

# Christian Science Communications Committee of North Texas

5655 W. Northwest Highway, Dallas, TX 75220

Fall 2003

1-800-227-2036

www.ChristianScienceTexas.org

e-mail: info@ChristianScienceTexas.org

## Ongoing Committee Activities

- *Weekly Bible Lesson, KTXA Ch 21, 5:30-6:00 am Tuesdays*
- *Sentinel Radio Edition, WRR 101.1 FM, 8:00 am on Sundays*
- 1-800-227-2036
- Website: [www.ChristianScienceTexas.org](http://www.ChristianScienceTexas.org)



## Inside this issue:

Sentinel Radio on the Web	2
Sentinel Radio Reaches a Local Seeker	2
¿Habla Español?	2
Spotlight on: Radio Awareness Advertising	3
Calendar	3
Member Churches and Representatives	4

## Financing CSCC Activities

This committee's broadcast and communications activities are made possible by the support we receive from local churches and the R. Charlie Hamilton Fund.

Since we anticipate that Hamilton funds will be lessening in the coming years, we are putting in place a fund-raising program to ensure that Christian Science broadcasts remain a part of the North Texas landscape. We need the support of individuals (as well as pro rata contributions from the churches) to continue communicating successfully.

Accordingly, we welcome donations (of any size!) that

will enable us to continue our current activities.

Perhaps you and some friends would like to underwrite the cost of one newsletter or directory, or even one of the weekly broadcasts. If you would like to underwrite all or a portion of an activity, please keep these levels in mind:

- Each Sunday morning *Sentinel Radio* broadcast costs about \$824.
- Each Weekly Bible Lesson TV broadcast costs about \$709.
- Each newsletter mailing (4 per year) costs about \$400.
- Printing of church and

Reading Room directory listing locations and times costs about \$400.

- Radio advertising to support outreach for *Science and Health* ranges from \$1,500 to \$4,000 per station per ad period.

Obviously, broadcast activities are expensive, but they are an effective tool in reaching the community.

For your convenience, a donation envelope is enclosed with this newsletter. We accept MC and VISA in addition to checks.

Contributions are tax deductible.

***Thank you!***

## Many Thanks for Your Survey Responses

We're grateful to those who responded to the survey sheets we distributed during presentations at your churches. The responses have helped us determine what to support in the coming year.

The results show:

1. By far the most votes were for Christian Science *Sentinel Radio*
2. Next came the *Weekly Bible Lesson* on TV
3. Then came *Science and Health* radio testimony awareness ads (like the ones broadcast to advertise the State Fair booth)

Depending on our funding, we will be sure to budget for these activities first and foremost.

Again, thank you for taking the time to let us know what you think. This extremely valuable input helps us plan for the future.

## Sentinel Radio on the Web

---

- Did you miss the *Sentinel Radio* program last week?
- Did you hear it and wish someone you know could hear it too?
- Do you ever wonder what topics will be covered in future programs?

*Sentinel Radio* on the web is a resource you should know about! Just browse to:

**[www.SentinelRadio.com](http://www.SentinelRadio.com)**

Here you can purchase, for \$9.95, cassette tapes of individual programs. Tapes offered for sale are

of the programs airing during the current month as well as programs that aired during the previous three months.

Purchase online using your credit card (preferred) or be billed for your order (sorry, with this method, tapes don't ship until you pay your invoice).

If you aren't ready to buy, there are also about six programs that you can listen to free online (requires Real Player version 5.0 or higher to be installed on your system).

You can even subscribe online to

receive the monthly cassette of *Sentinel Radio* (for yourself or as a gift).

Also at the site is a list of program titles for the next month. You can also see a list of where *Sentinel Radio* is being broadcast on local AM/FM stations.

"WANT TO  
KNOW WHAT  
SENTINEL RADIO  
PROGRAMS ARE  
COMING UP AND  
WHERE THEY  
WILL BE  
BROADCAST?"

Check it out:  
**[www.SentinelRadio.com](http://www.SentinelRadio.com)**

## Sentinel Radio Reaches a Local Seeker

---

In August, a lady came to First Church, Irving, after a Sunday service, saying that she had just heard the *Sentinel Radio* program that morning and wanted to buy the book by Mary Baker Eddy. She purchased a *Science and Health* and started coming to Wednesday and Sunday services, as well as coming to the Reading Room to study. After about a month, she found a new job and a new home. She is happy to have found Christian Science and appreciates the support she receives from church members.

## ¿Habla Español?

---

We are looking for Spanish speakers who can assist the work of this committee.

As we strive to reach out to the Spanish-speaking community, we need Spanish speakers to help record voicemail messages, reply to callers to our 800 number, respond to inquiries on our website, etc.

