

HOPE CHANNEL REPORT

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Integrated Executive Summary

Is Hope Channel Reaching the Next Generation? A Program Evaluation from the Perspective of a Diverse Population of Students at Andrews University

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Purpose and Background of Study

The purpose of our overall study, supported by the General Conference Office of Archives, Statistics and Research (ASTR), was to conduct an evaluation of Hope Channel Programs by students at Andrews University overall and by key socio-demographic groups. The research methodology and data collection instruments, including specific programs to be evaluated, were developed by the Andrews University investigators in cooperation with ASTR and Hope Channel personnel. Andrews University was chosen as the place to conduct this study because of the diversity of its student body. Andrews is listed by U.S. News and World Report as one of the top 10 U.S. universities in the percentage of international students and ethnic diversity. The project was approved in September of 2012 by ASTR and by the Andrews University Institutional Review Board (IRB) on October 3, 2012.

The overall project was comprised of three inter-related studies. The first study consisted of a survey of Andrews University students' views of Hope Channel programs and their suggestions for program improvement. The second study analyzed Media Diaries kept by a diverse sample of students. This study enabled us to examine, in detail, student perceptions of specific Hope Channel programs after they had viewed the programs. The final study was composed of two focus groups selected from the Media Diary participants. It was designed to discuss student views of Hope Channel in general, examining such questions as content quality, variety, and preferences as well as specific suggestions for improvements.

The overall project generated three different reports. These are:

1. A Survey Report of Andrews University Student Evaluations of Hope Channel Programs
2. A Media Diary Report
3. A Focus Group Report

Each report describes the methodology used, the study results and a summary of the study findings. The purpose of this document is to provide implications and conclusions by

integrating data from the three studies. This report attempts to integrate the conclusions and implications of all the studies into one document.

Conclusions and Implications

1. Market saturation -- There is market saturation of Hope Channel awareness, with about 90% awareness.
2. Hope Channel and 3ABN have a similar rate of viewing – The data suggest that the student audience may not discriminate between these two networks. It is also important to note the low percentage of students who viewed other Adventist media. This market awareness saturation may suggest some real opportunities for Hope Channel to increase viewing hours.
3. Hope Channel was watched for relatively few hours – The time spent watching Hope Channel by the majority of student respondents was generally less than 1 hour per week and was most likely to occur during the evening.
4. African students and students with children watch significantly more hours of Hope Channel programming per week -- The exceptions to Item #3 above are African students and those students with children at home. This may suggest that students from parts of the world with limited sophisticated media are more likely to watch Hope Channel and those with children desire Christian media for their children.
5. There was a high level of support and appreciation for Hope Channel programs and their content – This was evident in the survey and particularly in the Media Diaries. However, it is important to note the evaluations were more in the satisfactory range rather than the high satisfaction or impact range.
6. No desire to reduce any type of program, with a desire to increase family and youth programs -- The most suggestions for increasing programming were for family programs and programs focusing on youth. There was no overall interest in decreasing any specific program or any category of programs.
7. Support for program expansion --- There was a significant level of desire to expand Hope Channel programs as an alternative to popular media. This seemed most desired by those with children at home. The data on the age distribution of children suggests a significant opportunity for Hope Channel to develop programs for pre-teens.
8. There were major differences in Hope Channel perceptions by socio-demographic group.
 - a. Generally in almost all categories, the African students were consistently more likely to watch, recommend and positively evaluate Hope programs. Hispanic student also tended to have a very positive evaluations. This may

suggest that students from countries with less sophisticated media were more positive about Hope Channel programs.

- b. African American and Caucasian students had the least positive perceptions of Hope Channel. This may reflect the sophistication of media in the U.S. as well as the wide range of media choices available to more developed countries. This may cause Hope Channel to be evaluated relative to other competing media, whereas in other parts of the world the extent and quality of available media may not as high.
9. Suggestions for Improvement – Respondents to the survey, the media diaries and the focus groups provided a number of suggestions for improvement:
- a. Desire for improved production quality more in tune with what youth expect in media -- Students who participated in the surveys, media diaries, and focus groups particularly disliked shows with a slow lecture format or that were disconnected from real-life issues. All three study groups also expressed displeasure with the dated program sets and the overall production values of a number of the shows. Respondents wanted to see updated sets with improved production values, including more sophisticated use of graphics, that they see in current media.
 - b. Desire for programming targeting youth -- All respondent groups were generally in agreement in their general recommendations for improvements to Hope Channel, including:
 - i. making programs more real and genuine
 - ii. discussing important social and spiritual issues
 - iii. targeting a younger audience through younger program hosts
 - iv. creating more dynamic programming that can hold the attention of younger audiences.
 - c. The data from all study groups also provided some specific programming suggestions:
 - i. a show for those who are exploring and sometimes questioning their faith and beliefs – ‘searchers’
 - ii. a show exploring the various ways that Adventist congregations around the world live out their faith
 - iii. a show examining interpersonal relationship dynamics
 - iv. a series of Bible story movies
 - v. T.V. documentaries
 - vi. an Adventist situation comedy
10. All groups recognized the important content -- It is important to note that all three study groups recognized the important content of Hope Channel programs and they appeared to be very interested in improvements. To obtain and hold an audience, modern media tends

to focus on violence, sex, and/or graphics that surround a message. Christian media has an extraordinarily important message, but the data suggest that while the importance of this message is recognized, the respondents in all three studies feel that Hope Channel needs to improve the quality of the delivery of its important message with higher quality production values. We recognize that it is very difficult to compete with the almost unlimited budgets of modern media. However, the data presented in these reports suggests that to reach young adults in the U.S., there is a need to raise production values closer to what youth expect to see in modern media.

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- Zachery Weems** – Assisted in Media Diary data cleaning.
- Glenn Roper** – Created Media Diary website.
- Sonia Cernia** – Developed Media Diary data graphs.
- Alissa Mayer** – Assisted in setup of SurveyMonkey website.

Student Survey Report

Is Hope Channel Reaching the Next Generation? A Program Evaluation from the Perspective of a Diverse Population of Students at Andrews University

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Background and Overview

This report focuses on the first study of our overall project; the survey of Andrews University Student Evaluations of Hope Channel Programs.

Report Sections

- A. Student Responses to Questions – These data are the core of the report and reflect on Hope Channel market penetration, evaluations of program types and an assessment of the perceived impact of Hope channel and its programs.
- B. Differences by Socio-Demographic Group – Student response were examined by ethnicity, gender, class standing, and whether or not children were living in the home. It is important to ascertain if responses varied significantly by these characteristics to help Hope Channel executives to determine the differences, if any, in evaluation and impact of programs by individuals in these social groups.
- C. Suggestions for Program Improvement – These comments may help Hope Channel program planners determine how they might address issues raised by the students.
- D. Summary and Implications of the Findings – Finally, the implications of the findings are examined to facilitate Hope Channel planners' continuing efforts to improve program quality and impact.

Survey Development

The survey was developed by the project investigators in close cooperation with the staff of ASTR and with input from Hope Channel Staff. The development of the survey was based on the need to examine the following general areas:

1. Market penetration
2. Types of programs viewed
3. Evaluation of programs viewed
4. Suggestions for increasing or decreasing specific types of programs
5. Perceived impact of Hope Channel programs

6. Evaluation of Hope Channel and the Global Gospel Mission of the Seventh-day Adventist Church
7. If Hope Channel programs were recommended to others
8. Determining if there were differences by socio-demographic characteristics
9. Suggestions for new programs.

An initial draft of the questionnaire was developed by the investigators and sent for review by ASTR and Hope Channel staff. After all suggestions were incorporated, a final draft was posted. The final questionnaire contained 37 specific questions.

Data Collection

An internet-based survey program called Survey Monkey was used to collect the data. After IRB approval, Andrews University Provost Andrea Luxton sent an e-mail to all Andrews' students inviting them to participate in the study. The invitation noted the voluntary nature of the study. We also worked with the International Student Office to encourage participation in the study by international students. Midway through data collection Provost Luxton and the International Student Office sent reminders out to all students on campus. The survey was posted on October 4 and taken down on November 1, 2012. By that date, two days had passed without new respondents. Our target number of respondents was 400. Five hundred and twelve individuals logged on to the survey page with 496 initiating the survey. Of that total, 453 finished the survey, for a completion rate of 88.5%.

Because it was felt that viewing Hope Channel in the last year was needed to validly evaluate Hope Channel programs, we used a screening question (Question #11) to determine who would evaluate specific types of programs. Only those who had viewed Hope Channel in the last year (55% of those who were surveyed) were asked to answer questions about specific types of programs. This reduced the responding sample for these questions to 267. As will be noted later, this is the average number of respondents who evaluated programs or made suggestions.

The first section of the report reviews the main findings of the primary questionnaire, titled *Hope Channel Program Evaluation* (Appendix A). The percentages and numbers following the side headings refer to the student responses to each question. The statistics in **bold** reflect the mode (the most frequent) response.

Student Responses to Questions

Demographics

While the demographic questions were asked last in the survey, we are presenting them first to provide the context for interpreting the data. Questions #34 - #43 in the survey represent the socio-demographic characteristics of the respondents.

Fifty-three percent of the respondents were female (about the same as the university as a whole). U.S. News and World Report lists Andrews University as one of the 10 most international and diverse campuses in the United States. The data in Tables 36 and 37 document this broad diversity. While Caucasian was the most common response category, the percent was under 40. The next most common ethnic group was Hispanic (16%), followed by Asian (14%), African American (9%), and African (9%). One of the interesting aspects of Table 37 is that 6% of the respondents reported that they were multi-ethnic.

Although we asked respondents to give their exact age, we decided to conduct our analyses using class standing as our major analysis category. This category reflects the daily demands on the students. There was a wide distribution of class standing in this survey. Overall, about 51% were either graduate or seminary students. Freshman comprised the lowest proportion (8%); graduate/professional students comprised the highest (29%), with seminary students at 22%. In our experience, this survey attracted a higher percentage of graduate students than most surveys conducted at Andrews. This may reflect our specific requests to international students through the International Student Office as well as a heightened interest in a study focusing on the Hope Channel among Graduate and Seminary students.

Table 36 asked for the respondents to provide their national identification. However, that question did not work out well. The list was confusing and it was not possible to clearly classify. The ethnic identification asked for in Table 37 was much clearer and was used for further analysis.

The majority of the respondents (57%) in Table 39 indicated that they have never been married. Thirty-eight percent were currently married, reflecting the large number of graduate student respondents. Table 40 shows that 29% reported that they had children living in the household. Of this number, 71% had at least two children, with 26% reporting three or more children. No one reported having more than 4 children at home.

Over 91% of the respondents identified themselves as Seventh-day Adventist. This is consistent with the known distribution of religious affiliation of Andrews's students. The small percentage of non-SDAs precludes any analysis of Hope Channel programs by religious affiliation.

Eighty percent of respondents identified English as their Mother Tongue, defined as "your first language or the language you speak best." Spanish followed at a distant second at 12%, with French (4%), Portuguese (3%) and Chinese (2%) coming in last on the group of listed languages. An additional eighty-two individuals listed languages other than the five listed in the question, with Korean and Swahili featured most prominently in the list. The wide range of languages clearly illustrates Andrews University's multi-cultural presence.

Question #2: Do you ever use the internet or television to search for and view spiritual content?

The data suggest that almost all (91%) of the respondents used the internet or T.V. for spiritual content. These data suggest that it is very important for the Adventist Church to be a part of providing spiritual material to this young adult target group via electronic media.

Question #3: What content do you typically search for?

Table 3 shows the types of programs the respondents search for on the internet or TV. It should be noted that they could indicate more than one. Over two-thirds indicated that they searched for sermons or other verbal presentations, over 60% reporting searching for devotional material, and around half searched for musical programs or general religious news and information. The findings suggest that the respondents search for a wide variety of programming material and do not appear to be targeting a narrow range of material in their searches.

Question #4: How many hours of religious programming would you estimate that you generally watch on TV or the internet in a typical week?

It should be remembered that the sample consisted of students who are generally very busy attending classes and working. The data show that almost half (49%) watch only one hour or less per week of religious programming with only about 5% watching 5 or more hours per week. There is a large group, about one-third, who watch 2-5 hours per week.

Question #5: Have you ever watched....3ABN Network, The Hope Channel, etc.?

A higher proportion of students (87%) watched the 3ABN Network than the Hope Channel (83%). This was not a statistically significant difference. The majority of respondents had not ever viewed the other Adventist or non-Adventist religious channels listed. The data suggest that that 3ABN and Hope Channel are both seen as the major Adventist Channels and that there is a very high viewing overlap among these respondents.

Question #6: Had you ever heard of the Hope Channel (produced by the General Conference of Seventh-day Adventist)?

The data in Table 6 show that about 92% of the samples had heard of Hope Channel. This suggests that, at least in terms of this population, there is a market saturation of awareness.

Question #7: How did you first hear of the Hope Channel?

The data in Table 7 indicate that the source of awareness of Hope Channel was varied, with over one-third noting that they heard of Hope Channel at Church and another quarter hearing about it from family members. The data suggest that pastors may be the best source of knowledge of Hope Channel and that word of mouth may be the next best source (via family and friends).

Question #8: How AWARE are you of the following Hope Channel-owned websites?

Question #9: Have you ever VISITED any of the following Hope Channel websites?

Question #10: Have you ever VISITED any of the following international Hope Channel websites?

The data in Table 8 indicate that there was generally no awareness of the specific Hope Channel websites listed in the questionnaire; over 60% indicated no awareness of each site listed. Less than 10% indicated that they were very aware of any site. As shown in Table 9, there was very little visiting of any Hope Channel owned website listed. Only Hope.NETOnline.org had more than 10% who visited the site; that site had 19% who reported visiting. Similar to the data in Table 9, the data reported in Table 10 show that over 90% had never, in their lifetime, visited the international sites listed. The only two sites that received more than 10% visitations were the HopeChurchChannel.org site (31%) and esperanzatv.org (13%). These data, combined with the data on hours viewed, suggest that while there is high market penetration relating to awareness of Hope Channel websites, there is relatively little actual engagement.

Question #11: Have you ever watched any of the Hope Channel television or internet programs in the last year?

Question #12: Have you ever watched any of the Hope Channel television or internet programs in the last month?

Question #13: Have you ever watched any of the Hope Channel television or internet programs in the last week?

The data reported in Table 11 show that about two-thirds (68%, N=267) of those who responded had viewed Hope Channel programs in the last year, with the majority (55%) reporting viewing in the last month, but only about a third (34%) viewing in the last week. Those who had not viewed the Hope Channel in the last year were told to skip to the socio-demographic questions. It was concluded that in order to validly evaluate programs there had to be viewing in the last 12 months. Thus, the final sample size of 267 who actually viewed programs in the last year becomes the maximum survey sample size for the remainder of the program evaluation questions and analyses.

Question #14: How do you usually watch the Hope Channel?

Question #15: Were the types of programs you like to watch offered at the time you could best watch them?

Question #16: What time of day do you most often watch the Hope Channel?

The data in Table 14 show the wide diversity in the types of media used for viewing Hope Channel programs. No method of viewing achieved a majority of responses. The largest mode of viewing was via live streaming (38%). This response, combined with Other Internet site (21%) viewing, suggests that a large majority of student respondents (59%) usually watch the Hope Channel via the internet. It is interesting to note that 6% viewed Hope Channel on their smart phone! The data clearly suggest the importance of the internet for reaching this target

group and the importance of further improving the cell phone app for the Hope Channel. The data in Table 15 suggest that there is considerable satisfaction with the times that Hope Channel programs are offered; with 62% reporting that the programs that they watch are offered at the time they can watch the program. As is shown in Table 16, almost two-thirds of the respondents watch Hope Channel in the evenings from 6 p.m. to 11 p.m. Prime time for traditional media appears to be prime time for the Hope Channel.

Question #17: How likely are you to watch the type of Hope Channel programs listed below?

Data in Table 17 suggest wide diversity in types of program preference. Only one type of programming received a mode of ‘Very Likely’ to watch - Musical Programming (35%). Except for Adventist News, all other type of programs received a modal response of ‘Likely’ to watch. Overall, these data suggest that the majority were at least likely to watch each type of programming listed, the preferences for particular programming were not likely to be strong.

Question #18: Should the Hope Channel increase or decrease these kinds of programming, or should they remain the same?

The data in Table 18 show that there is very minimal interest in decreasing any type of Hope Channel Programming. Five types of programs received a modal response for increasing programming: Health, Prophecy, Doctrine/Theology, and Musical Programming. Only Family programming received a majority (53%) of respondents wishing this programming to increase. Overall it is important to note that these data show that very few of the respondents want to Decrease any type of program, indicating an overall satisfaction with the variety of programs that are offered.

Question #19, which asks about the kinds of programs that are missing from Hope Channel, is found in the section titled “Suggestions for Program Improvements” toward the end of this report.

Question #20: What language do you usually watch The Hope Channel in?

About 95% of the respondents who watched Hope Channel in the last year watched in English. Only Spanish achieved more than 1% viewing (at 3%). This may have occurred because the international students at Andrews University are reasonably fluent in English and/or given that many Hope Programs are dubbed in other languages, the students may prefer to watch the program in the original language used in producing the programs.

Question #21: How relevant do you find The Hope Channel programs that you watch?

Only 3% concluded that Hope Channel programs were Not Relevant. The modal response was Somewhat Relevant at 41%. It is important to note that over three-fourths of the

respondents (78%) viewed Hope Channel Programs as Somewhat Relevant or Very Relevant; however, about half of these were in the Somewhat Relevant category (38%).

Question 22: Overall, how satisfied are you with The Hope Channel programming you watch?

Only about 11% of the respondents concluded that they were Unsatisfied with Hope Channel programs. The modal response was Satisfied at 44%. It should be noted that the next most common response was Neutral at 32%. It is important to note that a majority (57%) of the respondents were at least Satisfied with Hope Channel programming! While it is important to document satisfaction by a majority, the data suggest there is room for improvement in moving the neutral responses to at least the Satisfied response category.

Question #23: Did you write or contact any Hope Channel program in the last year?

Question #24: Why did you write or contact The Hope Channel program?

Question #25: Which program did you contact?

Even though the respondents to this question were only those who watched Hope Channel Programs in the last year, about 94% of them had not contacted any program. Of the very few who contacted a program, most (58%, N=7) requested free material, with 42% making a prayer request. Of the 11 individuals who contacted a program, two contacted Let's Pray, two contacted Amazing Facts, and the rest contacted miscellaneous other programs. It appears that most students are passive viewers of content, and prefer not to interact with the shows through direct contact.

Question #26: To what extent has watching Hope Channel programs impacted your life in a positive way?

The modal response to degree of impact was one of a Moderate Impact (35%). Only 25% of the respondents perceived that Hope Channel Programs had a High or Very High Impact on their lives with a higher percent (41%) perceiving No or Small Impact. These data suggest that generally those who watch Hope Channel Programs do not perceive a major impact on their lives from their viewing of Hope Channel programs.

Question #27: What areas of your life have been most impacted by Hope Channel programs?

The majority of respondents who perceived some form of impact, indicated that Hope Channel programs had improved their Biblical Knowledge (52%). The next highest impact was improved Spiritual Life and Improved Relationship with Jesus (40%). The smallest impact was an improved Ability to Witness (15.6%). Overall, the data suggest that Hope Channel Programs impact knowledge primarily and to some extent spirituality and a connection with Christ.

