

Office of Information and Research
Report 11

NET'95
Follow-up Survey
of Participating Churches

Seventh-day Adventist Church

North American Division of the General Conference
12501 Old Columbia Pike, Silver Spring, Maryland 20904

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Executive Summary

Net '95 Follow-up Survey of Participating Churches

Nearly 5,000 have been baptized and an equal number are still studying the Bible teachings of the Adventist Church. Opening night attendance was 66,165 in 676 locations, of which 22,601 were not members of the Adventist Church. Attendance averaged 40,243 throughout the series. A total of 17 locations closed down during the series due to lack of attendance, and 10 operated on a delayed schedule with meetings still underway at the time of the survey.

Anonymous Evaluation by Participating Pastors

In addition to the telephone interviews with the pastors who participated in the Net '95 project, an anonymous questionnaire was sent by mail. This resulted in a careful evaluation of the promotion of the project, support services provided, the evangelistic meetings and advertising, and suggestions for the future.

Promotion of Net '95

By the end of March, 1994, the majority of pastors who actually participated in Net '95 (56%) had heard of the project. Four out of five (81%) had heard by the end of June.

Five out of six pastors (84%) indicate that they recall getting a letter from Alfred C. McClure, the NAD president, in February or March, 1994, announcing Net '95. Three out of four pastors (75%) indicate that they received a copy of the Net '95 Pastor's Starter Kit. Four out of five pastors give an A or B "grade" to the letter and the Pastor's Starter Kit. Virtually no one evaluates these items with a D or F "grade."

Less than a third of the pastors (31%) participated in the first of the Pastor's Conferences provided via satellite in preparation for the public meetings. Three out of four pastors give a positive rating to all three of the Net '95 Pastor's Conferences

Support Services

More than two-thirds of the downlink sites used the Adventist Communication Network (ACN) satellite dish and receiver supplied by the Adventist Media Center. One in ten purchased equipment from some other supplier.

Three out of four of the pastors (72%) dialed the "help desk" in Chattanooga staffed by Doug Janssen and a team of volunteers to assist in solving technical problems. They give the "help desk" high ratings! Four out of five report that the phone was answered promptly, that the team was able to solve their problems and give the service an overall evaluation as "very helpful."

Half to two-thirds of the pastors give an "A" to the services they received from the four resource centers which provided materials for the project.

The Handbill

Seven out of eight participating churches (87%) ordered the official Net '95 "handbill" or direct-mail advertising service provided by Seminars Unlimited. Asked to evaluate the handbill, the majority of the pastors who actually used it (51%) give it's

contents and graphics an "A." Two-thirds (70%) give an "A" to the way the mailings were handled.

It is important to note that when pastors who did not use the official handbill and those who gave a rating less than "Grade A" are combined, they constitute a majority of the Net '95 pastors. Perhaps focus group research should be used to examine factors that would increase the number of pastors who feel very positive about the content and graphics of the handbill used in future projects.

The majority of downlink sites used two or three methods of advertising for the "Discoveries in Prophecy" evangelistic meetings. Direct mail (82%) and display ads in newspapers (59%) are the two media most widely used. A third of the churches also use posters (43%) and radio spots (31%).

Preparation for the Meetings

Personal and relational methods are more likely to have been used by pastors as they prepared for the "Discoveries in Prophecy" meetings than are outreach seminars and training classes. Half of the pastors set up an interest list (60%) and organized visits to the prospects on the list (48%). One in four (26%) conducted a class on Friendship Evangelism for their members or organized small groups.

Although only a small segment of the churches participated in the four pre-evangelism activities provided by satellite link, four out of five of the pastors of these churches give the events high marks.

The Evangelistic Meetings

Two out of three pastors give high ratings to every aspect of the "Discoveries in Prophecy" evangelistic meetings. Three out of four pastors (73%) report that the response to Mark Finley's appeals among the people at their downlink site met or exceeded their expectations.

Would people come to church to watch television? This concern was expressed by many during the planning of Net '95. Reality proves this concern to be completely unfounded!

Participating pastors were asked, "Did you have any non-Adventists who expressed to you personally that they were put out by the fact that the sermons were projected on a screen instead of Mark Finley being present on site?" Only 7% answered, "yes." These pastors report a total of 105 individuals out of 23,000 non-members who attended at the 676 downlink sites. This is about one-half of one percent.

Does Satellite Evangelism Work?

The use of a satellite video link in public evangelism is "excellent" or "a useful tool" in the opinion of 97% of the pastors who tried it during Net '95. Only a handful indicate that they will not use it again. Four out of five participating pastors (79%) want another 24-night crusade in 1996.

NAD Office of Information & Research
Report 11
June, 1995

Introduction

The Net '95 Evangelism Initiative represents a major new thrust in soul-winning for the Seventh-day Adventist Church in North America. It utilized satellite technology to extend the reach of a public crusade by evangelist Mark Finley, and included the participation of the Adventist Media Center, union and local conference project coordinators, and a number of resource centers to support the effort. A follow-up collection of statistics from the project has been completed at the request of the division president and the Net '95 Steering Committee.

A total of 676 locations were logged as participating in Net '95. The survey team attempted to conduct a telephone interview with the pastor or person in charge at each of these locations.

Six were found to be multiple locations affiliated with one of the participating churches. The data from these sites are included in a single record for each local church that had multiple sites. In addition, 17 pastors reported that they had to cancel their meetings due to various problems.

A total of 653 local churches actually participated in Net '95, and 606 of these were interviewed; 37 could not be reached after numerous attempts over the 40 days of data collection from April 16 through May 26, 1995. Ten had not completed their meetings by the time of the survey due to a delayed schedule utilizing video tape.

The information in the first eight pages of this report is based on taking the average response per church for each item from the 606 completed interviews and projecting it to 653 churches. (In other words, the average number of baptisms in the 606 churches is 6.46, so the total baptisms below is based on 6.46×653 plus the 300 in Chattanooga.) The reliability of this information is greater than 99%.

Data collection and processing was completed for the NAD Office of Information and Research by the Pacific Union Church Resource Center under the supervision of Jose Chavanz, associate director for research. A team of eleven experienced interviewers had a telephone conversation with each participating pastor and followed a script in asking the questions and recording the data supplied. A copy of the script is included in Appendix A of this report.

These interviews were clearly identified by the name of the pastor and the church, and the pastors being interviewed knew that tables displaying the responses from each respondent might be shared with the planning committee or conference administrators, or double-checked against official baptismal reports at a later date. When the interview was completed, each pastor was mailed a questionnaire asking him or her to evaluate major aspects of the projects. This questionnaire was returned in a way that protects

the anonymity of the respondents. A copy of the questionnaire is included in Appendix B of this report.

The information on pages 9 through 32 of this report is based on the 410 anonymous questionnaires returned by mail from the 606 pastors interviewed. This represents a response rate of 68% which is sufficient to provide reliable data.

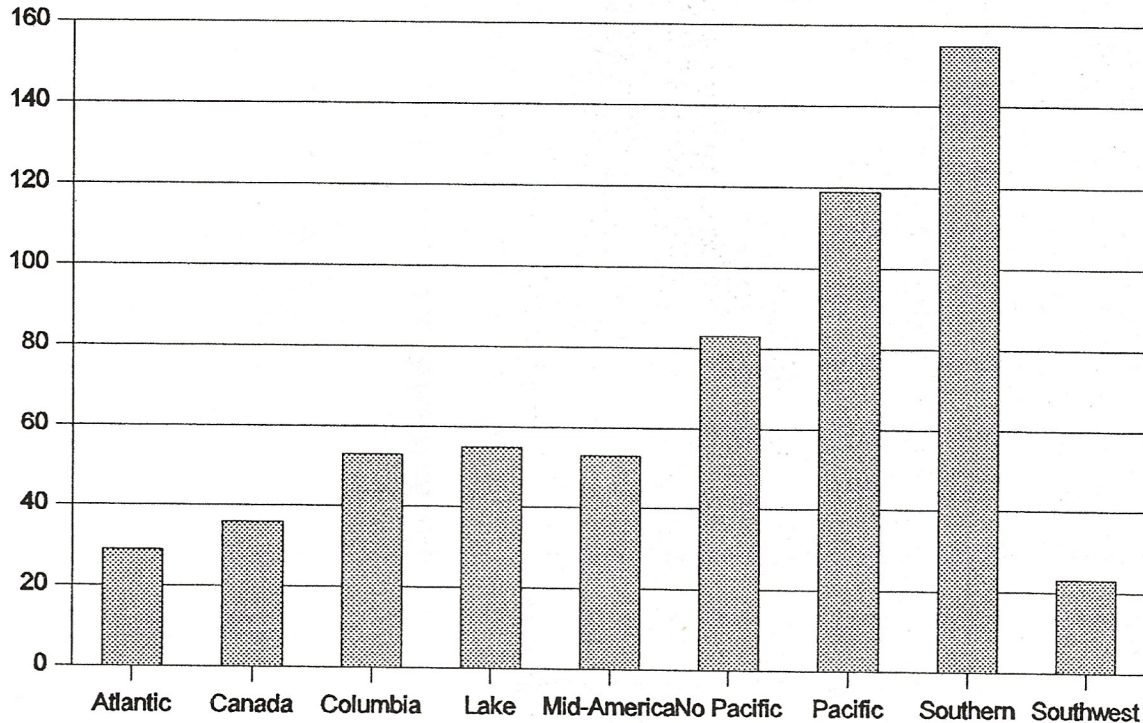
The Office of Information and Research provides regular, up-to-date information about the local congregations and members of the Seventh-day Adventist Church in North America. This information is based on annual opinion polls of church members, church board members and pastors, as well as special studies such as this one commissioned by an officer, department or standing committee of the NAD.

This report was prepared for the NAD Officers and Union Presidents and the Net '95 Steering Committee. Questions and requests for additional information should be addressed to the NAD Office of Information and Research at 12501 Old Columbia Pike, Silver Spring, MD 20904, or by Fax at (301) 680-6464, or by Email at 74617,14 on CompuServe or at 74617.14@compuserve.com via the Internet.

Monte Sahlin
June, 1995

Churches Participating in Net '95

Number in each Union Conference



Five out of six (85%) of the local churches that participated in Net '95 are identified by their pastor as primarily white, Anglo congregations. Another one in ten (11%) are described as multicultural congregations. There are less than a dozen each of African-American, Hispanic, Asian and other ethnic congregations which participated.

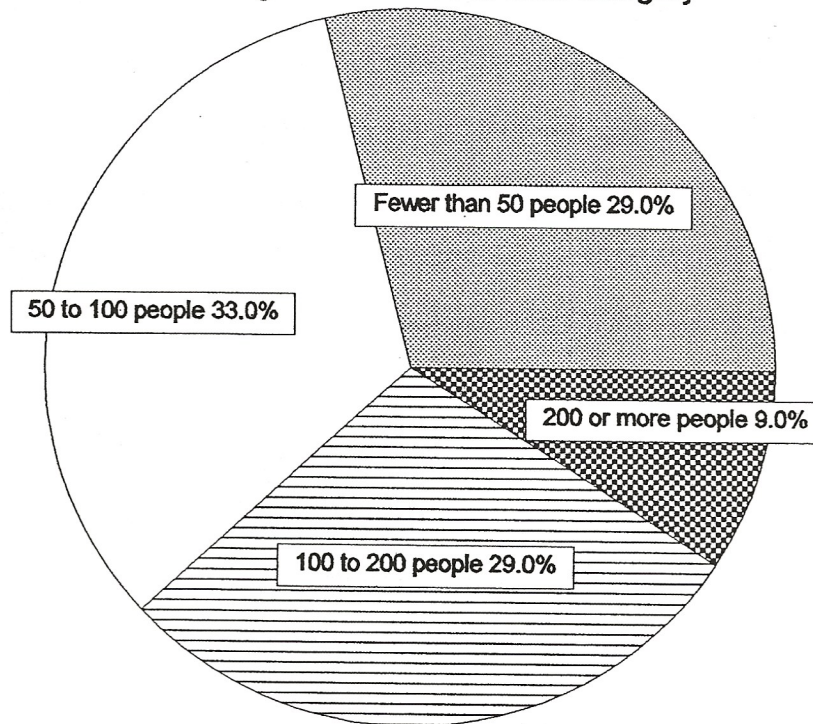
Although two out of three (68%) of the participating local churches are small congregations with 150 members or less, a disproportionate share of the large churches with 300 or more members joined Net '95. The largest participating church has a membership

of 3,200, and 16 of the participating churches have memberships over 1,000. Large churches may have greater financial resources to purchase the satellite downlink equipment, and they may also be quicker to adopt new approaches to ministry.

Two out of three (61%) of the participating churches are located in small towns and rural areas. One in four (24%) are urban congregations, and one in six (15%) are suburban churches.

Opening Night Attendance

Percentage of churches in each category



Opening night attendance was 63,165 at the downlink sites plus 3,000 at the Civic Center in Chattanooga. This is a total of 66,165.

The opening-week telephone survey with a random sample of 100 participating pastors estimated opening night attendance at 66,000. This kind of reliability check on the survey methods used by the NAD Office of Information and Research provides reassurance for many other studies; surveys which do not provide the same opportunity to

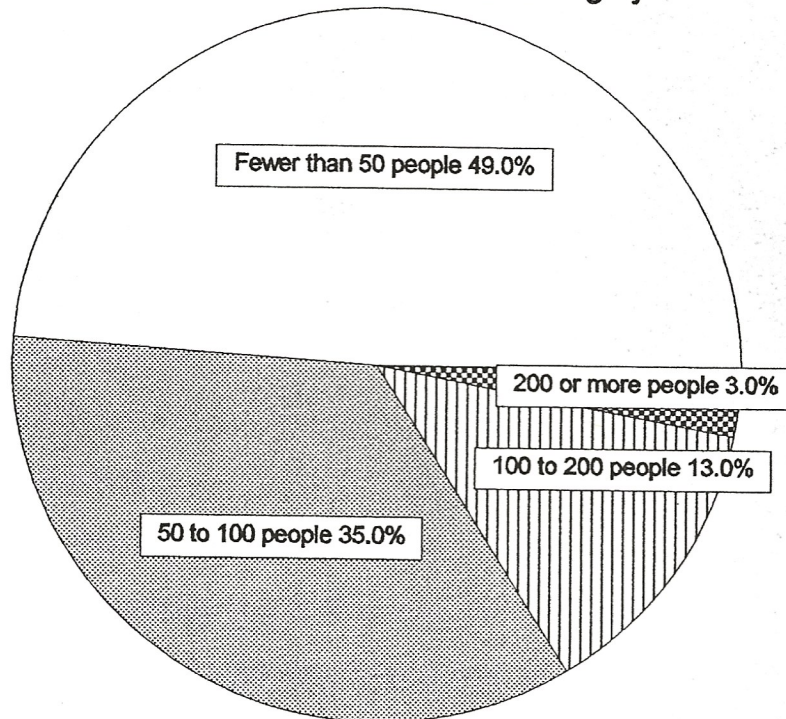
cross-check results against a census of the sampled group.

