevention among the Military in Kenya. Competitive paper presented to the Annual Meeting of the International Communication Association, May 26-30, New York, N.Y.

- Keeler, J., & Brown, W. J. (2004). Assessing the Impact of *The Passion of the Christ*. Competitive paper presented to the Annual Conference of the National Communication Association, November 12-15, Chicago.
- Brown, W. J., Keeler, J., & Shen, J. (2004). Audience Responses to *The Passion of the Christ*. Competitive paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 22-24, Kansas City.
- Brown, W. J., Fraser, B. P., & Kiruswa, S. (2004). *Promoting HIV/AIDS prevention through dramatic film: Lessons from Tanzania and Kenya*. Competitive paper presented to the Fourth International Conference on Entertainment-Education for Social Change, September 25-30, Cape Town, South Africa.
- Brown, W. J., & Fraser, B. P. (2004). *Turning celebrity capital into political influence: Lessons From Schwarzenegger's Gubernatorial Election in California*. Competitive paper presented to the Political Communication Division at the 54th Annual Conference of the International Communication Association, May 27-31, New Orleans.
- Welch, S. R., & Brown, W. J. (2004). *Post-September 11th Perceptions of Islam and the Spiral of Silence*. Competitive paper presented to the Mass Communication Division at the 54th Annual Conference of the International Communication Association, May 27-31, New Orleans.
- Smith, M. R., & Brown, W. J. (2004). *World Magazine's news coverage and news agenda setting*. Competitive paper presented to the Campbell University Conference on Faith and Communication, May 15, Buies Creek, North Carolina.
- Brown, W. J., Fraser, B. P., & Kiruswa, S. L. (2003). *Identification as a Process of Social Change: Audience Responses to Heroes and Celebrities*. Competitive paper presented to the Rhetorical and Communication Theory Division of the National Communication Association at the 89th Annual Meeting, November 19-23, Miami.
- Brown, W. J., Fraser, B. P., & Kiruswa, S. (2003). *Promoting HIV/AIDS Prevention through Entertainment-Education: Film Intervention in the Tanzanian Military*. Competitive paper presented to the Mass Communication Division of the National Communication Association at the 89th Annual Meeting, November 19-23, Miami.
- Keeler, J., & Brown, W. J. (2003). *Who do they Trust about Religion in a Mediated World: Are Celebrities Shaping Religious Beliefs and Practices?* Competitive paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 24-26, Norfolk, VA.

- Brown, W. J., Fraser, B. P. (2003). *Exploring the boundaries of heroes, celebrities and role models after 9/11: Lessons from Shanksville*. Competitive paper presented to the Mass Communication Division of the International Communication Association's annual conference, May 24-27, San Diego, CA.
- Brown, W. J., Fraser, B. P. (2003). *Diffusing global culture through celebrity identification*. Competitive paper presented to the World Communication Association's biennial Conference, July 21-14, Stockholm, Sweden.
- Brown, W. J., Fraser, B. P., Kiruswa, S., & Bocamea, M. C. (2002). *Promoting HIV/AIDS prevention through soap operas: Tanzania's experience with "Maisha."* Competitive paper presented at the annual meeting of the International Communication Association, July 15-19, Seoul, Korea.
- Brown, W. J., & Fraser, B. P. (2001). *Transnational Celebrity Identification*. Competitive paper presented at the 16th biennial conference of the World Communication Association, July 1-5, Santander, Spain.
- Brown, W. J., Fraser, B. P., & Bocamea, M. (2001, May). *Identification with mediated celebrities: Remembering John F. Kennedy, Jr.* Competitive paper presented to the International Communication Association's annual conference, May 24-28, Washington, D.C.
- Edwards, R. W. C. L., Reynolds, R. A., & Brown, W. J. (2000, October). *An intercultural Comparison of two styles of parental communication: American and Chinese*. Competitive paper submitted to the International Communication Association's annual conference, May 24-28, Washington, D.C.
- Brown, W. J., & Fraser, B. P. (2001). *Star light star bright: The potential of celebrity identification for entertainment-education*. Competitive paper presented to the Third Entertainment-Education for Social Change Conference, The Netherlands, September 17-24, 2000.
- Wales, L., & Brown, W. J. (2000, August). *Predicting box office receipts from film reviews and MPAA ratings*. Competitive paper presented to annual conference of the University Film and Video Association, Colorado Springs, CO, August 2000.
- Bocamea, M. C., Brown, W. J., & Fraser, B. F. (2000, July). *Communist mythopoeia: Romania doctrinal documents on edifying the new man*. Competitive paper presented to Rochester Intercultural Conference, Rochester, N.Y., July 20-22, 2000.

- Martin, G., Reynolds, R. A., & Brown, W. J. (1999, November). *Individualism and Collectivism As Predictors of Functional Roles and Communicator Style of Individual Members of Multicultural Teams*. Competitive paper to be presented to the 85th National Conference of the National Communication Association, Chicago, November 4-7, 1999.
- Lindvall, T. R., Brown, W. J., & Fraser, B. P. (1999, November). *A Holy Critique: Examining Visual Translations of the Bible*. Competitive paper to be presented to the 85th National Conference of the National Communication Association, Chicago, November 4-7, 1999.
- Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1999, May). *Involvement with an American Role model: Mark McGwire's influence on public opinion toward two health issues*. Competitive paper presented to the 49th Annual Conference of the International Communication Association, May 27-31, San Francisco.
- Basil, M. D., & Brown, W. J. (1999, May). *A comparative analysis of multiple data sets of identification with Princess Diana: When student samples are acceptable*. Competitive paper presented to the 49th Annual Conference of the International Communication Association, May 27-31, San Francisco.
- Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1998, July). *Responding to the death of Princess Diana: Audience involvement with an international celebrity*. Competitive paper presented to the 48th Annual Conference of the International Communication Association, July 20-24, Jerusalem.
- Keeler, J., Brown, W. J., & Elser, G. (1998, July). *Attitudes and behavior regarding religious expression in the workplace: Legal issues and implications for managers*. Competitive paper presented to the 48th Annual Conference of the International Communication Association, July 20-24, Jerusalem.
- Fraser, B. P., & Brown, W. J. (1998, July). *Cross-cultural celebrity appeal: Lessons From Elvis Presley impersonators*. Competitive paper presented to the summer conference of the National Communication Association and International Communication Association, July 15-18, Rome.
- Brown, W. J., Fraser, B. P., & Bocarnea, M. (1997, May). *Media coverage of court cases and effects on the public: Audience responses to O.J. Simpson's criminal trial*. Competitive paper presented to the 47th annual conference of the International Communication Association, Montreal, May 23-27.
- Brown, W. J., & Fraser, B. P. (1997, May). *The diffusion of "Superbook": One of the world's most popular entertainment-education series*. Competitive paper presented to the 47th annual conference of the International Communication Association, Montreal, May 23-27.

- Singhal, A., & Brown, W. J. (1997, May). *Entertainment-education: Where has it been? Where is it going?* Competitive paper presented to the second conference on Entertainment-Education for Social Change, Athens, Ohio, May 7-9.
- Piper, D. P., Keeler, J., & Brown, W. J. (1997, April). *Audience involvement with "Touched by an Angel."* Competitive paper presented to the 42nd annual convention of the Broadcast Education Association, Las Vegas, April 4-7.
- Bocarnea, M. C., Fraser, B. P., & Brown, W. J. (1996). *Portrayals of post-communist Romania in United States' newsCompetitive papers and magazines.* Competitive paper presented to the Global Communication Conference, Rochester, N.Y., July 1996.
- Brown, William J., & Fraser, B. P. (1995). *Public perceptions of negative political campaigns: Responses to the 1994 Virginia senate race.* Competitive paper presented at the World Communication Association's 13th biennial conference, July 23-27, Vancouver, B.C.
- Fraser, B. P., & Brown, W. J. (1995). *An analysis of daytime television talk shows.* Competitive paper presented at the World Communication Association's 13th biennial conference, July 23-27, Vancouver, B.C.
- Brown, W. J., & Fraser, B. P. (1995). *Effects of media coverage of the O.J. Simpson Trial on Beliefs about the Legal System.* Competitive paper to be presented to the Communication Law and Policy Group of the International Communication Association, Albuquerque, May 27-31.
- Gilmore, K., & Brown, W. J. (1995). *White House Spin Doctors and Media Watchdogs: David Gergen's Presidential Communication.* Competitive paper to be presented to the Political Communication Division of the International Communication Association, Albuquerque, May 27-31.
- Singhal, A., & Brown, W. J. (1995). *Entertainment-education: Where it's been, where it is, and where it should go in the future.* Competitive paper to be presented to the Intercultural and Development Communication Division of the International Communication Association, Albuquerque, May 27-31.
- Brown, W. J., Fraser, B. P., & Bocarnea, M. C. (1994). *The agenda-setting effects of media coverage of the O.J. Simpson trial.* Competitive paper presented to the Western States Communication Association, Portland, February 11-14.
- Babb, V., & Brown, W. J. (1994). *"Adolescents' development of parasocial relationships through popular television situation comedies.* Competitive paper to be presented to the 44th Annual Conference of the International Communication Association, Sydney, July 11-15.

- Basil, M. D., & Brown, W. J. (1994). *A critical test of the impersonal versus differential impact hypothesis on concern about AIDS*. Competitive paper (top 3 ranking) presented to the 44th Annual Conference of the International Communication Association, Sydney, July 11-15.
- Brown, W. J. (1994). *Lessons learned about the entertainment-education strategy at home and abroad*. Competitive paper presented to the Southern States Communication Association, April 6-9, Norfolk, Virginia.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of the uses and impact of daytime television talk shows on religious television viewers*. Competitive paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 28-31, 1993, Raleigh, N.C.
- Fraser, B. P., & Brown, W. J. (1993). *Religious research and agenda-setting: Issues of public concern*. Competitive paper presented to the Annual Meeting of the Religious Research Association, October 28-31, 1993, Raleigh, NC.
- Brown, W. J. (1993). *Media and its impact on race relations*. Competitive paper presented to the World Communication Association, July 26-31, Pretoria, Republic of South Africa.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of audience involvement with "The 700 Club" and other daytime television talk shows*. Competitive paper presented to the 3rd Christianity and Communication Conference, June 2-4, Virginia Beach, VA.
- Brown, W. J., & Basil, M. D. (1993). *Impact of the "Magic" Johnson news story on AIDS prevention*. Competitive paper presented to the International Communication Association, 43rd Annual Conference, May 27-31, Washington, D.C.
- Singelis, T. M., & Brown, W. J. (1993). *Collectivist communication behavior and concepts of self: An individual-level analysis*. Competitive paper presented to the International Communication Association, 43rd Annual Conference, May 27-31, Washington, D.C.
- Singhal, A., Rogers, E. M., & Brown, W. J. (1992). *Entertainment telenovelas for development: Lessons learned about creation and implementation*. Competitive paper presented to the International Association for Mass Communication Research, August 16-21, Sao Paulo, Brazil.
- Basil, M. D., Brown, W. J., & Hariguchi, G. (1992). *Interpersonal communication in news diffusion: A study of "Magic" Johnson's announcement*. Competitive paper presented to the Association for Education in Journalism and Mass Communication, August 5-8, Montreal.

- Brown, W. J., & Basil, M. D. (1992). *Celebrity appeal for AIDS prevention: Lessons for Japan from the U.S. news media*. Competitive paper presented to the Communication Association of Japan, June 27-28, Tokyo.
- Brown, W. J., & Singhal, A. (1992). *Entertainment-education media: Strategies Lessons for Japan from the U.S. news media*. Competitive paper presented to the Communication Association of Japan, June 27-28, Tokyo.
- Reynolds, J. L., & Brown, W. J. (1992). *An impression management theory perspective on verbal aggression strategies*. Competitive paper presented at the 62nd Annual Conference of the Western States Communication Association, February 21-24, Boise, Idaho.
- Brown, W. J., & Facciola, P. C. (1991). *Effects of media coverage on public attitudes and beliefs of the Persian Gulf War*. Competitive paper presented at the seventy-seventh Annual Conference of the Speech Communication Association, Oct. 31-Nov. 3, Atlanta.
- Brown, W. (1991). *Effects of an AIDS communication campaign on attitudes, beliefs, and communication behavior*. Competitive paper presented at the 41st Annual Conference of the International Communication Association, May 23-27, Chicago.
- Brown, W. J., & Cody, M. J. (1990). *Promoting women's status through a television soap opera: Effects of "Hum Log" in India*. Competitive paper presented at the 76th Annual Meeting of the Speech Communication Association, November 1-4, 1990, Chicago.
- Brown, W. J., & Singhal, A. (1990). *Ethical dilemmas of prosocial television*. Competitive paper to be presented at the 40th Annual Conference of the International Communication Association, June 24-29, 1990, Dublin, Ireland.
- Brown, W. J. (1989). *The role of entertainment television for development*. Competitive paper presented at the 39th Annual Conference of the International Communication Association, May 25-29, 1989, San Francisco, CA.
- Brown, W. J. (1988). *U.S. foreign policy with Iran: Portrayals by American news papers and the Tower Commission Report*. Competitive paper presented at the 38th Annual Conference of the International Communication Association, May 29-June 2, 1989, New Orleans, LA.
- Brown, W. J. (1987). *What makes's terrorist rhetoric compelling?* Competitive paper presented at the 57th Annual Conference of the Western Speech Communication Association, February 17-21, San Diego, CA.

Brown, W. J. (1987). *Cultural context and national development in Japanese - American relations*. Competitive paper presented at the Communication Association of Japan's 17th Annual Conference, Tokyo, June 1987.

Brown, W. J. (1987). *Mediated communication flows during a terrorist event: The TWA Flight 847 hijacking*. Competitive paper presented at the International 37th Annual Conference of the International Communication Association, May 21-25, 1987, Montreal.

Non-Academic Publications

Brown, W. J. (2002, August). Captivated by stories. *The Creative Spirit*, 2(1), 14.