Question #28: Is the Hope Channel helping the Adventist Church accomplish its global gospel mission?

The majority of those who viewed Hope Channel Programs in the last year (53%) indicated that Hope Channel Programs Definitely helped the Church accomplish its global gospel mission. However, over one-third of respondents (37%) agreed with the category Somewhat or A Little. Only 11% concluded that they did not think Hope Channel helped the Church achieve its global gospel mission.

Question #29: Would you recommend that others view Hope Channel programs?

Overall, more than 90% of the respondents would recommend Hope Channel Program to others. This indicates a very high willingness to recommend that others view the Hope Channel.

Question #30: Why would you NOT recommend the Hope Channel?

It is important to remember that only about 8% (or 21 individuals of 267 respondents) would not recommend Hope Channel Programs. Table 30 focuses on the reasons the respondents would not recommend Hope Channel Programs. They could check more than one category. The largest percentage (62%) indicated that they felt their friends would just not be interested in the type of programming the Hope Channel offered. Focus group findings also found that students considered Hope Channel to be more understandable and appropriate for current Seventh-day Adventists as opposed to non-SDAs. In addition, a majority (52%) also indicated that there were issues of program quality that prevented them from recommending Hope Channel programs to others. This theme was also explained in greater detail in the focus group, with many students concerned about dated program sets, outdated music, lecture-style programming that was boring, and sometimes poor production values.

Question #31: Please indicate how likely you would be to recommend the following types of programs to others?

Except for Adventist News, between two-thirds and three-fourths of the respondents would be Likely to Very Likely to recommend all types of Hope Channel Programs to others. Doctrinal/Theological Programs had the highest proportion of Very Likely to recommend responses, followed by Health/Lifestyle programs at 40%.

Question #32: To whom would you recommend Hope Channel programs?

The data in Table 32 show that over two-thirds of the respondents would recommend Hope Channel programs to both Adventist and non-Adventist family and friends. This indicates a high willingness to broadly recommend Hope Channel Programs, with the cautions noted in Question #30 above. Overall, the data in Tables 29-32 indicate that this audience is quite comfortable with recommending all types of programs to others including non-Adventist family and friends.

Question #33, which asks respondents if they wish to tell Hope Channel developers what they could do to improve their impact, has been moved to the section titled “Suggestions for Program Improvement” near the end of this report.

Differences by Socio-Demographic Groups – Tables I-LXII

We analyzed the data collected in the survey by Ethnic Group, Gender, Class Standing, and Families with Children living at home. These are core categories that survey researchers often find related to differences in perception. The 62 tables are provided as an Appendix and can be used as a reference. Literally hundreds of tables were generated, but these tables represent the relationships that were significant at least at the .05 level. That means that there was less than a 5% chance that the statistical relationships reported were due to chance alone. These 62 tables also represent a considerable amount of data. The statistically significant highlights of these data are provided in this report.

Variance by Ethnic Group – Tables I-XXVI

First of all, it should be noted that there were more significant differences by Ethnicity than by Gender, Class Standing, or children in the home. An overview follows, briefly describing the questions that varied by Ethnicity.

Hours Spent Watching Hope Channel and Ever Watched – Tables I-IV

The data show that Africans were the most likely to watch 5+ hours per week (11%) and were more likely to watch 2+ hours (79%) than any other ethnic group. Caucasians were the group least likely to watch Hope Channel at all (12%) and if they did watch, were more likely to watch Hope Channel less than 1 hour per week. A large majority of all ethnic groups have watched both the Hope Channel and 3ABN. All of the Multi-Ethnic students had watched 3ABN and all of the African students had watched Hope Channel. Overall, in addition to the African students, the African American and the Multi-ethnic students were the most likely to watch the Hope Channel, at over 90% of each group.

Table V shows that, except for Caucasians and the Multi-Ethnic students, the majority have not watched other Adventist Stations. The data also show that most of ethnic groups, except for Asians and Hispanics, watched non-SDA Religious programming.

Heard of Hope Channel – Tables VI & VII

While there were significant differences, a large majority of all ethnic groups have heard of Hope Channel, with African Americans being the most likely to have heard of it (97%) and Asians the least likely to have heard of it (80%). This suggests a high level of market penetration of all ethnic groups surveyed.

There are significant differences between the ethnic groups in terms of how they heard about Hope Channel. For all but Hispanics, the modal response of how they heard of Hope Channel was at Church. However, for all ethnic groups, family or friends were the next major sources of knowledge about Hope Channel. These data suggest the importance of using both the formal and informal networks to communicate information about Hope Channel.

Recent Watching – Tables VIII-X

While the majority of all ethnic groups had watched the Hope Channel in the last year, there were major differences. Over 90% of the African students watched Hope Channel in the last year, while only 55% of Caucasians watched during that same time frame. More recent watching was also more likely to have occurred among the African students. Eighty percent of the African students had watched Hope in the last month and 67% reported watching in the last week. African Americans and Caucasians were the least likely to report recent viewing, with less than 50% of both groups watching in the last month and less than 23% in the last week. With two-thirds of African students watching in the last week and no higher than 35% of any other group watching in the last week, these data suggest that, based on our sample, the African students may be the core group that Hope Channel reaches on a regular, consistent basis.

Programs Likely to Watch – Tables XI-XIII

There were significant ethnic group differences for three types of programs: Witnessing/Evangelism, Music and Hope Sabbath School Programs.

Witnessing Evangelism Programs – Around two-thirds of the African (66.6%) and Hispanic (63.2%) students were Likely/Very Likely to watch these types of programs; a greater proportion than any other ethnic group. African American students were the least likely to watch these types of programs, with only 25% Likely/Very Likely to watch compared to 35% who would be Unlikely/Very Unlikely to watch. African Americans were the only ethnic group to have a greater proportion Unlikely than Likely to watch witnessing/evangelism programs!

Musical Programs – A majority of African and Hispanic students were Very Likely to watch these types of programs. West Indians were the least Likely (44%) to watch Musical programs. However, overall it is important to note that except for Caucasians and West Indians, a large majority of each group was Likely to Very Likely to watch Musical programs. It is not clear from these data why West Indian students seem to have such a low level of interest in Hope Channel Musical Programs.

Hope Sabbath School – African students were the most likely to watch Hope Sabbath School programs, with 89% indicating Likely/Very Likely to watch. This suggests almost total market penetration among this group. Caucasians were the least likely to watch, with 40% indicating they were Very Unlikely/Unlikely to watch Hope Sabbath School Programs. These data may suggest the Caucasians have other options regarding Sabbath School programming than African students.

Overall the data in Table XI-XIII show that in only three program areas were there ethnic differences in likelihood of watching. These were Witnessing, Musical and Sabbath School Programs. In these three groups of programs, African students were the group who were more Likely to watch and Caucasians and African Americans were less Likely to watch.

Recommended Changes in Frequency -- Tables XIV-XVII

There were significant ethnic group differences in opinions about changing the frequency of four types of programs. These were Devotional/Spiritual, Prophetic/End Time, Musical, and Family Programs.

Devotional/Spiritual Programs -- At 65%, West Indian students were the group most likely to want to Increase Devotional programming, followed by Asian students at 50%. Caucasian students were the least likely to wish to Increase this type of programming - only 19% wanted to Increase devotional programs.

Prophetic/End Time Programs – Over two-thirds of the African students wished to Increase these types of programs, as did the majority of Hispanic and West Indian students. Caucasian were the most likely to want to Decrease this type of programming at 21%.

Musical Programs – Over 60% of African and Hispanic students wanted the frequency of Musical programs to Increase while almost one-quarter of West Indian students would like these types of programs to Decrease. It should be remembered that West Indian students were the least likely group to watch Hope Channel Musical programs.

Family Programs – Over 70% of African students would like to see Family programs Increase on the Hope Channel. About two-thirds of Asian and West Indian Students would also like to see these types of programs Increased. The African American and Caucasian students were the least likely to wish to see Family programs Increase - about 38% for both groups.

Overall, there were significant ethnic group differences in the desire to change the frequency of four types of programs: Devotional/Spiritual, Prophetic/End Time, Musical and Family programs. Generally it was the African students who were the most likely to want to see Increases in these programs with Caucasian and African American students the least likely to want Increases.

Overall Satisfaction with Hope Channel Programs – Table XVIII

As is shown in Table XVIII, there were significant differences by ethnic group in overall satisfaction with Hope Channel programs. African students were the most likely to be Satisfied/Very Satisfied (87%). In contrast, almost one-quarter of African American students were Dissatisfied/Very Dissatisfied with Hope Channel programs, followed by West Indian students at 18%. It should also be noted that no West Indian students indicated that they were Very Satisfied with Hope Channel programs. It is important to note that the plurality of all groups were at least Satisfied with Hope Channel programs, but it is also important to note that there were a significant proportion of African American and West Indian students who were Dissatisfied.

Positive Life Impact – Table XIX

Table XIX shows the perceived positive life impact of Hope Channel Programs. Sixty percent of African students perceived that Hope Channel had a High/Very High positive impact on their lives. The perception of High/Very High impact was under 30% for all other ethnic groups. In fact, for all other ethnic groups, a much higher proportion perceived No Impact/Small Impact than a High/Very High impact. Over 50% of Caucasians and 45% of African American students perceived No Impact/Small Impact.

Overall these data suggest an area that the Hope Channel may wish to address. These students generally did not perceive a major positive life impact from watching Hope Channel Programs; particularly the Caucasian and African American students.

Type of Programs Respondents Would Likely Recommend – Tables XX-XXVI

Data are presented in Table XX-XXVI showing ethnic differences in likelihood of recommending various types of Hope Channel Programs. It should be noted that there were more ethnic differences in this question than in any other similar type of question. It is also important to note that, generally, all groups of respondents would be likely to recommend these programs, and the differences were largely between the Likely and Very Likely categories.

Health/Life Style Programs – Over 70% of the African student were Very Likely to recommend Health/Lifestyle programs, with 97% at least Likely to recommend. This was by far a greater proportion than any other group. It is also important to note that less the 8% of any group was Unlikely to recommend.

Prophetic/End Time Programs – Two-thirds of the West Indian students and 57% of the African students would be Very Likely to recommend these types of programs. A majority of all groups would be at least Likely to recommend Prophetic/End Time programs. African Americans, Caucasians, and Multi-Ethnic students were the least Likely to recommend such programs, with over 10% of these group Unlikely to recommend.

Biblical History/Archeology Programs – Except for African Americans, the majority of all ethnic groups were Likely to recommend these types of programs. Africans were the most Likely (83%) to recommend these types of programs and African American students were the least Likely to recommend at 40%.

Musical Programs – A large majority of all ethnic groups were at least Likely to recommend Musical programs. At 96%, African students were the most Likely to recommend these types of programs. Almost one-quarter of Caucasian and West Indian students were Unlikely to recommend Musical Programs.

Family Programs – The majority of all groups were at least Likely to recommend Family Programs. As is the case for most of the ethnic group differences, African students were the group that was Very Likely to recommend Family programs (69%). West Indian and African American students were the groups that were the least Likely to recommend Family Programs at 14% and 10%, respectively.

Hope Sabbath School – Except for Caucasians, the majority of all groups would recommend the Hope Channel Sabbath School Programs. Almost 67 percent of the African students would be Very Likely to recommend Hope Sabbath School. In fact, about 96% of African student would recommend Hope Sabbath School programs. The next highest groups were Asian and Hispanic students at about 61%.

Adventist News – As was reported earlier, this category did not generate the recommending enthusiasm that other types of program generated. However, the data show that for some ethnic groups there is great enthusiasm for recommending these types of programs. Half of the West Indian students were Very Likely to recommend Adventist News programs, followed by African students at 44%. African students were, overall, the group most Likely to recommend at 77%.

Summary

Overall, the ethnic data suggest that the African students were the group that was most likely to have recently watched the Hope Channel, watched it more hours, perceived the most positive impact in their lives, be the most satisfied with the programs, and be the most likely to recommend Hope Channel Programs to others. Caucasian and African American students were the least likely to have watch recently, perceived a high positive impact or recommend Hope Channel Programs to others. It is important to note that these two ethnic groups were not negative about the programs; they were just significantly less enthusiastic about the programs.

Differences by Gender – Tables XXVII – XXXX

In the Social Sciences, gender is often found to be significantly related to both attitudes and behavior. Data are presented in Tables XXVII through XXXX describing those survey questions that had significant differences by gender. As was the case with ethnicity, only those relationships that were significant at the .05 level or better are presented.

Ever Watched the Hope Channel and/or other Religious Programming – Tables XXVII- XXVIX

The data presented in these tables indicate that males were significantly more likely to have ever watched 3ABN, Hope Channel, and other Adventist networks than females. Generally, males watched at about a 10-20 percentage points higher rate. For example, 92% of males had watched Hope Channel compared to 73% of females. It is important to note that a very high proportion of both genders viewed Hope Channel.

Heard of Hope Channel – Tables XXX-XXXI

Males were significantly more likely than females (96% vs. 86%) to have heard of Hope Channel prior to taking the survey. The data also show that males were significantly more likely to have heard of Hope Channel from formal sources, at Church or from Church Publications

(61%), whereas females were more likely to have heard of Hope Channel from family and friends (52%).

Recent Watching – Table XXXII

There was a major significant difference between the genders and watching Hope Channel programs in the last year. Seventy-four percent of males had watched the channel in the last year compared to 59% of females.

The data presented in Tables XXVII to XXXII show that males were significantly more likely to have heard of Hope Channel, watched it and heard of it from more formal Church sources. It is important to remember that these differences may be due to the presence of the Seventh-day Adventist Seminary at Andrews (to be presented in the next Section). However, the differences in how males and females heard about the Hope Channel may be of interest.

Programs Likely to Watch – Tables XXXIII – XXXV

Data in these tables show gender differences in the likelihood of watching specific types of programs. Females report a higher level of Very Likely to watch Health (33%) and Musical Programs (44%) than are males (20% & 29%). Males report a higher level of Very Likely to watch Biblical History/Archeology programs, 34% vs. 20% for females. In many ways this is consistent with Social Science literature that indicates a higher female focus on health issues and male focus on historical issues.

Recommended Changes in Frequency of Programming – Tables XXXVI – XXXIX

Data in these tables show that there are significant differences in recommended changes in frequency of programming by gender. Males are more likely to want increased frequency of programming. Males, compared to females, wanted Increases in History/Archeology programs (46% vs. 29%), Doctrine/Theology (53% vs. 40%), Hope Sabbath School programming (28% vs. 13%) and Adventist News (42% vs. 25%). Females did not have a high rate of wishing these programs to Decrease; they were much more likely to prefer that programming remain the same.

It is important to note that there were no significant gender differences in overall satisfaction with Hope Channel programs or in perceived impact on one's life.

Type of Programs Would Likely Recommend – Table XL

There were significant gender differences for only one type of program. Males were the gender to be Very Likely to recommend Biblical History/Archeology Programs; 42% for males vs. 25% for females.

Differences by Class Standing – Tables XLI—XLIII

Data in these Tables show significant differences (at least at the .05 level) by Class Standing. In terms of a student sample, class standing is an important part of understanding differences in response to the Hope Channel survey. This is particularly true given the presence of the Seventh-day Adventist Seminary at Andrews University.

Hours Watching the Hope Channel and Ever Watched – Tables XLI—XLV

The Graduate and Seminary students were much more likely to watch 2 or more hours each week than were the undergraduate students. At least 47% of these two groups watched two or more hours compared to no more than 32% of the undergraduates. The graduate students and particularly the seminary students were also significantly more likely to have ever watched not only Hope Channel but also 3ABN, other Adventist media and other Christian media than the undergraduates. It should be noted that a slightly, though not statistically significant, higher proportion of graduate (87% vs. 84%) and seminary students (96% vs. 93%) watched 3ABN than the Hope Channel. This type of difference favoring 3ABN also existed in all classes. These data may suggest that market penetration is consistently slightly higher for 3ABN. Perhaps the fact that it was the first national Adventist network provided some market penetration advantage or there may be programming differences that account for the slightly greater appeal.

How Heard of the Hope Channel – Table XLVI

The majority of seniors, graduate students and seminarians heard about Hope Channel through the formal channels of the Church or its publications whereas the majority of Freshman, Sophomores and Juniors heard of Hope Channel through the more informal mechanism of Family and Friends.

Recent Watching – Table XLVII

While between 50% and 60% of undergraduate students watched Hope Channel in the last year, over 72% of graduate and 81% of the seminary students had watched in the last year. The fact that at least 52% of all classes had watched Hope in the last year indicates a fairly high level of market penetration in all of these groups.

Programs Likely to Watch – Table XLVIII

There was only one category of programs, Biblical History/Archeology that had significant differences in likelihood of watching by class standing. Only 21% of Freshmen indicated that they were at least Likely to watch this type of program. The Seminary students were the mostly likely to be Very Likely to watch at 34%, with an additional 40% Likely to watch.

Recommended Changes in Frequency – Table XLIX

There was only one type of program where there was a significant difference by Class Standing and the pattern is complex. At least half of the Freshman and Graduate students wanted to see the Musical Programs Increased, with these two groups also the least likely to recommend Decreasing these types of programs. Although interesting, we are unable to hypothesize a good reason for these differences.

Type of Programs Respondents Would Likely Recommend – Tables L –LI

There were two types of programs that had significant differences in terms of likelihood to recommend to others. These were Biblical History/Archeology and Family Programs. The majority (52%) of the Seminary students were Very Likely to recommend History/Archeology programs, with graduate students next at 33%.

There were also significant differences for recommending Family Programs. The majority of all groups would be at Likely/Very Likely to recommend Family Programs. However, 80% of the graduate and seminary students were at Likely/Very Likely to recommend the Family programs. This may be due to the fact that graduate and seminary students are more likely to be married and have children.

Differences by Children in the Home – Tables LII – LXII

Tables LII—LII show significant differences depending on whether or not the respondents had children living in their home. About 30% (N=109) had children living in their homes when they took the survey.

Hours Watching Religious Programming and Ever Watched Hope – Tables LII-LIV

Table LII shows that those who have children at home were significantly more likely to watch religious programming two or more hours per week (58%) than those without children (31%). In addition, those with children in the home were also significantly more likely to have watched Hope Channel as well as non-Adventist religious programming. These data suggest that those respondents may be home more regularly with their children and are looking for religious programming to occupy their children's time.

Heard of Hope Channel – Table LV

Those with children in the home were significantly more likely to have heard of the Hope Channel from friends than those without children and much less likely to have heard about it from family members.

Recent Watching – Tables LVI-LVIII

These tables clearly show that those with children at home were significantly more likely to have watched Hope Channel in the last year, the last month and the last week. That difference is particularly startling in the last week (Table LVIII). The rate of watching in the last week for those with children in the home was about twice (49%) as high as those without children (25%). This may suggest that families with children in the home are a major target market for the Hope Channel!

Time of Day Watching – Table LIX

The major difference in time of day when watching Hope Channel was that those with children at home were significantly more likely to watch in the morning and none watched after 11 p.m. This very likely reflects the reality of small children at home and being quiet after 11 p.m. It also suggests the potential market for morning programming directed at children.