Attendance reports from the participating churches ranged from three to 1,000. The median attendance was between 74 and 75 persons.

Non-member attendance on opening night was 21,601 in the downlink sites plus 1,000 at the Civic Center in Chattanooga. This is a total of nearly 23,000, a greater number than the 20,000 estimated by the opening-week telephone survey.

Average Attendance During Series

Percent of Churches in Each Category



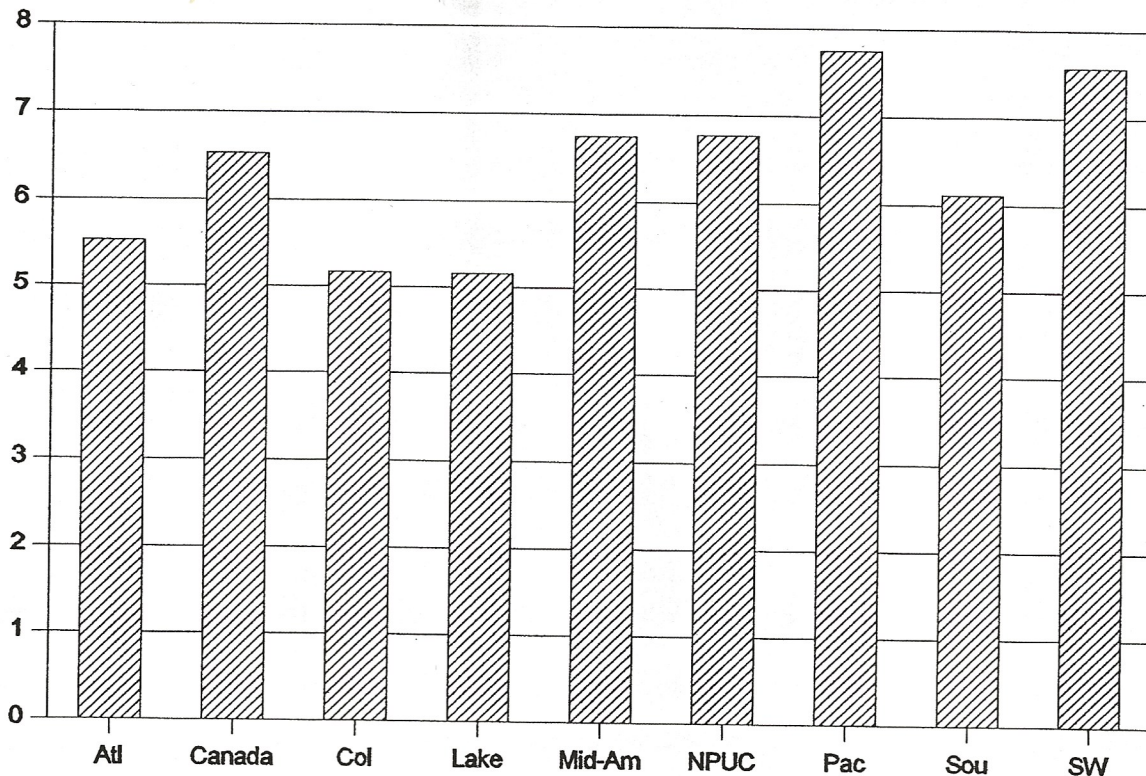
Average attendance throughout the entire series was 39,043 at the downlink sites plus 1,200 at the Civic Center in Chattanooga, a total of more than 40,000. This represents above-average effectiveness in holding the crowd during a series of evangelistic meetings and is the best evidence that the satellite-linkage works as well or better than an on-site evangelist.

Average attendance ranged from two people in one location to a high of 600 in two locations. The median average attendance was 49 people.

Participating sites in Canada and the Southwestern, Columbia and Pacific unions are more likely to have had higher attendance, as are the relatively small number of African-American, "Other" ethnic and multicultural congregations involved in Net '95.

There is a strong positive correlation between the size of the host congregation and average attendance. The same thing is true about the degree of urbanization in the community; the more urban the neighborhood, the larger the crowd.

Average Baptisms per Church



By June 1 a total of 4,218 people were baptized or made a Profession of Faith at the downlink sites. With the 300 in Chattanooga, a total of 4,518 had joined the church.

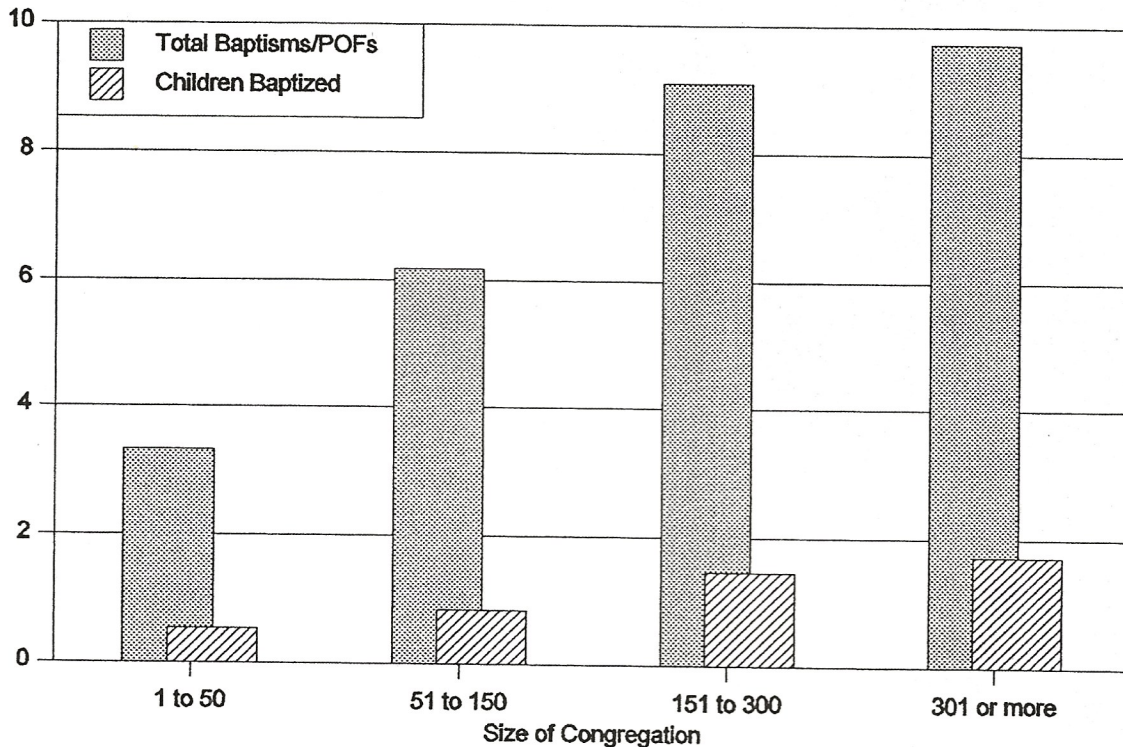
In the telephone interviews which were conducted from April 17 to May 26 the question was asked, "How many baptisms and Professions of Faith are you confident of having as a direct result of attendance by individuals at the Net '95 meetings by June 1?"

Obviously additional baptisms have resulted from Net '95 after June 1.

The reaping phase continues through the summer and fall. It appears that decisions take longer in satellite-linked evangelism, perhaps because the conventional reason for a baptismal deadline--the evangelist leaving town--is removed in this approach.

Churches with 50 or fewer members averaged 3 baptisms. Churches with 51 to 150 members averaged 6, while churches of 151 members or more averaged 9. The more urbanized the neighborhood, the higher the number of baptisms.

Baptisms from Children of Members



How many of the total baptisms and Professions of Faith resulting from the Net '95 Project are children from the families in the participating churches? The pastors interviewed were asked to differentiate between children of members and adult converts.

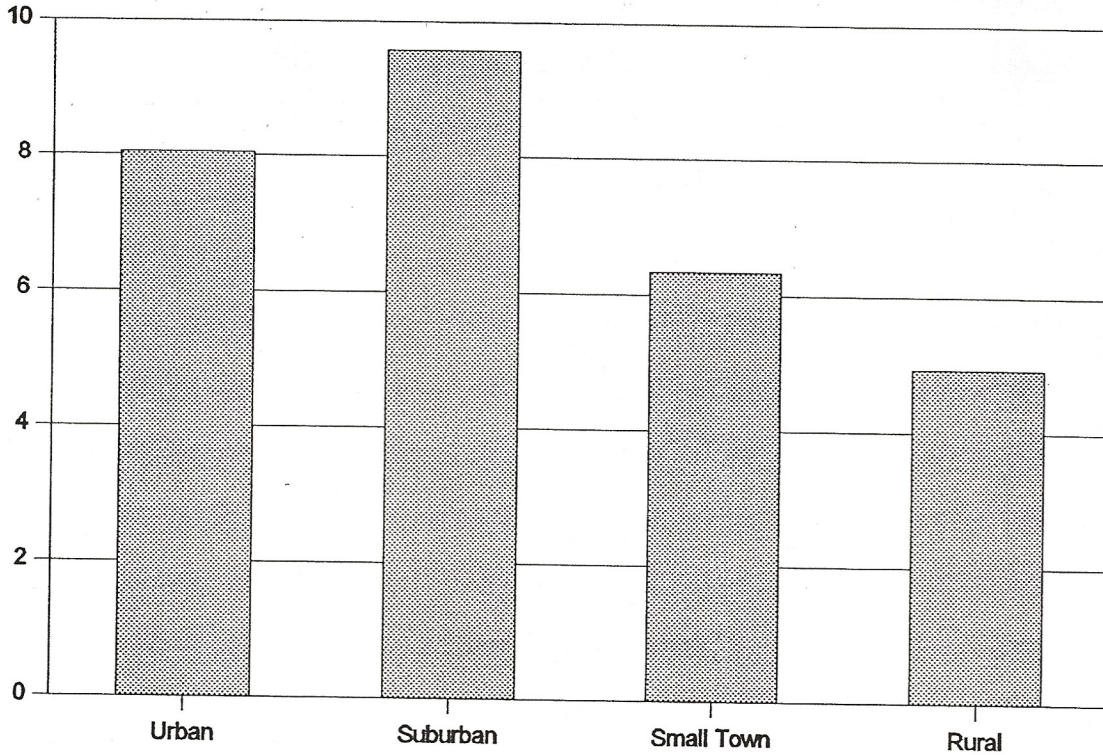
The total of Adventist children is 653 or one per downlink site. In other words, less than one in six baptisms are Adventist children, and 5.46 per church are adult converts.

Small congregations have proportionately fewer children among their baptisms than do larger congregations. The Southwestern,

Pacific and Southern unions, as well as Canada, have higher average numbers of children among the baptisms. The Mid-America, Lake and Columbia unions have lower average numbers of children. This reflects the demographic realities in these regions.

"Other" ethnic churches and African American congregations baptized an average of twice as many children from member families as did Anglo, Hispanic and multicultural congregations. Suburban churches have a higher average number of children among their baptisms than do other churches.

Average Number in Bible Studies



In the interviews debriefing them on the Net '95 Project, each pastor was asked, "What is the number of people actively involved in Bible studies, small groups, Pastors Bible Class or regular church attendance who have not yet made a decision for baptism?" The total was 4,597 in the downlink sites; an average of seven per church.

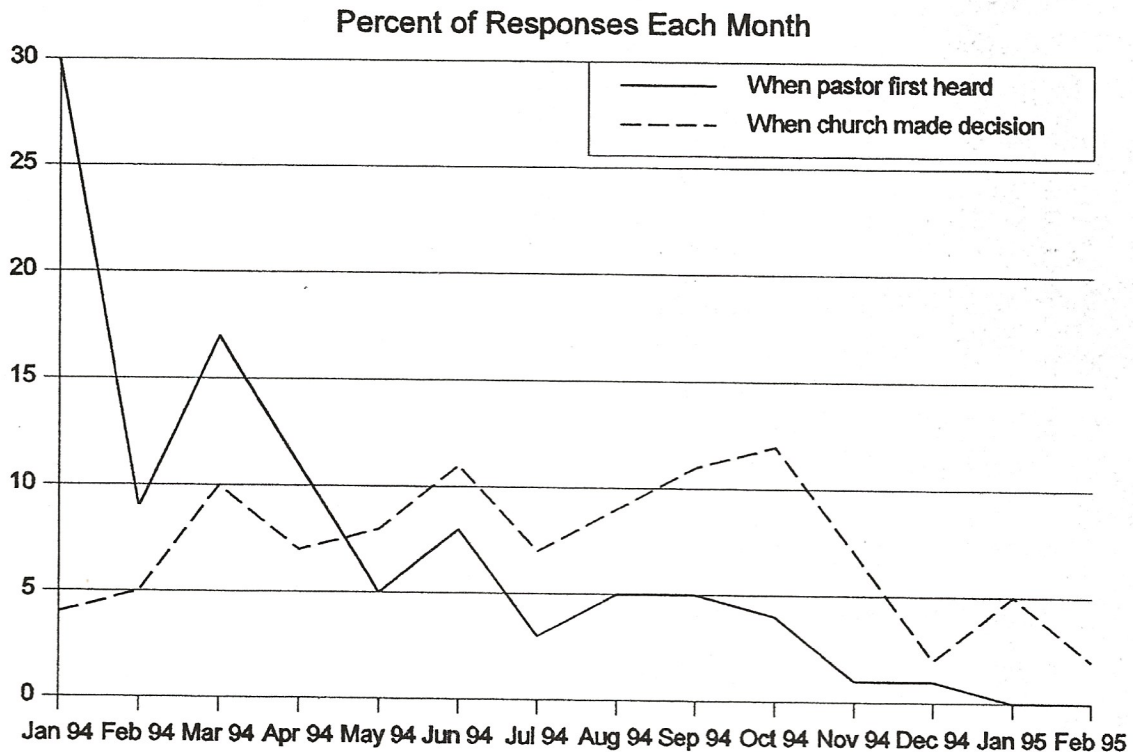
An equivalent count from the Chattanooga area is not available, but it seems clear that about the same number of people as were baptized up through June 1 were still studying the Bible teachings of the Adventist Church. If one in 10 of those still studying are eventually baptized, the total baptisms would certainly go over 5,000. If one in

five are eventually baptized, the total baptisms would approach 6,000. If half are eventually baptized, the total would exceed 7,000.