Brown, W. J., & Fraser, B. P. (2001). Using mass media to penetrate cultures for evangelism. In W. W. Conrad (Ed.), *The Mission of an Evangelist*. Minneapolis, MN: Worldwide Publications.

Brown, W. J., & Fraser, B. P. (2001, January). Hip-hop culture and the church. *Christianity Today*, 45, 48-54.

Henrich, D., Brown, W. J., & Fraser, B. P. (1997, February-March). AD 2000. *Religious Broadcasting*, p. 92.

Singhal, A. & Brown, W. J. (1995). Entertainment-education: Looking backward and looking forward. *CommDev News*, 6(2), 1-5.

AWARDS AND MERITS

Fulbright Senior Scholars Program nominee (five-year recognition), August 2007
 Fulbright Fellowship nomination by the Fulbright Commission, November 2006
 Fulbright Fellowship nomination by the Fulbright Commission, November 2004
 The Chancellor's Award, 2003, Regent University
 Who's Who in American Education, 1992 to present.
 Faculty Fellow, Aug-Dec, 1989, Center for Arts & Humanities at the University of Hawaii
 Awarded a research fellowship, University of Hawaii, to conduct HIV/AIDS prevention research.
 Distinguished Student, 1975, 1976, 1977, and 1978, Purdue University, West Lafayette, Indiana.
 Who's Who in American High Schools, 1974.
 Distinguished Honor Student, 1970-1974: Watertown High School, Watertown, Massachusetts.

RESEARCH AND PRODUCTION GRANTS

2008: Awarded \$5,000 from Regent University to study the use of entertainment television to promote social change in Nepal.

- 2007: Awarded \$8,505 from Regent University to study and teach the use of entertainment-education for social change at the Netherlands Entertainment-Education Foundation in the spring and summer of 2008.
- 2004: Awarded \$7,600 from Regent University to study role of the religious organizations internationally in promoting HIV/AIDS prevention.
- 2003: Awarded \$2,564 from Regent University to study the use of new communication technology by churches internationally.
- 2002: Awarded \$258,000 from the Department of Defense to produce and study the effects of an HIV/AIDS prevention film in Kenya for the Kenyan military.
- 2002: Awarded a \$13,800 supplemental grant from the U.S. Department of Defense to complete editing and distribution of *Ukimwi: Adui Aliyeficha*, an HIV/AIDS prevention film.
- 2002: Awarded \$14,850 from the Department of Defense to produce a Sawahili version of "*AIDS: The Hidden Enemy*", an HIV/AIDS prevention film for the Tanzanian Military.
- 2002: Awarded a \$700,000 grant with three other faculty members from the Newington-Cropsey Foundation in New York to produce and study the effects of an entertainment-education film to increase awareness of the role of divine inspiration in artistic creativity.
- 2001: Awarded \$109,9400 from the Department of Defense to produce and study the effects of *AIDS: The Hidden Enemy*, an HIV/AIDS prevention film for the Tanzanian Military.
- 2000: Received a \$1,600 grant from Regent University with Tim Wright to study the effects of live theater on changing spiritual values, beliefs and behavior.
- 1996: Awarded \$2,500 from Regent University to develop a multimedia script for CD-ROM development and for teaching CD-ROM scriptwriting in cinema-television-theatre program.
- 1993: Awarded \$2,500 from Regent University and \$2,500 from CBN, Inc. to study the diffusion of the animated television series "Superbook" in Eastern Europe and the former Soviet Union.
- 1992: Awarded a \$375.00 grant from the Center for Arts & Humanities to analyze the effects of Magic Johnson's AIDS prevention messages on the attitudes, beliefs, and behaviors of young-adult heterosexuals.
- 1990: Awarded a \$500.00 grant from the Spark M. Matsunaga Institute of Peace for the study of the media's coverage of the Persian Gulf War.

- 1989: Awarded a \$3,100.00 research grant from the University of Hawaii's Research Council to conduct research on the effects of cultural training programs on Hawaii's hotel industry.
- 1987: Awarded a \$29,925.00 research grant by the Rockefeller Foundation with two other faculty members and another doctoral student at the University of Southern California to study the effects of a television program in India.

INTERNATIONAL EXPERIENCE

- Visiting scholar to the Netherlands Entertainment-Education Foundation in Gouda, the Netherlands, March-July, 2008.
- Visiting lecturer to Longido Community Integrated Programs, Arusha, Tanzania, July 2006.
- Visiting lecturer to Longido Community Integrated Programs, Arusha, Tanzania, July 2005.
- Visiting lecturer to Vanguard Ministries Leadership Training Program, Democratic Republic of Congo, July 2003.
- Visiting lecturer to Bangkok University in Bangkok, Thailand, April 1995.
- Resident of Hong Kong Island, Hong Kong, 1981-1985.
- Resident of Cambridge, Ontario, Canada, 1980-1981.
- Resident of Saipan, Central Marianas Islands, Micronesia, 1978-1979.
- Guest Speaker: Universities and organizations in the nations of Japan, Korea, Hong Kong, Taiwan, the Philippines, Malaysia, Singapore, Indonesia, Thailand, Burma, West Germany, South Africa, Canada, and the United States, 1979-1989.
- Academic Conference Speaker: Australia, Canada, Costa Rica, Hong Kong, Japan, Ireland, Israel, the Netherlands, Spain, South Africa and the United States.
- Non-academic Conference Speaker: The Netherlands, Romania, the Philippines, Hong Kong, Singapore, Thailand, South Africa, the Democratic Republic of Congo, Tanzania and the United States.

CONSULTING, TRAINING AND ORGANIZATIONAL DEVELOPMENT

- American Institute of Banking
- Ameron Corporation, Honolulu, Hawaii
- Baby Slings Hawaii, Honolulu, Hawaii
- Bank of Hawaii
- Beauty Pageants International, Honolulu, Hawaii
- Belhaven College
- Bituminals, Incorporated
- Brewer's Yeast Company
- CAM-MAC Originals, San Jose, CA

Christian Broadcasting Network
Dole Pineapple Company
Hawaiian Electric Company
Hawaii's Department of Labor and Industrial Relations
Hawaii's Department of Health
Hope of Freedom Foundation, Bangkok, Thailand
Maui Community College
Medical University of South Carolina
Newington-Cropsey Foundation
Operation Blessing
Pacific Asian & Christian University
Parroco Production Group, Inc.
Shirokiya, Inc.
Success Media, Bangkok, Thailand
University of California Medical School, Davis, CA
University of Hawaii's College of Continuing Education and Community Service
University of the Nations, Hawaii, Hong Kong
U.S. Army Corp of Engineers
United Way Hampton Roads

RESEARCH CONSULTING AND MARKET ANALYSIS

American Bible Society
Ark Multimedia Publishing
Christian Broadcasting Network
Crossroads Community Church, Newport News
In Touch Ministries – Charles Stanley
American Center for Law and Justice
Shirokiya, Inc.
The Christian Film and Television Commission
First Baptist Church of Norfolk
Founders Village
Episcopal Renewal Ministries
Project Light
University of the Nations
Regent University
Operation Blessing humanitarian relief organization
The Founders Inn and Conference Center
TLN Chicago – Jerry Rose
United States Department of Defense
United Way, Hampton Roads

ACADEMIC JOURNAL REVIEWER

International Journal of Leadership Studies
Communication Management Quarterly
Communication Monographs
Communication Research
Communication Theory
Health Communication
Journal of Broadcasting and Electronic Media

BOOK REVIEWER

Sage Publications
St. Martin's Press
Lawrence Erlbaum Associates

COMMUNITY SERVICE

Board Member, Friends for Africa Development, 2008-present
Board Member, Africa Conservancy, 2007-present
Board Member, Earth Conservancy, 2003-present
Board Member, The Man Called Jesus International, 1999-present
Board Member, Heartbridge International, 2001-present
Advisory Board Member, New Life Ministries International, 2003-present
Vice-President, Warrington Hall Homeowners Association Transition Board, 2004-2007
President, Vice-President, Secretary, Plantation Lakes Home Owners Association, 1994-2000
Curriculum and academic program consultant, Belhaven College, April 2006
Curriculum and academic program consultant, Oxford Centre for Mission Studies, Feb. 1995

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

Asian Mass Communication Research and Information Centre
International Communication Association
National Communication Association
Western States Communication Association
World Association for Christian Communication
World Communication Association

Before the
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Washington, D.C.

In the Matter of)	
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Distribution of the 2004-2005)	Docket No.
Cable Royalty Funds)	2007-3 CRB 2004-2005
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Rebuttal Testimony

Dr. Michael A. Salinger

December 11, 2009

TESTIMONY OF DR. MICHAEL A. SALINGER

I. Qualifications

1. My name is Michael A. Salinger. I am Professor of Economics at the Boston University School of Management and Managing Director of LECG, a company that provides economic analysis for legal and regulatory proceedings.
2. From July 2005 through June 2007, I took a leave of absence from Boston University to serve as Director of the Bureau of Economics at the United States Federal Trade Commission (FTC).
3. I joined the Boston University Faculty in 1990. Most of the courses I have taught have been in managerial economics or statistics. I have taught economics at the undergraduate, masters, doctoral, and executive level. I have taught statistics at the undergraduate and masters level. As Director of the Bureau of Economics, I designed a statistics course for antitrust attorneys. I have also taught business history, health care economics, and health care finance. I have been faculty director of the undergraduate business program, faculty director of the undergraduate honors program in the School of Management, and chairman of the Department of Finance and Economics. After returning to Boston University from the FTC, I was named an Everett W. Lord Distinguished Faculty Scholar. Prior to joining the Boston University faculty, I was an associate professor at the Graduate School of Business at Columbia University.

4. My area of specialization within economics is “industrial economics” (or “industrial organization”). I have published on a wide variety of economic topics¹ and have served on the editorial boards of both *The Journal of Industrial Economics* and *The Review of Industrial Organization*, two journals that specialize in publishing academic articles on industrial economics.
5. I have experience with respect to the cable television industry as a researcher, consultant, and government official. In 1989, shortly after the Time-Warner merger was announced, I testified before the Communications Subcommittee of the Senate Commerce Committee about my research on vertical integration between cable operators and pay cable services. I did various consulting assignments for Turner Broadcasting with respect to its cable operations, including an analysis of fees cable networks should pay ASCAP for the performance rights to music in the programming on its cable networks. While I was Director of the Bureau of Economics, the Commission reviewed the transaction in which Comcast and Time Warner acquired the assets of Adelphia Communications. I testified before the Senate Judiciary Committee about the Commission’s decision not to challenge that acquisition.
6. My experience in the cable industry also includes my 1995 and 1996 testimony on behalf of Devotional Claimants before the Copyright Arbitration Royalty Panel (CARP) that determined the allocation of the compulsory license fees paid by cable systems from 1990 – 1992 for retransmitting distant broadcast signals.

¹ Statistical theory has played a central role in some of my publications. An example is Michael Salinger, “Standard Errors in Event Studies,” *Journal of Financial and Quantitative Analysis*, Volume 27, March 1992, pp. 39-53. This article pointed out a common error in the computation of standard errors in a type of statistical analysis that is prevalent in the financial economics literature.

7. My affiliation with LECG started on August 1, 2007. Prior to working at the FTC, I was a special consultant to NERA and, before that, an academic adviser to the Princeton Economics Group. Over my career, I have worked on a variety of consulting assignments associated with legal and regulatory proceedings.
8. I received my BA, *magna cum laude* and with honors in economics, from Yale University in 1978. I received a Ph.D. in economics from the Massachusetts Institute of Technology in 1982.
9. For further details on my qualifications, see my curriculum vitae, which is attached as Appendix A to my statement.

II. Assignment and Main Conclusions

10. Counsel for Devotional Claimants has asked me to review the reports and analyses submitted by Professor Joel Waldfogel on behalf of Commercial Television/Settling Parties, Dr. Arthur C. Gruen on behalf of Program Suppliers, Dr. George S. Ford, also on behalf of Program Suppliers, and the Bortz Survey presented by James M. Trautman on behalf of the Joint Sports Claimants/Settling Parties and to assess their usefulness for determining the appropriate allocation of copyright royalties paid by cable systems for the retransmission of distant broadcast signals. More specifically, counsel has asked me to assess the extent to which the Professor Waldfogel, Dr. Gruen, and Dr. Ford studies and analyses confirm or contradict the results of the Bortz survey and whether any of them might even be superior to the Bortz survey as a foundation for allocating the copyright funds. Counsel has also asked me whether Professor Waldfogel's econometric study or the two Program Suppliers' surveys

have altered my expert opinion, which I have previously expressed, that the Bortz survey is the best available basis for allocating the compulsory copyright funds.

11. My major conclusions are as follows.
 - a. For at least three reasons, the Waldfogel analysis has no probative value. First, whatever Professor Waldfogel's regression analysis measures, it is statistically too imprecise to be reliable. Second, Professor Waldfogel's use of his regression reflects a fundamental misinterpretation of what his results would mean (if they were measured precisely enough to mean anything). Professor Waldfogel measures a statistical relationship between royalties paid by cable systems and the minutes of different categories of retransmitted programming. In using the regression coefficients as measures of the value of different classes of programming, Professor Waldfogel implicitly assumes that the relationship he has measured between *royalties* and retransmitted programming reflects a relationship between *programming value* and retransmitted programming. It does not. Rather, it reflects the surprisingly complex statistical relationship between the amount of retransmitted programming and the number of distant signal equivalents (DSEs) used in the formula mandated by statute (rather than determined in a market) for computing royalty payments. As a result, Professor Waldfogel's regression reflects regulation, not market value. Third, even if Professor Waldfogel's results did reflect a statistical relationship between the value of programming carried by a cable system and

categories of retransmitted programming, one could not legitimately attribute the higher values *associated* with particular classes of retransmitted programming as being *caused* by the retransmitted programming without controlling for variation in the value of other programming cable systems carry, which he did not measure. Each of these three reasons is sufficient to dismiss the Waldfogel study as being a false measure of relative marketplace value and a fundamentally unreliable econometric tool in this proceeding.

