

A Woman's Perspective

COMMUNICATOR'S CORNER



by Edward A. Wright
International LLL
Communicator

After months of research, LHM is ready to unveil a new women's radio show: "Life . . . Revised" with the tag line of "Your life . . . only better." It will be targeted to reach women between the ages of 24-35; however, based on research, it is expected that women between the ages of 36-49 will relate to it as well.

The goal of the show is to bring a message of hope in Christ to women who are hurting. "Life . . . Revised" will be a 60-minute talk show featuring special guests.

A 30-minute program will be created for stations that do not have time available for the longer format. The host of the show, Jane Wilke, holds bachelor's and master's degrees in education and has served professionally as a teacher, an editor for CPH and now as Assistant Director for Creative Services at LHM.

Her co-host, Michelle Bauer, has a bachelor's degree in radio, TV and film and a master's degree in economic development.

Michelle currently works for a crisis center as Director of Fund Development. Both women are experienced in broadcast and media.

The pilot, produced in July, is being tested in focus groups comprised of LCMS church leaders and unchurched women in four U.S. cities. These women will determine what type of format will be most appealing to unchurched women.

Has the neighborhood around your church changed? Do you wish you could be more effective in reaching out to your new neighbors? If so Lutheran Hour Ministries' special religious research profiles are now available to help you prepare to reach younger people and other special groups.

Yet this fall, stations currently airing "Woman to Woman" will be asked to transition to the new program beginning in January 2006, when "Life . . . Revised" begins its weekly broadcasts. A web site is being created to complement the show and will feature issues important to women in the target age groups.

Keep tuned to lhm.org for more info about the show for updates.

Ministry Profiling

Has the neighborhood around your church changed? Do you wish you could be more effective in reaching out to your new neighbors? If so Lutheran Hour Ministries' special religious research profiles are now available to help you prepare to reach younger people and other special groups.

- *College Students*, which have a high unchurched rate;
- *18-24 Year Olds*, gain insight into their felt needs and concerns;
- *Urban Black Americans*: historically a spiritual Christian group, with distinct preferences in how to be invited to church and
- *Unchurched Women*: defined in three age categories with unique needs.

Normally these reports cost \$350 each; however, a \$250 discount is now available for LCMS and LCC members. You pay just \$100. To purchase specialized religious re-search reports send an e-mail to localmedia@lhm.org or call (800) 752-9636

Care Around the Globe

LHM is sending Global Care Packages for their 2005-06 project, this time to Uganda, an African nation once ruled by the terrorist dictator Idi Amin.

The program includes By Kids-For Kids, Teacher to Teacher, and The Mothers Touch that share not only needed school supplies and other materials but also the Good News of God's love.

Uganda is among the poorest nations in the world

with more than 40% of the population living in poverty and the presence of the Muslim religious zealots making a concerted effort to convert the people to Islam via aggressive education programs and promises of job opportunities.

In addition Uganda has one of the highest per capita AIDS rates in the world. Our US and Canadian children, teachers and mothers can demonstrate the love of Jesus to the Ugandan people by participating in this, the League's 17th global undertaking that has sent more than 240,00 packages to 16 countries in the last ten years.

Please get involved. You can register online indicating how many boxes desired, at lhm.org or call 800-944-3450. The boxes cost \$3.00 each to help defray production and shipping costs.

After the boxes are collected they are sent by Orphan Grain Train to Kenya and then overland to Uganda and received by our director of LHM, Rev. Charles Bameka in Uganda.

All churches and schools involved can receive a DVD report on the de-livery of the items. □

Leaders For Tomorrow



LWML NEWS

By Margie Smith
Communications
Coordinator
Florida Georgia
District LWML

The Florida-Georgia District LWML will hold several workshops throughout the District to develop and train leaders at the local, zone and district levels of LWML. These workshops will begin January 14 at St. John Lutheran Church-Ocala. Other locations will be Redeemer Lutheran Church-Melbourne, and Lake Wales Lutheran Church. Plans are being made for more workshops in Georgia and South Florida.

Mission Grant Proposals

Do you have a mission outreach project in need of funding? Lutheran Women in Mission collect mites for just that purpose. Last biennium, more than \$100,000 was spent for district LWML grants.

The deadline for submitting grant proposals is *March 15, 2006*.

Contact Desiree Crawford, Vice President for Mission Grants, at 904-388-7668 or dmm0926@bellsouth.net for guidelines and

forms to submit a mission grant proposal.

Nominations Deadline

The election of district officers will take place at the convention in Palm Beach Gardens, September 22-24, 2006. Positions to be filled are Vice President for Mission Service, Vice President for Leadership Development, Recording Secretary, Treasurer, and Nominating Committee.

The deadline for these nominations is *February 15, 2006*.

Also elected at the 2006 convention will be a new Pastoral Counselor. The deadline for nominations for this position is much earlier: *January 1, 2006*.

Please submit all names for nomination to Carol Alberts, 352-854-5507 or lwmlcarol@atlantic.net. □

Reaching out to groups different than yourself can be especially challenging. These special reports are designed to help you better understand the distinctive characteristics of various groups, which in turn will assist your congregation's evangelism efforts.

Current reports available include:

Voices of Hope Shares LSF Story

Members of Lutheran congregations in Florida will soon have opportunities to hear more about Lutheran Services Florida, the social ministry arm of the Florida-Georgia District and the Florida-Bahamas Synod of the ELCA.

LSF has launched a new group called "Voices of Hope" just for the purpose of bringing the message of LSF and its ministries to congregations. "Voices" is comprised of retired pastors with enthusiasm for the special human care ministries that LSF carries out, and with the energy and willingness to share that enthusiasm, according to

Gary Kovar, Director of Resource Development.

Speaking to Florida LCMS congregations will be Pastors John Fischer, John Frerking, Erich Heintzen, David Ludwig and Ken Schamens. They will be contacting congregations regarding opportunities to lead Sunday worship and tell the LSF story.

Lutheran Services Florida was formed some 23 years ago under the leadership of the late Dr. August Bernthal and the late Dr. Lloyd Behnken, both former Florida-Georgia District presidents; along with Bishop Royal Yount of the then Lutheran

Church in America; Bishop David Wolber of what was then the American Lutheran Church; and Auxiliary Bishop Lavern Franzen of the former Association of Evangelical Lutheran Churches. The LCA, the ALC and the AELC have since come together to form the ELCA.

"The name of the group — 'Voices of Hope' — was chosen to illustrate the purpose these pastors serve, bringing a message of hope on behalf of those in hopeless situations and inviting the people of faith to join in actions that bring hope as well," said Franzen. □

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