Programs Likely to Watch – Tables LX-LXI

These tables describe differences by households with children in the home and likelihood of watching different Hope programs. Only two types of programs were significantly different; Family Programs and Hope Sabbath School. Almost three-fourths of those with children were Likely/Very likely to watch Family Programs compared to 45% of those without children. Hope Sabbath School had a similar difference, with 63% of those with children Likely to watch compared to 43% of those without children.

Programs Likely to Recommend – Table LXII

Three-fourths of those with children at home were Likely to recommend the Hope Sabbath School programs compared to 56% of those without children.

Summary

Overall, the data suggest that those with children at home were significantly more likely to watch spiritual/religious programs in general and specifically Hope Channel, particularly in the last week. They were also much more likely to watch Family Programs as well as Hope Sabbath School. The data suggest that those with children in the home may be a major market for program expansion of family programming during morning hours.

Special Analysis Requests

A series of analyses were requested by ASTR that were intended to examine specific questions that emerged from the previous analyses reported to ASTR.

Class Standing on Program Content Searched for – Tables LXIII—LXVI

Earlier in this report the responses to question 3 focusing on the types of spiritual programs respondents searched for were described. It was thought that it might be important to examine if there were significant differences in types of programs searched for by class standing. Data are reported in these tables examining that issue. Overall, seminarians were significantly more likely to search for General Religious News, Sermons and Full Length Religious Programs. Except for the latter type of programs, a majority of Seminarians searched for the other type of programs noted. Juniors were significantly more likely, at 72%, to search for Written and Devotional Material than members of other classes. Sermons were the material most searched for by all groups, with 81% of Seminarians searched for sermon material compared to 66% of graduate students. This very likely is the result of the training Seminarians are undergoing as well as regular church preaching assignments that might require some supplemental materials for their sermons.

Programs Contacted – Table LXVII

It was reported that very few (only 11 individuals) contacted any Hope Channel Program and two of those could not remember the program. Let's Pray and Amazing Facts received two contacts each.

The Relationship Between Hours Watched Hope Channel Programming, Satisfaction and Perceived Impact – Tables LXVIII & LXIX

The data show a complex relationship. Overall, those who were Very Satisfied with Hope Channel Programming watched between 2 and 5 hours a week. However, the less satisfied tended to watch it more or less than this. That is difficult to interpret. Nevertheless, the data suggest that there needs to be this length of weekly exposure before a high level of satisfaction is perceived. The data suggest similar conclusions about life impact. The data show that 75% of the respondents who perceived a Very High life impact watched 2-5 hours per week of Hope Channel Programming.

The Relationship Between Hours Watched Hope Channel Programming and Improved Life— Tables LXX--LXXIX

These tables focused on specific types of life impact. Those who perceived that viewing the Hope Channel had an improved their Devotional Life, Prayer Life, Family Life, Biblical Knowledge, Studying Sabbath School Lesson, Preparation for the Second Coming, Health, Ability to Witness and Relationship with Jesus and the Church were most likely to have watched

the Hope Channel 2-5 hours per week. The data suggest that it takes watching Hope Channel Programs 2-5 hours per week to have a perceived positive life impact in general as well as in all specific areas. This is consistent with what is known about media impact. It takes a significant amount of consistent exposure before there is measureable impact.

Children's Ages – Table LXXX

Data are provided to ASTR and Hope Channel describing the ages of the Children of the respondents to the survey. The data show that there is a very wide age range among the respondents from the new born to those in their early 30's. This was requested to provide a sense of the potential Children's market age range. The data show that about 30% were 5 or younger. This may suggest a considerable market for young children's programming. An additional 34% were between 6 and 12. Overall the data show that almost two-thirds of the children are pre-teen. These data must be interpreted with caution; they do not represent a probability sample of all Hope Channel viewers. However, the data suggest there may be a major opportunity for pre-teen programming.

Suggestions for Program Improvements

Two open-ended questions were asked at different points in the survey that related to opinions about program improvements. The first question asked about the kinds of programs that were missing from Hope Channel. The second question asked for additional recommendations for improving the impact of the Hope Channel on their social group.

Question #19: What kinds of programs are missing from Hope Channel?

This question was open ended and allowed for respondents to write in any response. Of the 267 who filled out this section of the survey, 116 individuals (43%) wrote comments. This may indicate a considerable level of interest in providing input to Hope Channel. In the authors' experience in conducting survey research, this is a high proportion of respondents taking the time to provide suggestions. The process used to classify the comments involved Duane McBride reviewing the content of the comments to create initial thematic categories. Next, a seminary student with a degree in Anthropology independently read the comments and further developed thematic categories. The two thematic categories were integrated by Duane McBride. Finally, the comments were organized within the eight categories below. The 116 individuals who wrote comments provided 140 different comments.

Entertainment Programs -- The largest number of programmatic recommendations (29%) focused on the need for more Christian entertainment programs. The specific types of entertainment recommended included Christian focused situation comedies, movies, game shows, documentaries, nature shows and plays. In this category were also recommendations for music programs that were in the format of a Christian music video-type of programming. The

study population was almost exclusively a young adult group and this age group traditionally is interested in entertainment programming. Several of these entertainment themes also came out in greater detail in the Focus Group findings as well.

Youth Programs -- The next largest category of recommendations (28%) was for more Youth Programs. Some specific program recommendations included broadcasting Vacation Bible School, direct education programs for different age groups, and live streaming of youth conferences and teen-focused evangelism. It should be remembered that the respondents were college students, with many graduate students who had children. They may be seeking programming not only for themselves but also for their children.

Other Program Recommendations -- The comments also suggest the need for more direct Sermon Programs (13%) that particularly focused on live streaming of Church services, end time prophecy, basic Christianity, SDA doctrine presentations presented by diverse speakers, as well as more sermons on creationism and Adventist History.

News Programs -- Over 10 percent of the comments focused on the interest in more general News Programs. These types of programs included world news, political issues, and religious freedom from a SDA perspective, interfaith issues, missions (particularly the role of youth), and cultural diversity.

Family Life Education -- Family Life Education also received a number of requests (6%). The specific program recommendations focused on domestic violence issues, healing broken families, and general parenting issues. These themes were also mentioned in the focus groups. A few comments focused on Equipping for Christian Ministry including training in practical evangelism and advanced Bible study.

Contemporary Issues -- About 4% of comments focused on Contemporary Issues. This area included a perceived need to focus on some hot issues that the Church was facing as well as programs that focused on contemporary cultural issues that faced youth and the Church. These themes were strongly echoed in the Focus Groups.

Miscellaneous -- Finally, there were a few comments that we classified as Miscellaneous (3% of all comments). These comments included a focus on exercise programs, ethnic based programs and a program library.

Overall, the comment data may suggest that this age group is particularly looking for more entertainment and youth-focused programs directed toward their age group and that of their children. These two types of program recommendations accounted for over 57% of all recommendations. The respondents may be looking for the Hope Channel to expand its programming to be a more comprehensive alternative to popular media. That is, not just offer religious programming but be more of a comprehensive alternative in general entertainment areas that are offered on other media.

It should be remembered that the focus of this question was on what types of programs the respondents perceived as missing. It may be, from the perspective of the Hope Channel, that these types of programs are already included. However, from the perspective of the respondents, these types of program seem to be missing.

Question #33: Is there anything else you would like to tell Hope Channel developers about what they could do to improve their impact on Adventists in your age, gender, and ethnic/national group? Near the end of the survey, respondents were offered the opportunity to provide additional recommendations for improving the impact of the Hope Channel on their social group. Close to half (42%) of respondents offered suggestions (111 of 267 total respondents). The same methods used to categorize the comments in Table 19 were used to analyze these data.

Youth Programs -- Almost one-quarter of the comments focused on the need for Youth Programs. The range of specific suggestions ranged from cartoons to academic programs. This is very consistent with the responses provided in Table 19 that asked about additional programs that are needed. Given the age group of the respondents, it is clear that they would like to see the Hope Channel become an alternative to general media. This may reflect the concern of the respondents about contemporary children and youth programming and the need for Christian programming for this age group.

Diversity in Programming -- The second most common category of comments (20%) focused on the need for more Diverse Programming. The respondents basically noted that there was a need for Hope Channel Programs to reflect the increased diversity of the Seventh-day Adventist Church; programs that focused on mission stories, music, and testimonies from diverse parts of the world were recommended. This comment was echoed in the focus groups as well. In addition, it was noted that there was a need for more Hope Channel programs in different languages. Within this category were also comments about avoiding controversial issues such as women's ordination and avoiding condemning other faith groups. This somewhat conflicts with the focus group findings, where a number of younger participants asked that hot topics such as women's ordination be discussed more openly.

Improving the Quality of Programs -- Just over 14% of the comments focused on quality issues. These comments focused on updating the sets, improving wardrobes, and including presenters who could better connect with a younger audience. Over 57% of the comments fit into these three categories. These themes were also elaborated in more detail in the focus groups as well as the media diaries.

Other Recommendations -- Both Practical Christian Living and Entertainment received 12% of the comments. Many respondents felt that Hope Channel Programs should focus on issues that youth faced today, from a relationship with Christ to issues of poverty, sex and specific issues facing different ethnic/cultural groups. The context for each of these comments was how to live a real Christian life and deal with these issues in meaningful, practical ways. These themes were again echoed in greater detail in the focus groups.

Entertainment -- Comments regarding entertainment (12% of all comments) were very similar to the comments made in Table 19 that focused on what types of programming were missing (see "Sections for Program Improvement" below). These comments continue to suggest that some Hope Channel viewers look to the Hope Channel to provide an alternative to contemporary media. There was also an interest (11%) in a more Distinct Adventist Message.

Increased Access: About 8% of participants focused on increasing the access to the Hope Channel, with comments that focused on access to past programs and a Hope Channel app for smart phones and similar electronic devices. All of these comments are consistent with the comments made concerning types of programs missing in Table 19.

Overall, these comments noted the need for the Hope Channel to consider increasing Youth Programs, the diversity of Hope Channel programs and presenters, improving production quality and improving access to past and current programs through library access and an app.

Summary and Implications of the Findings

We realize that presenting almost 100 statistical tables is a bit overwhelming. But this was done, in part, to provide a reference work for further study. As a reminder, we only included those tables that yielded statistically significant findings at the .05 level. To help boil all of these data down, we feel that there are a number of summary points that are important to consider.

1. This is a visual media generation – Over 90% used the internet or TV for spiritual content, with the majority viewing devotional material and listening to sermons.
2. The respondents, in general, do not watch Hope Channel very much -- Over 40% only watched 1 hour or less, with about one-third watching 2-5 hours – they are a visual media generation, but not overly focused on spiritual programming. The exception to this was the African students, where 79% watched 2 or more hours per week of Hope Channel Programs.
3. There is a very high general awareness of Hope Channel -- At least 80% of all groups had heard of Hope Channel prior to taking the survey. However, there was little awareness of specific Hope Channels. Less than 10% reported being very aware of specific Hope Channels, with less than 5% ever contacting a program; further, some of the programs they reported contacting were not Hope Channel Programs. This may indicate some brand confusion between Hope Channel and 3ABN.
4. Church sources account for the source of knowledge about Hope Channel for the majority (55%) of respondents. However, the more informal sources of family and friends are of particular importance for African Americans and women. Peers, teachers, web surfing, and e-mail really do not matter very much as a source of information about Hope Channel.
5. A high proportion has watched a Hope Channel program -- Two-thirds had watched a Hope Channel program, and the majority had watched in the last year with about one-third watching in the last 30 days. We consider this to be relatively high for a student group and indicate good market penetration. It should be noted that African students were the group most likely to watch in the last week (67%) as were those with children (49%). Generally, all groups were more likely to watch in the evening hours. Most watched via cable television or the internet.

6. Most students were passive viewers of content, and preferred not to interact with the shows through direct contact. Only 6% of respondents contacted any Hope Channel programs for any reason in the past year.
7. Musical programs and Doctrine/Theology programs were the most likely to be watched, followed by Health, Prophecy and History/Archeology programs --There were significant differences by socio-demographic group, with African students much more likely to watch programs dealing with Witnessing and Evangelism and African students as well as those with children more likely to watch Hope Sabbath School. Those with children were also significantly more likely to watch Family Programs.
8. Respondents do not want decreases in types of programs. Family programs were the only type of program that had a majority wanting increased programming – The respondents seemed to like the programs in general and did not want to see decreases in anything regardless of socio-demographic group. There were, however, some significant differences in the desire to increase certain types of programs:
 - a. Respondents were most likely to want increased Family Programs. That finding seems driven by African, Asian, and West Indian students as well as by those with children at home.
 - b. Males were significantly more likely to want to increase Biblical History and Doctrine types of programs than females.
9. English was the primary language of viewing -- 95% watch in English only, with only 3% watching in Spanish. However, it should be noted that 48% did not answer this question.
10. Likely to Watch – At least 50% of the respondents were Likely to watch all types of programs. The following types of programs were the most Likely (60% or higher) to be watched, with some differences noted by socio-demographic group:
 - a. Doctrine/Theology Programs
 - b. End Time/Prophecy Programs
 - c. Musical Programs – African students were the most likely to watch (87%) and West Indians the most Very Unlikely at 44%. Women were also significantly more likely to watch (64%)
 - d. Biblical History/Archeology Programs – Males and Seminary students (and there is a substantial overlap) were more likely to watch these types of programs (72% & 74%, respectively).
 - e. Witnessing Evangelism Programs – While a majority of students did not indicate that they were likely to watch these types of programs, it is important to note that 67% of African and 63% of Hispanic students were at least Likely to watch.
11. Hope Programs were perceived as relevant -- There is a high degree of perceived relevance of Hope Channel programs, with over three-fourths seeing Hope programs they watch as at least somewhat relevant and only 3.2% seeing no relevance. It should be noted that Somewhat Relevant was higher (41%) than Very Relevant (38%). It is also

important to note that there were no significant differences by the socio-demographic groups examined!

12. The majority of respondents were at least Satisfied with the Hope Programs, but it should be noted that only 13% were Very Satisfied; there is considerable room for improvement, but most of that room is moving upward from Neutral and Satisfied rather than Unsatisfied (<12%). There were significant differences by ethnic group. The African students were more likely to be Very Satisfied (30%) than any other group and were the least likely to be Dissatisfied (3%).
13. Respondents perceived at least moderate positive impact in their lives-- About 60% reported at least a Moderate impact, with only 14% seeing No Impact from their viewing. The African students were the most likely to perceive a High to Very High impact (60%) The greatest impact was on improved Biblical knowledge, followed by improved spiritual life, improved relationship with Christ and better health. The ability to witness showed the least impact.
14. Hope Channel helps the Church achieve its global gospel mission -- The majority of respondents definitely believed that Hope Channel helped the Church achieve its global gospel mission. There were no significant differences by socio-demographic groups.
15. The following types of programs achieved modal level endorsement for Very Likely to recommend to others, with some significant differences particularly by ethnic group:
 - a. Health programs – with 72% of African students Very Likely to recommend
 - b. End time prophecy – with 57% of African students Very Likely to recommend
 - c. Doctrine/theology – with minimal differences by group
 - d. Music -- with 54% of African students Very Likely to recommend
 - e. Family programs – with 69% of African students Very Likely to recommend
 - f. Overall, about one-third of respondents would recommend Hope Channel to non-SDAs.
16. The data suggest a significant opportunity to develop programs for the pre-teen market. The data showed that Family Programs were the most likely type of programs that respondents wanted to see increased. Of the respondents who had children in the home, almost two-thirds were pre-teens.

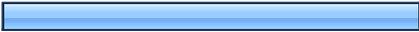
1. The Seventh-day Adventist Church has developed a wide range of international media programming available through the Hope Channel. The purpose of this study is to determine student awareness and evaluation of the Hope Channel and its programs. The survey should take no longer than 9 -10 minutes to complete. There are no right or wrong answers. Participation is completely voluntary and there are no rewards for completing the survey. However, if you are interested in being part of a more detailed study, you will have the opportunity to earn a \$15 or \$30 gift card for your involvement. Further details will be provided when you have completed this survey. The questions that ask about your background will be used only to describe the types of students completing this survey. The information will not be used to find out your name. Your answers will only be combined with others to provide important input to the General Conference of Seventh-day Adventists and Hope Channel leaders in program planning. If you would like to contact the researchers for any reason, questions can be sent to: Duane McBride, Andrews University, Berrien Springs, MI 49104, mcbride@andrews.edu, or by phone: 269.471.3152. If you are under 18 years of age please do not complete this survey.

		Response Percent	Response Count
I agree to continue		96.9%	496
I wish to exit this survey		3.1%	16
answered question			512
skipped question			0

2. Do you ever use the internet or television to search for and view spiritual content?

		Response Percent	Response Count
Yes		91.2%	444
No		8.8%	43
answered question			487
skipped question			25

3. What content do you typically search for (select all that apply)?

		Response Percent	Response Count
Written/Devotional Material		62.8%	274
General Religious News and/or Information		48.2%	210
Sermons or other Verbal Presentations		68.1%	297
Full-length Religious Programming (health, lifestyle, spiritual life, etc.)		34.2%	149
Musical Programs		52.1%	227
answered question			436
skipped question			76

4. How many hours of religious programming would you estimate that you generally watch on TV or the internet in a typical week?

		Response Percent	Response Count
I never watch religious programming		11.5%	50
1 hour or less		48.8%	212
2 to 5 hours		34.8%	151
More than 5 hours		4.8%	21
answered question			434
skipped question			78

5. Have you ever watched:

	Yes	No	Rating Count
3ABN Network	87.0% (368)	13.0% (55)	423
The Hope Channel	83.1% (343)	16.9% (70)	413
Other Adventist stations such as Loma Linda Broadcasting Network	42.0% (166)	58.0% (229)	395
Other Non-Adventist stations such as Trinity Broadcasting or LeSea Broadcasting	49.5% (192)	50.5% (196)	388
answered question			430
skipped question			82

6. Before beginning this survey, had you ever heard of the Hope Channel (produced by the General Conference of Seventh-Day Adventists)?