- b. Dr. Ford's survey, which measures the advertising value of different classes of programming, does not provide information about the value of different programming to cable operators, who do not sell advertising on the distant signals they import. Therefore, in my opinion, it is a useless tool for evaluating the relative marketplace value to cable operators of distantly retransmitted, non-network programming.
- c. Dr. Gruen's survey of the value cable subscribers get from the different classes of programming provides indirect evidence about the value cable operators receive from programming. Dr. Gruen's survey, which was designed to parallel attributes of the Bortz survey, establishes that the relative value cable subscribers placed on religious programming closely resembles the value that Bortz's cable operators placed on key program categories, including religious programming. To the extent Dr. Gruen's survey is deemed reliable, it materially corroborates the survey answers

of cable operators about the value they place on programming, including religious programming.

- d. By contrast, the 2004-2005 Bortz Survey faithfully updates the one I previously reviewed in my 1990-1992 Cable Royalty Distribution Proceeding testimony. In my professional opinion, the Bortz Survey is the best available approach to ascertaining the relevant marketplace value of the different classes of programming because it asks the right questions to the right parties.

III. The Waldfoegel Study

12. The Waldfoegel study is the most recent of a series of econometric studies put forward in proceedings to allocate the royalties paid by cable operators for the retransmission of distant broadcast signals.² In general, economists are skeptical of survey results because what people say about what they would do under various circumstances can differ substantially from what they would actually do. In contrast, market data reflects actual behavior. I share the concerns many economists have about survey evidence,³ but it does not follow that all regression analysis based on

² Earlier attempts are the Besen study submitted in the CARP proceeding to allocate the 1990-1992 copyright royalty payments for cable system retransmission of distant broadcast signals and the Rosston study submitted in the 1998-1999 proceeding.

³ Notwithstanding this skepticism, survey evidence is sometimes the best evidence available. Particularly with respect to its consumer protection mission, the Federal Trade Commission sometimes relies on survey results. My duties as Director of the Bureau of Economics included assessing the relevance of survey results and advising the Chairman and other Commissioners based on those assessments. I have also used survey results in my published work. See Keith A. Anderson, Erik Durbin, and Michael A. Salinger, "Identity Theft," *Journal of Economic Perspectives*, Volume 22, 2008, pp. 171-192.

market data is useful. In fact, Professor Waldfogel's regression analysis is seriously flawed even as a tool for confirming the results of the Bortz survey.⁴

13. As described above in my "Main Conclusions," three of the problems with Professor Waldfogel's analysis are so fundamental that each by itself renders the study completely unreliable as a basis for allocating the royalties at issue in this proceeding.
14. First, even taken at face value, the results have such a large margin of error that they would not rule out any of the plausible allocations.⁵ Subsection A below explains this point in more detail.
15. In addition, Professor Waldfogel misinterprets what his regression coefficients would mean if the estimates were precise enough to mean anything (which they are not). He estimates a statistical relationship between royalties paid by cable systems and the minutes of different categories of retransmitted programming, holding certain factors constant. The results indicate, for example, that an additional minute of sports programming is associated with a higher royalty of \$2.77, whereas an additional minute of Program Supplier programming is associated with a higher royalty of only \$0.075.⁶ They also indicate that an additional minute of devotional programming is associated with a lower royalty payment, although the estimate is

⁴ Since the Waldfogel results have no value even as a validation of the Bortz results, it should go without saying that they would not be a valid primary basis for allocating the copyright funds.

⁵ This point would apply to what Professor Waldfogel reports about the precision of his results. As I explain below, the results are even less precise than he reports.

⁶ The underlying programming category data reflect three weeks of observations. To get a more intuitive feel for the magnitudes involved, it might be helpful to consider what the coefficients imply about an additional hour per week of a particular type of programming. To do so, all that is necessary is to multiply the regression coefficients by 180 (because an extra hour per week would result in an additional 180 minutes over the three week period.) The coefficients imply that an additional hour of retransmitted Sports and Program Supplier programming per week would be associated with a higher royalty per six-month reporting period of \$498.60 and \$13.50, respectively.

not statistically significant (even under Professor Waldfogel's flawed calculation of statistical significance). Professor Waldfogel interprets these regression coefficients to mean that retransmitted Sports programming provides cable with 37.5 times (calculated as $2.77/0.075$) more value per minute as does Program Supplier Programming and that Devotional Programming provides cable operators with no value.

16. To understand the flaws in this interpretation, an elaboration on why Professor Waldfogel got the results he did is necessary. Both as a legal and (as I will show) a statistical matter, the royalties a cable system pays depend primarily on system receipts and the number of DSEs. Ultimately, therefore, the statistical relationship between program category minutes and royalties must reflect some combination of the relationship between program category minutes and receipts and the relationship between program category minutes and DSEs.
17. Subsection B demonstrates that the coefficients Professor Waldfogel estimates on the programming category minutes variables largely reflect the relationship between programming category minutes and DSEs. They have virtually nothing to do with the relationship between programming category minutes and system receipts.
18. The results in Subsection B are at the heart for the first fundamental flaw in Professor Waldfogel's interpretation of his results. In analogizing his regressions to hedonic regression analysis, Professor Waldfogel assumes that the relative size of the estimated coefficients on program category minutes reflect the relative market value to cable operators of the different categories of programming. In fact, what they reflect is a regulatory formula.

19. There is an additional reason why Professor Waldfoegel has misinterpreted what his results would mean (if they were precise enough to mean anything).⁷ Suppose Professor Waldfoegel had established that systems with relatively more sports programming had more valuable programming that resulted in higher receipts (which he has not established and could not possibly establish because it is not true). He could not logically attribute the higher value to the programming from the retransmitted distant broadcast signals without controlling for the programming on other channels carried by the cable system. As I explain in Subsection C, his interpretation is logically equivalent to comparing the average value of three-bathroom and four-bathroom houses and using the difference as an estimate of the value of an additional bathroom. Without controls for the other features of four-bathroom houses that are likely to make them more valuable than three-bathroom houses, such an interpretation is deeply flawed.

A. Extreme Imprecision of Waldfoegel Results

20. Professor Waldfoegel's regression results are based on regression analysis using data from four reporting periods spanning two years. Perhaps the simplest way to see that Professor Waldfoegel's regression would be an unreliable basis for allocating royalties is to consider Tables 1 and 2.

21. Table 1 shows Professor Waldfoegel's results using the entire sample period as well as the results from estimating the same regression separately for 2004 and 2005.⁸

⁷ I reiterate that they are not.

⁸ Here, the "same regression" means using the same variables.

Table 1
Instability of Professor Waldfogel's Regression Results

	Entire Sample	2004	2005	2004-2005 %
	(1)	(2)	(3)	(4)
Program Suppliers	0.075 ** (0.037) (2.04)	0.111 ** (0.047) (2.35)	0.032 (0.055) (0.58)	-71%
Sports	2.770 *** (0.989) (2.80)	2.709 ** (1.127) (2.40)	3.791 * (2.185) (1.74)	40%
Commercial TV	0.256 * (0.141) (1.82)	0.152 (0.176) (0.87)	0.329 (0.216) (1.52)	116%
Public Broadcasting	0.042 (0.043) (0.96)	0.001 (0.046) (0.02)	0.081 (0.072) (1.13)	7247%
Devotional	-0.067 (0.123) (-0.54)	-0.058 (0.153) (-0.38)	-0.094 (0.191) (-0.49)	63%
Canadian	0.282 ** (0.124) (2.28)	0.355 * (0.207) (1.72)	0.221 (0.140) (1.58)	-38%
Low Power	-0.115 (0.334) (-0.34)	-0.148 (0.446) (-0.33)	-0.099 (0.496) (-0.20)	-33%
Mexican	0.886 ** (0.413) (2.15)	1.470 *** (0.308) (4.77)	0.452 (0.404) (1.12)	-69%
Lagged Subscribers	0.864 *** (0.029) (29.48)	0.830 *** (0.038) (22.14)	0.892 *** (0.044) (20.29)	7%
R-squared	0.75	0.75	0.75	
Standard Error	37,491	33,595	41,301	
Observations	4,954	2,604	2,350	

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is royalty payments. The independent variables are same as those in Table 2 of Dr. Waldfogel's Report (with the exception that the two sub-period regressions leave out the accounting period indicator variables that are included in the whole period regression). (Column (1) is a reproduction of Dr. Waldfogel's results.) The Table reports only the results for the coefficients on the programming minutes variables and the lagged subscribers variable. See Table B1 in Appendix B for the full set of regression coefficients. Column 4 reports the percentage difference between the coefficients in column 3 and column 2. The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfogel and the implied t-value, respectively. (See, however, the critique of Dr. Waldfogel's methodology for estimating standard errors in the text.) A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

22. Crucially, the results are not stable across the sub-periods. In Table 1, the estimated coefficient on the Program Suppliers minutes variable is nearly three times as large with the 2004 data as with the 2005 data (0.111 versus 0.032). The estimated coefficient on the Commercial TV minutes variable is more than twice as large with the 2005 data as with the 2004 data (0.329 vs. 0.152). The coefficients on Public Broadcasting minutes differ by a factor of 80 between the two years (0.001 and 0.081). Even the coefficients on the Sports minutes variable differ substantially between the two years.
23. Table 2 shows the royalty allocation implied by the three regressions using Professor Waldfogel's methodology.

Table 2
Instability of Shares From Professor Waldfogel's Methodology

	Entire Sample	2004	2005	2004-2005 %
	(1)	(2)	(3)	(4)
Program Suppliers	24.7%	35.4%	10.2%	-71%
Sports	42.3%	47.4%	45.1%	-5%
Commercial TV	22.8%	12.9%	29.2%	127%
Public Broadcasting	6.8%	0.2%	12.9%	7303%
Devotional	0.0%	0.0%	0.0%	N/A
Canadian	3.3%	4.1%	2.5%	-38%
Low Power	0.0%	0.0%	0.0%	N/A
Mexican	0.1%	0.1%	0.0%	-66%

Notes: Column (1) reports results from reproduction of Professor Waldfogel's Table Y. Columns 2 and 3 report the results from the same methodology applied to the 2004 and 2005 sub-samples, respectively. Column 4 reports the percentage difference between the coefficients in column 3 and column 2.

24. Table 2 shows that the large differences in the estimated regression coefficients between 2004 and 2005 give rise to large differences in imputed shares. The Waldfogel methodology would give program suppliers a 35.4% share for 2004 data and only a 10.2% share for 2005. Much of the difference would go to Commercial

TV, which would receive a 29.2% share for 2005 using the Waldfoegel methodology but only a 12.9% share for 2004. The Waldfoegel methodology would give Public Broadcasting a paltry 0.2% for 2004 and a robust 12.9% for 2005. These results are totally inconsistent with a theme of the Settling Parties, namely that the marketplace value of the programming did not change substantially from 1998-99 to 2004-2005. Certainly, to my knowledge, no evidence was presented of dramatic marketplace factors supporting a dramatic difference in share between 2004 and 2005.

25. While Tables 1 and 2 provide an intuitive illustration of the instability of the allocations implied by Professor Waldfoegel's methodologies, that instability is evident just from Professor Waldfoegel's reported results. Because the data used to estimate regressions are subject to random variation, the parameters in a regression are themselves random. The regression coefficients should be understood as a "best available estimate." But "best" is not necessarily "very good." In evaluating a regression equation, one needs to consider not only the coefficients or "best estimate" but the entire range of plausible estimates. The appropriate approach for doing so is to construct "confidence regions" based on the estimated coefficients and their associated standard errors. The standard error associated with each coefficient is a measure of the imprecision of the coefficient estimate.

26. To construct a 95% symmetric confidence region for a coefficient, one multiplies the coefficient standard error by 1.96 and both adds and subtracts the resulting value to the estimated coefficient.⁹ For example, using the entire sample, the coefficient on

⁹ The width of a symmetric 95% confidence interval for a regression coefficient is always the product of the standard error of the parameter and a scaling factor that is typically about 2. The exact scaling factor (1.96

the Program Suppliers minutes variable is 0.075 with an estimated standard error of 0.037. Multiplying 0.037 by 1.96 gives 0.073. Both adding and subtracting this value from the estimated coefficient gives a 95% confidence interval 0.002 to 0.148. Note that the estimated coefficients for 2004 and 2005 of 0.111 and 0.032 both lie well within the confidence region estimated from the entire sample.¹⁰ The same points apply to the coefficients on Commercial TV and Public Broadcasting. Using the results for the entire sample, the 95% confidence region for the coefficients on the Commercial Broadcaster minutes variable is from -0.020 to +0.532. The values estimated from the 2004 and 2005 data of 0.152 and 0.329, respectively, lie well within that range. For the coefficient on the Public Broadcasting minutes variable, the 95% confidence region is -0.043 to 0.126, a range that comfortably includes the 0.001 coefficient estimated for 2004 and the 0.081 coefficient estimated for 2005.

27. Because of the imprecision of the Waldvogel evidence as measured by the standard errors of the coefficients, any resemblance of the shares implied by the regression equation and the Bortz coefficients is at best merely a coincidence. Had purely random factors affecting the data turned out differently, the results could easily have implied shares dramatically different from the Bortz shares. If the Judges accept this methodology as being relevant for its allocations, they should anticipate that results in future years will imply shares much different from the Bortz survey (or any other

in this case) depends on the number of “degrees of freedom,” which in turn depends on the number of observations and the number of variables included in the regression.

¹⁰ The importance of this point is that it refutes any argument that the imprecision revealed by comparing the estimates from different years of data arises because of the smaller sample sizes that result from splitting the sample in half. The variation observed between the two years is well within the range of plausible parameter values that could be estimated using the entire sample period. (Moreover, as I discuss below, using two years data from the same systems does not make the estimates much more precise than the estimates based on one year of data.)

credible methodology that might be put forward) even in periods when there would be no other reason to suspect a market change significant enough to warrant a substantially different allocation.

