

The Christian Science Publishing Society

BROADCAST KIT

Information on Broadcasting Programs Produced by

The Christian Science Publishing Society
(CSPS)

Christian Science Sentinel® — Radio Edition

El Heraldo de la Christian Science® — Spanish Radio Edition

(The Herald of Christian Science)

Christian Science Quarterly® Weekly Bible Lessons — Radio and Television Editions

This Broadcast Kit includes:

- Basic information about broadcasting CSPS programs
- Suggestions for selecting and communicating with stations
- Descriptions of programs offered
- Broadcast Subscription Application

Welcome to Broadcasting!

Your desire to share the programs of The Christian Science Publishing Society (CSPS) in your community is progressive, and is the natural starting point for working together. This Broadcast Kit — along with other resources — will educate and equip you to best represent these programs to the appropriate broadcaster(s) in your locality, knowledgeably and economically.

You will:

- become more familiar with the programs available from CSPS
- learn what television and radio broadcasters expect from program providers
- decide how to find the right medium and station, and then to negotiate the proper pricing and broadcast arrangements

This Broadcast Kit is the beginning in an important step-by-step process! The following page is a handy guide, with page numbers, that will help you work through the Kit.

Again, thank you for responding to the demand in your community for the message of the Comforter contained in *Science and Health with Key to the Scriptures* by Mary Baker Eddy. We look forward to working together with you.

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OVERVIEW

The CSPA produces several copyrighted programs for radio and television broadcast. Programs are broadcast in many cities worldwide through local sponsorship by branch churches of Christ, Scientist and Christian Science Societies, as well as by others who wish to support this important method of responding to the public's demand for spiritual answers.

WHY BROADCAST?

Television broadcasting and radio broadcasting are two immediate and significant avenues through which to respond with spiritual ideas to a broad public audience in your community. The audiences reached by radio and television broadcasts are different from, and often broader than, those reached by other media, such as newspaper advertisements or participation in community events.

WHAT CONSTITUTES A BROADCAST?

- CSPA produces broadcast-licensed programming on a variety of media, including CD, DVD. In this Broadcast Kit, the term "program" refers to any CSPA broadcast-licensed program, regardless of the medium.
- Programs aired on radio or television are broadcasts.
- Programs that are made available to the public via telephone call-in are broadcasts.

Note: Programs that are played over a closed system in one location, such as a P.A. system at a Christian Science care facility or on a TV in a Reading Room, are **not** considered broadcasts. You do not need permission for such usage.

CAN WE BROADCAST ON THE WORLD WIDE WEB?

It is permissible for a CSPA program to be included as part of a radio or television station's programming that is provided via the World Wide Web, as long as a broadcast license is already in force for the original on-the-air broadcast.

The CSPA has sole web rights to all of their products. No broadcast license will be granted to originate a program on a web site. Anyone wishing to highlight a CSPA program on the World Wide Web can do so by providing a link to The Mother Church web site. For instance, a branch church wishing to place a Sentinel Radio broadcast on the web must link to the *Sentinel Radio Edition* at www.sentinelradio.com.

STEPS TO BROADCASTING IN YOUR COMMUNITY. . .

- 1 Review this Broadcast Kit thoroughly and familiarize yourself with available programs. See PROGRAM DESCRIPTIONS section.
- 2 Research and select radio and/or television station(s). See RESEARCHING STATIONS section.
- 3 **Call the Customer Contact Center to find out lead times needed for subscribing to the programs. In some cases, it may take up to eight weeks to start your program shipments.**
- 4 Negotiate with station(s). However, please make sure you are aware of the first available date of the specific program(s) you wish to air. **You will need to work closely with both the Customer Contact Center and the local station(s) to coordinate your launch date.** See NEGOTIATING WITH STATIONS section.
- 5 Finalize and sign a contract with the station(s).
- 6 Complete and mail/fax your Broadcast Subscription Application to the Customer Contact Center. See BROADCAST SUBSCRIPTION APPLICATION in this packet.
- 7 Consider developing and producing promotional advertising and “tags” to be inserted at the end of programs. See NEGOTIATING WITH STATIONS section.
- 8 Work closely with your station(s) — regularly verify that the station receives programs on time and that the delivery address is accurate. Confirm that the station broadcasts the program for the appropriate week. All programs have broadcast dates on the labels.
- 9 Notify CSPS of any changes in the contact names of your broadcast committee or station personnel, delivery addresses, station(s), or air time as soon as possible. **Note:** If you wish to discontinue your broadcast activities, our systems may require up to eight weeks notice.
- 10 Publish air times, gather and report feedback. See YOUR FEEDBACK section.