		Response Percent	Response Count
Yes		91.9%	395
No		8.1%	35
answered question			430
skipped question			82

7. How did you first hear of the Hope Channel?

		Response Percent	Response Count
At Church		35.0%	137
From Church Publications		18.2%	71
From Family Members		26.1%	102
From Friends		15.6%	61
From a Teacher		1.3%	5
E-mail		0.3%	1
Web Surfing		3.6%	14
answered question			391
skipped question			121

8. How AWARE are you of the following Hope Channel-owned websites?

	No Awareness	Slightly Aware	Moderate Awareness	Very Aware	Rating Count
www.Hope.Glorystar.tv	80.9% (309)	9.9% (38)	5.0% (19)	4.2% (16)	382
www.MyStoryMySong.org	74.0% (284)	10.2% (39)	6.5% (25)	9.4% (36)	384
www.WaitAMinutePastor.org	85.5% (329)	6.5% (25)	3.9% (15)	4.2% (16)	385
www.ParkersPuzzle.com	89.1% (334)	5.9% (22)	3.7% (14)	1.3% (5)	375
www.HopeNETOnline.org	62.0% (241)	17.5% (68)	13.4% (52)	7.2% (28)	389
answered question					389
skipped question					123

9. Have you ever VISITED the following Hope Channel-owned websites?

	Yes	No	Rating Count
www.Hope.Glorystar.tv	8.9% (34)	91.1% (349)	383
www.MyStoryMySong.org	8.9% (34)	91.1% (350)	384
www.WaitAMinutePastor.org	3.9% (15)	96.1% (369)	384
www.ParkersPuzzle.com	2.1% (8)	97.9% (371)	379
www.HopeNETOnline.org	18.8% (72)	81.2% (310)	382
		answered question	386
		skipped question	126

10. Have you ever VISITED any of the following international Hope Channel websites?

	Yes	No	Rating Count
http://chinesehope.tv/www/zh/home/index.php	2.1% (8)	97.9% (375)	383
http://novotempo.com/	7.0% (27)	93.0% (356)	383
http://nuevotiempo.org/	7.5% (29)	92.5% (357)	386
http://www.al-waad.tv/en/home/	2.6% (10)	97.4% (371)	381
http://www.esperanzatv.org/	13.2% (51)	86.8% (334)	385
http://www.hopechannel.de/	8.7% (33)	91.3% (348)	381
http://www.hopechannel.eu/	9.9% (38)	90.1% (347)	385
http://www.hopetvindia.org/	2.6% (10)	97.4% (369)	379
http://www.sperantatv.ro/	2.6% (10)	97.4% (369)	379
www.HopeChurchChannel.org	31.1% (119)	68.9% (264)	383
		answered question	390
		skipped question	122

11. Have you ever watched any of the Hope Channel television or internet programs in the last year?

		Response Percent	Response Count
Yes		68.3%	267
No		31.7%	124
answered question			391
skipped question			121

12. Have you watched any of the Hope Channel television or internet programs in the last month?

		Response Percent	Response Count
Yes		55.1%	147
No		44.9%	120
answered question			267
skipped question			245

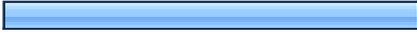
13. Have you watched any of the Hope Channel television or internet programs in the last week?

		Response Percent	Response Count
Yes		33.8%	89
No		66.2%	174
answered question			263
skipped question			249

14. How do you usually watch the Hope Channel? (choose all that apply)

		Response Percent	Response Count
DirectTV		22.8%	60
Live Streaming		38.4%	101
Tablet App		4.6%	12
Other Internet Site		20.9%	55
Adventist Satellite Glory Star system		15.2%	40
A Cable Channel		25.1%	66
Local TV Station		18.3%	48
Cell Phone App		5.7%	15
answered question			263
skipped question			249

15. Were the types of programs you like to watch offered at the time you could best watch them?

		Response Percent	Response Count
Yes		62.4%	161
No		37.6%	97
answered question			258
skipped question			254

16. What time of the day do you most often watch the Hope Channel? (select just one)

		Response Percent	Response Count
Morning (6:01 a.m. - Noon)		11.6%	30
Afternoon (12:01 p.m. - 6 p.m.)		21.2%	55
Evening (6:01 p.m. - 10:59 p.m.)		64.5%	167
Overnight (11 p.m. - 6 a.m.)		2.7%	7
		answered question	259
		skipped question	253

17. Below are some Hope Channel program categories (with specific shows in parentheses). How likely are you to watch the type of Hope Channel programs listed below?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Rating Count
Devotional/Spiritual (Higher Ground; Footsteps of Jesus; Let's Pray; Cross Connection)	5.7% (14)	10.7% (26)	23.8% (58)	40.6% (99)	19.3% (47)	244
Witness/Evangelism (Seven Signs by Jose Rojas)	7.5% (18)	12.1% (29)	28.3% (68)	35.4% (85)	16.7% (40)	240
Health/Lifestyle (Vital Signs; Lifestyle Magazine; Go Healthy...For Good)	6.1% (15)	13.1% (32)	24.1% (59)	31.0% (76)	25.7% (63)	245
Prophetic/End Time (Discoveries 2010 by Mark Finley; Revelation: Hope, Meaning, Response)	6.6% (16)	7.8% (19)	19.3% (47)	37.3% (91)	29.1% (71)	244
Biblical History/Archeology (Discoveries 2010 by Mark Finley)	4.1% (10)	11.9% (29)	23.0% (56)	33.6% (82)	27.5% (67)	244
Doctrine/Theology (Life & Teachings of Jesus; Everlasting Gospel by Doug Batchelor; It is Written; New Perceptions by Dwight Nelson; Jesus 101; Central Study Hour)	5.7% (14)	4.5% (11)	16.7% (41)	39.6% (97)	33.5% (82)	245
Music/Musical Programs (FamilyReunion; My Story, My Song)	8.1% (20)	10.2% (25)	19.9% (49)	26.8% (66)	35.0% (86)	246
Family (programs that improve family life)	7.0% (17)	11.5% (28)	26.3% (64)	32.5% (79)	22.6% (55)	243
Hope Sabbath School	9.8% (24)	13.8% (34)	26.4% (65)	30.1% (74)	19.9% (49)	246
Adventist News	5.0% (12)	12.9% (31)	30.8% (74)	28.3% (68)	22.9% (55)	240
					Other (please specify)	23
answered question						249
skipped question						263

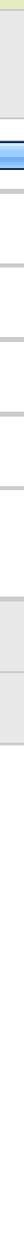
18. Please look at the following types of programming (with specific Hope Channel programs in parentheses). Should the Hope Channel increase or decrease these kinds of programming, or should they remain the same?

	Decrease	Increase	Stay the Same	Rating Count
Devotional/Spiritual (Higher Ground; Footsteps of Jesus; Let's Pray; Cross Connection)	5.8% (14)	36.5% (88)	57.7% (139)	241
Witness/Evangelism (Seven Signs by Jose Rojas)	7.7% (18)	39.3% (92)	53.0% (124)	234
Health/Lifestyle (Vital Signs; Lifestyle Magazine; Go Healthy...For Good)	5.9% (14)	49.8% (118)	44.3% (105)	237
Prophetic/End Time (Discoveries 2010 by Mark Finley; Revelation: Hope, Meaning, Response)	11.0% (26)	46.4% (110)	42.6% (101)	237
Biblical History/Archeology (Discoveries 2010 by Mark Finley)	10.4% (25)	38.2% (92)	51.5% (124)	241
Doctrine/Theology (Life & Teachings of Jesus; Everlasting Gospel by Doug Batchelor; It is Written; New Perceptions by Dwight Nelson; Jesus 101; Central Study Hour)	9.1% (22)	46.9% (113)	44.0% (106)	241
Music/Musical Programs (Family Reunion; My Story, My Song)	10.4% (25)	46.9% (113)	42.7% (103)	241
Family (programs that improve family life)	5.5% (13)	52.5% (124)	41.9% (99)	236
Hope Sabbath School	9.3% (22)	21.6% (51)	69.1% (163)	236
Adventist News	8.2% (19)	34.9% (81)	56.9% (132)	232
			answered question	244
			skipped question	268

19. What kinds of programs are missing from The Hope Channel (Example: Entertainment, news programs, end-time prophecy, etc.?) Please List

	Response Count
	122
answered question	122
skipped question	390

20. What language do you usually watch The Hope Channel in?

		Response Percent	Response Count
English		94.8%	236
French		0.8%	2
Spanish		3.2%	8
Chinese		0.4%	1
Portugese		0.8%	2
	Other (please specify)		15
	answered question		249
	skipped question		263

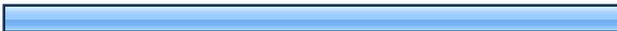
21. How relevant do you find The Hope Channel programs that you watch?

		Response Percent	Response Count
Not Relevant		3.2%	8
A Little Relevant		18.5%	46
Somewhat Relevant		40.6%	101
Very Relevant		37.8%	94
answered question			249
skipped question			263

22. Overall, how satisfied are you with The Hope Channel Programming you watch?

		Response Percent	Response Count
Very Unsatisfied		3.2%	8
Unsatisfied		8.0%	20
Neutral		32.1%	80
Satisfied		43.4%	108
Very Satisfied		13.3%	33
answered question			249
skipped question			263

23. Did you write or contact any Hope Channel program in the last year?

		Response Percent	Response Count
Yes		6.4%	16
No		93.6%	233
answered question			249
skipped question			263

24. Why did you write or contact The Hope Channel program?

		Response Percent	Response Count
Prayer request		41.7%	5
Bible studies		8.3%	1
Free material offered by program		58.3%	7
Other (please specify)			6
answered question			12
skipped question			500

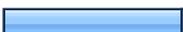
25. Which program(s) did you contact?

	Response Count
	11
answered question	11
skipped question	501

26. To what extent has watching Hope Channel programs impacted your life in a positive way?

		Response Percent	Response Count
No Impact		13.5%	33
Small Impact		27.3%	67
Moderate Impact		34.7%	85
High Impact		18.0%	44
Very High Impact		6.5%	16
		answered question	245
		skipped question	267

27. What areas of your life have been most impacted by Hope Channel programs? (Check all that apply)

		Response Percent	Response Count
No Impact		17.3%	41
Improved Spiritual/Devotional Life		39.7%	94
Improved Prayer Life		27.0%	64
Improved Family Life		21.9%	52
Improved Biblical Knowledge		51.5%	122
Improved Relationship with Jesus		39.7%	94
Improved Connection to the Church		26.6%	63
Increased Interest in Studying the Sabbath School Lesson		22.8%	54
Preparation for Christ's Second Coming		26.6%	63
Better Health		30.0%	71
Better able to Witness		15.6%	37
answered question			237
skipped question			275

28. Is the Hope Channel helping the Adventist Church accomplish its gospel mission?

		Response Percent	Response Count
Unsure		8.6%	21
No, Definitely Not		2.0%	5
A Little		10.6%	26
Somewhat		26.1%	64
Yes, Definitely		52.7%	129
answered question			245
skipped question			267

29. Would you recommend that others view Hope Channel programs?

		Response Percent	Response Count
Yes		91.0%	223
No		9.0%	22
answered question			245
skipped question			267

30. Why would you NOT recommend the Hope Channel?

		Response Percent	Response Count
I don't know enough about Hope Channel programs		23.8%	5
I don't think the types of programs that Hope Channel offers would be of interest to those I know		61.9%	13
I don't think the quality of the programs is high enough		52.4%	11
I don't think most people I know would enjoy Hope Channel programs		42.9%	9
	Other (please specify)		5
		answered question	21
		skipped question	491

31. Please indicate how likely you would be to recommend the following types of programs to others?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Rating Count
Devotional/Spiritual (Higher Ground; Footsteps of Jesus; Let's Pray; Cross Connection)	0.0% (0)	4.0% (9)	21.1% (47)	41.3% (92)	33.6% (75)	223
Witness/Evangelism (Seven Signs by Jose Rojas)	0.9% (2)	2.8% (6)	29.8% (65)	40.8% (89)	25.7% (56)	218
Health/Lifestyle (Vital Signs; Lifestyle Magazine; Go Healthy...For Good)	0.5% (1)	3.2% (7)	17.4% (38)	38.8% (85)	40.2% (88)	219
Prophetic/End Time (Discoveries 2010 by Mark Finley; Revelation: Hope, Meaning, Response)	0.9% (2)	4.6% (10)	17.8% (39)	38.4% (84)	38.4% (84)	219
Biblical History/Archeology (Discoveries 2010 by Mark Finley)	0.9% (2)	3.2% (7)	24.5% (54)	37.3% (82)	34.1% (75)	220
Doctrine/Theology (Life & Teachings of Jesus; Everlasting Gospel by Doug Batchelor; It is Written; New Perceptions by Dwight Nelson; Jesus 101; Central Study Hour)	0.5% (1)	2.3% (5)	17.1% (38)	35.1% (78)	45.0% (100)	222
Music/Musical Programs (FamilyReunion; My Story, My Song)	3.2% (7)	8.1% (18)	18.0% (40)	32.9% (73)	37.8% (84)	222
Family (programs that improve family life)	1.8% (4)	3.7% (8)	22.4% (49)	36.5% (80)	35.6% (78)	219
Hope Sabbath School	4.1% (9)	5.5% (12)	28.2% (62)	28.6% (63)	33.6% (74)	220
Adventist News	3.2% (7)	6.4% (14)	41.3% (90)	24.3% (53)	24.8% (54)	218
					Other (please specify)	8
answered question						223
skipped question						289

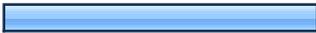
32. To whom would you recommend Hope Channel programs? (Check all that apply)

		Response Percent	Response Count
Adventist Family Members		83.8%	186
Non-Adventist Family Members		68.0%	151
Adventist Friends		83.8%	186
Non-Adventist Friends		70.7%	157
	Other (please specify)		6
	answered question		222
	skipped question		290

33. Is there anything else you would like to tell Hope Channel program developers about what they could do to improve their impact on Adventists in your age, gender, and ethnic/national group?

	Response Count
	111
answered question	111
skipped question	401

34. Gender

		Response Percent	Response Count
Female		52.8%	237
Male		47.2%	212
	answered question		449
	skipped question		63

35. Age

**Response
Count**

436

answered question

436

skipped question

76

36. Nationality/Country of Origin

**Response
Count**

449

answered question

449

skipped question

63

37. Race/Ethnicity

		Response Percent	Response Count
African American		9.0%	38
African		9.2%	39
Asian		13.5%	57
Caucasian		39.0%	165
Hispanic/Latino		15.6%	66
Native American		0.2%	1
West Indian/Caribbean		7.1%	30
Multi-ethnic		6.4%	27
	Other (please specify)		22
answered question			423
skipped question			89

38. Class standing at Andrews University

		Response Percent	Response Count
Freshmen		7.6%	34
Sophomore		11.4%	51
Junior		13.6%	61
Senior		15.1%	68
Graduate/Professional Student		29.4%	132
Seminary Student		22.0%	99
Dual Degree Student		0.9%	4
answered question			449
skipped question			63

39. Marital Status

		Response Percent	Response Count
Never Married		57.0%	256
Currently Married		38.1%	171
Separated		0.0%	0
Divorced		4.5%	20
Widowed		0.4%	2
answered question			449
skipped question			63

40. Do you have any children in your household?

		Response Percent	Response Count
Yes		29.0%	129
No		71.0%	316
		answered question	445
		skipped question	67

41. If Yes, please note the age of each child

		Response Percent	Response Count
Child One		97.6%	122
Child Two		71.2%	89
Child Three		26.4%	33
Child Four		4.8%	6
		answered question	125
		skipped question	387

42. Church Affiliation

		Response Percent	Response Count
Seventh-Day Adventist		91.5%	411
Buddhist		0.0%	0
Catholic		0.7%	3
Hindu		0.7%	3
Jehovah's Witness		0.0%	0
Jewish		0.0%	0
Latter Day Saints		0.2%	1
Muslim		0.2%	1
Orthodox		0.0%	0
Protestant (Example: Lutheran, Episcopalian, Baptist, Church of Christ, etc.)		2.7%	12
No Affiliation		4.0%	18
	Other (please specify)		6
answered question			449
skipped question			63

43. Mother Tongue (Your first language or the language you speak best)

		Response Percent	Response Count
English		79.7%	302
French		3.7%	14
Spanish		11.9%	45
Chinese		1.6%	6
Portugese		3.2%	12
	Other (please specify)		82
answered question			379
skipped question			133

Cross-Tabulation Tables on Andrews University Student Evaluation of Hope Channel Programs

Table I: Ethnicity and Hours of Religious Programming Watched Each Week

	Ethnicity						
Hours	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
None	10.8	5.3	11.5	18.1	12.2	3.7	11.1
1 or Less	40.5	15.8	69.2	55.6	51.7	37.0	44.4
2-5	40.5	68.4	19.2	22.9	34.5	48.1	40.7
5 or More	8.1	10.5	0.0	3.5	1.7	11.1	3.7

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Table II: Ethnicity and Ever Watched 3ABN

	Ethnicity						
Ever Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	87.9	91.7	66.7	85.4	94.7	82.8	100.00
No	12.1	8.3	33.3	14.6	5.3	17.2	0.0

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Table III: Ethnicity and Ever Watched The Hope Channel

	Ethnicity						
Ever Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	90.6	100.00	70.8	77.0	80.0	86.2	91.7
No	9.4	0.0	29.2	23.0	20.0	13.8	8.3

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Hope Channel Report: Cross-Tabulation Tables

Table IV: Ethnicity and Ever Watched Other Adventist Stations

	Ethnicity						
Ever Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	48.3	48.3	28.0	50.7	35.3	22.2	56.5
No	51.7	51.7	72.0	49.3	64.7	77.7	43.5

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Table V: Ethnicity and Ever Watched Other Non-Adventist Stations

	Ethnicity						
Ever Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	75.8	67.9	19.6	50.7	40.8	59.3	59.1
No	24.2	32.1	80.4	49.3	59.2	40.7	40.9

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Table VI: Ethnicity and Ever Heard of The Hope Channel Before Taking this Survey

	Ethnicity						
Ever Heard Of	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	97.1	89.2	80.4	93.4	89.8	89.7	100.0
No	2.9	10.8	19.6	6.5	10.2	10.3	0.0

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Hope Channel Report: Cross-Tabulation Tables

Table VII: Ethnicity and How First Heard of The Hope Channel

First Heard	Ethnicity						
	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
At Church	36.4	33.3	43.9	33.8	30.2	30.8	41.7
Church Publications	12.1	18.2	17.1	13.1	35.8	15.4	8.3
From Family	27.3	15.2	24.4	33.8	18.9	11.5	37.5
From Friends	24.2	27.3	7.3	13.8	13.2	30.8	8.3
From a Teacher	0.0	0.0	2.4	2.3	0.0	0.0	0.0
E-Mail	0.0	0.0	2.4	0.0	0.0	0.0	0.0
Web Surfing	0.0	6.1	2.4	3.1	1.9	11.5	4.2

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Table VIII: Ethnicity and Have Watched The Hope Channel in the Last Year

Have Watched	Ethnicity						
	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	66.7	90.9	73.2	55.4	73.6	65.4	62.5
No	33.3	9.1	26.8	44.6	26.4	34.6	37.5

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Hope Channel Report: Cross-Tabulation Tables

Table IX: Ethnicity and Have Watched The Hope Channel in the Last Month

	Ethnicity						
Have Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	45.5	80.0	53.3	45.8	51.3	47.1	73.3
No	54.5	20.0	46.7	54.2	48.7	52.9	26.7

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Table X: Ethnicity and Have Watched Hope Channel in the Last Week

	Ethnicity						
Have Watched	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Yes	22.7	66.7	23.3	20.8	33.3	35.3	33.3
No	77.3	33.3	76.7	79.2	66.7	64.7	66.7

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Table XI: Ethnicity and Likelihood to Watch Witness/Evangelism (e.g. Seven Signs by Jose Rojas, etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	10.0	11.1	3.3	5.6	7.9	20.0	6.7
Unlikely	25.0	11.1	13.3	9.9	5.3	13.3	13.3
Neutral	40.0	11.1	36.7	31.0	23.7	20.0	40.0
Likely	15.0	48.1	20.0	46.5	31.6	40.0	26.7
Very Likely	10.0	18.5	26.7	7.0	31.6	6.7	13.3

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Hope Channel Report: Cross-Tabulation Tables

Table XII: Ethnicity and Likelihood to Watch Music/Musical Programs (e.g. Family Reunion; My Story, My Song, etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	4.5	0.0	6.7	8.3	5.4	43.8	6.7
Unlikely	18.2	0.0	3.3	20.8	5.4	0.0	0.0
Neutral	13.6	13.3	23.3	25.0	21.6	18.8	20.0
Likely	31.8	30.0	36.7	25.0	13.5	12.5	40.0
Very Likely	31.8	56.7	30.0	20.8	54.1	25.0	33.3

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Table XIII: Ethnicity and Likelihood to Watch Hope Sabbath School

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	9.1	0.0	6.7	16.7	10.5	17.6	0.0
Unlikely	9.1	3.4	10.0	23.6	18.4	11.8	6.7
Neutral	36.4	6.9	40.0	25.0	36.8	11.8	33.3
Likely	31.8	51.7	33.3	23.6	21.1	29.4	26.7
Very Likely	13.6	37.9	10.0	11.1	13.2	29.4	33.3

P	<.003
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Table XIV: Ethnicity and Desired Changes in Frequency of Devotional/Spiritual Programs (e.g. Higher Ground; Footsteps of Jesus; Let’s Pray; Cross Connections, etc.)