28. While the instability of the results across periods is the main point to take from Table 1, several additional points about Professor Waldfogel's results and Table 1 are worth noting.

1. Additional Comments on Professor Waldfogel's Regression results

29. Various aspects of Professor Waldfogel's results might initially seem to create the appearance of statistical validity. In fact, however, any such appearance is an illusion.
30. The first aspect of the results that might seem to suggest some statistical validity to Professor Waldfogel's regressions is that the over-all statistical fit of the regression appears reasonably good. The R-squared value of 0.75 means that the model "explains" 75% of the variation in royalties paid by cable systems. As Professor Waldfogel pointed out in his oral testimony, one must be careful about drawing inferences from the level of R-squared. But even if one could use the fit of the model to inform one's assessment of its statistical validity, the over-all fit of the model says nothing about the statistical properties of the individual coefficients that Professor Waldfogel takes as estimates of programming value.¹¹

¹¹ An analogy illustrates the point. Suppose one had data on the number of wins for each Major League Baseball team in a season, the number of runs it scored, the number of runs it allowed, and the average height of ushers working at the team's stadium. Suppose one then used those data to run a regression in which the number of wins was the dependent variable, and runs scored, runs allowed, and average usher height

31. The vast majority of the explanatory power in the regression comes from the subscriber variable. The cable systems in the data set vary substantially in size. Bigger systems pay higher royalties. While intuitive, the point is evident in the formal statistics. In addition to the program category minutes variables, Table 1 reports the coefficients on the number of subscribers (“Lagged Subscribers”).¹² The t-statistics on the subscriber variable are approximately 10 times the t-statistic even on the Sports minutes variable (the most significant of the program category minutes variables). (The t-statistic on a coefficient can be interpreted as reflecting the additional explanatory power added by the associated variable). All the other variables combined (including such obvious measures as the indicator variable for paying 3.75% royalties), add relatively little explanatory power.¹³
32. The second aspect of the Professor Waldfoegel’s results that might create the illusion of statistical validity is that he reports that the coefficient he estimates on the Sports

as independent variables. Because runs scored and runs allowed likely have substantial statistical power in explaining the number of wins, the R-squared statistic in the regression might be reasonably high. That would not in any way provide evidence that usher height has anything to do with the number of wins.

¹² Professor Waldfoegel uses lagged subscribers rather than subscribers in his regression. The apparent reason for doing so is to take lagged subscribers as an exogenous measure of system size and then to allow for the possibility that attractive programming could create value by increasing the number of subscribers. The use of lagged subscribers rather than subscribers does not have a material effect on Dr. Waldfoegel’s results. As a technical matter of econometrics, the lagged subscribers variable is not exogenous because the errors in the model are correlated across cable systems over time.

¹³ The estimated coefficient of 0.864 in the full sample means that in comparing systems that have the same value for the other variables included in the regression, systems with more subscribers pay higher royalties on average than do systems with fewer subscribers. More precisely, the estimate indicates that the additional royalties paid by larger systems (for a six-month period) are, on average, higher by \$0.864 per additional subscriber. It should come as no surprise that systems with more subscribers pay higher royalties and the magnitude of the coefficient also conforms with common sense. One might expect the coefficient on the number of subscribers to equal the average royalty per subscriber. The average royalties per system are \$43,533 and the average number of subscribers is 36,673, which implies an average royalty of \$1.19, which is greater than the estimated coefficient of 0.864. The main explanation for the difference is that royalties per subscriber are lower for larger systems in large part because, on average, larger systems have fewer DSEs than do small systems. Note that in distinct contrast to the coefficients on the programming category minutes variables, the parameter estimated on the subscriber variable is stable over time and very precisely measured. The estimated coefficient on the subscriber variable provides an example of the sort of regression result that lends itself to a meaningful and valid interpretation.

minutes variable is significant at the 1% level and that the coefficients he estimates on the Program Supplier, Canadian, and Mexican minutes variables are significant at the 5% level.

33. First of all, in all likelihood, none of the coefficients on the program category minutes variables is statistically significant. Professor Waldfogel's assessment of statistical significance is based on his estimated t-statistics. With a sample as large as Professor Waldfogel's, a t-statistic with an absolute value greater than 1.96 means that the associated coefficient is significant at the 5%, and a t-statistic with an absolute value greater than 2.58 means that the associated coefficient is significant at the 1% level. The t-statistic is computed as the coefficient divided by the associated standard error. As large as the reported standard errors are, however, Professor Waldfogel has underestimated them probably by a factor of nearly 2. In estimating standard errors, Professor Waldfogel has assumed that his sample consists of 4,954 observations *that are independent of each other*. Such an assumption might be tenable if he had observations on 4,954 *different* cable systems. He does not, however. Rather the sample consists of approximately 1,250 different systems with four observations for most of the systems. Because the observations for a single system over time are highly correlated with each other, his effective sample size is much closer to 1,250 than to 4,954.¹⁴ Since the standard errors are inversely proportional to the square root of the number of observations *when all observations*

¹⁴ I have computed the correlations across cable systems of the residuals from Professor Waldfogel's regression for all six pairs of sample periods. The possible values of the absolute value of the correlation range from 0 to 1, with 1 indicating perfect correlation (meaning a perfect linear relationship) and 0 indicating that the variables are perfectly uncorrelated. The range of the correlations was from 0.815 (between the 2004-1 and 2005-1 accounting periods) and 0.941 (between the 2004-2 and 2005-2 accounting periods).

are independent, the true standard errors are likely nearly twice as large as reported and the t-statistics are roughly half what Professor Waldfogel estimates. *Proper calculation of the standard errors would likely lead to the conclusion that none of the coefficients on the program minutes variables is significant at conventional levels.*

34. Even if the coefficients on some of the programming minutes variables were statistically significant, the importance of the conclusion would be extremely limited. The term “statistical significance” can be as different from the common English meaning of “significance” as the term “shoe tree” is from the word “tree.” If Professor Waldfogel were correct that some of the coefficients he has estimated on the program category minutes variables were statistically significant, all that would mean is that we could be confident that they are not 0 (or negative). No party to this proceeding has suggested, however, that the value of sports programming or program supplier programming is 0, so statistically ruling out 0 does nothing to resolve the points of dispute. Moreover, demonstrating that the results are statistically significant would not validate Professor Waldfogel’s interpretation of the results as reflecting program value.
35. The criticisms of Professor Waldfogel’s claims about the statistical significance of the coefficients on the programming variables apply equally to his assertion that he can statistically reject the share Bortz respondents gave to Devotional Programming. With a proper estimate of the standard errors, he could not reject a coefficient on the Devotional minutes variable that, using his methodology, would imply that Devotional claimants should get their Bortz share. Even if he could statistically

reject such a value (which he cannot), his insinuation that the result would imply that the Judges should reject the Bortz share for Devotional Claimants would still rest on the validity of his interpretation of the regression coefficients as reflecting the value of different types of programming on retransmitted broadcast signals (which they do not).¹⁵

36. I now turn to an elaboration of why such an interpretation is invalid.

B. Professor Waldfogel's Regression Coefficients are Not Hedonic Measures of Program Value

37. In his written report as well as his oral testimony, Professor Waldfogel suggests that his regression is or is at least closely related to what economists refer to as a “hedonic” regression. To understand why this interpretation is not valid, it is useful to understand why Professor Waldfogel got the results he got. The analysis will proceed in three steps. The first is to estimate a statistical model of the royalty formula. It will confirm as a matter of statistics what we should expect as a matter of law. Most of the variation in royalties can be attributed to three factors: the number of DSEs, system receipts, and an indicator variable for whether the system pays 3.75% fees. This model provides the foundation for estimating statistical models with system receipts and the number of “Effective DSEs” as dependent variables. The second step is to run the regression of system receipts on Professor Waldfogel’s explanatory variables. The results demonstrate that the key features of the relationship Professor Waldfogel estimates between royalties and program category

¹⁵ I further note that not even if Professor Waldfogel’s estimated standard errors were correct (which they are not) and his methodology were conceptually sound (which it is not), he could not rule out a share for Devotional Claimants that would exceed substantially the percentage allocation they received in earlier proceedings.

minutes do not reflect the relationship between program category minutes and receipts cable systems receive in the market. The final step is to estimate a regression of DSEs on Professor Waldfoegel's explanatory variables. The results indicate that the key features of the relationship Professor Waldfoegel estimates between royalties and program category minutes does reflect the relationship between program category minutes and DSEs as computed by a regulatory formula.

1. Statistical Estimate of Royalty Formula

38. Under the compulsory license for retransmitted broadcast signals, the royalties a cable operator pays depend on the number of DSEs and system receipts. The exact relationship is more complicated than a single percentage of system receipts. A Form 3 system must pay for at least one DSE even if it retransmits less than one. The percentage paid for the first DSE is different from the percentages paid for subsequent "allowed DSEs." A cable operator has to pay 3.75% of receipts for signals beyond the "allowed DSEs," and the number of "allowed DSEs" varies across systems. Still, an equation that one might expect to provide a reasonable approximation of the royalty formula is:

$$(1) \quad R = b_0 S^{b_1} D^{b_2} b_3^{I_{3.75}}$$

where R is royalties, S is system receipts, D is the number of "Effective DSEs," and $I_{3.75}$ is an indicator variable that equals 1 for a system that pays 3.75 fees and 0 for systems that do not.

39. In equation (1), the explanatory variables are multiplied by each other. In a linear specification, the variables are added to each other. While the linear specification is

more familiar, it makes little sense in this application because adding the effects of the various explanatory variables imposes the implicit assumption that the effect of each explanatory variable on royalties is independent of the other variables. For example, it would mean that the additional royalties a cable operator would have to pay when it increases the number of DSEs would be the same regardless of system size, or that the additional payments due to adding a subscriber or raising the price of basic service would be independent of the number of DSEs.¹⁶

40. The standard approach to estimating an equation like (1) is to do so in logarithmic form:

$$(1') \quad \ln R = \ln b_0 + b_1 \ln S + b_2 \ln D + \ln b_3 I_{3.75}$$

While arguably somewhat more complex mathematically than a linear specification, the use of this “functional form” is a completely standard technique in econometrics and virtually all econometricians would consider this logarithmic (or multiplicative) specification to be superior to a linear specification for this application. Not only does it make more sense, but it also has better technical econometric properties.¹⁷

41. Table 3 reports the estimates both for the full sample and for each year separately.

¹⁶ The problems with a linear specification for equation (1) apply equally to Professor Waldfogel’s regression. His model assumes that the relationship between an increase in program minutes and royalties is independent of system size, which makes no sense. This is yet another problem with the Waldfogel study, albeit one that is less fundamental than the three highlighted in this report.

¹⁷ Specifically, with data that range over such a large scale, a common problem is “heteroskedasticity.” (The problem arises because the “residuals” tend to be larger for the larger systems.) Professor Waldfogel testified that he worried about and attempted to correct for heteroskedasticity in his estimate of standard errors. In many cases, likely including this one, heteroskedasticity is a less prominent feature of the data after a logarithmic transformation and therefore may eliminate the need for an inherently imperfect heteroskedasticity correction.

Table 3
Statistical Estimate of Royalty Formula

	Entire Sample	2004	2005	2004-2005 %
	(1)	(2)	(3)	(4)
Receipts (ln)	0.979 *** (0.004) (276.53)	0.980 *** (0.005) (197.91)	0.977 *** (0.005) (192.58)	0%
"Effective" DSE's (ln)	0.776 *** (0.015) (52.09)	0.784 *** (0.020) (39.18)	0.767 *** (0.022) (34.50)	-2%
3.75% Indicator	0.485 *** (0.014) (34.08)	0.507 *** (0.020) (25.08)	0.461 *** (0.020) (23.05)	-9%
Intercept	-4.348 *** (0.051) (-84.86)	-4.371 *** (0.071) (-61.61)	-4.308 *** (0.074) (-58.02)	-1%
R-squared	0.95	0.95	0.95	
Standard Error	0.24	0.24	0.24	
R-squared (untransformed data)	0.83	0.80	0.85	
Observations	5,142	2,729	2,413	

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is the natural logarithm of royalty payments. The independent variables are the natural logarithm of receipts, the natural logarithm of "Effective DSEs," and a dummy variable that equals 1 for systems that paid a 3.75% royalty in the accounting period and 0 for those that did not. "Effective DSEs" are actual DSEs or 1, whichever is higher. To provide a valid basis of comparison with Table 1, the second to last row reports R-squared based on Royalties (rather than the logarithm of Royalties). The untransformed regression uses the same observations as the regression in logarithms (i.e., those observations where all transformed variables are positive). A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

42. The results in Table 3 provide a stark contrast with the results in Table 1. The results for the two years are virtually identical to each other and to the results for the full sample. The likely explanation for the stability of the results is that the equation reported in Table 3 captures a real and stable relationship among the variables in the data.

43. Another major difference between the results of Tables 1 and 3 is the significance of the variables.¹⁸ All the coefficients are estimated very precisely. In the full sample, the coefficient on the natural logarithm of subscribers is 0.979 with a standard error of only 0.004, implying a 95% confidence interval of 0.971 to 0.987. While the estimates of the other coefficients are not quite as precise as the estimate of the coefficient on the number of subscribers, they are substantially more precise than the coefficients on the category minutes variables in Professor Waldfogel's regression.
44. Because the standard errors of the coefficients are so small relative to the coefficients themselves, the reported t-values substantially exceed those on the program category variables in Professor Waldfogel's regression. As explained above, the mere fact that some coefficients are statistically significant (based on conventional standards of significance, such as 5% and 1%) in a regression is not sufficient to demonstrate that the regression is reliable. Table 3 illustrates the sort of significance levels that can arise when one estimates a convincing relationship with a sample as large as the one underlying Professor Waldfogel's regression.
45. There can be little doubt about the proper logical interpretation of the regressions reported in Table 3. They reflect the formula for computing royalties. The basis for this conclusion is not just that (1) the variables are the ones that we know enter the formula and (2) the functional form reflects the actual formula as well. In addition, the estimated coefficients are about what one would expect based on the formula.