The Pacific Union Conference has a higher than average number of persons in Bible studies. The Lake and Southwestern unions have fewer than average.

The seven congregations of "other" ethnic identity -- not black, white, Hispanic, Asian or multicultural -- have twice as many as the average number of non-members enrolled in Bible studies as a result of Net '95. African American and Hispanic congregations also have significantly higher average numbers involved in Bible studies.

Impact of Net '95 Promotion



By the end of March, 1994, the majority of pastors who actually participated in Net '95 (56%) had heard of the project. Four out of five (81%) had heard by the end of June. Pastors from Asian, Hispanic and multicultural congregations report that they were slower to get the word than those in African American and "white" churches.

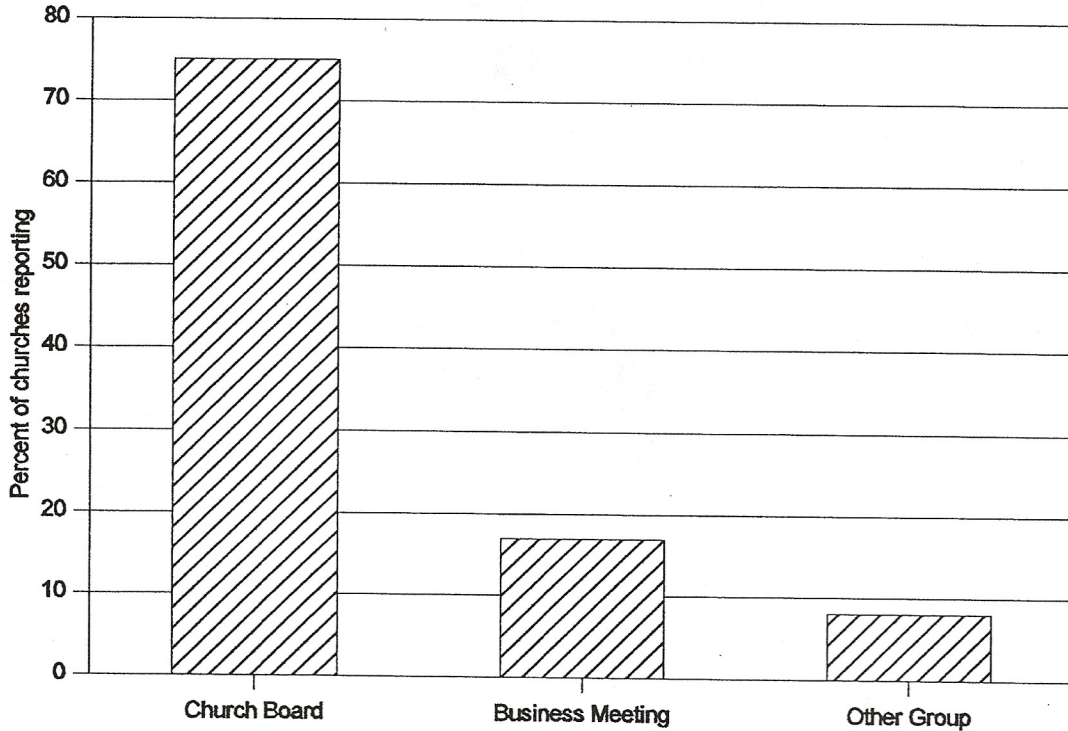
The decision to actually hold public meetings as part of Net '95 was made by the end of July in a majority of the churches (52%). Four out of five (83%) had made their decision by the end of October. A decision-making gap

of three to four months is consistent throughout the responses.

The small number of African American churches which participated in Net '95 are more likely to have made an early decision to join in. Asian, Hispanic and multicultural churches are more likely to have taken longer than average to make a decision.

An interesting pattern develops relative to the age of pastors. Churches with pastors from the baby boom generation are more likely to take longer to make a decision.

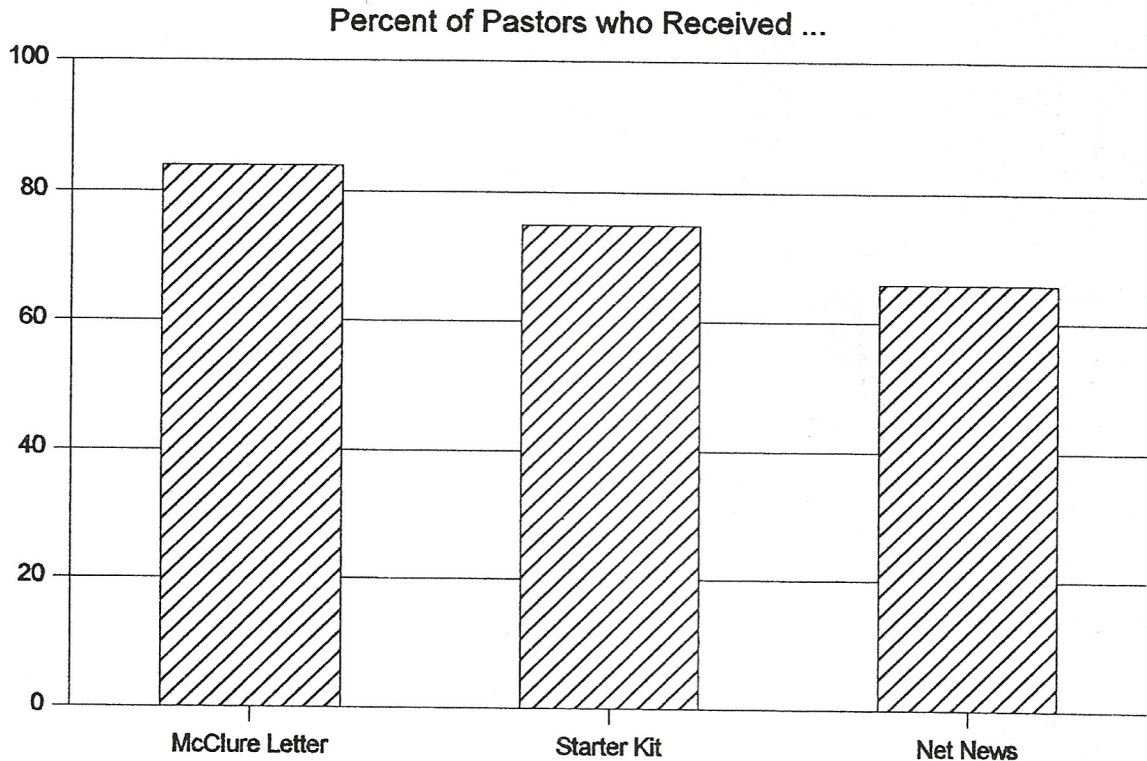
Who Made the Decision to Join In?



In almost every case (93%) the decision to participate in Net '95 was made by the church board or a church business meeting. In only a handful of churches was the decision made by the pastoral staff, the evangelism committee or some other group. There is no significant variation from this pattern in terms of the ethnicity of the congregation or the age of the pastor.

The two-step decision-making process is key in the promotion of any denominational strategy or program. First, the pastor must be sold on the concept, then he or she must be empowered to sell the idea to the church board. In small churches the congregation makes decisions in general church business meetings instead of through a board.

Penetration of Promotional Materials



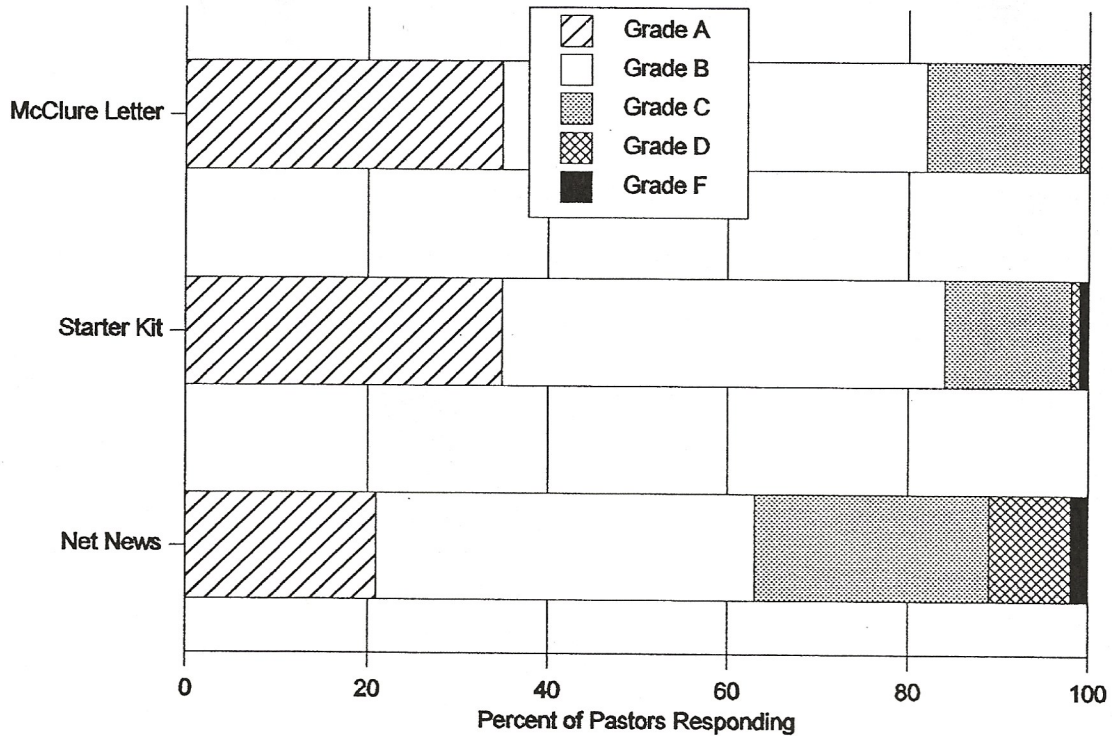
Five out of six of the participating pastors (84%) indicate that they recall getting a letter from Alfred C. McClure, the NAD president, in February or March, 1994, announcing Net '95. Pastors in their 20s were less likely to report getting the letter, perhaps because they recently became a denominational employee and were not on the mailing list.

Three out of four pastors (75%) indicate that they received a copy of the Net '95 Pastor's Starter Kit which contained the original manual for the project, a video designed to introduce the project to the local church, a poster

to put up in the church foyer, samples of video seminar materials from Hart Research Center, and a gift copy of a new book entitled *Evangelism 2000* by John W. Fowler, published by Pacific Press.

Two out of three pastors (66%) report that they received the monthly *Net News* on a regular basis. Another 29% say that they received only one or two issues, while 5% did not get the newsletter at all. Young pastors were most likely to report not getting *Net News*. It is likely that they never made it onto the mailing list.

Evaluation of Promotional Materials



Four out of five participating pastors give an A or B "grade" to the original mailing announcing Net '95 and the Pastor's Starter Kit. Virtually no one evaluates these items with a D or F "grade."

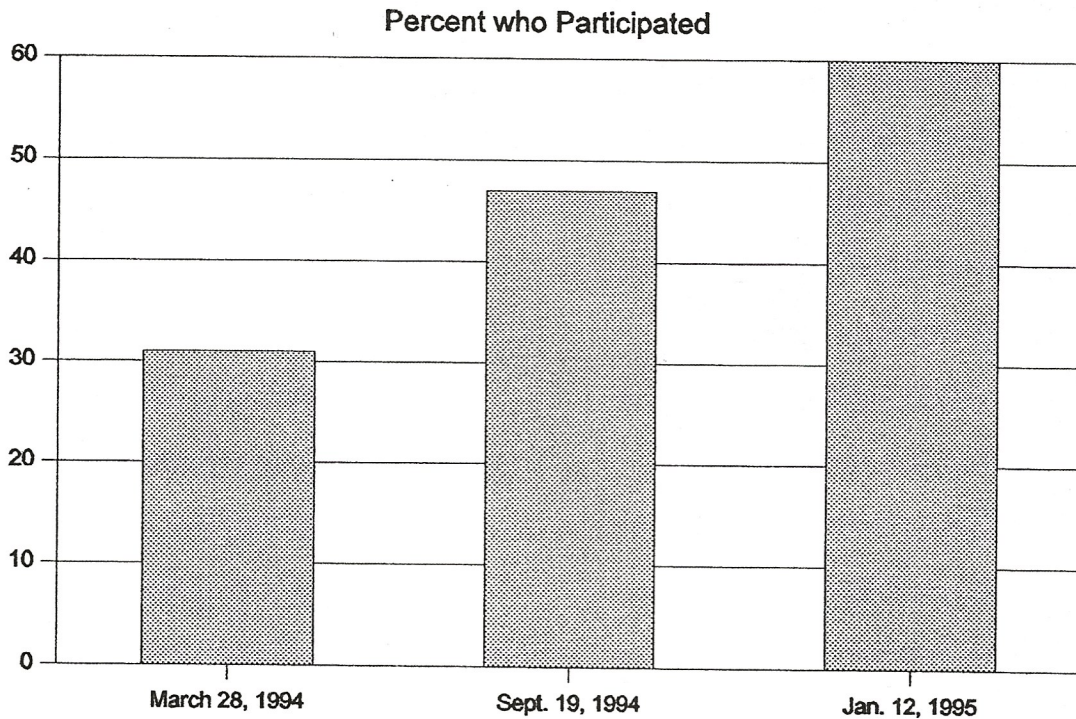
Two out of three pastors (63%) rate the monthly *Net News* as "very helpful." One in ten (11%) say that *Net News* is "not helpful."

All of the Net '95 promotional materials received a positive evaluation, although clearly a few pastors are less enthusiastic about *Net News*. When the pastors are segmented by the ethnicity of the congregations they serve and by

their year of birth, no statistically significant differences appear.