	Ethnicity						
Change in Frequency	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Decrease	0.0	0.0	0.0	10.1	8.1	5.9	6.7
Increase	36.4	44.8	50.0	18.8	43.2	64.7	40.0
Stay the Same	63.6	55.2	50.0	71.0	48.6	29.4	53.3

P	<.01
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Table XV: Ethnicity and Desired Changes in Frequency of Prophetic/End Time Programs (e.g. Discoveries 2010 by Mark Finley; Revelation: Hope, Meaning, Response, etc.)

	Ethnicity						
Change in Frequency	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Decrease	9.1	7.1	10.0	20.9	5.3	0.0	13.3
Increase	31.8	67.9	53.3	38.8	57.9	58.8	26.7
Stay the Same	59.1	25.0	36.7	40.3	36.8	41.2	60.0

P	<.04
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Table XVI: Ethnicity and Desired Changes in Frequency of Music/Musical Programs (e.g. Family Reunion; My Story, My Song, etc.)

	Ethnicity						
Change in Frequency	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Decrease	9.1	0.0	3.3	14.7	8.1	23.5	20.0
Increase	36.4	65.5	63.3	30.9	59.5	29.4	46.7
Stay the Same	54.5	34.5	33.3	54.4	32.4	47.1	33.3

P	<.01
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Table XVII: Ethnicity and Desired Changes in Frequency of Family Programs (Programs that Improve Family Life)

	Ethnicity						
Change in Frequency	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Decrease	19.0	0.0	3.4	8.8	2.7	0.0	6.7
Increase	38.1	71.4	69.0	38.2	56.8	64.7	53.3
Stay the Same	42.9	28.6	27.6	52.9	40.5	35.3	40.0

P	<.03
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Hope Channel Report: Cross-Tabulation Tables

Table XVIII: Ethnicity and Overall Satisfaction with Hope Channel Programming

	Ethnicity						
Satisfaction	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Dissatisfied	4.5	3.3	3.3	5.6	0.0	5.9	0.0
Dissatisfied	18.2	0.0	0.0	9.7	7.7	11.8	13.3
Neutral	22.7	10.0	50.0	31.9	43.6	29.4	20.0
Satisfied	45.5	56.7	43.3	45.8	30.8	52.9	53.3
Very Satisfied	9.1	30.0	3.3	6.9	17.9	0.0	13.3

P	<.02
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Table XIX: Ethnicity and Extent that The Hope Channel has Positively Impacted Life

	Ethnicity						
Impact	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
No Impact	22.7	3.3	13.3	13.9	20.5	17.6	0.0
Small Impact	22.7	6.7	30.0	37.5	25.6	17.6	40.0
Moderate Impact	45.5	30.0	40.0	37.5	28.2	35.3	33.3
High Impact	9.1	40.0	13.3	9.7	15.4	29.4	20.0
Very High Impact	0.0	20.0	3.3	1.4	10.3	0.0	6.7

P	<.002
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Hope Channel Report: Cross-Tabulation Tables

Table XX: Ethnicity and Likelihood to Recommend Health/Lifestyle Programs (e.g. Vital Signs; Go Healthy...For Good etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	0.0	0.0	0.0	0.0	0.0	7.1	0.0
Unlikely	5.0	0.0	0.0	5.0	5.6	0.0	6.7
Neutral	25.0	3.4	17.2	15.0	19.4	21.4	33.3
Likely	50.0	24.1	48.3	48.3	38.9	21.4	33.3
Very Likely	20.0	72.4	34.5	31.7	36.1	50.0	26.7

P	<.01
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Table XXI: Ethnicity and Likelihood to Recommend Prophetic/End Time Programs (e.g. Discoveries 2010 by Mark Finley; Revelation: Hope, Meaning, Response, etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Unlikely	10.5	0.0	0.0	8.1	2.7	0.0	13.3
Neutral	31.6	3.6	20.7	12.9	16.2	33.3	26.7
Likely	42.1	39.3	44.8	43.5	40.5	0.0	40.0
Very Likely	15.8	57.1	34.5	32.3	40.5	66.7	20.0

P	<.05
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Hope Channel Report: Cross-Tabulation Tables

Table XXII: Ethnicity and Likelihood to Recommend Biblical History/Archeology Programs (e.g. Discoveries 2010 by Mark Finley, etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	0.0	0.0	0.0	3.3	0.0	0.0	0.0
Unlikely	25.0	0.0	0.0	0.0	2.7	0.0	6.7
Neutral	35.0	17.2	31.0	18.0	18.9	46.2	40.0
Likely	30.0	34.5	44.8	45.9	37.8	7.7	33.3
Very Likely	10.0	48.3	24.1	32.8	40.5	46.2	20.0

P	<.000
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Table XXIII: Ethnicity and Likelihood to Recommend Music/Musical Programs (e.g. Family Reunion; My Story, My Song, etc.)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	0.0	0.0	0.0	6.5	2.7	7.1	0.0
Unlikely	0.0	0.0	0.0	16.1	8.1	14.3	13.3
Neutral	20.0	3.6	24.1	19.4	18.9	21.4	26.7
Likely	50.0	42.9	48.3	27.4	29.7	0.0	33.2
Very Likely	30.0	53.6	27.6	30.6	40.5	57.1	33.3

P	<.03
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Hope Channel Report: Cross-Tabulation Tables

Table XXIV: Ethnicity and Likelihood to Recommend Family Programs (Programs that Improve Family Life)

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	5.0	0.0	0.0	3.4	0.0	7.1	0.0
Unlikely	5.0	0.0	0.0	6.8	2.7	7.1	6.7
Neutral	25.0	3.4	27.6	23.7	27.0	21.4	33.3
Likely	50.0	27.6	44.8	42.4	35.1	14.3	26.7
Very Likely	15.0	69.0	27.6	23.7	35.1	50.0	33.3

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Table XXV: Ethnicity and Likelihood to Recommend Hope Sabbath School

	Ethnicity						
Likelihood	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	5.0	0.0	3.4	4.8	5.4	0.0	0.0
Unlikely	0.0	0.0	6.9	8.1	5.4	7.1	13.3
Neutral	40.0	3.7	27.6	40.3	27.0	35.7	33.3
Likely	30.0	29.6	48.3	21.0	40.5	7.1	26.7
Very Likely	25.0	66.7	13.8	25.8	21.6	50.0	26.7

P	<.01
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Table XXVI: Ethnicity and Likelihood to Recommend Adventist News

Likelihood	Ethnicity						
	% African-American	% African	% Asian	% Caucasian	% Hispanic/Latino	% West Indian/Caribbean	% Multi-Ethnic
Very Unlikely	5.0	3.7	0.0	6.5	0.0	0.0	0.0
Unlikely	10.0	3.7	10.7	6.5	2.8	7.1	6.7
Neutral	55.0	14.8	42.9	53.2	36.1	35.7	60.0
Likely	20.0	33.3	28.6	21.0	27.8	7.1	20.0
Very Likely	10.0	44.4	17.9	12.9	33.3	50.0	13.3

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Table XXVII: Gender and Ever Watched 3ABN

Ever Watched	Gender	
	% Female	% Male
Yes	80.4	92.3
No	19.6	7.7

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Table XXVIII: Gender and Ever Watched Hope Channel

Ever Watched	Gender	
	% Female	% Male
Yes	72.7	91.9
No	27.3	8.1

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Hope Channel Report: Cross-Tabulation Tables

Table XXIX: Gender and Ever Watched Other Adventist Networks

	Gender	
Ever Watched	% Female	% Male
Yes	33.9	51.1
No	66.1	48.9

P	<.001
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Table XXX: Gender and Ever Heard of Hope Channel Before Taking This Survey

	Gender	
Ever Heard Of	% Female	% Male
Yes	86.3	96.4
No	13.7	3.6

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table XXXI: Gender and How First Heard of Hope Channel

	Gender	
First Heard	% Female	% Male
At Church	29.9	39.4
Church Publications	14.1	22.9
From Family	31.6	20.2
From Friends	20.9	10.6
From a Teacher	1.1	1.6
E-Mail	0.0	0.5
Web Surfing	2.3	4.8

P	<.003
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Table XXXII: Gender and Have Watched Hope Channel Last Year

	Gender	
Have Watched	% Female	% Male
Yes	59.3	73.9
No	40.7	26.1

P	<.003
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Hope Channel Report: Cross-Tabulation Tables

Table XXXIII: Gender and Likelihood to Watch Health/Lifestyle Programs (e.g. Vital Signs; Lifestyle Magazine; Go Healthy...For Good, etc.)

	Gender	
Likelihood	% Female	% Male
Very Unlikely	3.8	8.1
Unlikely	11.4	14.8
Neutral	18.1	28.1
Likely	33.3	28.9
Very Likely	33.3	20.0

P	<.05
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Table XXXIV: Gender and Likelihood to Watch Biblical History/Archeology Programs (e.g. Discoveries 2010 by Mark Finley, etc.)

	Gender	
Likelihood	% Female	% Male
Very Unlikely	4.9	3.6
Unlikely	19.6	6.6
Neutral	28.4	17.5
Likely	27.5	38.0
Very Likely	19.6	34.3

P	<.001
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Hope Channel Report: Cross-Tabulation Tables

Table XXXV: Gender and Likelihood to Watch Music/Musical Programs (e.g. Family Reunion; My Story, My Song, etc.)

	Gender	
Likelihood	% Female	% Male
Very Unlikely	3.9	11.6
Unlikely	10.7	8.7
Neutral	21.4	19.6
Likely	20.4	31.2
Very Likely	43.7	29.0

P	<.03
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Table XXXVI: Gender and Desired Changes in Frequency of Biblical History/Archeology Programs (Discoveries 2010 by Mark Finley)

	Gender	
Change in Frequency	% Female	% Male
Decrease	12.9	8.1
Increase	28.7	45.9
Stay the Same	58.4	45.9

P	<.02
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Hope Channel Report: Cross-Tabulation Tables

Table XXXVII: Gender and Desired Changes in Frequency of Doctrine/Theology Programs (e.g. Life & Teachings of Jesus; Everlasting Gospel by Doug Batchelor; It is Written; New Perceptions by Dwight Nelson; Jesus 101; Central Study Hour, etc.)

	Gender	
Change in Frequency	% Female	% Male
Decrease	6.9	10.4
Increase	39.6	53.3
Stay the Same	55.4	36.3

P	<.01
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Table XXXVIII: Gender and Desired Change in Frequency of Hope Sabbath School Program

	Gender	
Change in Frequency	% Female	% Male
Decrease	11.0	8.4
Increase	13.0	28.2
Stay the Same	76.0	63.4

P	<.02
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Hope Channel Report: Cross-Tabulation Tables

Table XXXIX: Gender and Desired Change in Frequency of Adventist News Program

	Gender	
Change in Frequency	% Female	% Male
Decrease	10.1	7.0
Increase	25.3	42.2
Stay the Same	64.6	50.8

P	<.03
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Table XL: Gender and Likelihood to Recommend Biblical History/Archeology Programs (e.g. Discoveries 2010 by Mark Finley, etc.)

	Gender	
Likelihood	% Female	% Male
Very Unlikely	0.0	1.6
Unlikely	7.2	0.0
Neutral	29.9	20.3
Likely	38.1	36.6
Very Likely	24.7	41.5

P	<.002
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Hope Channel Report: Cross-Tabulation Tables

Table XLI: Class Standing and Hours of Religious Programming Watched Each Week

	Class Standing					
Hours	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
None	16.0	10.9	22.6	18.3	7.4	7.2
1 or Less	52.0	76.1	49.1	50.0	45.1	37.1
2-5	28.0	13.0	24.5	30.0	41.0	48.5
5 or More	4.0	0.0	3.8	1.7	6.6	7.2

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Table XLII: Class Standing and Ever Watched 3ABN

	Class Standing					
Ever Watched	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	76.7	76.1	77.6	92.6	86.6	95.7
No	23.3	23.9	22.4	7.4	13.4	4.3

P	<.003
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Table XLIII: Class Standing and Ever Watched Hope Channel

	Class Standing					
Ever Watched	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	69.0	73.9	68.8	85.7	84.1	93.3
No	31.0	26.1	31.2	14.3	15.9	6.7

P	<.001
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Table XLIV: Class Standing and Ever Watched Other Adventist Stations

	Class Standing					
Ever Watched	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	36.7	45.5	30.4	37.7	37.3	57.3
No	63.3	54.5	69.6	62.3	62.7	42.7

P	<.03
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Table XLV: Class Standing and Ever Watched Other Non-Adventist Stations

	Class Standing					
Ever Watched	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	36.7	34.9	39.5	47.2	54.1	62.0
No	63.3	65.1	60.5	52.8	45.9	38.0

P	<.02
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Hope Channel Report: Cross-Tabulation Tables

Table XLVI: Class Standing and How First Heard of Hope Channel

	Class Standing					
First Heard	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
At Church	25.9	35.0	33.3	40.7	33.9	36.4
Church Publications	18.5	10.0	14.3	13.0	25.0	20.5
From Family	44.4	45.0	31.0	33.3	17.0	14.8
From Friends	11.1	7.5	14.3	13.0	19.6	18.2
From a Teacher	0.0	2.5	0.0	0.0	1.8	2.3
E-Mail	0.0	0.0	0.0	0.0	0.0	1.1
Web Surfing	0.0	0.0	7.1	0.0	2.7	6.8

P	<.04
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Table XLVII: Class Standing and Watched Hope Channel in the Last Year

	Class Standing					
Watched	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	55.6	55.0	59.5	51.9	72.3	80.7
No	44.4	45.0	40.5	48.1	27.7	19.3

P	<.001
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Hope Channel Report: Cross-Tabulation Tables

Table XLVIII: Class Standing and Likelihood to Watch Biblical/Archeology Programs (e.g. Discoveries 2010 by Mark Finley, etc.)

	Class Standing					
Likelihood	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Very Unlikely	0.0	0.0	4.0	10.7	5.1	1.4
Unlikely	21.4	9.1	4.0	17.9	14.1	10.0
Neutral	57.1	40.9	20.0	14.3	21.8	14.3
Likely	14.3	18.2	40.0	42.9	29.5	40.0
Very Likely	7.1	31.8	32.0	14.3	29.5	34.3

P	<.02
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Table XLIX: Class Standing Changes in Desired Frequency of Music/Musical Programs (Family Reunion; My Story, My Song)

	Class Standing					
Change in Frequency	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Decrease	7.1	13.6	12.5	7.1	6.5	15.9
Increase	50.0	22.7	29.2	46.4	63.6	40.6
Stay the Same	42.9	63.6	58.3	46.4	29.9	43.5

P	<.03
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Hope Channel Report: Cross-Tabulation Tables

Table L: Class Standing and Likelihood to Recommend Biblical/Archeology Programs (Discoveries 2010 by Mark Finley, etc.)

	Class Standing					
Likelihood	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Very Unlikely	0.0	4.5	4.3	0.0	0.0	0.0
Unlikely	7.1	0.0	4.3	8.3	2.7	1.6
Neutral	50.0	36.4	21.7	20.8	26.0	14.3
Likely	35.7	31.8	39.1	54.2	38.4	31.7
Very Likely	7.1	27.3	30.4	16.7	32.9	52.4

P	<.03
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Table LI: Class Standing and Likelihood to Recommend Family Programs (Programs That Improve Family Life)

	Class Standing					
Likelihood	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Very Unlikely	0.0	0.0	13.0	0.0	1.4	0.0
Unlikely	0.0	9.1	8.7	4.3	2.7	1.6
Neutral	42.9	27.3	21.7	34.8	15.1	20.6
Likely	35.7	36.4	21.7	34.8	39.7	38.1
Very Likely	21.4	27.3	34.8	26.1	41.1	39.7

P	<.03
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Hope Channel Report: Cross-Tabulation Tables

Table LII: Have Children at Home and Hours of Religious Programming Watched Each Week

	Have Children	
Hours	% Yes	% No
None	7.9	14.0
1 or Less	34.1	54.8
2-5	49.2	28.0
5 or More	8.7	3.2

P	<.000
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Table LIII: Have Children at Home and Ever Watched Hope Channel

	Have Children	
Ever Watched	% Yes	% No
Yes	88.9	79.9
No	11.1	20.0

P	<.04
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Table LIV: Have Children at Home and Ever Watch Other Non-Adventist Stations

	Have Children	
Ever Watched	% Yes	% No
Yes	59.6	45.7
No	40.4	54.3

P	<.02
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Hope Channel Report: Cross-Tabulation Tables

Table LV: Have Children at Home and How First Heard of Hope Channel

	Have Children	
First Heard	% Yes	% No
At Church	36.7	34.0
Church Publications	22.0	17.0
From Family	12.8	31.2
From Friends	19.3	14.2
From a Teacher	1.8	1.2
E-Mail	0.9	0.0
Web Surfing	6.4	2.4

P	<.005
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Table LVI: Have Children at Home and Watched Hope Channel in the Last Year

	Have Children	
Have Watched	% Yes	% No
Yes	79.8	61.3
No	20.2	38.7

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Hope Channel Report: Cross-Tabulation Tables

Table LVII: Have Children at Home and Have Watched Hope Channel in the Last Month

	Have Children	
Have Watched	% Yes	% No
Yes	66.7	51.0
No	33.3	49.0

P	<.02
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Table LVIII: Have Children at Home and Have Watched Hope Channel in the Last Week

	Have Children	
Have Watched	% Yes	% No
Yes	49.4	25.2
No	50.6	74.8

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Hope Channel Report: Cross-Tabulation Tables

Table LIX: Have Children at Home and Time of Day Most Often Watch The Hope Channel

	Have Children	
Time Watched	% Yes	% No
Morning (6:01am-12pm)	16.3	8.6
Afternoon (12pm-6pm)	15.1	22.4
Evening (6:01pm-10:59pm)	68.6	64.5
Overnight (11pm-6am)	0.0	4.6

P	<.04
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Table LX: Have Children at Home and Likelihood to Watch Family (Programs that Improve Family Life)