¹⁸ I have not corrected the standard errors for the correlation in the residuals across systems over time. However, even if the standard errors are twice as large as I have estimated and the t-values are only half the reported values, the variables are highly significant by any standard.

The estimated coefficient on the logarithm of subscribers is very close to 1.¹⁹ The estimated coefficient on the logarithm of the number of “Effective DSEs” is positive but less than 1, as one would expect. An estimated coefficient of 1 would mean that for a system of a given number of subscribers (and setting aside, for the moment, 3.75% fees), royalty payments would be directly proportional to the number of DSEs. However, because the royalty rate for the first DSE is greater than the royalty rate for subsequent allowed DSEs, royalties increase less than proportionately with the number of DSEs. To be sure, the statistical model does not match the regulatory formula perfectly. The constant term of -4.35 implies that the royalty rate for systems with 1 DSE would be 1.3%, which is slightly above the actual rate. The coefficient on the indicator variable for systems paying 3.75% royalties indicates that systems that do pay such royalties pay approximately 65% more than they would if all their DSEs were allowed. That estimate is probably somewhat lower than the reality. However, these differences are quite plausibly attributable to the fact that the multiplicative specification, while far superior to a linear specification, is a simplification of the actual formula (as is appropriate in constructing a model).

46. The results reported in Table 3 have the two key features that make the results reliable. First, the parameter estimates are highly precise. Second, there is no doubt about the proper logical interpretation of the statistical facts. Professor Waldfoegel’s regression has neither of these features.

¹⁹ The precision of the estimates is so great that the estimates are actually statistically significantly different from 1. As noted above, however, the term “statistical significance” has a very precise technical meaning that can be quite different from the common English meaning of the term. The small difference between the estimated coefficients and 1 is not economically significant.

2. Statistical Model of System Receipts

47. Given the results in Table 3 showing that one can explain virtually all the variation in royalties with variation in system receipts and DSEs, a natural question to ask about Professor Waldfogel's results is the extent to which the explanatory power of the variables he uses lies in their power in explaining receipts or DSEs.²⁰
48. Table 4 reports the results of the regression of system receipts in which system receipts is the dependent variable and the independent variables are those Professor Waldfogel used in his regression analysis. Like the Tables 1-3, Table 4 reports results for the full sample and separately for each year.

²⁰ While the regression in Table 3 also includes an indicator variable for whether a system pays 3.75% fees, that variable enters Professor Waldfogel's regression as well. Thus, there is no reason to assess the extent to which Professor Waldfogel's variables "explain" variation in the 3.75% fees. What is of interest is the extent to which the other variables in Professor Waldfogel's regressions explain the other variables that enter the regression in Table 3.

Table 4
Statistical Relationship between System Receipts
and Category Minutes

	Entire Sample	2004	2005
	(1)	(2)	(3)
Program Suppliers	-1.268 (2.184) (-0.58)	2.363 (1.774) (1.33)	-4.327 (3.565) (-1.21)
Sports	-49.350 (43.877) (-1.12)	-58.436 (38.934) (-1.50)	-45.198 (130.894) (-0.35)
Commercial TV	20.388 *** (7.577) (2.69)	8.959 (5.958) (1.50)	28.394 ** (12.983) (2.19)
Public Broadcasting	1.912 (3.170) (0.60)	-2.933 ** (1.494) (-1.96)	6.769 (6.002) (1.13)
Devotional	-4.475 (7.840) (-0.57)	-5.729 (6.859) (-0.84)	-3.929 (13.586) (-0.29)
Canadian	-12.058 ** (5.846) (-2.06)	-4.884 (8.027) (-0.61)	-18.179 ** (8.723) (-2.08)
Low Power	-67.207 ** (27.132) (-2.48)	-104.022 *** (39.960) (-2.60)	-44.406 (34.344) (-1.29)
Mexican	116.491 *** (28.247) (4.12)	147.216 *** (12.220) (12.05)	80.678 ** (37.335) (2.16)
Lagged Subscribers	80.576 *** (1.904) (42.33)	77.109 *** (1.890) (40.80)	83.418 *** (3.124) (26.7)
R-squared	0.88	0.91	0.86
Standard Error	2,208,747	1,687,348	2,648,520
Observations	4,954	2,604	2,350

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is system receipts (that form the basis for royalty payments). The independent variables are same as in Table 1 (with the exception that the two sub-period regressions leave out the accounting period indicator variables that are included in the whole period regression). The Table reports only the results for the coefficients on the programming minutes variables and the lagged subscribers variable. See Table B4 in Appendix B for the full set of regression coefficients. The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfoegel and the implied t-value, respectively. (See, however, the critique of Dr. Waldfoegel's methodology for estimating standard errors in the text.) A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

49. In Table 4, the one coefficient that is both precisely measured and stable over the two years is the coefficient on lagged subscribers. This finding is not at all surprising since systems with more subscribers naturally have higher receipts.
50. For the purposes of assessing Professor Waldfogel's interpretation of his results, the most important set of coefficients are those on the Sports programming minutes variable. The coefficients are *negative*, albeit measured so imprecisely that they are statistically insignificant.
51. A positive and statistically significant coefficient on Sports minutes in Table 4 would indicate that systems with a relatively large amount of retransmitted Sports programming have higher system revenues than do systems with less retransmitted Sports programming. To be most supportive of Professor Waldfogel's interpretation of his regression, the coefficient on Sports minutes in Table 4 should not merely be positive and significant. It should exceed the coefficients on other types of programming by approximately the same amount as in Table 1. (As I will discuss in Subsection C, such a result would not prove Professor Waldfogel's interpretation, but it would at least be consistent with it.)
52. The negative coefficient on Sports minutes in Table 4 means that within Professor Waldfogel's sample,²¹ the value of programming is on average lower on systems that retransmit additional Sports minutes (holding the other Waldfogel variables constant).

²¹ Because the estimated coefficient on Sports minutes is not statistically significant, there is a reasonable probability that the coefficient estimated from a different sample would be positive.

53. Before turning to the next section, I should note that I agree with the point that Dr. Crandall made in his direct testimony that efforts to estimate the value of cable programming with regression models of system receipts (either total or per subscriber) on the programming carried by cable systems have generally yielded disappointing results.²² That does not preclude the possibility that better data might yield convincing results, but I also agree with Dr. Crandall that minutes of programming in different categories is likely too crude a measure of program value to be useful for a hedonic regression analysis. In other words, twice as many minutes of a particular category of programming does not necessarily imply twice as much value. The long history of these failed efforts and the obvious shortcomings of the measures used in them provide additional reasons to doubt that the coefficients Professor Waldfogel estimates on the program category minutes variables reflect the relationship between programming and system revenue.

3. Statistical Model of DSEs

54. If the relationship between programming minutes variables and royalty payments does not reflect a relationship between those variable and system receipts, then the next obvious hypothesis to test is whether programming minutes variables are systematically related to “Effective DSEs.” Table 5 reports the regression of the number of “Effective DSEs” on the variables included in Professor Waldfogel’s regression both for the full sample and separately for each year. Also, as in Tables 1

²² See Tr. 254-255 (Crandall).

and 4, Table 5 only reports the coefficients on the programming category minutes variables and the number of subscribers.

Table 5
Statistical Relationship between "Effective"
DSE's and Category Minutes

	Entire Sample	2004	2005
	(1)	(2)	(3)
Program Suppliers	0.701 *** (0.082) (8.52)	0.849 *** (0.124) (6.85)	0.579 *** (0.113) (5.13)
Sports	10.006 *** (2.324) (4.31)	10.138 *** (2.771) (3.66)	9.892 ** (4.825) (2.05)
Commercial TV	0.619 ** (0.263) (2.35)	0.678 * (0.364) (1.86)	0.568 (0.370) (1.53)
Public Broadcasting	0.044 (0.072) (0.61)	0.164 * (0.096) (1.70)	-0.053 (0.098) (-0.54)
Devotional	-0.301 (0.290) (-1.04)	-0.507 (0.476) (-1.07)	-0.175 (0.338) (-0.52)
Canadian	2.187 *** (0.278) (7.88)	2.226 *** (0.386) (5.76)	2.174 *** (0.400) (5.44)
Low Power	-0.556 (1.421) (-0.39)	0.747 (2.299) (0.33)	-1.370 (1.700) (-0.81)
Mexican	-2.162 *** (0.552) (-3.92)	-1.551 ** (0.709) (-2.19)	-2.788 *** (0.835) (-3.34)
Lagged Subscribers	-0.001 *** (0.000) (-6.07)	-0.001 *** (0.000) (-3.55)	-0.001 *** (0.000) (-4.96)
R-squared	0.49	0.51	0.47
Standard Error	0.53	0.53	0.53
Observations	4,954	2,604	2,350

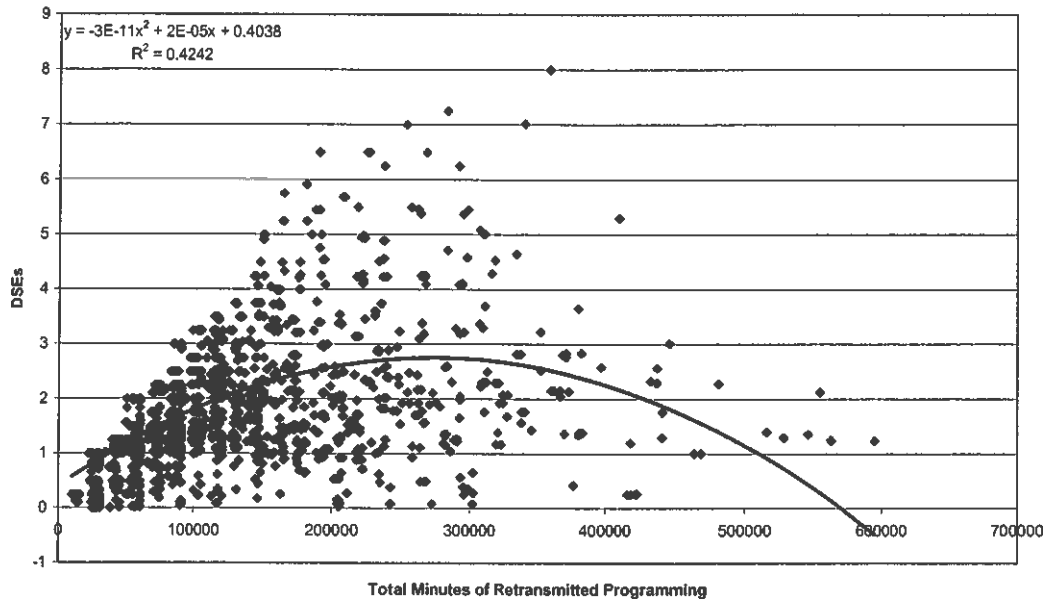
Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is "Effective DSE's", (i.e., actual DSE's or 1, whichever is greater.) The independent variables are same as in Tables 1 and 4, except that the minutes variables are divided by 100,000 and lagged subscribers are divided by 1,000. (Dividing variables by a constant makes the results easier to read, but has no effect on their substantive meaning.) The Table reports only the results for the coefficients on the programming minutes variables and the lagged subscribers variable. See Table B5 in Appendix B for the full set of regression coefficients. The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfogel and the implied t-value, respectively. (See, however, the critique of Dr. Waldfogel's methodology for estimating standard errors in the text) A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

55. The programming category minutes variables have much more explanatory power in Table 5 than in Table 4. The t-statistic on the Program Suppliers minutes variable is 8.52 in Table 5, but only -0.58 in Table 4. For Sports minutes, the t-statistic is 4.31 in Table 5 and only -1.12 in Table 4. Also, while the coefficient on Lagged Subscribers is statistically significant in Table 4, it does not have anywhere near the level of significance that it has in Table 5. Thus, in contrast to Table 4, where the vast majority of the power in explaining system receipts is from the subscribers variables, the programming category minutes variables have substantial power to explain “Effective DSEs.”
56. The results in Table 5 largely resolve the puzzle behind why the coefficient on the sports programming minutes variable estimated by Professor Waldfogel exceeded the coefficients on the other programming minutes variables by so much. The coefficient on the sports programming minutes variable in Table 5 is 10.01, whereas the coefficients on the Program Suppliers minutes variable and the Broadcaster minutes variables are only 0.70 and 0.62, respectively. Also, the ratio of the coefficient on the sports programming minutes variable to the coefficient on the Program Suppliers minutes variables in Table 5 is substantially larger for 2005 than for 2004, which also resembles the results in Table 1.
57. As to the coefficients on the minutes of Devotional programming minutes variable in Table 5, they are negative (albeit nowhere near statistically significant). The result helps explain why the coefficients on the Devotional programming minutes variables in Table 1 are negative. Systems with more Devotional programming minutes pay

lower royalties on average because, holding other factors constant, they have fewer DSEs. That result might seem surprising. Because distant signals consist of minutes of programming, one might expect more minutes of any type to be associated with more DSEs. Consider, however, Figure 1, which shows a scatter plot with the sum across all program categories in Professor Waldfoegel's regressions of minutes on the horizontal axis and the number of DSEs on the vertical axis.²³ The observations in the lower right corner indicate that a substantial fraction of systems retransmit a relatively large number of minutes but have a relatively low number of DSEs. A plausible explanation is that these systems retransmit partially distant signals. Whatever the explanation, the relationship between minutes of programming and DSEs reflects a regulatory formula for computing DSEs, not relative market value.

²³ The curve in Figure 1 is represents a regression equation. The dependent variable is DSEs. The independent variables are "Total Minutes" and "Total Minutes Squared." "Total Minutes" is the sum of the eight (non-network) programming minutes categories that enter Professor Waldfoegel's regressions. "Total Minutes Squared" is "Total Minutes" multiplied by itself. The inclusion of a squared term is a standard technique for using linear regression analysis to estimate non-linear relationships. Table B6 in Appendix B reports the regression complete regression results underlying the curve in Figure 1.