Note: A checklist with these steps is included at the back of this Kit to tear off.

A BROADCAST LICENSE IS REQUIRED BEFORE YOU BEGIN BROADCASTING

Only programs specifically licensed for broadcast may be used for such purposes. Audio-visual products that are intended for sale or performance in Reading Rooms and care facilities, or for sale or subscription to the general public, are not licensed for broadcast, nor are they to be duplicated.

Also, you will need to sign and submit the Broadcast Subscription Application to the Customer Contact Center prior to any program(s) being aired. An application is included at the end of this Kit.

Qualifications for Broadcast License — Any person or group wishing to support the broadcasting of CSPS programs, including individuals, branch Churches of Christ, Scientist and Christian Science Societies, or cooperating groups of branch churches and societies, may apply for a broadcast license.

Duration of Broadcast License — Generally, broadcast licenses are granted for on-going broadcasting of programs on a regular basis, and are considered to remain in force as long as the broadcasts continue. In special circumstances, we may also be able to accommodate requests for short-term permission to broadcast programs.

Broadcast frequency — As a general rule, programs intended to be broadcast during a specific time period must be aired at least once during that period. For example, weekly programs may not be aired less frequently than once a week.

ON-AIR DATES — RERUNS OF PROGRAMS

Programs are to be broadcast within the specified range of on-air dates shown on the program label. It is important that programs air within these specified dates. There may be occasions when a broadcast will be pre-empted or delayed, but this should not become a frequent necessity. Except in extreme situations, the Weekly Bible Lesson should not be aired outside of its labeled broadcast week; in such circumstances, please contact us if at all possible, as we may be able to assist you in obtaining the correct program. All *El Heraldo* programs may be broadcast and rerun at any time within two years following the date shown on the label.

CAN WE DUPLICATE PROGRAMS?

No permission is granted for local duplication of any audiovisual programs produced by CSPS, except as may be done by the local broadcaster as necessary to accommodate technical format requirements. CSPS provides all materials used to broadcast CSPS programs. Programs recorded off the radio or TV can be used only for personal use and **may not be broadcast**. Original broadcast-licensed programs may be played in Reading Rooms, but not copies.

QUESTIONS? HOW TO REACH THE CUSTOMER CONTACT CENTER

Customer Contact Center — Local Broadcasting
The Christian Science Publishing Society
PO Box 174
Boston, MA 02117-0174 USA

E-mail: service@cspcs.com

Fax: 1-800-688-2017

TELEPHONE (Mon–Fri 9:00 AM to 5:00 PM ET)

Within the US and Canada

1-800-877-8400

From international locations (toll-free phone lines)

Australia	1800-128-233
Canada	1800-877-8400
Chile	1230-020-3810
Colombia	01800-912-1367
Mexico	001-800-831-1533
New Zealand	0800-447-867
Ireland	1800-55-7846
United Kingdom	0800-89-1090
Uruguay	000-413-598-1017

Phone for all other countries (toll charge — use access and country codes)

English:	617-450-2790
Spanish:	617-450-7731
Toll Fax:	617-450-2282

COST OF LICENSE TO LEGALLY BROADCAST PROGRAMS

This includes the cost of the actual media (CD, videotape, DVD, etc.).
See BROADCAST SUBSCRIPTION APPLICATION for pricing.