It is possible that small difference in evaluation is simply evidence of how sophisticated Adventist pastors in North America have become in their expectations regarding denominational materials. The announcement letter from division president Alfred C. McClure included a full-color insert and the starter kit included full-color materials, two videos and a book. *Net News* was the only item among the three that used a simpler and less expensive two-color design.

Satellite Pastor's Conferences

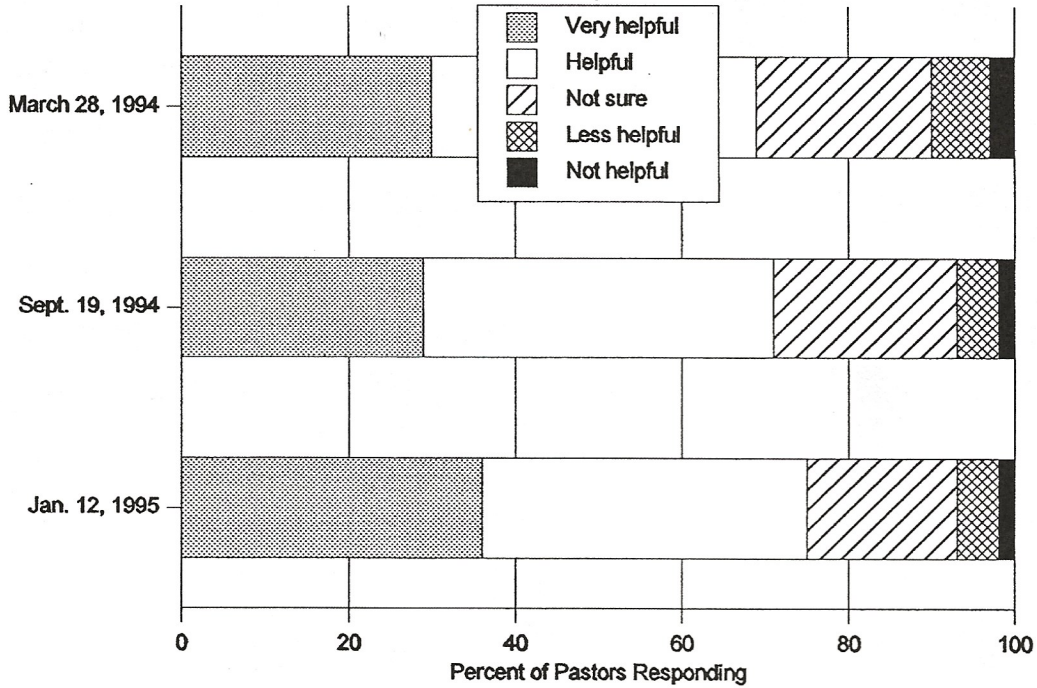


Less than a third of the Net '95 pastors (31%) participated in the first of three Pastor's Conferences provided via satellite in preparation for the public meetings. By January participation had increased to 60%. Overall penetration of these satellite events was significantly less than the print promotional materials.

The youngest pastors (those in their 20s) and the oldest pastors (those over 65) were less likely to participate.

Other evidence indicates that these groups may include a number of newly-hired pastors who heard about Net '95 late in the project due to not being on the mailing list for the promotional materials, as well as retirees with stipend pastoral assignments who may also not be on the regular mailing list of denominational employees. Both sectors together account for a very small portion of the total pastors in the NAD.

Evaluation of Pastor's Conferences



Three out of four pastors give a positive rating to all three of the Net '95 Pastor's Conferences provided via satellite to prepare for the public meetings. The percent of positive ratings increased marginally over the course of the three events.

Pastors from multicultural and African American congregations are more likely to give the satellite

conferences a positive rating, as are pastors from the silent generation (born 1930-45).

Pastors from Hispanic congregations and pastors over 65 years of age are less likely to give the satellite conferences a positive rating. In the case of Hispanics this may be due to the lack of Spanish-language translation of the events.

What Satellite Equipment was Used?

| | |
|-----|--|
| 70% | Adventist Communication Network downlink package |
| 10% | Downlink package purchased somewhere else |
| 4% | Downlink package that was donated |
| 1% | Rented facilities with a downlink |
| 5% | Taped the sermon from someone's home |
| 6% | Taped sermon from a neighboring church |
| 2% | Taped the sermon from some other source |
| 1% | Someone preached from Mark Finley's outlines |
| 1% | Local preacher used his own sermon outlines |

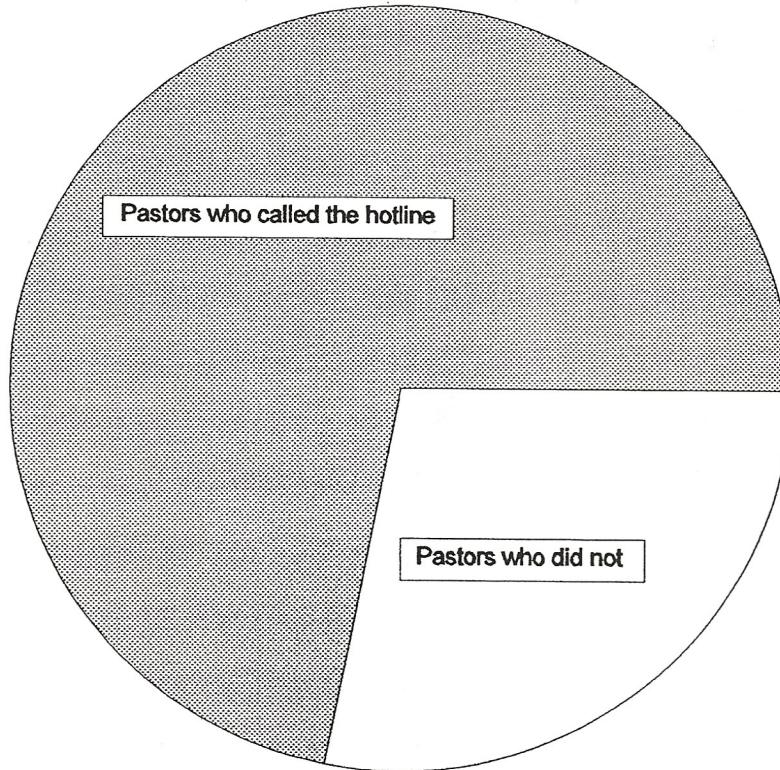
More than two-thirds of the Net '95 downlink sites used the Adventist Communication Network (ACN) package supplied by the Adventist Media Center. One in ten purchased equipment from some other supplier. One in eight used videotape instead of a satellite dish.

African American, Asian and Hispanic churches are more likely to use alternative equipment or to find some way to participate in Net '95

without obtaining a satellite dish. Pastors under 30 years of age and those over 65 are also less likely to install the ACN downlink package.

It is may be that minority congregations, as well as those served by interns and retirees, are less able to come up with the \$3,000 necessary to purchase a satellite dish and receiver. That did not keep a significant number from participating in the Net '95 evangelism initiative.

Use of Technical Support Hotline



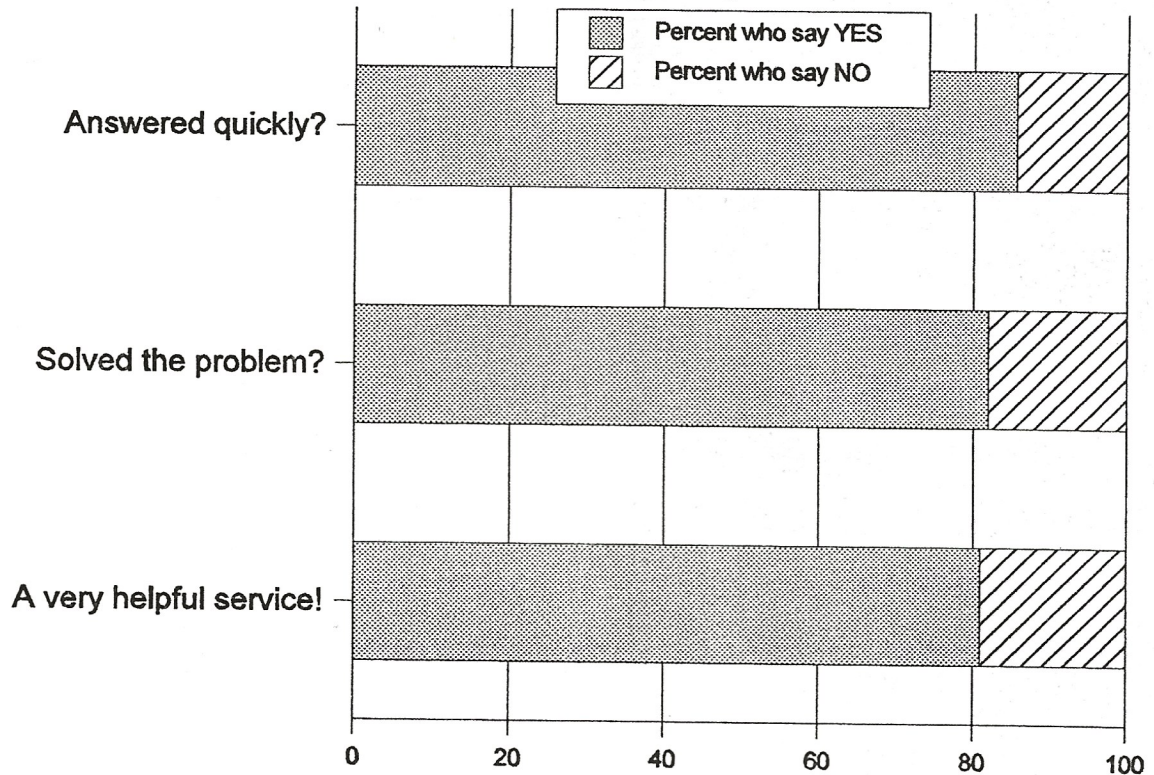
Three out of four of the Net '95 pastors (72%) dialed the "help desk" in Chattanooga staffed by Doug Janssen and a team of volunteers to assist in solving technical problems. Some used this support service on a number of occasions.

Pastors over 65 years of age and those with Hispanic congregations were

less likely to use the hotline. Language factors may explain this lower response.

In the planning of Net '95 no one anticipated how important this support service proved to be. It is an essential element in a satellite-linked event of any kind. Net '95 would have been seriously disrupted if it had provided support to the downlink sites.

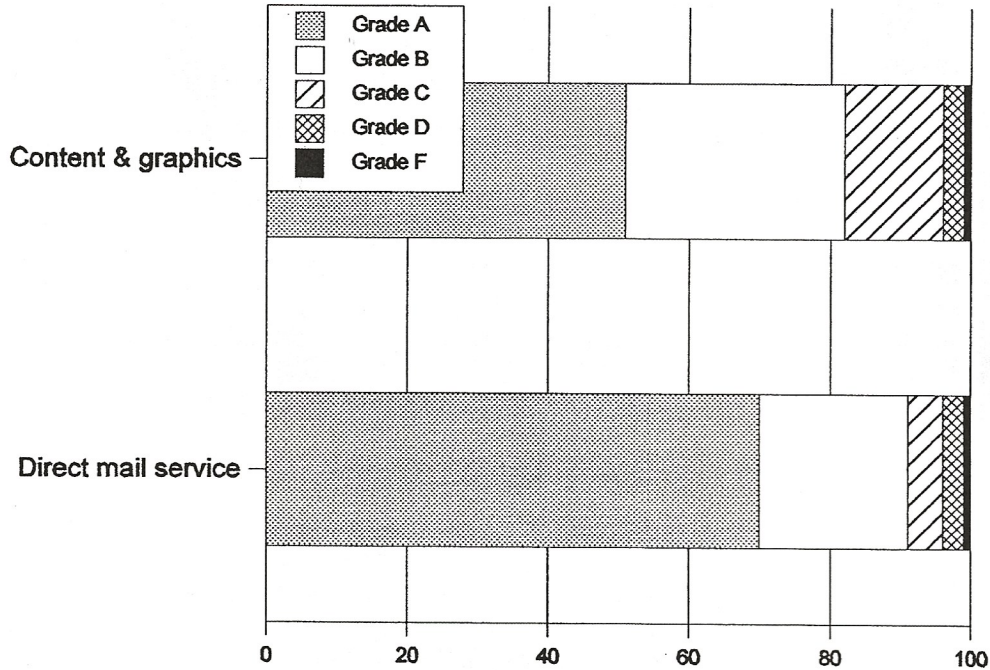
Evaluation of Help Desk



Not only did the telephone "help desk" prove to be very necessary, it also receives high ratings from the pastors who made use of it. Four out of five report that the phone was answered promptly, that Doug Janssen and his team were able to solve their problems and give the service an overall evaluation as "very helpful."

Pastors over 65 years of age are somewhat less likely to say that the "help desk" was able to solve the technical problems they faced. Pastors from Hispanic churches are less likely to give an enthusiastic evaluation to the "help desk." This may be the result of language problems.

Evaluation of Handbill



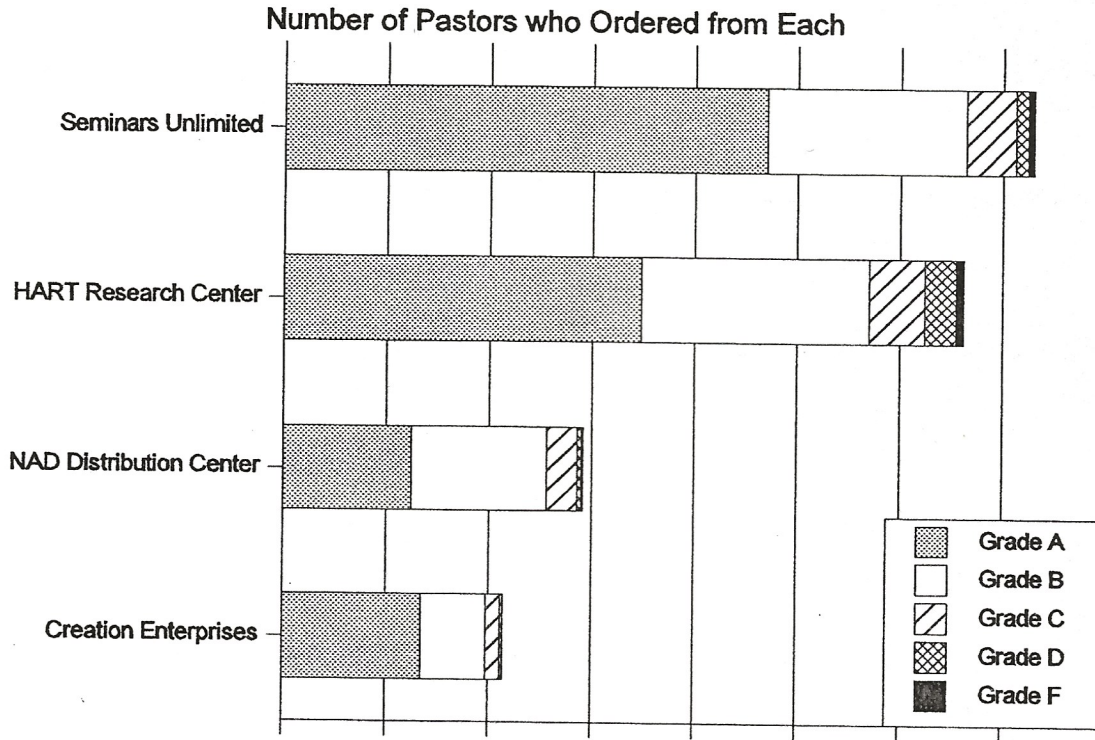
Seven out of eight participating churches (87%) ordered the official Net '95 "handbill" or direct-mail advertising service provided by Seminars Unlimited, the Revelation Seminars resource center. Asian, Hispanic and African American churches were somewhat less likely to do so.