	Have Children	
Likelihood	% Yes	% No
Very Unlikely	6.0	7.9
Unlikely	2.4	17.1
Neutral	17.9	30.3
Likely	36.9	29.6
Very Likely	36.9	15.1

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table LXI: Have Children at Home and Likelihood to Watch Hope Sabbath School

	Have Children	
Likelihood	% Yes	% No
Very Unlikely	9.3	10.5
Unlikely	9.3	16.3
Neutral	18.6	30.1
Likely	38.4	24.8
Very Likely	24.4	18.3

P	<.05
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Table LXII: Have Children at Home and Likelihood to Recommend Hope Sabbath School

	Have Children	
Likelihood	% Yes	% No
Very Unlikely	2.6	5.0
Unlikely	1.3	7.9
Neutral	21.8	31.4
Likely	32.1	27.1
Very Likely	42.3	28.6

P	<.05
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Hope Channel Report: Cross-Tabulation Tables

Table LXIII: Class Standing and Searched for Written and Devotional Materials

	Class Standing					
Ever Searched For	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	44.1	41.2	72.1	54.4	58.3	63.6
No	55.9	58.8	27.9	45.6	41.7	36.4

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Table LXIV: Class Standing and Ever Searched for General Religious News

	Class Standing					
Ever Searched For	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	23.5	45.1	34.4	29.4	50.0	57.6
No	76.5	54.9	65.6	70.6	50.0	42.4

P	<.000
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Table LXV: Class Standing and Ever Searched for Sermons

	Class Standing					
Ever Searched For	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	47.1	56.9	45.9	55.9	65.9	80.8
No	52.9	43.1	54.1	44.1	34.1	19.2

P	<.000

Hope Channel Report: Cross-Tabulation Tables

Table LXVI: Class Standing and Ever Searched for Full Length Religious Programs

Ever Searched For	Class Standing					
	% Freshmen	% Sophomore	% Junior	% Senior	% Graduate	% Seminary
Yes	26.5	23.5	21.3	20.6	37.9	44.4
No	73.5	76.5	78.7	79.4	62.1	55.6

P	<.002
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Table LXVII: Programs You Have Contacted (all responses are shown as they were entered by survey participant; all programs listed were contacted by a single participant)

Program Name
Amazing Fact/Sacramento central study hour
AWR, AMAZING FACTS
COOKING
don't remember
don't remember but it was for a prayer request...
hope channel
Hope Let's Pray, My Story My Song
Hope Sabbath School/Evang/Witnessing/Discovery
It is written
Let's Pray
Really Living

Hope Channel Report: Cross-Tabulation Tables

Table LXVIII: Hours of Religious Programming Watched Each Week and Satisfaction with The Hope Channel Programming

	Satisfaction				
Hours	% Very Unsatisfied	% Unsatisfied	% Neutral	% Satisfied	% Very Satisfied
1 or Less	37.5	40.0	57.7	43.9	25.0
2-5	12.5	50.0	41.0	47.7	65.6
5 or More	50.0	10.0	1.3	8.4	9.4

P	<.000
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Table LXIX: Hours of Religious Programming Watched Each Week and to What Extent has Watching The Hope Channel Impacted Life in a Positive Way

	Impact				
Hours	% No Impact	% Small Impact	% Moderate Impact	% High Impact	% Very High Impact
1 or Less	64.5	63.6	42.4	20.9	12.5
2-5	29.0	34.8	52.9	58.1	75.0
5 or More	6.5	1.5	4.7	20.9	12.5

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table LXX: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Spiritual and Devotional Life

Hours	Improved Spiritual and Devotional Life	
	% Yes	% No
None	0.0	14.6
1 or Less	38.0	51.8
2-5	52.2	30.1
5 or More	9.8	3.5

P	<.000
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Table LXXI: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Prayer Life

Hours	Improved Prayer Life	
	% Yes	% No
None	0.0	13.5
1 or Less	31.7	51.8
2-5	57.1	31.0
5 or More	11.1	3.8

P	<.000
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Table LXXII: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Family Life

	Improved Family Life	
Hours	% Yes	% No
None	0.0	13.1
1 or Less	26.9	51.8
2-5	59.6	31.4
5 or More	13.5	3.7

P	<.000
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Table LXXIII: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Biblical Knowledge

	Improved Biblical Knowledge	
Hours	% Yes	% No
None	0.0	16.0
1 or Less	40.2	52.2
2-5	48.4	29.5
5 or More	11.5	2.2

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table LXXIV: Hours of Religious Programming Watched Each Week and Impact on Life by Increased Interest in Studying the Sabbath School Lesson

Hours	Increased Interest in Studying SS Lesson	
	% Yes	% No
None	0.0	13.2
1 or Less	31.5	51.3
2-5	57.4	31.6
5 or More	11.1	3.9

P	<.000
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Table LXXV: Hours of Religious Programming Watched Each Week and Impact on Life by Increased Preparation for Christ's Second Coming

Hours	Increased Preparation for Second Coming	
	% Yes	% No
None	0.0	13.4
1 or Less	32.3	51.6
2-5	53.2	31.7
5 or More	14.5	3.2

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table LXXVI: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Health

	Improved Health	
Hours	% Yes	% No
None	0.0	13.7
1 or Less	30.0	52.5
2-5	62.9	29.4
5 or More	7.1	4.4

P	<.000
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Table LXXVII: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Ability to Witness

	Improved Ability to Witness	
Hours	% Yes	% No
None	0.0	12.6
1 or Less	24.3	51.1
2-5	62.2	32.2
5 or More	13.5	4.0

P	<.000
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Table LXXVIII: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Relationship with Jesus

	Improved Relationship with Jesus	
Hours	% Yes	% No
None	0.0	14.7
1 or Less	33.0	53.2
2-5	57.4	28.5
5 or More	9.6	3.5

P	<.000
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Table LXXIX: Hours of Religious Programming Watched Each Week and Impact on Life by Improved Connection to the Church

	Improved Connection to the Church	
Hours	% Yes	% No
None	0.0	13.4
1 or Less	37.1	50.8
2-5	50.0	32.3
5 or More	12.9	3.5

P	<.000
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Hope Channel Report: Cross-Tabulation Tables

Table LXXX: Age of Children

Age in Years	Number of Children Reported that Age N=242
0	11 (4.5%)
1	13 (5.4)
2	12 (5.0)
3	13 (5.4)
4	11 (4.5)
5	13 (5.4)
6	14 (5.9)
7	10 (4.1)
8	15 (6.2)
9	8 (3.3)
10	16 (6.6)
11	9 (3.7)
12	11 (4.5)
13	8 (3.3)
14	14 (5.9)
15	11 (4.5)
16	6 (2.5)
17	10 (4.1)
18	5 (2.1)
19	8 (3.3)
20	4 (1.7)
21	2 (0.8)
22	5 (2.1)
23	1 (1.2)
24	1 (0.4)
25	3 (1.2)
26	2 (0.8)
27	1 (0.4)
28	1 (0.4)
29	1 (0.4)
31	1 (0.4)

Focus Group Executive Summary

Is Hope Channel Reaching the Next Generation? A Program Evaluation from the Perspective of a Diverse Population of Students at Andrews University

Curtis J. VanderWaal, Ph.D.

Background and Demographics

The focus group questions were developed in conjunction with the quantitative survey, which allowed evaluators to gain a more detailed assessment of Andrews University students' perceptions of the programs and quality of Hope Channel productions. A focus group approach was chosen as the qualitative evaluation methodology because it is helpful in exploring attitudes, feelings, beliefs, and experiences that might not be fully expressed through a quantitative survey. The focus group questions were developed by Dr. Curtis VanderWaal, with assistance from Dr. Duane McBride and Dr. Desrene Vernon. The initial draft was reviewed by an administrative team at ASTR and final modifications resulted in the interview guide questions found in Appendix A of the full report.

Students who had participated in approximately 10 hours of Hope Channel viewing were invited to participate in one of two focus group interviews. Two focus group interviews were held – eight students attended the first group; five students attended the second group. Both groups lasted approximately 1 ½ hours. All participants in both groups were Andrews University students, with good representation across both undergraduate and graduate academic programs. Nine of the 13 students were female. Most undergraduate students appeared to be between 18 – 22 years old, with graduate student ages ranging from early 20s to late-40's. Although students were also not asked their ethnicity, it appeared that ethnic backgrounds included Caucasian, Asian, Hispanic, and African-American, with one student saying she was from an African country.

Analysis

Following the focus group sessions, both interviews were manually transcribed into password-protected computer files. Next, Dr. VanderWaal reviewed the transcripts to identify broad themes and topic areas. These topics were then organized into a codebook of major and minor themes. Next, both transcripts were coded, and all comments were categorized and sorted into the themes identified in the codebook. The content analysis was conducted using an analytical process known as the constant comparative method. This method allows researchers to

consistently compare participants' comments across categories and group sessions. In addition, the prevalence and intensity of comments regarding certain themes can be noted.

Results

Viewing Patterns

All participants said they watched their programming in English, although one tried watching a program in Spanish and found it replicated the English format so switched back to English. About half of the students said they watched whatever came on to the television channel at the time they chose to watch, with the other half saying they used the internet archives to search for and watch shows they most enjoyed.

Several students described themselves as “lifetime viewers”, with two students saying they watched often prior to this evaluation. On the other hand, several participants said they had never heard of Hope Channel before coming to Andrews University (the channel is provided as part of the television cable package in the dormitories and student housing).

Those who knew about the channel prior to coming to Andrews University said that either a family member watched it regularly or they viewed the channel as part of a church event, usually associated with an evangelistic series.

Spiritual Programming Preferences

Participants were asked the question “*If you are going to search for spiritual content on TV or the internet, what kinds of programming appeal to you and why?*” Two major themes emerged, along with several minor themes which are discussed in the full report.

Applied Christianity. The most common theme was ‘Applied Christianity’, which participants described as Christianity that they could use in everyday life – “*practical Godliness.*” One student noted, “*I don’t have much time, so something that is really short...five minutes, ten minutes and it’s some type of devotional you can really relate to.*”

Music. The second most common theme was ‘Music’. Participants looked for musical programming that could play in the background and ‘set the atmosphere’.

Favorite Programming Choices

Participants were next asked the question “*What were your favorite programs and why did you like them?*” The students chose a wide variety of programs, with nine programs mentioned specifically by name. Three programs were by far the most popular, with the rest mentioned by only one person each. This Executive Summary will only mention the three most popular programs.

Go Healthy for Good. This program was the most popular show mentioned by a wide variety of participants. Some participants felt that it was light and fun. Chris stated that he liked the show “*... just ‘cause it’s light and you don’t have to focus so hard.*” Sylvia liked the show because she enjoys cooking.

Let's Pray. This program was also mentioned by most of the participants. Reasons for the show's popularity included: a) personal spiritual application – how the program impacted their own or others' spiritual lives in meaningful ways; b) people telling their own unique, personal stories and expressing needs in heartfelt, genuine ways; and c) diverse cultures represented through a world church. Although separated by miles and sometimes oceans, that caller can experience the power of prayers by being lifted up by people around the globe.

Musical Programming. A number of the focus group participants enjoyed musical programming. Some appreciated the spiritual mood in the background while others appreciated the calming effect of the music.

Least Liked Programming Choices

Participants were next asked the question “*What were your least favorite programs and why didn't you like them?*” The students chose a wide variety of programs, with seven programs mentioned specifically by name. Because each person had their own individual tastes in programming, there was no general consensus on which shows were least liked and, in several instances, shows that were most liked by one person were least liked by another. Often a student only watched one episode, or even part of one episode, before making a judgment on a show's quality, so many of the opinions might be considered impressions rather than careful critiques. That said, initial impressions are often lasting impressions for youth, so a show that causes a negative reaction will likely never be watched again.

The reasons for the dislike of each particular show were also highly varied but often included two central themes. First, students expressed boredom with a number of shows. They described slow discussions, lecture-style formats, and scripted programming that had little creativity. Second, students were disinterested in shows that were disconnected from the real world. They were particularly frustrated with shows that were superficial, lacked application to daily life and were impractical. Clearly, such judgments are individual in nature and what was boring or superficial to one person may have been interesting and relevant to another.

Shows that were least liked included: *Higher Ground; Let's Pray; Cross Currents; Geared Up for God; Cliff; scenery and praise shows;* and, several unnamed programs that students felt had scripted formats, fake acting, and discussions that were disconnected to the real world. More details relating to student opinions of each show are found in the full focus group report.

Recommendations for Improving Existing Format or Programs

Students were next asked “*What type of programming was missing or not well represented?*” They were also asked “*What recommendations would you make for improvements.*” The two focus groups spent the most time with these questions.

Make shows real and genuine. The strongest and most consistent recommendation related to creating programs that dealt honestly with life in all its complexity and messiness. Several in the group talked about Hope Channel giving the impression that Adventists were ‘in a

bubble' in the sense that they are always trying to show the church and its members in an idealized, perfect manner. Some called for program hosts to come across in a more sincere, genuine manner, while others wished for more shows that validated doubt and complexity of belief in the Christian walk.

Discuss important social and spiritual issues. Students also wished Hope Channel would focus more on complex spiritual and social issues that people encounter in everyday life or that are current hot topics, including homosexuality, women's ordination, Trinitarian views, and types of activities that people are involved with on Sabbath.

Target a younger audience. Explicitly targeting a younger audience would include five elements: 1) develop programming that youth find relevant and interesting, including discussions on difficult topics or variations in Adventist lifestyle and behavior; 2) include younger program hosts who can act as role models and who look and dress like the youth they are trying to reach; 3) incorporate younger program guests with real problems who sound and look like the audience; 4) incorporate more contemporary music, fashions and behavior; and 5) integrate technology into programming in ways that connect to youth and can be used by youth.

Improve production quality. Several Communications majors worked regularly on developing new television shows on campus. They described being frustrated with the quality of Hope Channel's editing and camera work on some shows, stating that "*Appearance is a big part of the appeal and the rejection of certain shows.*" Others were frustrated with outdated production sets and hosts who appeared stiff and over-dressed.

Recommendations for New Program Development

Students were next asked the question "*What programming would you like to see developed?*" In addition to programs that deal honestly with the complex lives of teens and young adults, students suggested the following: 1) a show for those who are exploring and sometimes questioning their faith and beliefs – 'searchers'; 2) a show exploring the various ways that Adventist congregations around the world live out their faith; 3) a show that examined interpersonal relationship dynamics; 4) a series of Bible story movies; 5) an Adventist Aerobics show; and 6) an Adventist situation comedy. Student descriptions of these program ideas can be found in the full focus group report.

Recommending the Hope Channel to Others

Participants were next asked the question, "*Would you recommend Hope Channel or its programs to a friend or colleague?*" Their answers were generally cautious and appeared to mostly reflect that they considered Hope Channel to be more understandable and appropriate for current Seventh-day Adventists as opposed to non-SDAs.

Several participants were able to suggest specific shows that they would share with friends or colleagues, but most were not ready to name specific shows, preferring instead to provide qualified responses for when they might refer Hope Channel to someone. Part of the group's discomfort and perhaps even embarrassment related to the unique beliefs and behaviors

of the Adventist church, which some participants felt would not be understood or appreciated by a non-Adventist public. Part of the discomfort seemed to be due to not wanting friends or loved ones to feel pressured to share a television program as a form of witness.

Contributions of Hope Channel to the Church

Finally, participants were asked to discuss the question “*What contribution do you feel that Hope Channel is making to the church?*” Responses to this question were entirely positive and included: 1) connecting or reconnecting former or marginal Seventh-day Adventists; 2) reinforcing a Bible-based message; 3) making it easier to experience God outside of church; 4) giving a sense of hope and inspiration; and 5) helping the viewer slow down and connect to God.

Summary and Conclusions

Students were honest and fully engaged in the focus group discussions. They expressed a wide variety of opinions about various aspects of Hope Channel. While they had generally positive views of many programs, they also disliked a number of programs, particularly those with a slow lecture format or were disconnected from real-life issues. There were few areas of consensus when it came to actual programs that students liked or disliked – in fact, some programs that were strongly disliked by some were liked by others. There was, however, much greater consensus around frustrations with some of the dated sets and concerns with the overall production values of a number of the shows. The groups were also generally in agreement in their recommendations for improvements to Hope Channel, including making programs more real and genuine, discussing important social and spiritual issues, targeting a younger audience, and improving production quality. They also described a number of creative ideas for new programming. They were cautious about sharing programs with friends or colleagues, believing that most Hope Channel shows are made for, and can be best understood and appreciated by, current Seventh-day Adventists. However, they believed that Hope Channel is making positive contributions to the Church.

In conclusion, most students were generally positive but not overly enthusiastic about their viewing experience. However, they shared a number of insightful and creative ideas for improving existing shows or creating new shows that would generate more enthusiasm and interest for younger viewers who wish to see their lives, perspectives and interests represented on Hope Channel. Incorporating these improvements would likely result in greater programming appeal and increased viewing among Adventist young people.

Focus Group Report

Is Hope Channel Reaching the Next Generation? A Program Evaluation from the Perspective of a Diverse Population of Students at Andrews University

Curtis J. VanderWaal, Ph.D.

Background and Purpose

The focus group questions were developed and outlined in conjunction with the quantitative survey, which allowed evaluators to gain a more detailed assessment of Andrews University students' perceptions of the programs and quality of Hope Channel productions. A focus group approach was chosen as the qualitative evaluation methodology because it is helpful in exploring attitudes, feelings, beliefs, and experiences that might not be fully expressed through a quantitative survey. One drawback of focus group interviews is unpredictable group interactions such as reluctance among quieter participants to share dissenting viewpoints; however, focus groups allow investigators to ask questions that explore the attitudes, feelings, beliefs, and experiences of individuals in a flexible way that does not limit participants to just a few answer choices. Although the group setting of focus groups can sometimes cause some discomfort in sharing if the topic is too sensitive, perceptions are often more likely to be revealed and reinforced in a group setting where other group members can support or contradict statements. As participants begin discussing their feelings and experiences with Hope Channel programs, other group members can more easily recall their own feelings and experiences and build upon the discussion themes.

For the purposes of this study, the qualitative data from these interviews were able to provide a more vivid, condensed, and full description of how Andrews University students felt about the programs they viewed that could not be obtained through the quantitative survey. Findings from qualitative research should ultimately complement the quantitative research to create a more complete understanding of the findings.

Procedures

The focus group questions were developed by Dr. Curtis VanderWaal, with assistance from Dr. Duane McBride and Dr. Desrene Vernon. The initial draft was reviewed by an administrative team at ASTR and final modifications resulted in the interview guide questions found in Appendix A. The research team received Andrews University Institutional Review Board approval on October 3, 2012.

Students who had participated in approximately 10 hours of Hope Channel viewing were invited to participate in one of two focus group interviews. Five email invitations were sent to a

total of 22 students, offering several options for attending the groups. Students were offered a \$15 gift certificate to one of several shopping or eating establishments in the area. They were also told they would receive free pizza, drinks, and chocolate.