STATION AIR TIME COSTS

Stations set prices for air time and/or advertising based on:

- Size or specific interests of their audiences. The larger the audience a station can attract, the more the station can charge
- Competitive station prices
- Time of day
- Repetition — e.g., volume discounts may exist for agreeing to broadcast every week for a certain period of time

Radio and television stations generate revenue by:

- Selling air time for paid programming
- Selling air time for advertising
- Buying or producing programs to benefit and attract an audience with a particular set of characteristics

LOCAL PROMOTIONAL SUPPORT TO CONSIDER

It's often a good idea to alert your community to your broadcast air times and to use local resources to increase the potential audience for these important messages. Some types of promotions include: newspaper advertisements, posters/flyers/postcards/bookmarks, your website, email lists, billboards, and bus/subway posters.

No-cost promotional options may include encouraging church members to tell others about the air times. Have a broadcast schedule in your Reading Room to be shared with visitors, or post broadcast information in a Reading Room window.

TRADEMARK USE GUIDELINES

Christian Science Sentinel, *Christian Science Quarterly*, and *El Heraldo de la Christian Science* are registered trademarks owned by The Christian Science Publishing Society. When your Broadcast Subscription Application has been approved, you will have a License from CSPA to use its trademarks in newspaper advertisements, posters, flyers, billboards, websites, or any other print advertisements that promote your local broadcasts.

- Please use the applicable program name as it appears below in advertisements:

Christian Science Sentinel® — Radio Edition

Christian Science Quarterly® Weekly Bible Lessons — Radio Edition

El Heraldo de la Christian Science® — Radio Edition

- The CSPA trademarks should not be co-branded with other trademarks, meaning they should be distinct and separate from other entities' trademarks (i.e., TV or radio station logos, etc.).
- Any logo needs should be emailed to copyright@cspa.com

STEPS TO TAKE

1. Listen to the radio and watch TV to find stations that have a clear, strong signal throughout your community. For radio, you may find this website helpful:

<http://www.radio-locator.com>

2. Check your telephone directory under "radio or television stations and broadcasting companies."
3. Check the Internet. Some stations have web sites with a great deal of information.
4. Decide between AM or FM radio, and commercial or public access television stations. Audience sizes and costs vary across these formats.
Note: Because public stations receive government funding, some may be unable to air religious programming. In some communities, local public access stations are restricted from airing programs produced outside their broadcast radius. Furthermore, many local public access stations will not air programs that solicit in any way.
5. You may want to consider hiring an agency for help with these tasks. Advertising Agencies may be found in the Yellow Pages of your telephone directory under "Advertising Agencies & Counseling." Look for "all media," "mixed media," or "full service" to ensure they handle broadcasting. The expense of hiring an agency may be recovered through their ability to negotiate lower rates for air time with stations.
Note: Be aware that some stations offer a 15% discount if you are *not* using an advertising agency.

CHOOSE A STATION THAT REACHES YOUR TARGET AUDIENCE

Radio stations are defined by format: News, Talk, Religious, Rock, Ethnic, Jazz, Oldies, Pop, Easy Listening, etc.

Television stations fall into these categories: network affiliate stations, local independent stations, and local community/public access cable stations.

CONTACT A STATION REPRESENTATIVE

You may initially be in contact with a:

- Program Director, who is especially concerned with program content
- Sales Manager, who is in charge of the sales staff and station promotion
- Station Manager, who is responsible for overall station management

WHAT TO CONSIDER

- **Coverage map** — Ask the station for a coverage map to determine where the station's signal can be received. This will help to indicate how many people your broadcast will reach. For radio you may find this website helpful: <http://www.radio-locator.com>
- **Signal quality** (uniform or variable) — Check into the quality of the station's signal. Hills, mountains, etc., can limit some signals. Be sure your station reaches your primary target area clearly at the specific hour of your broadcast. For radio, you may want to ask if the station has different wattage at different times of the day.
- **Days and times of broadcasts** — Audience size and cost of air time varies depending on the time of day of your broadcast. The characteristics of audiences vary as well. Some have found that even when the broadcast times are not the most convenient for church members to listen or watch, the response from the public is good. In fact, some of the most rewarding feedback reports have come from programs aired between midnight and dawn.
- **Station's service record** — The quality of the station's service is important. It is critical that the correct programs be broadcast on time and in their entirety. Before choosing a station, identify how they will respond if a problem occurs. Make your expectations known to your station at the beginning of your discussions with them.
- **Best price** — Ask for the best price for a six-month to one-year contract (or whatever term applies). Stations expect negotiation. Ask for a 15 % discount if you are not using a media agency.
- **Program air time length** — Ask what the length of time is that the station provides for running the program. You'll want to compare CSPS program lengths with the programming time allotted by the station, and you may want to make sure that you have time for a local tag.