Asked to evaluate the handbill, the majority of the pastors who actually used it (51%) give it's contents and graphics an "A." Two-thirds (70%) give an "A" to the way the mailings were handled. Pastors from the baby boom generation and those with multicultural

congregations are less likely to give a positive evaluation.

A fact worthy of consideration is that when respondents who did not use the official handbill and those who gave a rating less than "Grade A" are combined, they constitute a majority of the Net '95 pastors. Perhaps focus group research should be used to examine factors that would increase the number of pastors who feel very positive about the content and graphics of the next handbill used in a division-wide evangelism project.

Evaluation of Resource Centers



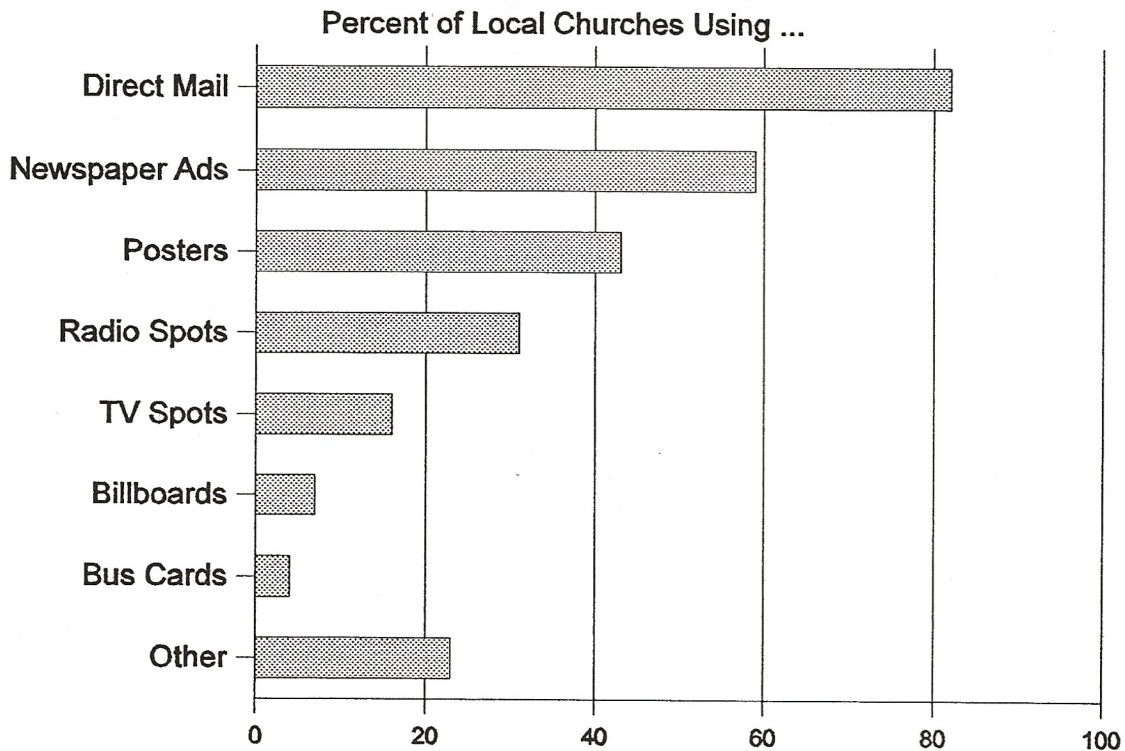
Almost all of the participating pastors ordered materials from Seminars Unlimited, the primary resource center for Net '95. A significant number also ordered key materials from HART Research Center, while smaller numbers had occasion to get certain materials for Net '95 from the NAD Distribution Center and Creation Enterprises.

Half to two-thirds of the pastors give an "A" to the services they received from each resource center. Although only a handful report a negative impression of one or more resource

centers, there is a need to improve the quality of service being provided. The significant number of "B" and "C" ratings indicate that pastors have high standards which may have more to do with information and support services than the products or the order desk procedures.

Younger pastors are more likely to give a negative evaluation of a resource center. It may be that they have more experience with non-denominational resource organizations and therefore more complex expectations.

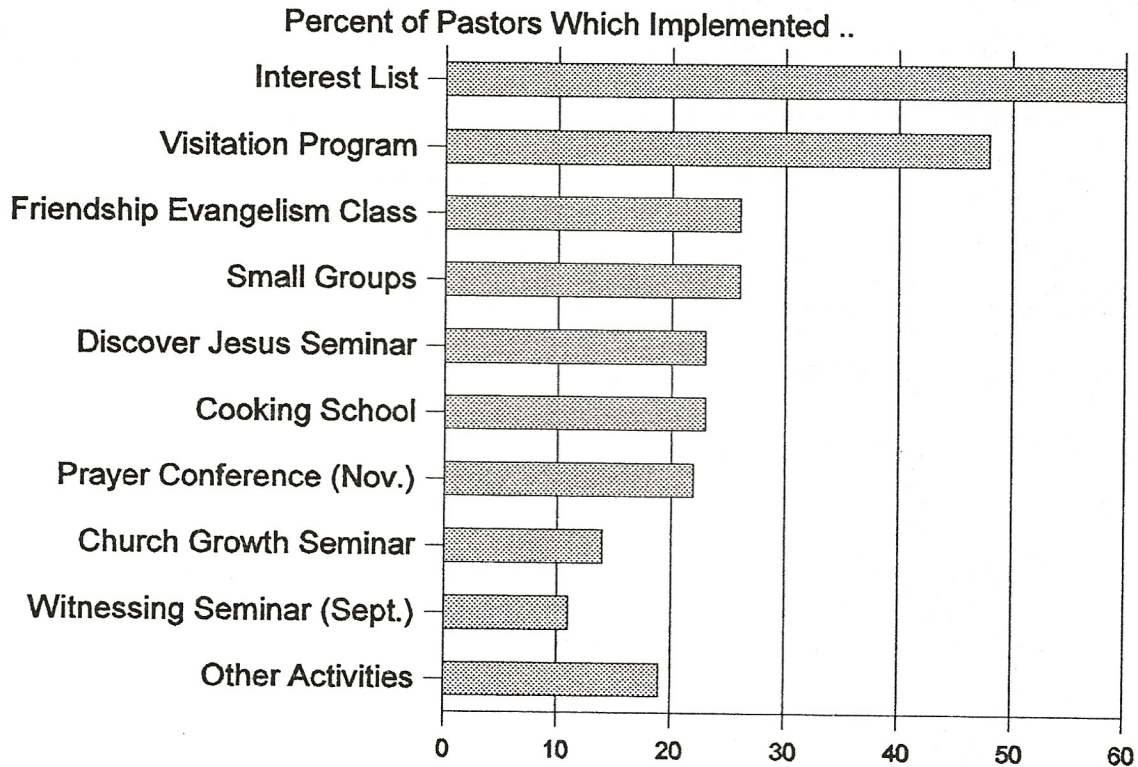
Public Advertising for Meetings



The majority of downlink sites participating in Net '95 used two or three methods of advertising for the "Discoveries in Prophecy" evangelistic meetings. Direct mail (82%) and display ads in newspapers (59%) are the two media most widely used. A third of the churches also use posters (43%) and radio spots (31%).

Asian and African American churches are less likely to use direct mail. African American churches are more likely than other congregations to use radio spots and television spots. Posters are also more likely to be used by African American and Hispanic churches, as well as by younger pastors.

Pre-Evangelism Activities



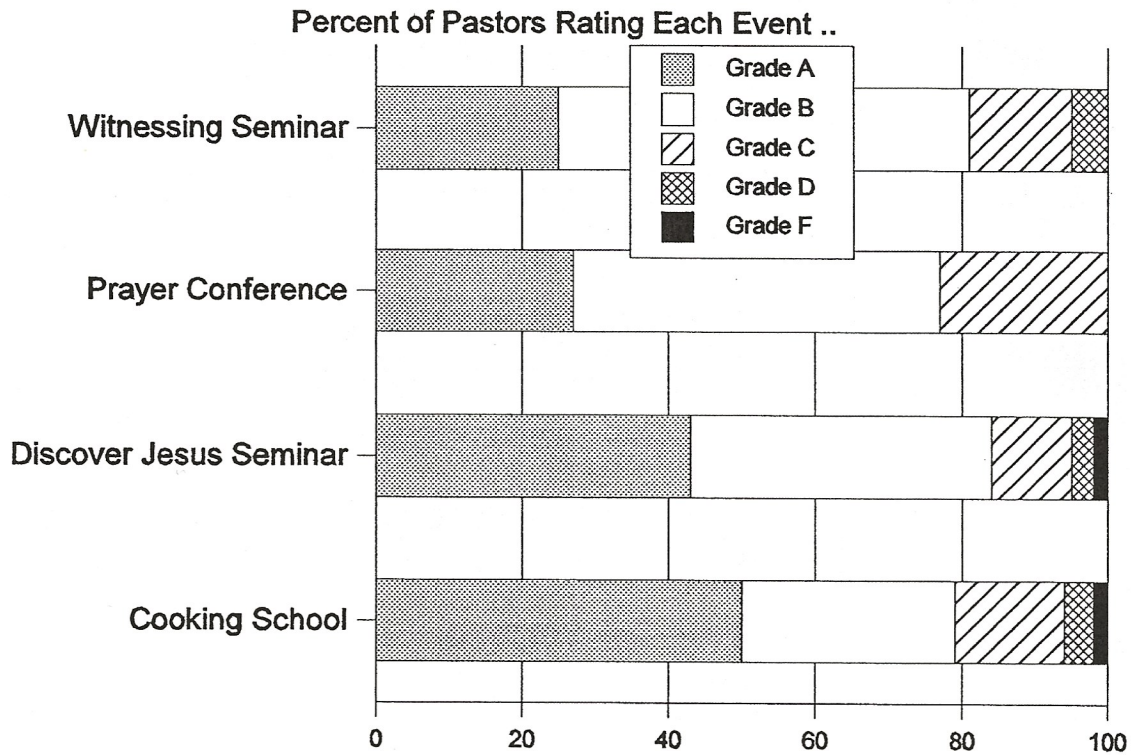
Personal and relational methods are more likely to have been implemented by participating pastors as they prepared for the "Discoveries in Prophecy" meetings than are outreach seminars and training classes. Half of the pastors set up an interest list (60%) and organized visits to the prospects on the list (48%). One in four (26%) conducted a class on Friendship Evangelism for their members and organized small group Bible studies.

African American and Hispanic churches place more emphasis on personal evangelism than do other

segments. These churches are more likely to report a visitation program and a Friendship Evangelism class for members.

The events provided by satellite link had the participation of only a small percentage of the churches which participated in the evangelistic meetings later. Ethnic minority congregations were even less likely to participate in these events. Much of this low participation is due to the delays in the installation of satellite downlink equipment.

Evaluation of Satellite Events

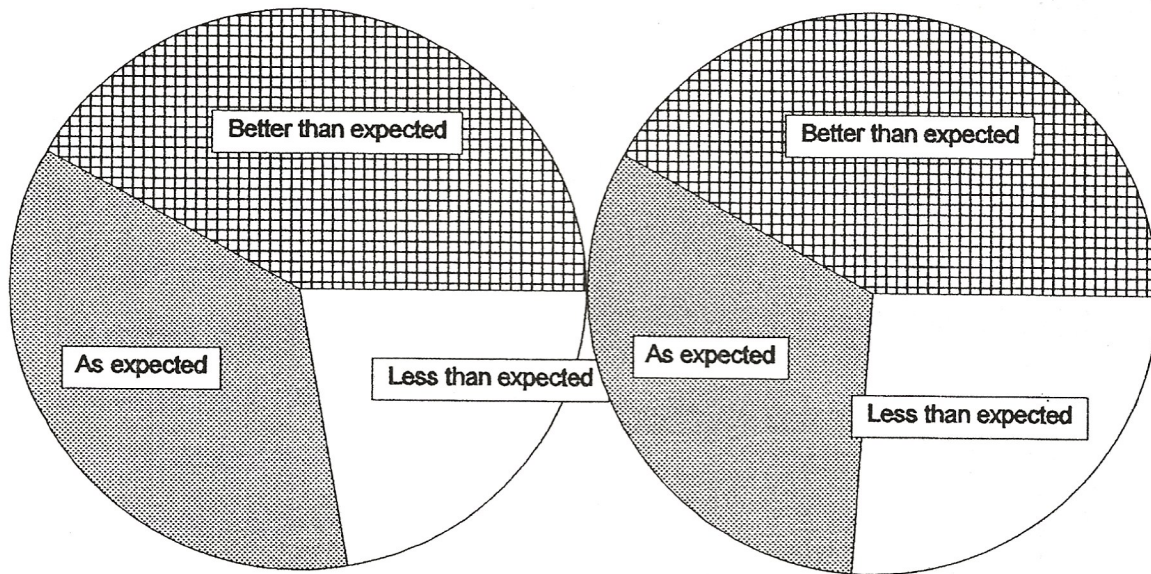


Although only a small segment of the downlink sites participated in the four pre-evangelism activities provided by satellite link, four out of five of the pastors of these churches give the events high marks! Consistently, only a handful of pastors rated any of the events with a "D" or "F."