We would also like to compile a resource list we can provide to Reading Rooms and churches to use as they welcome Spanish speakers.

We believe most or all of this work can be done by phone, so you do not need to be able to travel to help out.

So, if you are a Spanish-speaking

practitioner, church member, or other translator and you are willing to have your name listed as someone this committee or Reading Rooms can call on, please let us know by calling us at 1-800-227-2036 or send us an e-mail at: [info@ChristianScienceTexas.org](mailto:info@ChristianScienceTexas.org).

Of course, if you speak a language other than Spanish, we'd love to hear from you, too!

## Spotlight on: Radio Awareness Advertising

Have you heard advertisements for *Science and Health* on the radio?

The Communications Committee recently arranged for the broadcasts of “testimony” ads on radio stations in the Dallas-Fort Worth area. The Christian Science Publishing Society produced these ads for the Mother Church and distributed them on CDs to Reading Rooms, communications committees and others.

In the most recent ad, the speaker describes how he was transformed by reading *Science and Health*. He says he now feels secure about the future, lives without fear, trusts God’s goodness, and feels safe and



confident. The ad closes by mentioning where *Science and Health* can be purchased.

This committee placed this ad to run 119 times at various hours throughout the day on WBAP, KSCS, KMEQ, KOAI, KLIF, KLNO, and KDXX. These stations were selected to give the ads the broadest possible audience at the most effective cost.

This campaign was timed to correspond with the *Science and Health* booth at the Texas State Fair. On the second day of the Fair, a visitor to the booth commented that she had heard our ad on one of the radio stations broadcasting from the Fair, and came over to learn more.

Several times a year the committee arranges for radio ad campaigns like this one to be broadcast on stations in the DFW area. Let us know when you hear one and tell us what you think about it. Call **1-800-227-2036** or e-mail us at [info@ChristianScienceTexas.org](mailto:info@ChristianScienceTexas.org).

## Calendar

Let us know about your events. We'll publish them here and on our website, [www.ChristianScienceTexas.org](http://www.ChristianScienceTexas.org). More details are available on the website.

### Recurring Activities

**Sunday mornings at 8:00 AM**, Sentinel Radio on WRR 101.1

**Second Tuesdays at noon and 7:00 PM**, Science and Health Discussion Group at Third Church Reading Room

**Tuesday mornings at 5:30 AM**, Weekly Bible Lesson on KTXA TV, Channel 21

### Special Events

**November 1 (Saturday) at 10:00 AM** — Workshop on Christian Science Nursing at Second Church, Fort Worth

**November 2 (Sunday) at 2:00 PM** — Workshop on Christian Science Nursing at Fifth Church, Dallas

**November 3 (Monday) at noon** — Bible study at Third Church Reading Room (Jacob and Esau – sibling rivalry or destiny? Genesis. 25-27)

**November 17 (Monday) at noon** — Bible study at Third Church Reading Room (The travels of Jacob – his “ladder” and his “honeymoon awakening.” Genesis 28:10- 30:23)

**December 8 (Monday) at noon** — Bible study at Third Church Reading Room (The long road home – Jacob and Esau reunited. Genesis 30:24-36)

**December 14 (Sunday) at 11:45 AM** — Short Christmas musical program with Seventh Church organist Mark Kenning and Sunday School students

**December 14 (Sunday) from 4:30 to 6:00 PM** — Principia Christmas hymn sing at St. Alcuins Montessori School

**December 24 and December 31st (Wednesdays)** — Seventh Church will hold evening services only

## Member Churches and Representatives

---

<b>PARTICIPATING CHURCHES</b>	<b>REPRESENTATIVES</b>
Arlington, First Church .....	Shirley Sheets, Harriet Hay
Dallas, Third .....	Sharon Wootton, Peggy Williams
Dallas, Fifth .....	Tim McCutcheon, Ann Bagley
Dallas, Seventh .....	Ramona Travis, Sandra Wheeler
Fort Worth, Second .....	Sher Orpen, [open]
Irving, First .....	Pam Woodward, [open]
North Richland Hills, First.....	Jim Dinsmore, Cynthia Nolen
Plano, First .....	Mark Varhaug, [open]
Richardson, First.....	[open], [open]

### **CONTRIBUTING CHURCHES**

Denton, First .....	Chyrelle Orndoff
Fort Worth, First	
Garland, First	

Committee meetings are generally held on the third Thursday of the month at 7:00 PM. Currently, the meetings are being held at Third Church Reading Room (5600 W. Lovers Lane, Suite 114, Dallas 75209). Please call 1-800-227-2036 to verify the meeting date if you're planning to visit.

### **Christian Science Communications Committee of North Texas**

5655 W. Northwest Highway  
Dallas, TX 75220

**Fall 2003 Issue**