The industry standard allows for:

- 28 minutes and 30 seconds [28:30] programming for half-hour time spots
- 56 minutes and 40 seconds [56:40] for an hour of paid programming
- **Number of promotional airings** — Ask for the number of promotional airings that the station will include in the contract price and their length. These are promotions for your program that the station will air.
- **The station's rating** — Ask about the station's rating and/or ranking within the market.

STEPS TO TAKE ONCE YOU'RE INTERESTED IN A PARTICULAR STATION

- Visit the station
- Take the program sample you received with the Broadcast Kit - DVD (for video) or CD (for radio) – to give the station representative a sample to review for quality and content.
- Promote the benefits of the program — help the station understand why the program(s) can be valuable in attracting and building their audience and helping the community.
CSPS programs have a positive, proven track record.

DISCUSS THE FOLLOWING

1. **Costs** — Air time, including the sharing of promotional costs (promo spots and tags) with the station.
2. **Time allowed for airing the program** — The industry standard is 28:30 of air time for half-hour paid programming and 56:40 for an hour of paid programming. You may be able to negotiate a little more time for local tags depending on the station. Be sure to check the length of CSPS programs against the air time length that the station is offering to make sure that you have room for a local tag.
3. **First program air date** — **Before negotiating the first program air date with the station check, with the CSPS Customer Contact Center to determine the date of the first program that can be shipped for broadcast. THIS IS CRITICAL.**
4. **Type of program format needed for broadcast** — Identify what media format is needed for your TV or radio station. See PROGRAM DESCRIPTIONS section for various available media formats for each program.
5. **Shipping address** — Get the address for shipment of programs. **Post Office boxes may not be used**, because CSPS ships programs by courier to ensure arrival. The shipping address must be a street address and include a contact name for delivery and telephone number of the party receiving the programs.
6. **Station Customer Service** — Make sure the station has a good service policy. Find out who will verify that the program has arrived and is ready to be aired on time. Give the station your telephone number, or a number for a reliable contact in case of programming emergencies, i.e., missing programs.
7. **Fill-in rebroadcasts** — In addition to your regularly scheduled program, you may consider giving your station permission to use your programs as fill-ins or in what are called “remnant spots.” Occasionally, stations need quality programming to fill unused time. This arrangement should not affect your normal paid slot. Fill-in rebroadcasts should be provided without additional costs, and the program designated for a specific broadcast week should be broadcast within that week only.

8. **Opening announcements and closing local tags** — The air time allotted and/or the program length may allow you to add a brief opening announcement or closing tag. You'll need to provide the station with a script of exactly what the announcement should say, if the station records it for you. Or you may need to record it yourself. You can use this tag, for example, to give your Reading Room location and/or church location and phone number(s). Or, you can give a phone number to specifically promote a publication such as *Science and Health with Key to the Scriptures* by Mary Baker Eddy, the *Christian Science Sentinel*, or the *Christian Science Weekly Bible Lessons*.
9. **Advertising before and after the program** — You may consider negotiating with the station for what types of advertising can be aired directly before or after the program.
10. **Cooperative advertising** — You may ask the station to help you pay for some of the advertising costs to promote the program. Some stations that have layout and production facilities in their offices may have a barter arrangement with newspapers, whereby the station gives air time to the newspaper in return for advertising space in the newspaper. You might suggest that the station let you use some of their newspaper space to advertise your program and the station.
Note: Developing a large audience for your broadcast is almost as important to the station as it is to you. It is to the station's advantage to help you develop your audience. This assistance should be negotiated along with the contract.