Pastors in their 20s were most likely to be enthusiastic about these events. Pastors with Hispanic congregations were most likely to give negative ratings, perhaps because of a lack of Spanish translation. There was an increase in negative ratings among "white" pastors for the last two events.

Attendance at Evangelistic Meetings

Left: Opening Night, Right: Non-Member

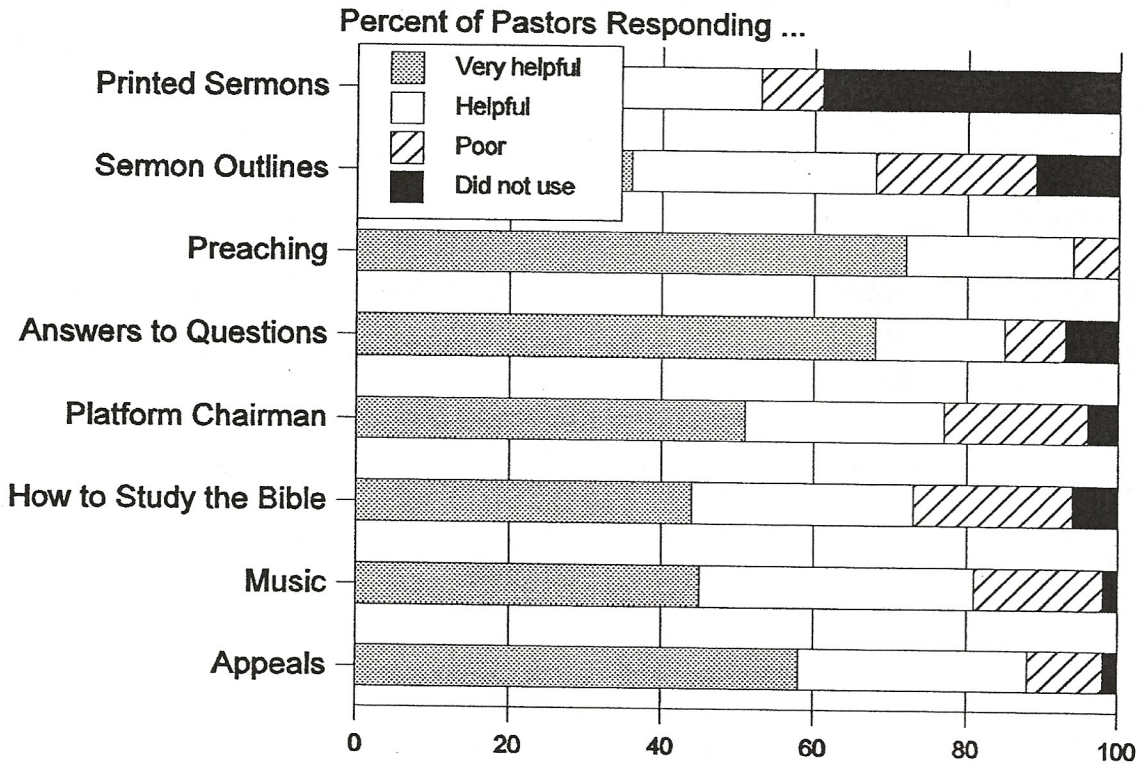


Three out of four participating pastors report that the attendance on the opening night of "Discoveries in Prophecy" what they expected or better than what they expected. This is true for both the total attendance and the number present who were not members of the Adventist Church.

Older pastors are more likely to say that attendance was right at their

level of expectation, and the youngest pastors (those in their 20s) are somewhat more likely to have been disappointed. Perhaps experience makes it easier to predict attendance. Pastors with Asian congregations were most likely to report attendance below their level of expectation.

Evaluation of Discoveries in Prophecy



Two out of three participating pastors give high ratings to every aspect of the "Discoveries in Prophecy" evangelistic meetings. Two in five (39%) did not purchase and distribute the printed sermons. Except for the sermons by Mark Finley, a small number of pastors report that they eliminated aspects of the satellite transmission.

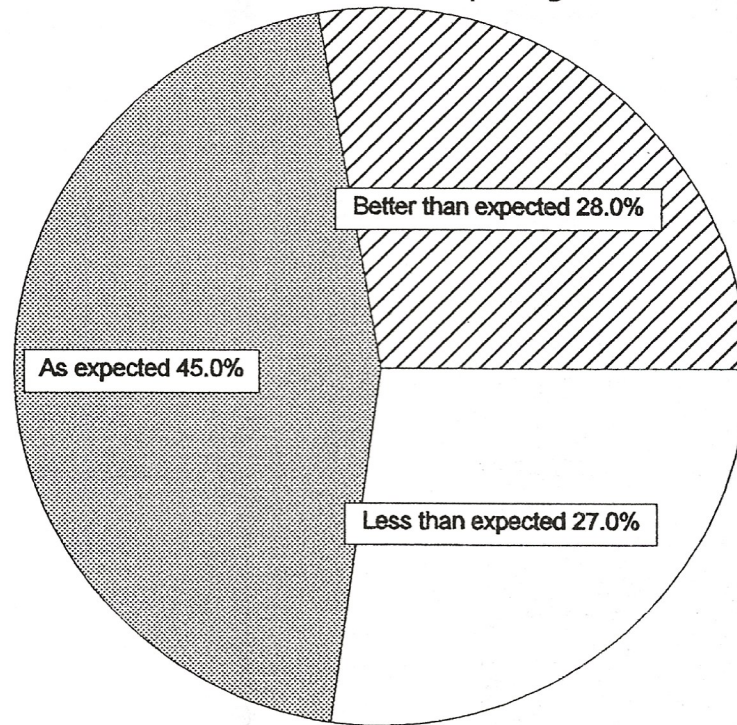
Pastors from congregations that do not use English as their primary language are most likely to report that

they did not use various features of the meetings. Pastors from the baby boom generation are most likely to report negative ratings of all aspects of the meetings, except for Mark Finley's preaching. Older pastors are somewhat more likely to give a negative rating to the sermons.

Overall, Net '95 delivered a "product" about which the participating pastors are very enthusiastic. The NAD has a large number of satisfied "customers."

Response to Appeals for Decision

Percent of Pastors Reporting ...



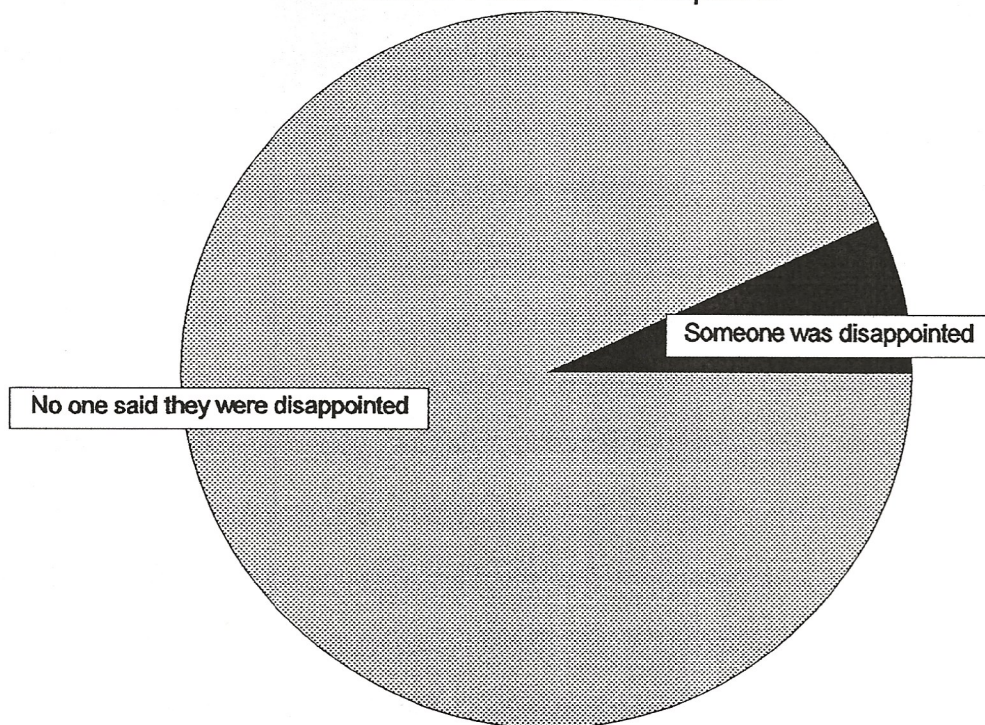
Three out of four pastors (73%) report that the response to Mark Finley's appeals among the people at their downlink site met or exceeded their expectations. Younger pastors were more likely to express disappointment. The expectations of less experienced pastors may well be

more unrealistic than more experienced pastors.

Pastors in Hispanic congregations were also more likely to express disappointment at the response to appeal at their location. This may result from the cross-cultural elements involved.

Reaction to Use of Satellite & Video

Percent of Pastors Who Report ...



Would people come to church to watch television? Considerable concern was expressed by many during the planning and preparation phases of Net '95. Reality proves this concern to be completely unfounded.

Participating pastors were asked, "Did you have any non-Adventists who expressed to you personally that they were put out by the fact that the sermons were projected on a screen instead of Mark Finley being present on site?" Only 7% answered, "yes."

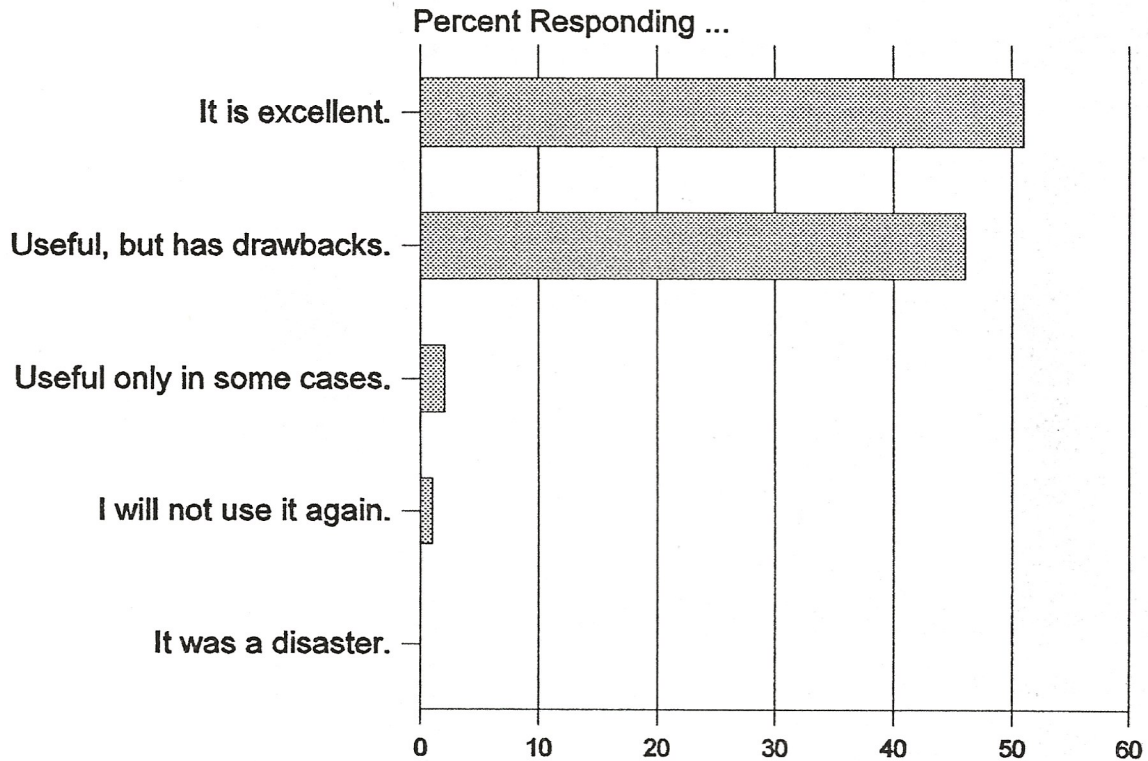
The 7% of pastors who answered "yes" were asked how many non-Adventists in attendance expressed

these feelings to them. The pastors report a total of 105 individuals out of 23,000 non-members who attended at the 676 downlink sites. This is about one-half of one percent.

Did any of these 105 individuals who expressed disappointment quit attending or not make a decision for baptism due to the fact of the satellite technology? Pastors report only 10 such cases.

A slightly higher number of Adventist Church members expressed discomfort with the technology and quit attending. About 11% of the pastors reported a total of 605 such cases.

Pastor's Opinion of Satellite

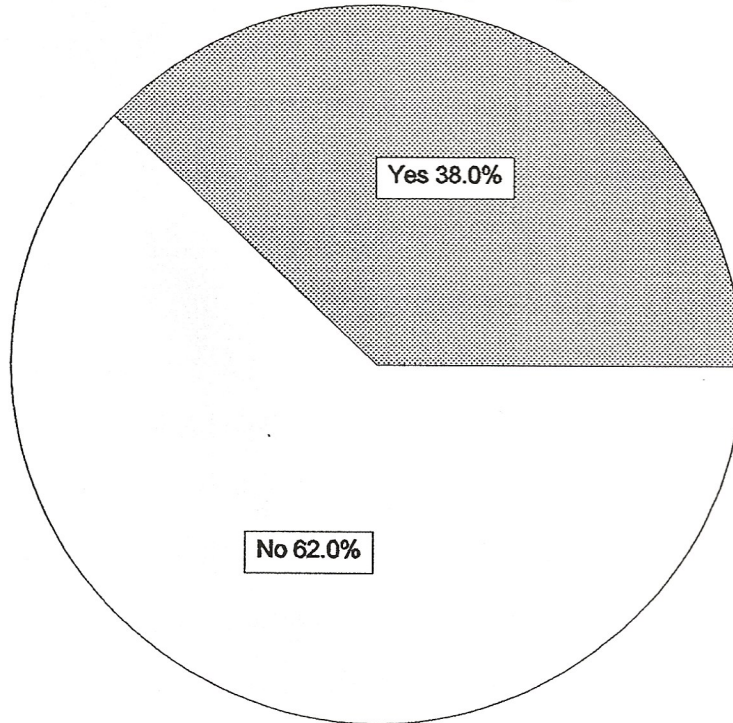


The use of satellite in public evangelism is "excellent" or "a useful tool" in the opinion of 97% of the pastors who tried it during Net '95. Only a handful indicate that they will not use it again.