Figure 1
Minutes of Retransmitted Programming and DSEs



58. The results in this subsection demonstrate that the relationship between copyright royalties and program category minutes variables does not reflect a statistical relationship (much less a causal one) between the relative market value of programming carried by systems and the type of programming they retransmit. Instead, it reflects a relationship between program category minutes and the regulatory formula for determining DSEs.

C. Professor Waldfogel's Failure to Control for other Types of Programming Cable Systems Carry

59. The preceding two subsections have shown that Professor Waldfogel's regression is statistically too imprecise to be of any value and that, in any event, what it measures (albeit imprecisely) about the relationship between program minute categories and royalties reflects the regulatory formula for computing DSEs and nothing about

relative market value of the different classes of programming. Even if his study were sufficiently precise to be reliable and even it did reflect a relationship between the value of programming carried by cable systems and the amount of different categories of programming on distant broadcast signals, the study would still suffer from an additional fatal flaw.

60. Professor Waldfogel interprets his regression as being what economists refer to as a hedonic regression. Hedonic regression is a widely used statistical technique to explain variation in the market prices of different goods as a function of their characteristics. A common example is housing prices. A hedonic model of housing prices is a regression model in which the dependent variable is the price of houses and the independent variables are features expected to affect the price of a house such as the number of bedrooms, the number of bathrooms, the number of other rooms, the size of land, the location, the age of the house, and so on.
61. The third fatal flaw of Professor Waldfogel's study is that his regression includes some characteristics that affect the value of programming carried by a cable system but omits others (and the omitted programming is likely far more important than the programming he has included).
62. To see how fundamental this problem is, consider running a regression to explain housing prices in which the only explanatory variable is the number of bathrooms. Hypothetically, suppose the equation one estimated was:

$$P = 200,000 + 75,000 B,$$

where P is the price of a house and B is the number of bathrooms. One can always interpret a regression equation as giving the average value of the dependent variable for any given value of the independent variables. In this example, the equation implies that the average price of houses with three bathrooms is

$$P = 200,000 + 75,000 \times 3 = 425,000,$$

and the average price of houses with four bathrooms is

$$P = 200,000 + 75,000 \times 4 = 500,000.$$

63. It is important to be clear on what the regression does not necessarily mean. The fact that the average price of 3-bathroom houses is \$425,000 whereas the average price of 4-bathroom houses is \$500,000 does not imply that, on average, adding a bathroom to a house increases its value by \$75,000. Indeed, there is good reason to believe that such is not the case because, on average, 4-bathroom houses are likely to be systematically different from three-bathroom houses in ways other than the number of bathrooms, and these other features are likely to affect the value of a house. On average, 4-bathroom houses are likely to have more other rooms, more total square footage, be on larger plots of land, have better kitchen appliances, and so on. As a logical matter, to use a comparison of housing prices to ascertain the market value of an additional bathroom, one would need to compare the prices of houses with different numbers of bathrooms but which otherwise have similar features. Multiple regression analysis is a statistical tool that allows a research to hold these other features constant. To do so, however, one needs to include the other relevant product features as explanatory variables in the regression. In the housing example, if one ran the regression of the housing prices on the number of bathrooms, the number of

bedrooms, the square footage of other rooms, and the size of the plot, one would likely get a much smaller coefficient on the number of bathrooms.

64. The term “hedonic” regression refers not just to a regression of market prices on product characteristics but also to the interpretation of the estimated coefficients as implicit prices of product features. This interpretation adds the assumption that the statistical relationship reflects a causal relationship. The interpretation is an assumption, not a result. Such an assumption is untenable when the regression excludes features that likely affect the price of the item and that are likely correlated with the features included in the regression.
65. With respect to Professor Waldfoegel’s regressions, suppose that the coefficient on retransmitted Sports minutes were positive and significant in the regression with system receipts as the dependent variable. Such a result would mean that, on average, systems with more retransmitted Sports minutes have higher receipts; and one might plausibly infer that the higher receipts were due to a more attractive package of programming. Such a finding would be analogous to the regression of housing prices on the number of bathrooms. The higher value of the package would not necessarily be attributable to the retransmitted Sports minutes. The statistical fact of higher average program value for systems with more Sports minutes could be attributable to other programming that subscribers value and that are more likely to be present on systems that have a relatively large number of Sports minutes.
66. Professor Waldfoegel’s so-called sensitivity analysis does not address this issue at all. In a regression of prices on product features, the only way to assess whether the estimated coefficients reflect the value of other features is to measure those features

and include them in the regression. That is the opposite of what he did. His sensitivity analysis entailed removing variables, not adding them. That was a completely useless exercise. One learns nothing from the fact that the coefficients on which Professor Waldfogel relies did not change when he removed variables. Moreover, if the variables were ones that he should have controlled for, then a change in the regression coefficients when those variables are eliminated would not have invalidated an otherwise valid interpretation of the regression. (Of course, Professor Waldfogel's interpretation is not valid, so there was nothing to invalidate.)

67. To summarize this discussion of Professor Waldfogel's results, the study suffers from three fundamental flaws each of which would be sufficient grounds for dismissing it altogether. First, the results are too imprecise statistically to be reliable. Second, the statistical relationship between programming category minutes and royalties within Professor Waldfogel's sample primarily reflects the regulatory formula for determining DSEs, not the marketplace value of programming. Third, even if the statistical relationship between programming category minutes and royalties did reflect variation in programming value across systems, one could not logically attribute the statistical relationship as reflecting just the value of programming on retransmitted distant broadcast signals.

IV. The Ford Study

68. Dr. George S. Ford's study submitted in this proceeding presents estimates of the relative value of different categories of retransmitted programming *to advertisers*.

69. As I understand the rationale for this proceeding, cable operators owe royalties to copyright owners of programming on retransmitted distant broadcast signals because the cable operators get value from the programming they retransmit. Absent a compulsory license, cable operators would have to negotiate with owners of the copyrights on the distant signals they wish to retransmit. The royalty set by statute substitutes for the fee that cable operators and copyright owners would negotiate in a free market. In such a free market, one would expect as a matter of economics that owners of programs that create more value for cable operators could negotiate higher copyright fees.
70. Also as I understand it, the rationale for basing the allocation of the copyright funds on “relative marketplace value” is to reproduce as best as one can the fees that different copyright owners would negotiate if the copyright fees were negotiated in a free market.
71. Cable operators do not sell advertising on retransmitted broadcast signals. Thus, the value of programming to advertisers does not determine the value cable operators receive from the programming on distant signals they retransmit. In turn, the royalties one would expect copyright owners to be able to negotiate with cable operators in a hypothetical free market would not depend on the value to advertisers.
72. Dr. Ford’s assertion that his study is relevant for this proceeding rests on the implicit assumption that the term “relative marketplace value” can have a general meaning

that does not depend on the institutional details of the market. That is simply wrong as a matter of economics.

73. A “market price” is necessarily a transaction price. Every transaction necessarily has a particular buyer and a particular seller.
74. There are a wide variety of circumstances under which one tries to estimate what an unobserved transaction price should or would be by using observed prices of “comparable” transactions. Indeed, this general approach underlies the hedonic approach that Professor Waldfogel purported to use. For the observed price to be a reasonable proxy for the unobserved price, however, the buyer and seller in the transaction that yields an observed price have to be sufficiently comparable to the buyer and seller in the transaction for which a price is not observed. Because the value advertisers get from programming is so different from the value cable operators get, transactions between copyright owners and advertisers are not comparable to transactions between copyright owners and cable operators. This lack of comparability is the fundamental flaw in using Dr. Ford’s analysis as a foundation for allocating copyright royalties.

V. The Gruen Study

75. Dr. Arthur C. Gruen’s testimony concerned the results of a survey of cable subscribers about the relative value they place on different classes of programming. The survey questions resemble those in the Bortz questionnaire. While Dr. Gruen made various arguments about the superiority of his questions and associated script relative to the Bortz survey, the main methodological difference between Dr.

Gruen's survey and the Bortz survey is the nature of the respondents: individual subscribers in the Gruen survey and managers of cable systems in the Bortz survey.

76. In many respects, the results in the Gruen Survey bear substantial similarity to those in the Bortz survey. Taking averages over the two years, the Bortz respondents gave movies and series a relative value of 37.1% whereas Dr. Gruen's respondents gave them 40.6%. The Bortz respondents gave News and Public Affairs an average weight of 16.6% compared with 17.5% in the Gruen survey.
77. Despite these similarities, there are some important differences as well. In Dr. Gruen's survey, live team sports get an average weight of only 17.5%, compared with 35.2% in the Bortz survey. A substantial fraction of this difference according to Dr. Gruen is that his survey explicitly separated out team and non-team sports, with the latter getting an average weight of 7.1%. PBS gets a substantially greater weight in the Gruen survey than in the Bortz survey.²⁴ Devotional programming does somewhat better in the Gruen survey than in the Bortz survey.
78. Dr. Gruen argues that a survey of subscribers is inherently better than a survey of cable operators because subscribers are the ultimate consumers of the product. As he put it:

The measure of value in these proceedings has been the ability to attract and retain subscribers. Given that premise, subscriber preferences should carry great weight in determining relative program values. Basic cable subscribers ultimately pay the copyright royalty fees as well as the other programming costs. Although cable operators write the royalty checks, the revenue used to pay those fees is generated from subscribers. In economic terms, demand by cable operators for distant signals is derived from consumer demand for programming. [Gruen Written Testimony at 28]

²⁴ The Bortz Survey acknowledges that PBS (and Canadian) content may be undervalued. Some methodologically sound adjustment for PBS and Canadian content in Bortz results would be appropriate.

79. I agree with the points Dr. Gruen makes in this paragraph; I disagree with the conclusion he draws from them.
80. My disagreement stems from my understanding of the objective of this proceeding. As I understand it, the objective in determining the “relative marketplace value” of different classes of programming is to reproduce as best as possible the values that would result if the copyright fees were determined in a free market, i.e., if cable operators and copyright owners negotiated them at arms length. In this hypothetical market, the buyer would be the cable operator, not the individual subscriber. As a result, the fee one would expect would depend directly on the value of the programming to the cable operator.
81. While the approach of the Bortz survey is superior to the approach of the Gruen survey as a basis for allocating the copyright funds, the Gruen survey does provide information that is relevant for this proceeding. Even though the objective of this proceeding is to determine the relative market place values that cable operators would pay different copyright owners, the value that cable operators get from programming ultimately derives from whether consumers value the programming and are willing to pay cable subscription fees to gain access to it.
82. The allocations implied by the Bortz and Gruen surveys are generally not far apart. In other words, the relative values that, according to the Bortz survey, cable operators place on different classes of programming make sense because they largely mirror the value their subscribers say they place on the programming. As a result, the Gruen results largely reinforce and confirm the Bortz results.

83. As a matter of economics, one would expect the value cable operators place on different classes of programming to depend on the value consumers place on the programming, but one would not necessarily expect the value cable operators get from different types of programming to be directly proportional to the value consumers get. Differences can arise because cable operators sell basic cable service as a bundle. When selling a bundle, the value the seller gets from a particular component can differ from the average value consumers place on the good.
84. To understand this point, consider the following extreme but illustrative hypothetical example. Assume:
- a. Each channel carries either all movies or all sports;
 - b. 60% of households are willing to pay \$1/movie channel and \$0.50 per sports channel;
 - c. 40% of households are willing to pay \$1 per sports channel and \$0.50 per movie channel;
 - d. a system offers 20 channels in its basic service;
 - e. it initially devotes 12 to movie channels and 8 to sports channels; and
 - f. the marginal cost of a channel is 0.

Given these assumptions, the households that prefer movies are willing to pay \$16 for cable service (calculated as $12 \times \$1 + 8 \times \0.50). The other 40% are willing to pay only \$14 (calculate as $8 \times \$1 + 12 \times \0.50). The profit-maximizing price for the cable operator is \$14, which induces all households to subscribe. (Charging \$16 and getting only 60% of households yields less.) Now, suppose that the cable

operator drops two movie channels and replaces them with 2 sports channels. On average, consumers would disapprove of this switch. However, the cable operator would make more money because both types of households would value the offering at \$15 (calculated as $10 \times \$1 + 10 \times \0.50). The cable operator can then raise the price to \$15 and still get all households to subscribe.

85. The key point of this example is that the relative value of sports and movie channels to the cable operator differs somewhat from the relative value subscribers place on the two types of channels. The cable operator values the two sports channels more than the two movie channels that it drops to make room for them. On average, subscribers value the movie dropped movie channels more than the extra sports channels.

86. In this example, which is based on a model of bundling that is often used to understand the effects of the bundling of basic cable service, the cable operator's demand for cable channels is derived from the demand by consumers, just as Dr. Gruen suggests. Moreover, the preferences of consumers have "great weight." Nonetheless, the relative value a cable operator places on different signals might be somewhat different from the relative value subscribers place on the signals.

87. To summarize, the Gruen study provides information that is relevant for the allocation of copyright royalties between program classes because it corroborates the

Bortz study. However, where the results differ, the Bortz results are conceptually more appropriate than the Gruen results.²⁵

VI. The Bortz Survey

88. I now turn to the question of whether one or more of the Waldfogel, Ford, or Gruen methodologies provide approaches that are superior to the approach of the Bortz survey for allocating the copyright funds on a “relative marketplace value” basis.
89. One can only meaningfully analyze “relative marketplace value” within the context of a specific market setting. In my opinion, the relevant marketplace is a hypothetical market in which the copyright owners would sell retransmission rights directly to cable systems. There is, however, another constraint. If cable systems and copyright owners negotiated retransmission rights on an unbundled basis, there is no guarantee that the same programs would be transmitted. The copyright owners of programs that might otherwise have been transmitted but were not have no claim on the funds. Rather, the Judges must allocate the funds to the copyright owners of the programs that were retransmitted (and from which cable operators presumably received value).
90. Because of this constraint, one must hypothesize a set of relative marketplace values in which cable operators would have selected the programs that they actually ended up carrying. As a matter of economic theory, the proper notion of relative market

²⁵ This conceptual point does not apply to the survey design issue of whether the administration of the Bortz survey made an adequate distinction between team and non-team sports and handled PBS and Canadian content properly.

value is what relative prices on the different types of programming would have induced cable operators to select the programming that they did.