OTHER OPTIONS

If a station doesn't offer "cooperative advertising," you might suggest a compromise that will help both the station and you. For example, if the station wants to charge \$150 per broadcast, you could suggest that the station charge you only \$100. In turn, you would agree to use the \$50 you saved to promote the broadcast. You could also ask the station to match your \$50 to enable you to do more promotion.

ON-AIR PROMOTIONS (PROMOS)

On-air promotions are the station's way of promoting your program(s); this is different from the tags at the end of your program.

- Five, custom-produced, 30-second TV promos for the Weekly Bible Lesson are included in the price of the broadcast right to air. Once your station, your air times, and air dates are established, contact the Customer Contact Center with the information, and your promos will be produced for you ready to air. Allow approximately three (3) weeks of lead time to produce these custom promos for you.
- One custom-produced, 15-second radio promo is provided with each Weekly Bible Lesson — Radio Edition.
- One topic-specific, 30-second promo is provided with each *Sentinel Radio* program. The weekly *Sentinel Radio* promos allow for about 7 seconds of local air time, day, and station ID information to be added. You will need to arrange for this to be recorded each week.
- The program promos are usually aired at the station's discretion. Ask the station how many promo air times are included in the contract price and the likely time periods in which they will be broadcast. Some stations will insist on charging extra for these promos.
- You can produce your own local promos, or a station may allow you to use their facilities and sometimes even their staff. Ask about any charges, and be prepared to write the script yourself and give it to the station.
- You can also choose to use promotional air times to help your audience find out about your church and/or Reading Room, in addition to your program.
- Promos are typically 10, 15, or 30 seconds long.

To STOP DELIVERY OR REPORT MISSING/DAMAGED PROGRAMS — EMAIL OR CALL

Customer Contact Center — Local Broadcasting
 The Christian Science Publishing Society
 PO Box 174
 Boston, MA 02117-0174 USA

E-mail: service@cspcs.com

Fax: 1-800-688-2017

TELEPHONE (Mon–Fri 9:00 AM to 5:00 PM ET)

Within the US and Canada

1-800-877-8400

From international locations (toll-free phone lines)

Australia	1800-128-233
Canada	1800-877-8400
Chile	1230-020-3810
Colombia	01800-912-1367
Mexico	001-800-831-1533
New Zealand	0800-447-867
Ireland	1800-55-7846
United Kingdom	0800-89-1090
Uruguay	000-413-598-1017

Phone for all other countries (toll charge — use access and country codes)

English:	617-450-2790
Spanish:	617-450-7731
Toll Fax:	617-450-2282

Note: You, **not the broadcast station**, should be in direct touch with the Customer Contact Center to report missing or damaged programs.

When you email or call, please be ready to provide the following information:

- Account name: church, broadcast committee, or individual's name
- The **account number** to which the programs are billed
- The program you broadcast and the format of the program, i.e., DVD or CD
- Your name and telephone number
- The nature of your request
- Ship to, name, address, and telephone number
- The program number and/or date you are missing and/or the week in which it is scheduled to air

MISSING AND/OR DAMAGED PROGRAM(S) POLICY

- The Customer Contact Center can trace delivery of programs reported as undelivered. If they find that the program has been delivered, they can provide the date and time of delivery and the name of the person who signed for it.
- If the program(s) have not been delivered, CSPS will rush a new one at our expense. Please notify the Customer Contact Center **immediately**, if you determine that your program(s) have not arrived.
- If a program has been delivered but misplaced, CSPS will replace it but charge you the normal price plus any additional production charges and any express shipping charges that may apply. If the station lost the program, it will usually reimburse you as its customer.
- If there is a problem with a program, please be sure to check it thoroughly. The problem may be with the equipment being used, rather than the program. For example, you might try adjusting the tracking option on the VCR. If after verifying and checking the problem you still find it is with the program, notify the Customer Contact Center immediately for a replacement.
- **PLEASE RETURN defective program(s) to the CUSTOMER CONTACT CENTER.**

This allows CSPA to refer the problem to the duplication vendor. Be sure to attach the following information: your name, phone number, email address, the account number, and the nature of the problem.