These data represent a very high success rate in an experiment with new technology. The clear result of Net '95 is that satellite technology can be used effectively in public evangelism by almost any congregation and pastor.

Conducted Welcome to the Family

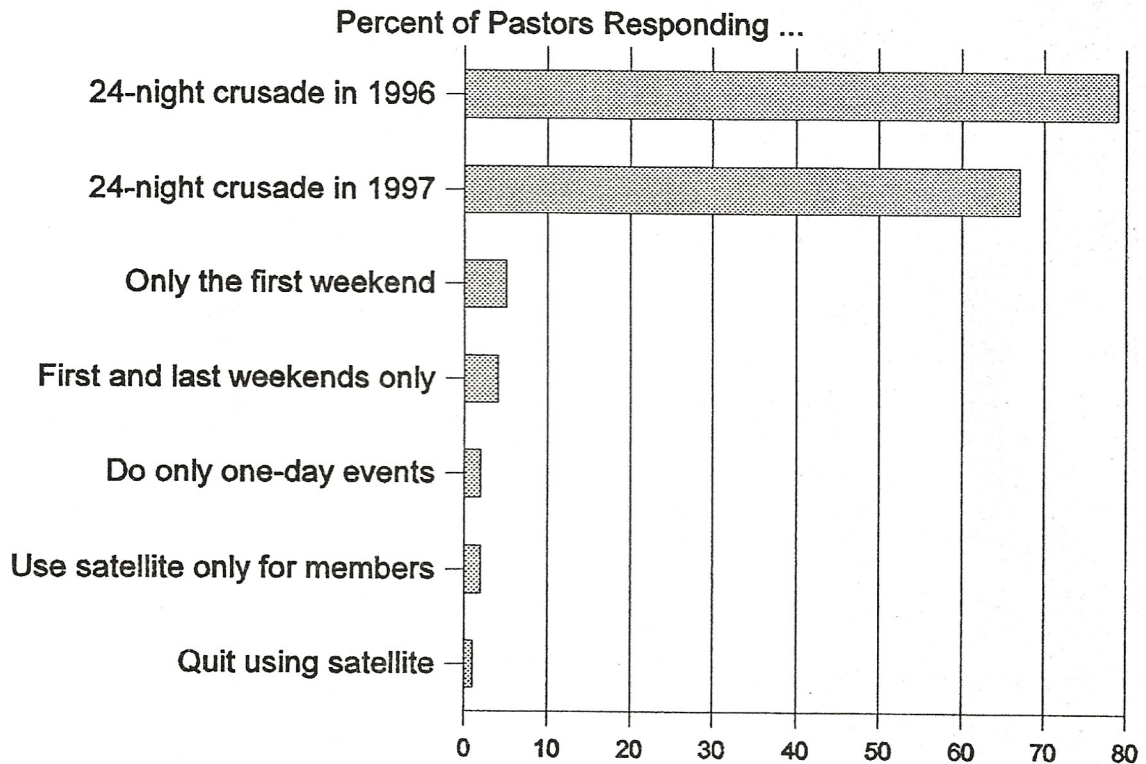
Percent of Pastors Responding ...



Two in five participating pastors indicate that they had at the time they completed the questionnaire or would later in the year conduct the "Welcome to the Family" seminar designed to assimilate new members. Pastors in

their 20s and pastors who lead African American and multicultural congregations are more likely to do so. Pastors with Asian congregations are less likely to do so.

What About the Future?



Four out of five participating pastors (79%) want another 24-night crusade in 1996. Two out of three (67%) are willing to see a full crusade put off until 1997. But only a handful are interested in other options for the future.

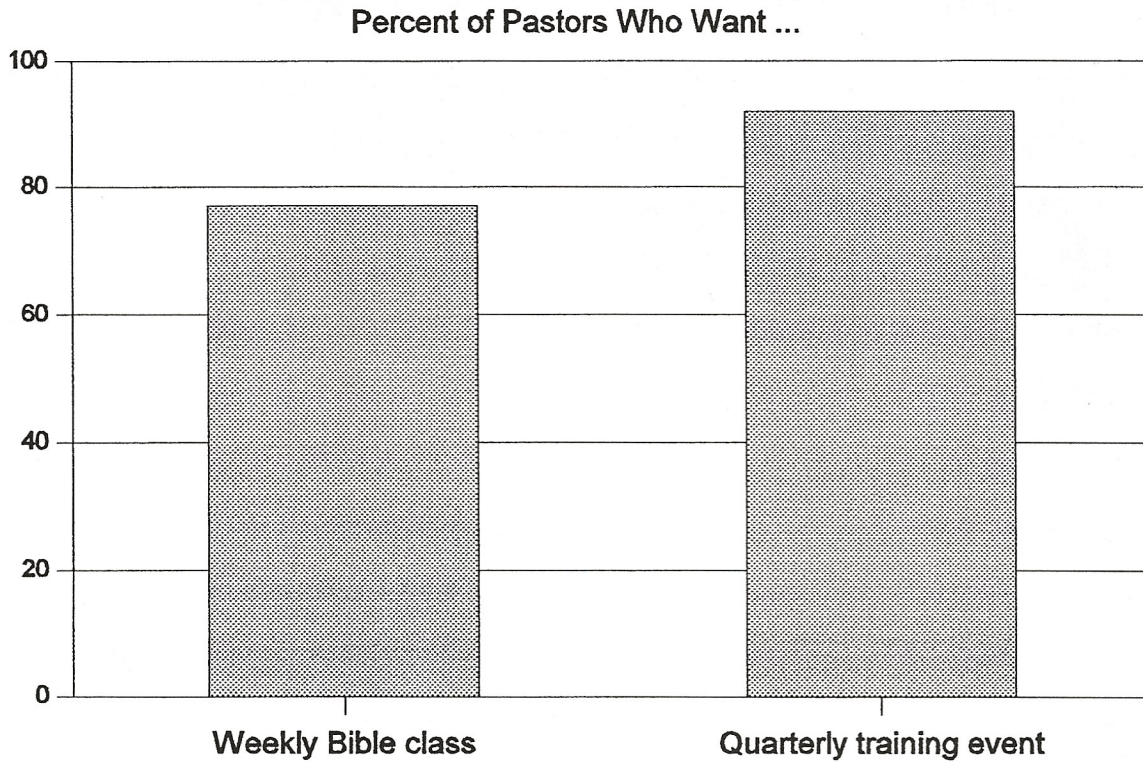
Younger pastors are more likely to say they want another full crusade in 1996 or 1997. Pastors with Hispanic or Asian congregations are less likely to be interested.

Less than one in twenty pastors expressed an interest in an evangelistic crusade with the first weekend on

satellite and the rest of the series presented by local preachers, or a crusade in which only the first and closing weekends are delivered by satellite. Only 2% or fewer of the pastors stated that in the future even more limited use should be made of satellite delivery systems for public evangelism.

These data again demonstrate that the pastors who participated in Net '95 are convinced of the effectiveness of satellite delivery of public evangelism. They are ready to do it again!

New Ideas for Satellite Events

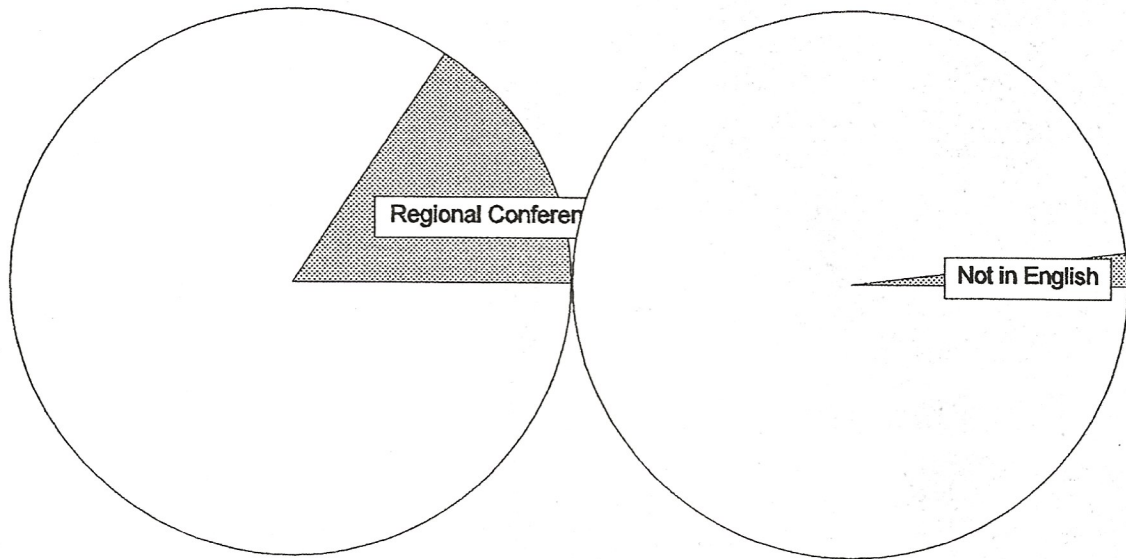


Two specific suggestions designed to support on-going, year-round evangelism in the local church were tested with pastors. A quarterly training event for lay Bible workers was greeted enthusiastically by nine out of ten participating pastors (92%). Three out of four pastors (77%) would like to

see a weekly Bible class designed for non-members provided via satellite.

Pastors over 65 years of age and those with Hispanic congregations are less likely to be interested in the quarterly training events. Older pastors are also less interested in the weekly Bible class.

Profile of Participating Pastors



The majority of the pastors who participated in Net '95 are part of the Baby Boom generation, now 30 to 49 years of age. One in six (16%) are employees of a Regional Conference. Less than 2% preach in a language other than English in at least one of their churches.

About 6% of the participating pastors are 65 years of age or older. Only 2% are under 30 years of age. A third of the pastors (38%) are 50 to 64 years of age.

Appendix

- A. Telephone Survey Script
- B. Anonymous Questionnaire
- C. Technical Appendix

Script For Telephone Survey of Pastors Who Participated in Net '95

North American Division of SDA

Instructions for the Caller:

1. Verify that the person you are talking with is the pastor or the lay leader named on the list that you have received.
2. When you are sure that you are talking with the right person say this: My name is _____ and I am helping to conduct a telephone survey of all the pastors who participated in the Net '95 evangelistic crusade of the North American Division of Seventh-day Adventist Church. Can you take 5 minutes to answer a few questions right now? If the person you are talking to cannot answer the question, please get the name and phone number of someone who can.
3. What if someone says, "I have already been called and given this information." Tell them -- Reporters working on a story for the Adventist Review have interviewed about 40 of the 700 pastors involved in Net '95, but they did not get all the information we need. Also, we know that some of the people on the evangelism team jumped the gun and called around because that has been so exciting. In some conferences, the local conference coordinator compiled some numbers... But, this is the official count, and we really need your information to have a complete report. Please accept our apologies if this is an inconvenience, but it will only take a few minutes.
4. If a pastor challenges your legitimacy you can refer to Elder Monte Sahlin of the North American Division and Elder Jose Chavanz from the Church Resource Center of the Pacific Union Conference.
5. In the space below, write the name and address of the pastor, the name of his church, conference, and telephone number. Be sure to get and write all of this information in the spaces below.

Name _____

Church _____

Address _____

Conference _____

Telephone _____

Q 1. What was your opening night total attendance?

1. _____

Q 2. What was your opening night attendance of Non SDAs? (Please be sure that he understands that we are asking for Non-Adventist attendants.)

2. _____

Q 3. What was your opening night attendance of SDAs?

3. _____

Q 4. What was the average attendance throughout the whole series?

4. _____

Q 5. What is the number of people actively involved in Bible Studies, Small Groups, Pastor's Bible Class or regular church attendance who have not yet made a decision for baptisms?

5. _____

Q 6. How many baptisms and professions of faith are you confident of having as a direct result of the attendance of individuals at the Net '95 meetings by June 1, 1995?

6. _____

Q 7. Of the number in the previous question, how many are children of members of your congregation?

7. _____

Q 8. What was the book membership of your church on December 31, 1994?

8. _____

Q 9. What was your average Sabbath attendance in the last quarter of 1994?

9. _____

Caller: After writing the answer for Q 9. above, please look at the church size category list below and determine which size category the church is.

Church Size Category

1. 1-50 members

2. 51-150 members

3. 151-300 members

4. 301 + members

Caller: After determining the size category, advance to the small number 13 and write the number of the category in the space provided. (1, 2, 3 or 4.)

Q 10. What is the primary ethnicity of your congregation? Mark in the box there whatever the pastor tells you and go to item 14 in small numbers and put the number of the category that the pastor gave you. For instance if the pastor gave you white/anglo you would put number 5 there.

10.

1. African-American

4. Multi-Cultural

2. Asian/Pacific Islander

5. White, Anglo

3. Hispanic

6. Other

Q 11. In what community is your church located? If the person that you are interviewing when you ask question 11 doesn't know the definition of the phrases and words to this question, tell them urban is a city of 50,000 or greater population. Suburban is a suburb of a city of 50,000 or greater population. A small town is a town of less than 50,000 and rural is located away from any town on a county where there is no large city. Tell this information to the respondent only if he hesitates and doesn't know what to answer and then mark the correct answer in the box below. Also, go to item 15, small numbers, and put the number of the category that he selected. Either 1, 2, 3 or 4 in the space there.

11.

1. Urban

3. Small Town

2. Suburban

4. Rural

Q 12. What was the net growth in membership of your congregation in 1994?

12. _____

Q 13. Additional Information:

13. _____ Church Size (Attendance - From Q 9.)

14. _____ Race (From Q 10.)

15. _____ Location (From Q 11.)

Q 14. In what Union is your church?

Unions:

- | | | | | |
|------------------|------------|-------------------|-----------------|----------------|
| 1. Atlantic | 2. Canada | 3. Columbia | 4. Lake | 5. Mid-America |
| 6. North Pacific | 7. Pacific | 8. Southern Union | 9. Southwestern | |

16. _____ (Write in this space the number of the Union.)

Caller: Don't forget to read to the pastor the following paragraph--

We have completed our survey today but we have an evaluation questionnaire that we want to send to you to fill out anonymously. This will provide suggestion and input for use in planning for Net '96. We will put this in the mail to you next week and we need to get an answer from you as quickly as possible. Please let me double check your address.