91. There is likely no way to get a perfectly accurate answer to that question. However, among the approaches that have been put forward in this proceeding, the Bortz Survey comes closest to being conceptually correct. The constraint that the market outcome must entail the programs actually transmitted eliminates supply-side considerations, so relative marketplace value has to refer to the relative valuation by the buyers. Moreover, what matters is the value placed on the programming by the entities that would be the actual purchasers in the relevant hypothetical market place. Since the buyers would be the cable operators, a survey of the cable operators is more appropriate than a survey of cable subscribers.

VII. Conclusion

92. Of the competing methodologies, the Waldfogel and Ford approaches are so deeply flawed that they cannot be considered even remotely serious competitors to the Bortz study. The approach of the Gruen study does yield relevant information. However, the Bortz study is conceptually superior because it focuses on the value placed on different categories of programming by the cable operators, who would be the actual purchasers in the hypothetical marketplace, rather than the subscribers, who would not be directly involved in the hypothetical transactions.

Appendix A

Curriculum Vitae of Dr. Michael A. Salinger

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Summary

Michael A. Salinger is a managing director in LECG's Cambridge office and a professor of economics at the Boston University School of Management, where he has served as chairman of the department of finance and economics. Prior to joining LECG, Dr. Salinger served two years as director of the Bureau of Economics with the FTC, overseeing approximately 70 PhD economists and additional professional staff. Prior to his tenure at Boston University, he was an associate professor at Columbia University Business School and a staff economist in the Bureau of Economics, as well as serving on the editorial boards of the *Review of Industrial Organization* and the *Journal of Industrial Economics*. Dr. Salinger has consulted for private organizations and a variety of worldwide government agencies including the EPA, the Federal Trade Commission, the Board of Governors of the Federal Reserve, and the Australian Competition and Consumer Commission. He has published articles on such issues as the structural determinants of market power, the statistical properties of firm growth, and the competitive effects of tying and vertical mergers. Dr. Salinger holds a PhD in economics from the Massachusetts Institute of Technology and an undergraduate degree from Yale University.

Current Positions

LECG (2007) Managing Director

Boston University School of Management (1990) Professor of Economics (Associate Professor 1990-2001), W. Everett Lord Distinguished Faculty Scholar (2007-), Chairman of Finance and Economics Department (2000-2004), Faculty Director of Undergraduate Program (1999-2000)

Previous Positions

United States Federal Trade Commission, Director, Bureau of Economics, (while on leave from Boston University), 2005–2007

Sloan School of Management, MIT, Visiting Associate Professor of Applied Economics, (while on leave from Boston University) 1997-1998

Columbia University Graduate School of Business, Associate Professor of Economics and Finance (Assistant Professor 1982-1987)

United States Federal Trade Commission, Economist, Bureau of Economics, Antitrust Division (while on leave from Columbia), 1985-1986

Academic Publications

Salinger, Michael A., "Business Justification Defenses in Tying Cases," in Wayne Dale Collins (ed.), *ABA Section of Antitrust Law, Issues in Competition Law and Policy* (United States: ABA Section of Antitrust Law), Volume 3, 2008, pp. 1911-1928.

Keith A. Anderson, Erik Durbin, and Michael A. Salinger, "Identity Theft," *Journal of Economic Perspectives*, Volume 22, 2008, pp. 171-192.

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Michael A. Salinger, Pauline M. Ippolito, and Joel L. Schrag, "Economics at the FTC: Pharmaceutical Patent Dispute Settlements and Behavioral Economics," *Review of Industrial Organization*, Volume 31, 2007, pp. 85-105.

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Keith A. Anderson, Christopher J. Garmon, Michael A. Salinger, David R. Schmidt, and John M. Yun, "Economics at the FTC: Data Intensive Mergers and Policy R&D," *Review of Industrial Organization*, Volume 29, 2006, pp. 327-348.

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D. S. Evans and M. Salinger, "Competition Thinking at the European Commission: Lessons from the Aborted GE-Honeywell Merger," *George Mason Law Review*, Volume 10, 2002, pp. 489-527.

K. N. Hylton and M. Salinger, "Reply to Grimes: Illusory Distinctions and Schisms in Tying Law," *Antitrust Law Journal*, Volume 70, 2002, pp. 231-246.

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"A Graphical Analysis of Bundling," *The Journal of Business*, Volume 68, January 1995, pp. 85-98.

"Value Event Studies," *Review of Economics and Statistics*, Volume 74, November 1992, pp. 671-677.

"Standard Errors in Event Studies," *Journal of Financial and Quantitative Analysis*, Volume 27, March 1992, pp. 39-53.

"Vertical Mergers in Multi-Product Industries and Edgeworth's Paradox of Taxation," *Journal of Industrial Economics*, Volume 40, September 1991, pp. 545-556; Reprinted in Louis Philips (ed.), *Applied Industrial Economics* (Cambridge: Cambridge University Press) 1998.

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M. A. Salinger and L. H. Summers, "Tax Reform and Corporate Investment: A Microeconomic Stimulation Study," in M. Feldstein, ed., *Behavioral Stimulation Methods in Tax Policy Analysis*, University of Chicago Press, 1984, pp. 247-281.

Other Publications/Interviews/Published Transcripts

"Introduction to Chapters VII and IX of Augustin Cournot, *Researches into the Mathematical Principles of the Theory of Wealth*," *Competition Policy International*, vol. 4, 2008, pp. 275-82.

"Economic Analysis of Competition Practices in the EU and US: A View from Chief Economists," *Competition Policy International*, vol. 3, 2007, pp. 81-98.

"Four Essential Points About Antitrust Enforcement," *The Wall Street Journal* (letter), October 6, 2007.

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Speeches as Director of the Bureau of Economics

"Economics Supporting the Twin Missions of the FTC," American Bar Association 55th Antitrust Spring Meeting, Breakfast with the Bureau Directors, JW Marriott Hotel, Washington, DC, April 20, 2007.

"Concluding Remarks for Energy Markets in the 21st Century: Competition Policy in Perspective," Washington, DC, April 12, 2007.

"Prepared Remarks on the Relationship between Antitrust and Regulation and on the Effects-Based Analysis," Presented before the Jevons Society, University College of London, United Kingdom, February 21, 2007.

"The Legacy of Matsushita: Has this Thing Called Economics Gotten Way Out of Hand?" Presented at Matsushita at 20, Loyola University School of Law, Institute for Consumer Antitrust Studies, Chicago, September 29, 2006.

"Looking for the Keys Under the Lampost: Insights from Economics into Standards for Unilateral," Conduct ABA Section of Antitrust Law, Economics and Section 2 Committees Brown Bag, Washington, DC, FTC Conference Center, July 24, 2006.

"Consumer Protection Economics at the FTC," Prepared remarks for the Chief Economist Roundtable at the International Industrial Organization Conference, Boston, MA, April 8, 2006.

"Assessing Whether What We Know Is So," Presentation before the American Bar Association, 54th Antitrust Law Spring Meeting, Breakfast with the Bureau Directors, JW Marriott Hotel, Washington, DC, March 31, 2006.

"Moneyball and Price Gouging," Boston Bar Association Antitrust Committee, Boston, MA, February 27, 2006.

"Can Economics Bridge the Atlantic? Monopolization Under Section 2, Dominance Under Article 82, and Fouls in Football," George Mason University Fall 2005 Antitrust Symposium, Washington, DC, September 20, 2005.

"Four Questions About Horizontal Merger Enforcement," American Bar Association Antitrust Section Economics Committee Brown Bag Presentation, Washington, DC., September 14, 2005.

"Is It Live Or Is It Memorex? Models of Vertical Mergers and Antitrust Enforcement Association of Competition Economics (ACE) Seminar on Non-Horizontal Mergers," Competition Commission, London, UK, September 7, 2005, and Fondation Universitaire, Brussels, Belgium September 8, 2005.

"Challenges in Identifying Anticompetitive Dominant Firm Behavior," National Economic Research Associates (NERA) 2005 Antitrust and Trade Regulation Seminar, Santa Fe, New Mexico, July 7, 2005.

Congressional and Commission Testimony

"Petroleum Industry Consolidation," Joint Economic Committee of Congress, May 23, 2007.

"Sports Programming and Cable Distribution: The Comcast/Time Warner/Adelphia Transaction," US Senate, Judiciary Committee, December 7, 2006.

"Prepared Remarks of Dr. Michael A. Salinger" (on efficiencies in the treatment of horizontal mergers), Antitrust Modernization Commission, November 17, 2005.

"Testimony of Michael A. Salinger before the Senate Commerce, Science, and Transportation Committee, Subcommittee on Communications," Media Ownership: Diversity and Concentration, US Senate Hearings 101-357, 1989, pp. 97-107.

Litigation and Regulatory Testimony, Affidavits, and Reports

Report on behalf of the Australian Competition and Consumer Commission in ACCC v. PRK Corp Ltd & Ors, regarding antitrust consequences of joint venture between automobile stevedores, No NSD 1703 OF 2007, Federal Court of Australia, New South Wales District Registry (2009).

Report and trial deposition testimony on behalf of defendants in Artie's Auto Body, Inc., et. al. v. The Hartford Fire Insurance Company regarding allegations of unfair trade practices, Docket No. X08-CV-03-0196141S (CLD) (Superior Court of Connecticut) (2009).

Report and deposition on behalf of defendants in Universal Delaware, Inc., et. al. v. Comdata Corporation regarding class certification, Civil Action No. 07-1078-JKG (United States District Court, Eastern District of Pennsylvania) (2009).

Report on behalf of plaintiffs in Rapaport, et. al. v. IDEX Online et. al. regarding unfair trade practices, Index No. 04 CV 06626 (RJH) (United States District Court, Southern District of New York) (2008).

Testimony on behalf of Gillette in Schick Manufacturing, Inc., et al. v. The Gillette Company regarding statistical analysis of shaving studies, Civil Action No. 3-05-cv-174 (JCH) (United States District Court, District of Connecticut) (2005).

Affidavit on behalf of Gillette regarding statistical analysis of shaving study in Gillette Australia Pty. Ltd. v. Energizer Australia Pty. Ltd. (Federal Court of Australia, New South Wales District) (2004).

Affidavit on behalf of Gillette regarding statistical analysis of shaving study in Wilkinson Sword GmbH v. Gillette Deutschland GmbH & Co. (Hamburg District Court) (2004).

Peer Review for United States Environmental Protection Agency of BEN model of economic benefit from avoidance of environmental regulations (2003).

Report and deposition testimony on behalf of Turner Broadcasting in US v. ASCAP in the Matter of the Application of Turner Broadcasting Systems, Inc., et al. for the Determination of Reasonable License Fees regarding appropriate ASCAP fees for cable networks (2000).

Report and deposition testimony on damages on behalf of defendants in Heineken Technical Services v. Charles Darby, Decotec International, Ltd. and Wolfgang Fiwek regarding damage estimates for theft of trade secrets (United States District Court, District of Massachusetts, Civil Action No. 98-CV-11952 JLT) (1999).

Reports on damages on behalf of Governor Pedro Rosselló and other officials of the Commonwealth of Puerto Rico in El Día, Inc., et al. v. Pedro Rosselló (United States District Court for the District of Puerto Rico, Civil Action No. 97-2841 JAF) regarding damage estimates (1999).

Report entitled "Pricing Flexibility in Exchange Access Reform" submitted by GTE, reply comments. Federal Communications Commission (CC Docket No. 96-262 et al.) (1997).

Direct and Rebuttal Testimony on behalf of Devotional Broadcasters in proceeding before Copyright Arbitration Royalty Panel to determine the allocation of the royalties paid by cable operators for the retransmission of distant broadcast signals from 1990 to 1992. Direct testimony concerned conceptual approaches to allocate the funds. Rebuttal testimony critiqued an econometric study submitted by the Motion Picture Association of America (1996).

Reports for Turner Broadcasting on the treatment of affiliate transactions in cable television price regulations (1994).

Written testimony on behalf of Devotional Broadcasters before the Copyright Royalty Tribunal. Testimony concerned appropriate procedures for allocating royalties paid by cable operators among different classes of programs on retransmitted broadcast signals (1993).

Deposition testimony for Long Lake Energy Corp. in monopolization suit against Niagara Mohawk Corporation. Testimony concerned appropriate market definition (1991).

Affidavit concerning class certification in a class action suit against bottlers of Coke and Pepsi. Affidavit argued that a conspiracy to raise the price of colas sold on promotion to grocery stores affected soft drink prices in general (1989).

Testified as to damages on behalf of Record Club of America in a breach of contract suit against United Artists. Testimony concerned distinction between marginal and average cost and econometric projection of sales (1988).

Other Professional Activities/Distinctions

Panelist, "Horizontal Merger Guideline Review Project," joint Department of Justice and Federal Trade Commission Workshop, New York, NY, December 8, 2009.

Panelist, "Section 5 of the FTC Act as a Competition Statute," Federal Trade Commission Workshop, Washington, D.C., October 17, 2008.

Panelist, "FTC at 100: Into our Second Century," Federal Trade Commission Roundtable, Washington, DC, July 29, 2008

Participant, Academic Consultants Meeting on Non-Traditional Financial Services, Federal Reserve Board, April 16, 2008.

Presenter, Fundamentals of Antitrust Economics, American Bar Association Antitrust Section Spring Meeting, 2007, 2008.

Editorial Board, *Journal of Industrial Economics*, 2002-2006, (Associate Editor, 1996-2002).