Two focus group interviews were held – the first on November 28, over the dinner hour, and the second on December 7, 2012, during the lunch hour. Eight students attended the first group; five students attended the second group. All participants in both groups were Andrews University students, with good representation across both undergraduate and graduate academic programs, including students from Communication, Social Work, Biology, Physical Therapy, Social Studies, Accounting, and Religion (both undergraduate and Master of Divinity students). Nine of the 13 students were female. While not asked their age, most undergraduate students appeared to be between 18 – 22 years old, with graduate student ages ranging from early 20s to late-40's. Although students were also not asked their ethnicity, an informal observation appeared to show students who were Caucasian, Asian, Hispanic, and African-American. One student said she was from an African country.

The groups were held in a quiet conference room just off the Behavioral Sciences Research Center in Buller Hall. Both groups lasted approximately 1 ½ hours. The added eating activity did not appear to deter participants from actively participating in the groups, with all of the participants from both groups making multiple comments during the groups. The participants appeared very comfortable participating in the focus groups and interacted with each other in a friendly way. Dr. VanderWaal facilitated the discussion with an interview guide to allow for organized, yet open, discussion. Ms. Katelyn Ruiz, a graduate Communications major, operated the digital recorders, took notes on the interviews, and helped to set up the room. Although Ms. Ruiz did not participate in either focus group, she was asked to provide written comments to the comments made by the first group following the completion of the group since she had been one of the participants in the Hope Channel program review.

Analysis

Following the focus group sessions, each interview was manually transcribed into password-protected computer files. Next, Dr. VanderWaal reviewed the transcripts to identify broad themes and topic areas. These topics were then organized into a codebook of major and minor themes. Next, both transcripts were coded, and all comments were categorized and sorted into the themes identified in the codebook. The content analysis was conducted using an analytical process known as the constant comparative method. This method allows researchers to consistently compare participants' comments across categories and group sessions. In addition, the prevalence and intensity of comments regarding certain themes can be noted.

Results

All names used throughout this document are pseudonyms for the actual participants. As noted above, all focus group comments were organized using a codebook, which generally corresponded with the questions in the interview guide (see Appendix A).

Viewing Patterns

All participants said they watched their programming in English, although one tried watching a program in Spanish and found it replicated the English format so switched back to English. About half of the students said they watched whatever came on to the television channel at the time they chose to watch, with the other half saying they used the internet archives to search for and watch shows they most enjoyed.

Several students described themselves as “lifetime viewers”, with two students saying they watched often prior to this evaluation. On the other hand, several participants said they had never heard of Hope Channel before coming to Andrews University (the channel is provided as part of the television cable package in the dormitories and student housing).

Those who knew about the channel prior to coming to Andrews University said that either a family member watched it regularly or they viewed the channel as part of a church event, usually associated with an evangelistic series. One student said she learned about it while attending a Generation Youth for Christ (GYC) meeting.

Spiritual Programming Preferences

Participants were asked the question “*If you are going to search for spiritual content on TV or the internet, what kinds of programming appeal to you and why?*” Two major themes emerged, along with several minor themes.

Applied Christianity. The most common theme was ‘Applied Christianity’, which participants described as Christianity that they could use in everyday life, or, as Maddie described it – “*practical Godliness.*” She preferred programming that was “*more event focused...or discussing a topic instead of going for a sermon*”. Karen agreed, saying, “*So things like little quick devotionals or thoughts that you can think about constantly throughout the day, so that you constantly have that communion with God.*” Doug added, “*I don’t have much time, so something that is really short...five minutes, ten minutes and it’s some type of devotional you can really relate to.*” He described discussions on “*...something that we are dealing with – stressful situations, maybe family problems, relationship issues – stuff like that, that really relates to the college population.*” Paul added that he would like to see programming on “*...how I can implement His ways*”, while Katrina said that “*I like the idea of spiritual programming being personal and applicable.*”

Music. The second most common theme was ‘Music’. Participants looked for musical programming that could play in the background and ‘set the atmosphere’. Sarah said, “*I look for musical programming I guess because I’m busy, ‘cause you don’t actually have to pay attention with your eyes. You can be doing something else.*” Robert agreed, saying,

“I listen to music, like all the time. While I’m walking to my classes, sometimes while I am doing homework. Music probably speaks to me the most because well, I am also a musician. Music ministry probably speaks to me the most out of all the other types of ministries.”

Several minor themes included an interest in prophesy and theology or evangelism. The individuals who mentioned these areas of interest did not elaborate on what sort of issues were most important or interesting to them. Both of these interests were provided by students who currently attend the seminary.

Favorite Programming Choices

Participants were next asked the question *“What were your favorite programs and why did you like them?”* The students chose a wide variety of programs, with nine programs mentioned specifically by name. Three programs were by far the most popular, with the rest mentioned by only one person each.

Go Healthy...for Good. This program was the most popular show mentioned by a wide variety of participants. Some participants felt that it was light and fun. Chris stated that he liked the show *“... just ‘cause it’s light and you don’t have to focus so hard.”* Vanessa responded, *“Yeah, same thing for me. I’ve always been kind of like, a health buff.”* Sylvia liked the show because she enjoys cooking. Charity enjoyed the show every day, along with a number of other programs. On the other hand, while Sarah liked the show, she said, *“...it’s not necessarily what I would love or my favorite, it was just the best available show that they offer.”*

Let’s Pray. This program was also mentioned by most of the participants. Reasons for the show’s popularity included: a) personal spiritual application; b) people telling their own stories; and c) diverse cultures represented.

Personal spiritual application related to the way in which the program impacted their own or others’ spiritual lives in meaningful ways. Richard said, *“...my prayer life really hasn’t been good, at all this past semester. I don’t know - there was something about the program that really rubbed me the right way.”* Phillip believed that the personal focus of the prayers was important:

“I’ve grown accustomed to, in a group like this, you take a prayer request and then they never get prayed for. You have a generic prayer, “blah blah blah”. [In contrast, on ‘Let’s Pray’] Someone expressed a need - let’s pray. So I did appreciate that, and just praying, remembering their names, when he is praying. Because people are looking for those things, just be with someone who just lost their husband, they’re like, ‘My name was Maria’ or something. It’s real. Personal.”

Participants also appreciated how the program gave callers the opportunity to tell their own unique, personal stories and expressing needs in heartfelt, genuine ways. Vanessa even

remembered two stories she had seen and recounted them for the group, stating that, “... *the story-based programs really caught my eye. The other ones that looked like lectures, I pretty much just run away.*”

Finally, group members appreciated the cultural diversity of the callers on *Let's Pray*. One of the benefits of a church that spans the globe is the wide number of countries and cultures that make up the church family. On any given day, a call might come from Jamaica, Kenya, Australia or any one of the many countries where the Adventist church has a presence. Each person can tell their unique story in a way that connects them to potentially thousands of other people who are watching the program in their own country. Although separated by miles and sometimes oceans, that caller can experience the power of prayers by being lifted up by people around the globe.

Musical Programming. A number of the focus group participants enjoyed musical programming. As noted earlier, some appreciated that the music could set a spiritual mood in the background while working on other tasks. Others appreciated the calming effect of the music. Doug said that the music “...*actually kind of soothed me I guess and put me to sleep.*” However, as will be seen in a later section, the participants also suggested a number of ways in which the music on Hope Channel could be improved.

Miscellaneous Programs. A number of programs were only named by one participant, perhaps reflecting the eclectic preferences of different audience members. These programs included:

- *Preaching by Walter Pearson* – As a seminary student, Richard appreciated Elder Pearson’s ability to apply his message to everyone and his use of humor.
- *Cooking Stop* – Maddie said, “*I watched it because I am vegan, so when it came to that I was like ‘Oh, let me see, vegan lasagna’, I was like ‘yes!’*”.
- *Hope Sabbath School* – Kelly stumbled on Hope Sabbath School when she was exploring the online archives – *I think Hope Sabbath School is awesome.* “*I really like the multicultural dynamics of the Sabbath School...and I think his [the host’s] knowledge of the Bible is amazing. And then I love the dynamics of the different people, and you’ve got them asking questions, get to see their perspective on the subject. That I really, really enjoyed.*”
- *Adventist News* – Maddie also appreciated this show “*because of the segments of what was happening around the world with different focus. ‘Okay, I will go interview this person who is in this village doing this or that, and there is this initiative over here’, so I like finding out, what are we doing around the world.*”
- *Unnamed culturally diverse program* – Kelly, a Communications major, enjoyed a program where “...*they were interviewing people from a different culture and a different religion and the way they were discussing it was...really well rounded. I was interested in how different cultures were interacting.*”
- *Whatever is on Hope Channel* – Charity, a student from Africa, said that she enjoyed whatever show was on at the time. “*Sometimes I want to hear a sermon, sometimes I*

want to just listen to music, I like family issues...it depends on the day, my mood.” She mentioned *Higher Ground*, *Let’s Pray*, *Family Talk*, and *Bring Out the Power* as shows she particularly enjoyed.

- Richard described a show produced by Loma Linda University that discussed training to become a medical doctor. *“You know, I found it really interesting, even though I am not a science major. I was like, like, wow, I could imagine how so many people actually learn from watching this kind of program.”*

Least Liked Programming Choices

Participants were next asked the question *“What were your least favorite programs and why didn’t you like them?”* The students chose a wide variety of programs, with seven programs mentioned specifically by name. Because each person had their own individual tastes in programming, there was no general consensus on which shows were least liked and, in several instances, shows that were most liked by one person were least liked by another. Often a student only watched one episode, or even part of one episode, before making a judgment on a show’s quality, so many of the opinions might be considered impressions rather than careful critiques. That said, initial impressions are often lasting impressions for youth, so a show that causes a negative reaction will likely never be watched again.

The reasons for the dislike of each particular show were also highly varied but often included two central themes. First, students expressed boredom with a number of shows. They described slow discussions, lecture-style formats, and scripted programming that had little creativity. This may at least partially relate to the fact that students have grown tired of enduring boring lectures in class settings. Second, students were disinterested in shows that were disconnected from the real world. They were particularly frustrated with shows that were superficial, lacked application to daily life and were impractical. Clearly, such judgments are individual in nature and what was boring or superficial to one person may have been interesting and relevant to another. Nevertheless, the following section reviews the often brief responses of each show that were mentioned by students. Greater detail on various shows can be found in the Media Diary analysis.

Hope Sabbath School. While Katrina appreciated the cultural diversity of the audience, she was distracted by the large number of participants, most of whom did not make a regular contribution. Often the discussion was dominated by three or four verbal members who would go off on tangents. *“It’s good that they know their Bibles, but they don’t necessarily know how to relate the Biblical principles to everyday life.”*

Higher Ground. Vanessa said, *“I felt like I was in a class room, they have a little board there full of notes, and I was like, ‘no!’. I just came from class I don’t want to watch another one [boring lecture].”* Several others were turned off by the musical style of the show, feeling it was like *“grocery music”*.

Let’s Pray. Samantha felt that the show felt somewhat contrived and insincere. *“It really turned me off...it seemed very fake.” “...the way they presented themselves, and how they*

spoke, it seemed very superficial, very like, this is what Adventists act like. They are saying what needs to be said, saying it because it is what they know we want to hear.”

Cross Currents. Kelly was frustrated with the show’s lack of practical application. *“...it’s just kind of like ideas floating around. What would that mean for me? You are telling me that I have to love people and I need to reach out, but what does that actually look like?”*

Geared Up for God. Katrina felt that the show had a lot of potential for being interesting and exciting. While the show started with rock climbing, most of the programming involved sitting around and talking. She said,

“It had the potential of being an exciting out-of-studio, real life action type of program, but then they structured it the point that if I were to watch that, I would think that all Christianity involves is sitting. Hire some editors to cut fast-paced shots together and make the out-of-studio Christian experience look more exciting. We are involved in spiritual battle every day, and that IS exciting!”

Katrina was also frustrated with what she perceived to be the condescending and sexist discussion by the host of the particular show she watched.

“...it became very sexist as he talked about different professions men could have and do for God, and then, to paraphrase, if you are a mother, you can do that important work for God too, insinuating that women were really only able to serve in ministry within their own homes.”

Cliff. Charity described the show as confusing. *“I usually just don’t get it. He’s just so excited about what he is talking about, but, I don’t know...”*

Unnamed Programs. Several programs were described by participants but they couldn’t remember the name of the program. One show, which appeared to involve youth from Fountain View Academy singing and talking, was negatively described by several participants. Both participants felt that the show had a scripted format, fake acting, and discussions that were totally disconnected from the real world. Others felt the show seemed to show young people without real problems pretending to be joyful.

Shows with a prophesy format were frustrating for Katrina. *“I think that I shy away from prophecy focus, not because of an avoidance of the truth or an attempt to not offend people, but because many of those who promote this as a proponent of Adventism are incredibly legalistic and overlook the large contingent of Adventist young people who don’t feel holy...”*

Finally, an unnamed program with scenery and praise songs was critiqued as being “boring”, with a “slow format”, while another program, titled *Disclosure*, was also considered to be “boring”.

Recommendations for Improving Existing Format or Programs

Students were next asked “*What type of programming was missing or not well represented?*” They were also asked “*What recommendations would you make for improvements.*” The two focus groups spent the most time with these questions. Although the comments were not intended to be critical, they took seriously the request for honest feedback.

Make shows real and genuine. The strongest and most consistent recommendation related to creating programs that dealt honestly with life in all its complexity and messiness. Katrina said, “*They [young people] are not put-off by strong positions on issues, but they need to be presented in a way that is open and acknowledges other positions on the same issues.*” This would involve honest, straightforward conversations that deal with issues that Adventists, particularly teens and young adults, struggle with on regular basis. Vanessa spoke about an overall Adventist culture that is sometimes afraid to deal with real-world problems.

“... even in churches they don’t want to speak about things, that are sort of like, taboo. Because there are so many problems that people keep it all bundled inside.” “...because it isn’t how it was anymore, because there are definitely more problems now than back then [in earlier generations] . Because this is a very complex generation.”

Richard, one of the seminary students added,

“I’ve dealt with so many teens and tweens. I mean we have issues in the church. I mean we have Adventists cutting [cutting oneself with a knife to deal with emotional pain], we have Adventists drinking, we have Adventists smoking. I still remember this one kid who had a sweater like this, and said ‘Pastor, let me talk to you, pastor’. So he took this thing [his sweater] off and he had like 44 cuts on him, cuts, because he cuts himself. And I’m like, ‘these are real issues that are no more ‘lollipop Seventh Day Adventist’.”

Several in the group talked about Hope Channel giving the impression that Adventists were ‘in a bubble’ in the sense that they are always trying to show the church and its members in an idealized, perfect manner. Paul, a seminary student, described it best when he said:

“In the past, and almost today, Seventh Day Adventists, they put themselves on a bubble. Like, we keep the Sabbath, we are vegetarians, we are so holy, we are just waiting for Jesus to come back. Don’t touch me. I think that at 30 000 feet, I think we have to be touchable. Where they [non-Adventists] say, ‘Oh, Seventh day Adventist, they have problems too, and they’re going through this, I am going through this, I’m not crazy’. ‘And oh, they observe the Sabbath, oh.’ I think the

blessing of the Sabbath, the [Sabbath] rest is lost in the fact that we just talk about it, about the day. But we don't live it."

Speaking of shows that include young people, Samantha said, "*There's another aspect to where it seems like, whatever they [the youth featured in the show] do...they are perfect young people.*" Paul talked about watching a show, "*almost like a Pathfinder's show*" in which "*I just felt like this is an Adventist bubble show. Like when people are watching it, it's not real issues.*" Katrina added, "*...the experiences shared through this very sheltered, very conservative group of teens are not typical and appear more patronizing than real.*"

Kelly also argued for the need for genuineness on the part of the hosts. She felt that some of the hosts expressed an attitude that didn't feel sincere. "[Speaking as the voice of the host – '*We're supposed to say this, so we are going to say this*'. '*And we're going to say that- it sounds good, and this is what people want to hear, so then we are just going to give it to them.*" Katrina added that "*...it would be nice to see a program that makes spirituality more personal. It would be difficult to find someone to host, since individuals are typically not open to admitting weaknesses.*"

Another element of genuineness is validating doubt and complexity of belief in the Christian walk. In order to make shows more real and genuine, Maddie suggested that programs:

"...could model asking different questions. You have doubts, you have need for clarification. You can only be to this point [in your spiritual life], and you know, I really [need to] see how I can get past this point, and so I think if it more of a thing where people could see where, 'I have a question, I'm struggling and questioning, and where do I go to find out....'"

Richard, another seminary student, said, "*...the Hope Channel is constantly airing 'God is good', ...but he [a guest speaker on one of the programs] actually kind of spoke up, he questioned God, and I was like 'okay, I can relate'.*" Doug echoed this same theme, saying, "*Sometimes we go through things that question our relationship with God and if He is actually present in our lives I guess.*" Katrina added:

"In discussions with peers who do not attend church, they are more interested in talking about times when God did not answer their prayers and what it could mean." "Even pastors question things sometimes, and it might be good to show the process of questioning rather than always having the answers."

There were times when students felt that this exploration might even include other religions and religious perspectives, or even non-religious perspectives. Katrina said:

“It is great for Adventists to shed light on commonalities that we share with other religions and open up the dialogue to develop understanding. I really don’t believe that only Adventists will be in heaven and while I feel that we have the closest practice of Biblical truth, I don’t think we own that truth.”

Katrina went even further, suggesting:

“Maybe a program that brings on a confident, secure, non-Adventist individual to talk with a pastor about why they are not in the church or to interview an atheist about why they do not believe in God, without an effort to convert this person, may help Adventist people understand the perspectives beyond the pew. Often, we lose sight of the world we are trying to love, and I think that Hope Channel programming is very internally focused as opposed to opening up the audience’s understanding of the world we are called to reach.”

Discuss important social and spiritual issues. Students also wished Hope Channel would focus more on complex spiritual and social issues that people encounter in everyday life. Kelly was confident that young people were strong enough to handle challenging and intellectually complicated topics. She said:

“I feel like a lot of time, they [Hope Channel producers] think that young people cannot handle stuff with substance, kind of like you give us this text - superficial kind of thing - and you just talk about love, and then I always ask the question ‘What could this love mean, and what does it look like?’”

For example, Katrina called for discussions of controversial topics, including homosexuality, women’s ordination, Trinitarian views, and types of activities that people are involved with on Sabbath. She noted that:

“I think many young people are aware of these arguments within the church, but are forming very strong opinions without knowing the Bible-based positions or ongoing discussions of the administration. When they don’t understand where administration is coming from, and their views are so diametrically opposed to the official position of the church, the violent rift it creates will be enough to drive these young people out of the church.”

“The problem, I find, in Hope channel programming is that they cannot address the harder, more controversial topics because the church’s official position may not reflect mainstream Adventist’s practice or understanding of the issue, and if the issue is closed to the public, and the administration fails to educate people on

the process of discussing doctrines and how scholars go back to the Bible to better understand our denominational truths, those people will perceive a veiled intent to sway the masses to one particular interpretation without a foundation for it. I don't know how many people I've spoken to who wish they understood the church's position on wearing jewelry, save for that one verse about a woman being unadorned."

Target a younger audience. Explicitly targeting a younger audience would include five elements: 1) develop programming that youth find relevant and interesting; 2) include younger program hosts; 3) incorporate younger program guests; 4) incorporate more contemporary music, fashions and behavior; and 5) integrate technology into programming.