Send to:

Customer Contact Center — Local Broadcasting
The Christian Science Publishing Society
PO Box 174
Boston, MA 02117-0174 USA

STOP PROGRAM DELIVERY POLICY

- Programs are set up on a standing order, so the Publishing Society will continue to send them automatically, and bill you for them, until you call and specifically tell us to stop delivery. Since the programs are manufactured several weeks in advance, please be advised that the Customer Contact Center may need up to **eight weeks** notice to stop your order.
- You will also need to contact your station if you plan to stop broadcasting.

HOW DO I READ PROGRAM LABELS?

Examples:

SENR 30-424 stands for the **SEN**tinel Radio version to air within a **30** minute time-slot for 2004, **24**th week of the year.

HSPR-433 stands for the **H**erald **SP**anish **R**adio for 2004, **33**rd week of the year.

BENR-452 stands for the **B**ible Lesson in **EN**glish for **R**adio for 2004, **52**nd week of the year.

BENT-444 stands for the **B**ible Lesson in **EN**glish for **T**elevision for 2004, **44**th week of the year.

HOW DO WE DISPOSE OF OLD PROGRAMS?

Please, do **not** return out of date programs. While videotapes and audiocassettes can be reused, CDs and DVDs cannot have new material recorded on them. After programs have aired, consider these possibilities for used programs:

- All *Sentinel Radio* and *El Heraldo* programs may be put in Christian Science Reading Rooms for listening or borrowing, but not for resale.
- Donate videotapes to a local school. High schools, vocational trade schools, and colleges can often use videotapes for their students' projects.
- Donate videotapes to a local public radio or TV station.
- Check your local recycling company to see how tapes and other media are recycled.

YOUR FEEDBACK

Your feedback is valuable! CSPS would like to know of comments you receive about the programs. Your comments and listener feedback help us produce programs that are interesting and full of fresh ideas.

- Collect feedback from individuals with whom you come in contact.
- Ask station officials, sales people, and receptionists to give you feedback they receive regarding your broadcast and to refer any calls about the programs to you.
- In your closing tags, you might specifically invite listeners/viewers to call a local number or write to a local address with their comments about the programs.

Please email feedback about the program(s) to:

Customer Contact Center service@csps.com

EXAMPLES OF FEEDBACK*From Station Personnel*

"I highly recommend the Weekly Bible Lessons, which is broadcast on Sunday at 9:30 a.m. In this day and age of crime and violence, I believe that we need more of this kind of programming."

"I can only tell you that I think the Radio Edition of the *Sentinel* series is accomplishing what I am certain is its spiritual goal, and we are gratified to be able to air this series on our radio station."

From Listeners

Vienna, Austria

"I heard your very interesting program about soul and body on the radio. I'd be grateful if you could send me a publication [the *Herald*]."

Cuba

"I was listening to the radio and found your program. At the very beginning I thought it was nothing to write home about, but when I kept listening I recognized how useful it was. You give people happiness for instance. I guess your program has helped me to get more faith in God, since then I'm an admirer of yours."

Victoria, Canada

"The Weekly Bible Lesson television is watched here [in the prison] and appears to not only be of interest, but of use in the men's spiritual development."

Kentucky, USA

"On December 24 I was listening to a show about Jesus and healing on your station. I work in a hospital here in Paducah and am currently going to nursing school. I am married but have no children. I really liked your show on healing through faith in Jesus Christ."

New Jersey, USA

"Thank you so much for the weekly Sunday morning *Sentinel* Radio programs. The remarks about our closeness to God gave me much courage with a problem I've been dealing with."

Nebraska, USA

"I was fortunate enough to hear the Radio Edition of the *Christian Science Sentinel* this morning. The testimony...was especially meaningful to me, as I have just lost my husband... So can you imagine what her testimony meant to me as I have been battling the same problems she has met so beautifully...."