Caller: check the address on page number 1 and ask him, "Is this the best place to send it so that you will get it immediately?"

Caller: if he gives you a new address, correct the address on page number 1 and also on the printout. Now tell the pastor, "Thank you for your efforts in Net '95 and thank you for taking the time to share this important information with us."

NET '95 EVALUATION SURVEY

North American Division
Of the Seventh-day Adventist Church

Q 1. In what month in 1994 did you first hear about Net '95? (Please check only one square.)

1. 1. January 4. April 7. July 10. October
 2. February 5. May 8. August 11. November
 3. March 6. June 9. September 12. December

Q 2. In what month in 1994 or 1995 did you make a decision to hold meetings as part of Net '95? (Please check only one square.)

2. 1. January '94 5. May '94 9. September '94 13. January '95
 2. February '94 6. June '94 10. October '94 14. February '95
 3. March '94 7. July '94 11. November '94
 4. April '94 8. August '94 12. December '94

Q 3. The final decision to participate in Net '95 was made by: (Please check only one square.)

3. 1. Church Board 4. Pastoral Staff
 2. Evangelism Council 5. Business Meeting of the Congregation
 3. Outreach Committee 6. Other

Q 4. Did you get a copy of the letter that Elder McClure sent to pastors in March 1994 introducing the Net '95 project?

4. 1. Yes 2. No

Q 5. What grade would you give to Elder McClure's letter to the best of your memory? (Please check only one square.)

5. 1. A 4. D
 2. B 5. F
 3. C

Q 6. Did you get a copy of the Net '95 Pastor's Starter Kit with the book Evangelism 2000 and two videotapes?

6. 1. Yes 2. No

Q 7. If you received the material in the previous question, what grade would you give to the Starter Kit? (Please check only one square.)

7. 1. A 4. D
 2. B 5. F
 3. C

Q 8. Have you been getting the monthly mailings of Net News? (Please check only one square.)

8. 1. Regularly 2. Not Regularly 3. Not At All

Q 9. How helpful was Net News on a scale of 1 to 5?

9. Very Helpful 5 4 3 2 1 Not Helpful

Q 10. Did you participate in the satellite Pastor's Conferences? (Please check all the dates that apply.)

10. 1. March 28, 1994 11. 2. September 19, 1994 12. 3. January 12, 1995

Q 11. Please evaluate the helpfulness of each satellite Pastor's Conference:

| | | | | | | | | |
|-----|---------------------|--------------|---|---|---|---|---|-------------|
| 13. | March 28, 1994: | Very Helpful | 5 | 4 | 3 | 2 | 1 | Not Helpful |
| 14. | September 19, 1994: | Very Helpful | 5 | 4 | 3 | 2 | 1 | Not Helpful |
| 15. | January 12, 1995: | Very Helpful | 5 | 4 | 3 | 2 | 1 | Not Helpful |

Q 12. Which satellite downlink package did you have? (Please check only one square.)

16. 1. One purchased through the ACN 4. Rented facilities with a downlink
 2. One purchased through another place 5. Did not have one
 3. One that was donated

Q 13. If you did not have a downlink, what did you do? (Please check only one square.)

17. 1. We taped the sermon from someone's home
 2. We used a taped sermon from a neighboring church
 3. We taped the sermon from some other source
 4. We did not use taped sermons
 5. Someone preached from Mark Finley's outlines
 6. A local preacher used his own sermon outlines
 7. Other

Q 14. Did you at any time during the meetings call the hotline in Chattanooga for help?

18. 1. Yes 2. No

Q 15. If your answer was yes to the previous question:

19. A. Were you able to get through quickly? Yes No
20. B. Were they able to help you solve the problem? Yes No

Q 16. Please evaluate the services provided by the hotline in Chattanooga on a scale of 1 to 5.

21. Very Helpful 5 4 3 2 1 Not Helpful

Q 17. Did you order handbills for Net '95 from Seminars Unlimited?

22. 1. Yes 2. No

Q 18. If you ordered Net '95 handbills from Seminars Unlimited, what grade would you give to the material?

23. A. Give a grade to the graphics and contents of the handbill: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

24. B. Give a grade to the timeliness of mailing: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

25. C. Give a grade to the quality of service at Seminars Unlimited: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

Q 19. If you ordered other Net '95 materials through other suppliers, please give a grade to these resource centers.

26. A. NAD Distribution Center: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

27. B. HART Research Center: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

28. C. Creation Enterprises International: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

Q 20. What advertising did you use in your meetings? (Please check all the squares that apply.)

- | | | | |
|------------------------------|-----------------------------|------------------------------|-----------------|
| 29. <input type="checkbox"/> | 1. Direct Mail of Handbills | 33. <input type="checkbox"/> | 5. Newspaper Ad |
| 30. <input type="checkbox"/> | 2. Billboards | 34. <input type="checkbox"/> | 6. Radio Spot |
| 31. <input type="checkbox"/> | 3. Posters | 35. <input type="checkbox"/> | 7. TV Spot |
| 32. <input type="checkbox"/> | 4. Signs on Public Transit | 36. <input type="checkbox"/> | 8. Other |

Q 21. What pre-meeting events did you conduct? (Please check all that apply.)

- 37. 1. A Church Growth Seminar
- 38. 2. A Friendship Evangelism Class
- 39. 3. The Witnessing Seminar via Satellite in September
- 40. 4. An Interest List Was Set Up
- 41. 5. Visits Were Made to the Interest List
- 42. 6. The Prayer Conference in November via Satellite
- 43. 7. The Discover Jesus Seminar in January
- 44. 8. The Cooking School in January
- 45. 9. A Small Group Bible Study at any time during the project
- 46. 10. Other Activities _____

Q 22. What grade would you give to the following activities?

47. A. Witnessing Training via Satellite in September: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

48. B. Prayer Conference via Satellite in November: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

49. C. Discover Jesus Seminar: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

50... D. Cooking School: (Please check only one square.)
 1. A 2. B 3. C 4. D 5. F

Q 23. The attendance on the opening night of these meetings was: (Please check only one square.)
51... 1. Better Than Expected 2. About What Was Expected 3. Less Than Expected

Q 24. The non-SDA attendance on opening night of the meetings was: (Please check only one square.)
52... 1. Better Than Expected 2. About What Was Expected 3. Less Than Expected

Q 25. Evaluate the following Net '95 materials on a scale of 1 to 5.

53... 1. The Printed Sermons:
Very Helpful 5 4 3 2 1 Did Not Use

54... 2. The Printed Sermon Outlines:
Very Helpful 5 4 3 2 1 Did Not Use

55... 3. Mark Finley's Evangelistic Sermons:
Very Helpful 5 4 3 2 1 Did Not Use

56... 4. C.D. Brooks Answers to Bible Questions:
Very Helpful 5 4 3 2 1 Did Not Use

57... 5. Lonnie Melashenko's Role As Platform Chairman:
Very Helpful 5 4 3 2 1 Did Not Use

58... 6. Lonnie Melashenko's Presentation On How to Study the Bible:
Very Helpful 5 4 3 2 1 Did Not Use

59... 7. The Special Music:
Very Helpful 5 4 3 2 1 Did Not Use

60... 8. Mark Finley's Appeals for Decisions:
Very Helpful 5 4 3 2 1 Did Not Use

Q 26. What was the response to Mark Finley's appeal for decisions in your group? (Please check only one square.)
61... 1. Better Than Expected 2. About What Was Expected 3. Less Than Expected

Q 27. Did you have any non-Adventists who expressed to you personally that they were put out by the fact that the sermons were projected on a screen instead of Mark Finley being present on site?

62... 1. Yes 2. No

Q 28. If you answered yes to the previous question, how many non-Adventist visitors expressed these feelings to you? 63... _____

Q 29. If you answered the previous two questions, did any of the non-Adventists you included in the numbers above quit attending or not make a decision due, in your opinion, to the fact that the satellite link was used instead of an evangelist at your location?

64. 1. Yes

2. No

Q 30. Were there any of your members who felt uncomfortable with the satellite linkage and quit attending because of that feeling?

65. 1. Yes

2. No

Q 31. If you answered yes to the previous question, please indicate how many. 66. _____

Q 32. On balance, what is your opinion of the use of a satellite linkage in public evangelism? (Please check only one square.)

67. 1. It is Excellent

2. It has it's drawbacks, but in view of the fact that top-flight evangelists cannot go everywhere it is a useful tool.

3. It would work better if the satellite linkage were used for selected presentations and most of the meetings were presented by a local preacher.

4. It is okay for some people, I suppose, but I will not use it again even as described in option 3.

5. It was a disaster.

Q 33. Which of the following options for the future would you be in favor of? (Please check only two.)

68. 1. Another 24-night evangelistic crusade in 1996

69. 2. Another 24-night evangelistic crusade in 1997.

70. 3. An evangelistic crusade with the first weekend on satellite but the rest of the series presented by local preachers.

71. 4. An evangelistic crusade with the first weekend and the closing weekend on satellite but the rest of the series presented by local preachers.

72. 5. Stick with the monthly, one-shot outreach seminar ACN is planning and don't do crusade at all.

73. 6. Quit using satellite events for public, just use it within the membership training and special events like the G.C. session.

74. 7. Quit using satellite all together.

Q 34. Would you see any light in a weekly Bible class taught via satellite and suitable for small group or a mid-week meeting at the church or seminar room?

75. 1. Yes

2. No

Q 35. Would you find it useful to have a quarterly training and sharing meeting for lay Bible workers made available via satellite linkage?

76. 1. Yes

2. No

Q 36. Are you planning to conduct the Welcome to the Family class to help assimilate your newly baptized members?

77. 1. Yes

2. No

Q 37. Will you use the satellite presentation of the first session of Welcome to the Family?

78_

1. Yes 2. No

Q 38. What is the predominant ethnic or cultural identification of your church?

79_

1. Asian, Oriental or Pacific Islander
 2. Black, Afro-American
 3. Caucasian
 4. Hispanic
 5. Multi-Ethnic
 6. Other

Q 39. In what year were you born?

80_

1. Born in 1965 or after
 2. Born in 1946 to 1964
 3. Born in 1930 to 1945
 4. Born in 1929 or before

Q 40. Are you employed by a Regional Conference?

81_

1. Yes 2. No

Q 41. Do you preach in at least one of your churches in a language other than English most Sabbaths?

82_

1. Yes 2. No

Q 42. What was the strongest positive element in the Net '95 project?

Q 43. What was the weakest element in the Net '95 project?

Q 44. What would you recommend to the planning committee to do differently if we do a satellite evangelistic campaign again in the future?

Technical Appendix

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedures, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

| Recommended Allowance for Sampling Error of a Percentage In Percentage Points (at 95 in 100 confidence level) | | | | | | | |
|--|------|------|------|-----|-----|-----|-----|
| Size of Sample | 1500 | 1250 | 1000 | 750 | 500 | 250 | 100 |
| Percentages near 10 | 2 | 2 | 2 | 3 | 3 | 5 | 7 |
| Percentages near 20 | 3 | 3 | 3 | 4 | 4 | 6 | 10 |
| Percentages near 30 | 3 | 3 | 4 | 4 | 5 | 7 | 11 |
| Percentages near 40 | 3 | 3 | 4 | 4 | 5 | 8 | 12 |
| Percentages near 50 | 3 | 3 | 4 | 4 | 5 | 8 | 12 |
| Percentages near 60 | 3 | 3 | 4 | 4 | 5 | 8 | 12 |
| Percentages near 70 | 3 | 3 | 4 | 4 | 5 | 7 | 11 |
| Percentages near 80 | 3 | 3 | 3 | 4 | 4 | 6 | 10 |
| Percentages near 90 | 2 | 2 | 2 | 3 | 3 | 5 | 7 |

This table would be used in the following manner: If a reported percentage is 33 for a group which includes 1250 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1250." The number at this point is 3, which means that the 33 percent obtained in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the true figure would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, for example, men and women, the question arises as to how large a difference between them must be before one can be reasonably sure that it reflects a real difference. The tables below indicate the number of points which must be allowed for in such comparisons.

One table is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown.

| Table A Recommended Allowance for Sampling Error of the Difference 50% and 50% (at 95 in 100 confidence level) | | | | | | | |
|--|------|------|------|-----|-----|-----|-----|
| Size of Sample | 1500 | 1250 | 1000 | 750 | 500 | 250 | 100 |
| 1500 | 4 | | | | | | |
| 1250 | 5 | 5 | | | | | |
| 1000 | 5 | 5 | 5 | | | | |
| 750 | 5 | 6 | 6 | 6 | | | |
| 500 | 6 | 6 | 7 | 7 | 8 | | |
| 250 | 8 | 8 | 9 | 9 | 9 | 11 | |
| 100 | 13 | 13 | 13 | 13 | 13 | 14 | 17 |

| Table B Recommended Allowance for Sampling Error of the Difference 20% and 80% (at 95 in 100 confidence level) | | | | | | | |
|--|------|------|------|-----|-----|-----|-----|
| Size of Sample | 1500 | 1250 | 1000 | 750 | 500 | 250 | 100 |
| 1500 | 4 | | | | | | |
| 1250 | 4 | 4 | | | | | |
| 1000 | 4 | 4 | 4 | | | | |
| 750 | 4 | 4 | 5 | 5 | | | |
| 500 | 5 | 5 | 5 | 6 | 6 | | |
| 250 | 7 | 7 | 7 | 7 | 8 | 9 | |
| 100 | 10 | 10 | 10 | 10 | 11 | 12 | 14 |

Here is how the tables are used: 50 percent of men responded a certain way and 40 percent of women respond that way also, for a difference of 10 percentage points between them. Can we say then that the 10 point difference reflects a real difference between the two groups on the question? Let us consider a sample which contains approximately 750 in each of these groups.

Since the percentages are near 50, we consult Table A, and since the two samples are about 750 persons each, we look for the number in in the column headed "750" which is also the row designated "750." We find the number 6. This means that the allowance for error is 6 points, and in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women, we should be wrong only about 5 percent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 2 percentage points.

In another case, responses among a group of 750 men amount to 22 percent and 24 percent in a group of 750 women, we consult Table B because these percentages are near 20. We look for the number in the column headed "750" which is also in the row designated "750" and see that the number is 5. Obviously, then, the two-point difference is inconclusive.