Editorial Board, *Review of Industrial Organization*, 2002-2005.

Special Consultant, National Economic Research Associates, 1994-2005.

Member, Science Advisory Board/Illegal Competitive Advantage, United States Environmental Protection Agency, 2004.

Broderick Prize for Service to Undergraduate Community, Boston University, 2004.

Who's Who in America (first listing in 2003).

Principal Investigator: "A Statistical Mechanics Approach to Coase's Theory of the Firm," National Science Foundation Grant SES-0113103, 8/1/01-7/31/02.

Courses Taught

Boston University

Undergraduate: Modeling Business Decisions and Market Outcomes (course designer and director), Probability and Statistics, Business History

Masters: Quantitative Methods, Managerial Economics, Health Care Economics, Health Care Finance, Economics of Strategic Planning

Executive: Microeconomics (Korean Executive MBA), Macroeconomics

Doctoral: Cross-disciplinary Theory and Research

MIT

MBA: Microeconomics, Economics of Strategic Planning

Columbia:

MBA: Business Economics, Economics of Strategic Planning, Econometrics, Industrial Organization

Doctoral: Microeconomics, Industrial Organization

Appendix B

Supplemental Statistical Tables

B1. Tables 1, 4, and 5 in the text report only a subset of the regression coefficients.

Tables B1, B4, and B5 report the all the regression coefficients for those regressions.

B2. Table B6 reports the regression underlying the curve shown in Figure 1.

Table B1
Instability of Professor Waldfoegel's Regression Results

	Entire Sample (1)	2004 (2)	2005 (3)	2004-2005 % (4)
Program Suppliers	0.075 ** (0.037) (2.04)	0.111 ** (0.047) (2.35)	0.032 (0.055) (0.58)	-71%
Sports	2.770 *** (0.989) (2.83)	2.709 ** (1.127) (2.40)	3.791 * (2.185) (1.74)	40%
Commercial TV	0.256 * (0.14) (1.82)	0.152 (0.176) (1.87)	0.329 (0.216) (1.52)	116%
Public Broadcasting	0.042 (0.048) (0.95)	0.001 (0.046) (0.02)	0.081 (0.072) (1.13)	7247%
Devotional	-0.067 (0.128) (-0.54)	-0.058 (0.153) (-0.38)	-0.094 (0.191) (-0.49)	63%
Canadian	0.282 ** (0.121) (2.28)	0.355 * (0.207) (1.72)	0.221 (0.140) (1.58)	-38%
Low Power	-0.115 (0.331) (-0.34)	-0.148 (0.446) (-0.33)	-0.099 (0.496) (-0.20)	-33%
Mexican	0.886 ** (0.413) (2.15)	1.470 *** (0.308) (4.77)	0.452 (0.404) (1.12)	-69%
Lagged Subscribers	0.864 *** (0.029) (29.48)	0.830 *** (0.038) (21.14)	0.892 *** (0.044) (20.29)	7%
Indicator for Minimum Payment & DSE < 1	3736.915 * (841.457) (1.92)	6418.862 *** (2402.106) (2.67)	1416.255 (3198.437) (0.44)	
Indicator for Minimum Payment & DSE = 1	-14741.289 *** (2068.198) (-7.13)	-13856.398 *** (2671.594) (-5.19)	-15759.339 *** (3196.059) (-4.93)	
Activated Channels	2.970 (5.958) (0.53)	-1.324 (7.169) (-0.18)	9.241 (9.754) (0.95)	
Median Household Income	-0.174 ** (0.071) (-2.45)	-0.141 * (0.078) (-1.87)	-0.206 * (0.120) (-1.72)	
Local Channels	447.708 *** (64.609) (2.72)	410.949 ** (173.624) (2.37)	446.254 * (256.106) (1.74)	
Indicator for Special 3.75% Royalty Rate	21068.244 ** (2533.345) (8.25)	21089.176 *** (3321.749) (6.35)	20949.578 *** (3928.844) (5.33)	
Indicator for Carriage of Partially Distant Signal	-9269.108 *** (1874.028) (-4.95)	-9372.057 *** (2322.511) (-4.04)	-9388.264 *** (2088.562) (-3.14)	
Constant	7556.516 ** (343.674) (2.19)	7005.234 ** (3441.430) (2.04)	10310.659 ** (4580.637) (2.25)	
Indicator for 07/2004 -12/2004 Accounting Period	-956.977 (1023.43) (-0.72)			
Indicator for 01/2005 -06/2005 Accounting Period	2191.965 (1526.339) (1.41)			
Indicator for 07/2005 -12/2005 Accounting Period	4021.082 ** (1636.435) (2.46)			
R-squared	0.75	0.75	0.75	
Standard Error	37,491	33,595	41,301	
Observations	4,954	2,604	2,350	

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is royalty payments. The independent variables are same as those in Table 2 of Dr. Waldfoegel's Report (with the exception that the two sub-period regressions leave out the accounting period indicator variables that are included in the whole period regression). (Column 1) is a reproduction of Dr. Waldfoegel's results.) Column 4 reports the percentage difference between the coefficients in column 3 and column 2. The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfoegel and the implied t-value, respectively. (See, however, the critique of Dr. Waldfoegel's methodology for estimating standard errors in the text.) A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

Table B4
Statistical Relationship between System Receipts and
Category Minutes

	Entire Sample	2004	2005
	(1)	(2)	(3)
Program Suppliers	-1.268 (2.184) (-0.58)	2.363 (1.774) (1.33)	-1.327 (3.565) (-1.21)
Sports	-49.350 (43.877) (-1.12)	-58.436 (38.934) (-1.50)	-45.198 (130.894) (-0.35)
Commercial TV	20.388 *** (7.577) (2.69)	8.999 (5.958) (1.50)	28.394 ** (12.983) (2.19)
Public Broadcasting	1.912 (3.170) (0.60)	-2.933 ** (1.494) (-1.96)	6.769 (6.002) (1.13)
Devotional	-4.475 (7.840) (-0.57)	-5.729 (6.859) (-0.84)	-3.929 (13.586) (-0.29)
Canadian	-12.058 ** (5.846) (-2.06)	-1.884 (8.027) (-0.61)	-18.179 ** (8.723) (-2.08)
Low Power	-67.207 ** (27.132) (-2.48)	-104.022 *** (39.960) (-2.60)	-44.406 (34.344) (-1.29)
Mexican	116.491 *** (28.247) (4.12)	147.216 *** (12.220) (12.05)	80.678 ** (37.333) (2.16)
Lagged Subscribers	80.576 *** (1.904) (42.33)	77.109 *** (1.890) (40.80)	83.418 *** (3.124) (26.7)
Indicator for Minimum Payment & DSE < 1	-28083.082 *** (107099313) (-2.62)	-12491.868 (101181.576) (-1.23)	-46786.200 ** (201873.860) (-2.37)
Indicator for Minimum Payment & DSE <= 1	-119308.946 (86202701) (-1.39)	-152676.526 (100617344) (-1.52)	-71452.087 (130847360) (-0.55)
Activated Channels	-631.466 (401.127) (-1.57)	-353.143 (360.695) (-0.98)	-815.348 (729.946) (-1.13)
Median Household Income	-1.653 (3.170) (-0.90)	1.456 (4.048) (0.36)	-10.211 (9.283) (-1.10)
Local Channels	37435.391 *** (12699.032) (2.95)	33643.029 *** (9923.939) (3.39)	35750.471 * (20253.193) (1.77)
Indicator for Special 3.75% Royalty Rate	-97133.042 (103025786) (-0.94)	-185317.071 ** (85707134) (-2.16)	540.617 (194764.882) (0.00)
Indicator for Carriage of Partially Distant Signal	125737.669 (87204586) (1.44)	83696.362 (89616.694) (0.93)	147088.479 (147651.747) (1.00)
Constant	283853.285 (189437.836) (1.5)	139154.029 (184787.813) (0.75)	500853.279 (321208.718) (1.56)
Indicator for 07/2004 -12/2004 Accounting Period	-679313.40 (67500.270) (-1.01)		
Indicator for 01/2005 -06/2005 Accounting Period	108058.352 (87245.245) (1.21)		
Indicator for 07/2005 -12/2005 Accounting Period	22823.751 (90461.35) (0.25)		
R-squared	0.88	0.91	0.86
Standard Error	2,208,747	1,687,348	2,618,520
Observations	4,954	2,604	2,350

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is system receipts (that form the basis for royalty payments). The independent variables are same as in Table 1 (with the exception that the two sub-period regressions leave out the accounting period indicator variables that are included in the whole period regression). The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfoegel and the implied t-value, respectively (See, however, the critique of Dr. Waldfoegel's methodology for estimating standard errors in the text). A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and

Table B5
Statistical Relationship between "Effective" DSE's and
Category Minutes

	Entire Sample (1)	2004 (2)	2005 (3)
Program Suppliers	0.701 *** (0.092) (852)	0.849 *** (0.124) (685)	0.579 *** (0.113) (513)
Sports	10.016 ** (2.384) (431)	10.138 *** (2.771) (366)	9.892 ** (4.825) (205)
Commercial TV	0.619 ** (0.263) (235)	0.678 * (0.364) (186)	0.368 (0.370) (153)
Public Broadcasting	0.044 (0.072) (661)	0.164 * (0.096) (170)	-0.053 (0.098) (-0.54)
Devotional	-0.301 (0.390) (-1.04)	-0.507 (0.476) (-1.07)	-0.175 (0.338) (-0.52)
Canadian	2.187 *** (0.278) (788)	2.226 *** (0.386) (576)	2.174 *** (0.400) (544)
Low Power	-0.556 (1.421) (-0.39)	0.747 (2.299) (0.33)	-1.370 (1.700) (-0.81)
Mexican	-2.162 ** (0.352) (-3.92)	-1.551 ** (0.709) (-2.19)	-2.788 *** (0.835) (-3.34)
Lagged Subscribers	-0.001 *** (0.000) (-6.07)	-0.001 *** (0.000) (-3.55)	-0.001 *** (0.000) (-4.96)
Indicator for Minimum Payment & DSE < 1	0.247 *** (0.082) (7.83)	0.287 *** (0.046) (6.26)	0.209 *** (0.045) (4.67)
Indicator for Minimum Payment & DSE <= 1	-0.591 ** (0.084) (-24.89)	-0.564 *** (0.033) (-17.09)	-0.611 *** (0.034) (-17.90)
Activated Channels	0.000 (0.000) (-1.61)	0.000 ** (0.000) (-2.18)	0.000 (0.000) (-0.36)
Median Household Income	0.000 ** (0.000) (-3.40)	0.000 *** (0.000) (-2.74)	0.000 ** (0.000) (-2.15)
Local Channels	0.001 (0.002) (0.63)	0.005 * (0.003) (1.86)	-0.002 (0.003) (-0.76)
Indicator for Special 3.75% Royalty Rate	-0.073 ** (0.033) (-2.44)	-0.093 ** (0.042) (-2.21)	-0.057 (0.042) (-1.37)
Indicator for Carriage of Partially Distant Signal	-0.317 *** (0.029) (-10.91)	-0.349 *** (0.040) (-8.65)	-0.290 *** (0.042) (-6.97)
Constant	1.464 ** (0.050) (21.29)	1.376 *** (0.079) (17.40)	1.574 *** (0.073) (21.52)
Indicator for 07/2004 - 12/2004 Accounting Period	0.002 (0.021) (0.09)		
Indicator for 01/2005 - 06/2005 Accounting Period	0.050 * (0.023) (1.92)		
Indicator for 07/2005 - 12/2005 Accounting Period	0.014 (0.027) (0.52)		
R-squared	0.49	0.51	0.47
Standard Error	0.53	0.53	0.53
Observations	4,951	2,604	2,350

Notes: Columns (1) - (3) report regression results for the entire period, the 2004 sub-period, and the 2005 sub-period respectively. The dependent variable is "Effective DSE's", (i.e., actual DSE's or 1, whichever is greater.) The independent variables are same as in Tables 1 and 4 except that the minutes variables are divided by 100,000 and lagged subscribers are divided by 1,000 (Dividing variables by a constant makes the results easier to read, but has no effect on their substantive meaning.) The values below each estimated coefficient are the coefficient standard error estimated with the same technique used by Dr. Waldfoegel and the implied t-value, respectively. (See, however, the critique of Dr. Waldfoegel's methodology for estimating standard errors in the text.) A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

Table B6
DSEs and Minutes of Retransmitted Programming

	Entire Sample
Minutes of Retransmitted Programming	1.716E-05 *** (0.000) (30.76)
Squared Minutes of Retransmitted Programming	-3.135E-11 *** (0.000) (-18.2)
Intercept	0.404 *** (0.021) (18.88)
R-squared	0.42
Standard Error	0.66
Observations	5,143

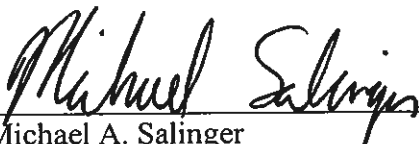
Notes: The dependent variable is the total DSEs. The independent variables are the total minutes of retransmitted programming, and squared total minutes of retransmitted programming. Total minutes of retransmitted programming are calculated by summing programming minutes from each of the following programming categories: Program Suppliers, Sports, Commercial TV, Public Broadcasting, Devotional, Canadian, Low Power, and Mexican. A single asterisk, double asterisks, and triple asterisks indicate significance at the 10%, 5%, and 1% significance levels respectively.

**Before the
COPYRIGHT ROYALTY JUDGES
Washington, D.C.**

In the Matter of)	
)	
Distribution of the 2004-2005)	Docket No.
Cable Royalty Funds)	2007-3 CRB 2004-2005
)	
)	

Declaration

I, Michael A. Salinger, declare under penalty of perjury that the Rebuttal Testimony of Michael A. Salinger presented in the 2004-2005 Cable Copyright Royalty Distribution Proceeding is true and correct.



Michael A. Salinger
DATED: 12-11-2009