PROGRAM DESCRIPTIONS

The Christian Science Publishing Society produces several programs in various formats for broadcasting. Check with the station to determine which format is required.

For radio broadcasting: CD and audiocassette tapes

For television broadcasting: DVD, VHS, and Betacam in the NTSC standard only. DVD is the only international format available.

Christian Science Sentinel® — Radio Edition

Inspiring interview format that explains and illustrates the healing power of God in people's everyday lives. Programs contain compelling first-hand accounts of healing, and people talk about how they're attaining better health, freedom from anxiety and stress, greater happiness, and rejuvenated lives.

Language: English

Formats: CD and audiocassette

Frequency: Weekly

Length: 27:55 (allows for a 35 second local tag)

Christian Science Sentinel® — Radio Edition promos

Promos for each weekly program are automatically included with every program. They are on Track 2 of the program CD each week, and they are 15 seconds after the program on the audiocassette. These promos include about 20 seconds of copy and then allow for about 7 seconds of local air time, day, and station ID information to be added. You would need to arrange for this local information to be recorded each week.

Promos can be broadcast in advance of the program air date to promote the specific program topic. Also, generic *Sentinel Radio* promos are available separately. (Call the Customer Contact Center to order).

Language: English

Length: 30 seconds

El Heraldo de la Christian Science® — Radio Edition
(*The Herald of Christian Science* — Spanish Radio Edition)

Inspiring interview format that explains and illustrates the power of God in people's day-to-day lives. Includes testimonies of healing and interviews with people from around the world.

- Language: Spanish
Formats: CD and audiocassette
Frequency: Four programs per month
Length: 27:55 (allows for a 35-second local tag)

El Heraldo de la Christian Science® — Radio Edition (Start-up Kit)

This Start-Up Kit includes 8 programs and is a one-time purchase — not an ongoing subscription. It may be ordered in conjunction with your order of the *El Heraldo* program.

- Language: Spanish
Formats: CD only

Christian Science Quarterly® Weekly Bible Lessons — Radio Edition

Twenty-six life-affirming subjects covered by citations from the Bible and *Science and Health with Key to the Scriptures* by Mary Baker Eddy. Spiritually enriching, these lessons provide an on-going and fresh approach to everyday questions.

Language: English
 Formats: CD and audiocassette
 Frequency: Weekly
 Length: 28:30

Christian Science Quarterly® Weekly Bible Lessons — Radio Edition promos

Topic-specific promos are automatically included with every program. They are on Tracks 2 and 4 of the program CD each week, and they are 8 seconds after the program on the audiocassette.

Promos may be broadcast in advance of the program air date to promote the specific program topic.

Language: English
 Length: 15 seconds

Christian Science Quarterly® Weekly Bible Lessons — Television Edition

Inspiring reading of the Weekly Bible Lessons found in the *Christian Science Quarterly* presented in a casual setting.

Language: English
 Formats: DVD, VHS, and Betacam in the NTSC standard only.
 DVD is the only international format available.
 Frequency: Weekly
 Length: 28:30

Christian Science Quarterly® Weekly Bible Lessons — Television Edition promos

Five custom-produced TV promos for the Weekly Bible Lesson are included in the price of the broadcast right to air. Once your station, your air times, and days are established, contact the Customer Contact Center with the information, and your promos will be produced for you, ready to air. Allow approximately three (3) weeks of lead-time for CSPA to produce these custom promos for you.

Language: English
 Length: Five thirty-second promos

BROADCASTING CHECKLIST

- Review this Kit thoroughly.
- Research and select radio and/or television station(s).
- Call the Customer Contact Center to find out the lead-time needed for subscribing to program(s).
- Negotiate with station(s).
- Finalize and sign a contract with the station(s).
- Complete and return to the Customer Contact Center a BROADCAST SUBSCRIPTION APPLICATION (see attached).
- Consider developing and producing local promotional advertising and “tags” to be inserted at the end of programs.
- Notify the Customer Contact Center of any changes in air time, contact names of our broadcast committee or station personnel, delivery addresses, or station(s) as soon as possible.