To reach a younger generation, Hope Channel must target a youth audience with programming that they find relevant and interesting to their lives. This would not mean avoiding difficult doctrinal or intellectual topics. Kelly expressed frustration that sometimes Hope Channel programming for younger people lacked challenge and substance.

"Christianity, is not just an emotional religion, it is also a very intellectual, and I think a lot of times that aspect is lacking. You give me the emotional, but you don't give me the intellectual aspect of my religion. But if you want like the sturdy stuff, the more intellectual stuff, you have to watch the other [Hope Channel] programs that have generally just like drier [in content]."

To address this problem, Katrina suggested programming that explores variations in Adventist lifestyle and behaviors in a more complex but Biblical manner.

"Issues that are not matters of salvation, like a woman wearing nail polish color on her fingers, or wedding rings, can be introduced in a balanced, Biblical way. I'm not advocating for the church to create a position on everything, in fact, I think a little ambiguity is important. We're not God. We don't have all the answers, but having some programming that demonstrates that we are still human and growing rather than an accomplished scholarly denomination that is correct on everything and defers to the party line in all matters might better attract a younger, discriminating audience and further their faith along with the future of the church."

The participants also believed that, to attract younger viewers, Hope Channel needed to include younger program hosts who look and dress like the youth they are trying to reach. Sylvia said, *"When you are trying to entice young, younger people, and looking at real issues, you need to have somebody that they feel comfortable to relate to, and I didn't find that in any of their shows."* Vanessa felt that *"I would agree to have younger people host. I feel like it would bring*

more people in. I especially like the part where you look like younger people could relate to you.” Katrina added:

“The Hope Channel’s definition of ‘young people’ is different from mine, especially when it comes to programs that are geared towards attracting a younger audience. It’s funny to see hosts and guests who are young-ish talking about young people as if that group is an entirely separate and distant entity. That does not do a lot to promote connection.”

Doug argued for hosts who could talk about real and serious issues:

“You know, parents getting divorced, family members dying, them cutting and whatnot. Oftentimes young people don’t want to seek out people that are older because they are almost like they are judgmental. I think that would be really good is to get people that are our age that can relate to different situations like divorce, suicide, whatever”.

He suggested that a younger program host could be a role model so that younger viewers could see that there was someone closer to their age who could say to younger viewers, *“I am the same as you if not younger, and you can do it.”* *“... here’s my email. Email me - we can chat it up or something.”*

Participants also believed that, in order to attract younger viewers, Hope Channel needs to include younger guests with real problems who sound and look like them. Vanessa said, *“I would even say to try to get people who actually have those problems, and have gone through them, like guest speakers. They don’t have to be like popular or well known, just put them on there. And they can be practically role models, to people that are watching.”*

Paul added:

“Kids are going through things. Because when I talk about it or you talk about it [he refers to being an older person], kids are tuning out. But when we put a younger person, they are like, ‘Hey guys, this is something I am going through, I’m struggling with God. I am 14 and I can’t put this bottle of alcohol down because I want to keep drinking. Fourteen years old, and yet, I have am a Seventh Day Adventist by the way.’”

Another way to attract younger viewers is to show programs where youth see people who look and sound like them in the areas of behavior, fashion, and music. Katrina said:

“The problem, I think, is that our definitions of behavior do not coincide with our practices of behavior, and to the discerning young generation’s eye, it appears as though Hope Channel is trying to cover up certain aspects of Adventism by failing to represent them. For example, girls who wear colored nail polish, and how this is now an acceptable thing, in addition to make-up, and other beautifying practices. Lots of the young women appearing on Hope Channel do not appear relevant to young people because they have no make-up on and no apparent interest in fashion”.

As noted earlier in the discussion, music is critically important in the eyes of youth. They look for musical programming to give them spiritual uplift and inspiration. They keep music on in the background when walking, studying and socializing. However, most students felt that the music on Hope Channel did not usually reflect their tastes or interests. Ronald said,

“...especially when you’re trying to reach younger audience, you know, you want to be relevant.” “...there is a lot of music out there that’s catchy, but at the same, time, it has a relevant message that people really want to hear, and people feel it speaks to them, and when you always have just one style, or one kind of one side of things, it kind of draws people away, ‘cause they feel like you’re not trying, that you’re not trying to bring them in.

Sarah went on to explain that it was *“Not so much a particular the style, as it is the execution. We want it to be very well executed. I like pretty much every genre - it has to be done well.”* As an example, she described one particular genre that attempts to blend contemporary and classical elements in a way that doesn’t fit either genre. She went on to mention the need to play music that wasn’t always happy in tone and style.

“I think that the music they choose, they never play like minor music...it is always like happy music – ‘Praise the Lord!’, you know. This isn’t just a generational thing - people are full of angst and they want to hear something that relates to [their situation]. We don’t play those types of songs or the more melancholy music.”

Finally, several participants said that, in order to attract younger viewers, Hope Channel needed to increase its use of technology in ways that connect to youth and can be used by youth. For example, many youth now use smart phones and other mobile devices to quickly explore an issue in greater depth, check facts, and communicate reactions and ideas. Doug went online to learn more details of an interesting story. *“I researched more about it. You know, searched his name to see what happened to his family....”* In a different use of technology, Paul used his smart phone to check the accuracy of one Hope Channel sermon:

“He [the preacher] said something that wasn’t necessarily something that Ellen White said, and the, the ease that we have today is that literally you just have to type it into your iPhone and if nothing comes up, then I’m really skeptical if you just quoted Ellen White.”

Katrina noted that some Hope Channel programs are starting to use technology and she enjoyed following the weekly blogs of the *Cross Connection* hosts. However, she cautioned that

“The truth is that just using an iPad or a blog is not what will connect to young people. Sure, texting and tweeting is a popular mode of communication, but it’s just a more advanced way to pass notes in class, really. The content is what might make it more appealing.”

Two final comments, made by one viewer each, included adding humor to some shows as a way of appealing to younger audiences and increasing the children’s programming. The second comment was made by Charity, who had a six year old daughter and wished to have more viewing options for her. She noted several children’s programs on 3ABN - *“She watches Tiny Tots, and sings along, and does all the activities.”* *“...we would love to see something like that on Hope [Channel].”*

Improve production quality. Several of the students were in the process of obtaining their Master of Communications degrees from Andrews University. Two students worked regularly on developing television shows on campus. They described being frustrated with the quality of Hope Channel’s editing and camera work on some shows. Katrina noted that *“Appearance is a big part of the appeal and the rejection of certain shows.* Samantha described one particular show:

“...it was one of those shows where, she [the program host] walks around different places, and she would talk about like David and Goliath, and then it [the setting] would change to another scene, and she would be in a different outfit and she’s in a different building but she is talking about the same thing.”

“Also there was a lot of camera movement [describing the show Disclosure], and that was something that is really annoying to me, just because I work with a lot of the production side of things, so that made me automatically not like that show, because I am not going to sit down and watch that is constantly movement, that not, its low quality.”

Sylvia added a similar perspective, saying:

“...I feel that in the Adventist setting in general, there is a mindset of, ‘Okay we’re Adventist, we’ll have quality, but it doesn’t have to be real TV standards on

quality', which really bothers me because there is no reason why we can't have the same quality as any other show. So if we are going to have a talk show we should take it as serious as, as Oprah takes her talk show or something like that. And I don't find that in the Hope Channel, and not that I am doing any comparison, but when it comes to the Hope Channel and 3ABN, I can honestly say I enjoyed 3ABN because I feel that they put more time and effort into what they are trying to produce to their audience, and that goes from the camera movement, to engineering, their sound, even their audio in their program, even the angle shots are usually a lot better."

Katrina, who also works on television production, added:

"When I am more distracted by the camera shaking or the ability to hear producers/directors communicating to one another between shots, or if the microphones of participants are turned off, it detracts from the potentially good content."

Maddie believed that some of the skills needed to improve editing were well-known to younger, tech-savvy students. She described a situation at her work site where a colleague's son took an impromptu video with just his camera phone and edited it into a clever mini-production piece.

"...and then he gets onto his computer, and he does this movie, and the one he edited was so funny, and he had the movie and the title in the background just like Columbia Pictures...and he just did this in like twenty minutes.... And so I think for kids who are technologically savvy, and when they know how easily things could be done if it were studied...and what a difference is made, I think that would really make us stop watching it quickly."

One aspect of technology related to the iPad application (app) for Hope Channel. Katrina purchased it, but found that it was only effective in letting her know the programming schedule. *"The streaming feature didn't work very well (it kept freezing and then picking up in odd places. I watched most of my 10-plus hours from the website rather than the app."*

Several of the students talked about how the production sets were outdated and the hosts were sometimes stiff and over-dressed. Samantha suggested, *"...a little more casual dress, a little more laid back atmosphere, I guess. And then, no fake trees in the background."* She doesn't want to watch a show where *"...it's an old church and there is person in a suit talking."* Maddie described one show where an important church official was being interviewed on the second floor of the General Conference building. *"...the two of them, the interviewer and [the guest] were sitting on stools that had a foot rest. So there is no table and it just didn't even look comfortable. It's like they had a perch... just sitting here, like saying 'I am uncomfortable'"*.

During the interview she was also regularly distracted from the content of the discussion by people walking around in the background across the atrium.

Finally, it is important to note that not everyone was concerned with production values and set quality. Charity, the student from Africa, said that they had few television options in her country and every Adventist she knew in her country, including Africans from a number of countries who were attending Andrews University, liked and appreciated all the content on Hope Channel. She felt that they were not very interested in issues of editing, camera angles, and technology apps.

Recommendations for New Program Development

Students were next asked the question *“What programming would you like to see developed?”* In addition to programs that deal honestly with the complex lives of teens and young adults (as noted in greater detail in the section above), students suggested the following: 1) a show for those who are exploring and sometimes questioning their faith and beliefs – ‘searchers’; 2) a show exploring the various ways that Adventist congregations around the world live out their faith; 3) a show that examined interpersonal relationship dynamics; 4) a series of Bible story movies; 5) an Adventist Aerobics show; and 6) an Adventist situation comedy. Given that the students have described their programs in clear and interesting detail, their direct quotes will be used to express their ideas. Katrina was clearly bubbling with ideas.

A Program for ‘Searchers’ (Katrina):

“The idea of a “Search” program for searching young adults coming to terms with Adventist denominational beliefs and practices with Biblical foundations is fantastic. I would watch that in hopes of learning something about why we believe and act the way we do.”

An On-Location Program Highlighting International Congregations (Katrina):

“I would love to see a program that has an “on location” reporter who travels to interview and participate in different church programs and activities.” “Let’s find out what local churches are doing - youth groups in Australia play in a Sabbath afternoon football game while young adults in Eastern Europe practice their Choral sing, at the same time as Caribbean youth coordinate and run an AY meeting and North American churches take kids to nursing homes for a Sunshine Band.”

A Program Featuring Interpersonal Relationship Dynamics (Mattie):

Mattie proposed a show about *“just interpersonal relationships. Because I feel like [a need exists in this area], with all the texting and the social media, and how you can have all the friends that you don’t really know.” “It just seems like people don’t know how to date without being deep into a relationship. How to date and be friends, but do it in a way where you can look them in the face next week. It’s like, if there wasn’t a special connection, we are still friends.”*

A Series of Bible Story Movies (Charity):

Charity talked with *“my husband’s family who are back in Ghana, and they watch it [the Hope Channel] through the satellite, and he would sometimes like to see Bible story movies. Like it’s Christmas and maybe it would be nice if they showed the story of Jesus.”*

Adventist Aerobics (Katrina):

“The Hope Channel programs already focus so much on improving nutrition (Go Healthy for Good) and spiritual knowledge (Hope Sabbath School, Cross Connection, Beginnings), and practice (evangelism features), as well as community (Let’s Pray), that it would be nice to see a program that puts it all together and appeals to a busy person trying to live a healthy lifestyle.”

“...there are many aspects to health and Adventists seem to predominantly focus on nutrition. Why do we ignore exercise? Why isn’t there an Adventist fitness program on Hope Channel? Half an hour a day is all a person needs. I think Hope Channel would do well to remember that and teach calisthenics or stretches that improve strength and flexibility, while also including a cardiovascular element. Adventist Aerobics. There is definitely potential there.”

An Adventist Family Situation Comedy (Katrina):

“I think when people, particularly young ones, watch television, they want to find stories that are like their own. The connections they find are what promote their interest. I love watching sitcoms where the story line makes me laugh and think, ‘Yeah, that’s happened to me.’ I feel that when I’m watching Hope Channel programming, my experience is not represented.”

“I think there are so many inside jokes in Adventism, that it would be funny to have a show for members, rather than outreach and evangelism, that promotes

that. Also, sitcoms are hugely popular, especially the “mock-u-mentary” style of the The Office or Modern Family. I think we need to build the idea of an Adventist sitcom. This could also go a long way in promoting an understanding of our religious practices. Have the camera “follow” an Adventist Pastor’s family, the children in going to school, playing in sports or other extra-curricular activities, having family worship. The mom could relate to other women at the grocery store, or with other women in prayer meeting. The Pastor could relate to other inter-denominational ministers.”

“So many funny things happen during baptisms (teaching the doctrinal practice of baptism by immersion), potlucks (talking about internal funny things like CHIP program members versus those who bring cheesy lasagnas), or ingathering (talking about our outreach practices and even how these old-fashioned practices are viewed by the young people). We could do with some laughter in our somber programming, because that is part of life and faith. Jesus wept, but he also laughed.”

Recommending Hope Channel to Others

Participants were next asked the question, “Would you recommend Hope Channel or its programs to a friend or colleague?” Their answers were generally cautious and appeared to mostly reflect that they considered Hope Channel to be more understandable and appropriate for current Seventh-day Adventists as opposed to non-SDAs.

Several participants were able to suggest specific shows that they would share with friends or colleagues. Katrina recommended “Cross Connections” as “good information-sharing, faith-building approaches.” “But I certainly would be careful about inviting a non-Adventist to look at this structured, prescriptive view of Adventism. On the other hand, “Let’s Pray” was viewed by several people as being a good witnessing show since so many people believe in the power of God working in their lives. Vanessa told the story of watching an episode of “Let’s Pray” for this project assignment. While watching, an atheist friend called her on the phone and asked about the background noise.

“I was like ‘Oh, I am watching the Hope Channel. I have this assignment to do.’ And she was like, ‘What are they doing?’ I was like, ‘It’s on channel [tells her the cable channel] so just look at it’. And then she was like, ‘Those people are going through problems and I kind of feel like calling. But at the same time I don’t want to call’. So I was like, ‘Just call.’, and she was like ‘No, I don’t want to call. Why don’t they have like, texting or something? Or email?’ And I was like, ‘They do - go on Facebook.’ So she went on Facebook, she went and turned

*her problem in and yeah, she was upset that it didn't get aired. *laugh* But, she was okay. [She said] "It's good to know that you guys have problems too."*

Most participants were not ready to name specific shows, preferring instead to provide qualified responses for when they might refer Hope Channel to someone. Chris said, *"I would say that for me, it depends on the person, who is asking me."* *"I would refer it to people who may already have an idea of what Christianity is, and what Adventism is, and they don't have to be it [Adventist], but have an idea of what we believe in."* He described being embarrassed to recommend Hope Channel to a young person. *"I wouldn't want them to think that Adventists are just perfect, that we put on a suit, we go in front of people and we just talk."*

Sarah and Karen both said they would only recommend a show or program on an individual basis and for a specific problem. Karen explained that:

"If a certain individual is like going through something, and I happen to see something on the Hope Channel, I would be like 'Oh, yeah, hey, you should check this out', kind of like direct them towards that. But I am not the kind of person, to be like, 'YOU SHOULD WATCH THAT!'"

Sarah echoed this approach, saying, *"I wouldn't just say, 'Try this out' because they could end up watching the show with the people on the beach [referring to the much disliked show where young people were singing on a beach]."*

Part of the group's discomfort and perhaps even embarrassment related to the unique beliefs and behaviors of the Adventist church, which some participants felt would not be understood or appreciated by a non-Adventist public. Part of the discomfort seemed to be due to not wanting friends or loved ones to feel pressured to share a television program as a form of witness.

Contributions of Hope Channel to the Church

Finally, participants were asked to discuss the question *"What contribution do you feel that Hope Channel is making to the church?"* Responses to this question were entirely positive and included: 1) connecting or reconnecting former or marginal Seventh-day Adventists; 2) reinforcing a Bible-based message; 3) making it easier to experience God outside of church; 4) giving a sense of hope and inspiration; and 5) helping the viewer slow down and connect to God.

Sarah talked about how she had seen people in her own church come back to her church because of Hope Channel.

"I do know people that kept coming to the church through Hope Channel. It tends to actually kind of be like people that had some connection with the Adventist church in their youth, kind of, but it was never very strong, and kind of meandered

away from it. And then like sometime, they stumbled upon [Hope Channel] and they reconnected with it, in a very powerful way.”

Asked why she thought Hope Channel drew people back to church, Sarah said, *“It is a safe way for people to access us. They are not feeling obligated to go to church, they are come and they watch it, you know, they kind of, get excited about it, and then they come to church.”* Richard went on to discuss just how powerful this experience with God could be if it were experienced at the right time.

“And I am sure there are people in the church today that stumbled onto the Hope Channel and the fact that the programming is pointing to God, and every person presenting is believing in a God that’s real, that is going to do something for you. Then I think that is what the Hope Channel has actually given us, given the world, really, ...the mere fact that you are going to stumble onto this channel one day is going to point you to God, and that might be the day where God is trying to catch your soul, and say, ‘Hey, I want to talk to you’.”

Ronald discussed how he believed the Hope Channel reinforces a Bible-based message, particularly as it connects people to Jesus. He said,

I know for one thing it’s establishing the importance of Bible study, and establishing the idea that the church really makes a big emphasis on study of the word, studying the life of Jesus, things like that, and I feel like a lot of people could watch the Hope Channel and feel like, well the life of Jesus was really interesting and Jesus went through a lot of things while He was on here on earth....”

Chris described how Hope Channel is able to reach a larger audience than any single church could do. In addition, it allows audiences to connect with God when they are not actually in a church. He said, *“I’ve gone to vacation somewhere, and there wasn’t a church around, I could watch the Hope Channel online, or on the TV. So it just makes it easier to experience God besides a church setting.”* However, this experience can also too easily become a substitute for church. Chris continued, *“I know my parents sometimes said that sometimes when Dwight Nelson is on the Hope Channel, Saturday, they sometimes not go to my church service, and stay at home and just watch that service.”*

Karen described how watching Hope Channel for the class assignment ended up giving her a sense of spiritual inspiration. *“So I was like, that [watching Hope Channel] is really good, even for me. It was like I felt practically inspired, ‘cause you want to run out and do something good. It’s like, I want to go run to church now, and pray.”*

Finally, Doug talked about how the assignment to view Hope Channel slowed him down and gave him the opportunity to connect with God. *“I think that Hope Channel, you know, during the programming that we viewed, I think that, in the midst of my busy week it just helped me to slow down.”*

“I can’t tell you how many times, how many countless weeks, since I have been an Andrews student that I have gone a week without spending any time with God. You know, on a campus that is filled with Christian students, and tons of pastors, tons of spiritual [opportunities]...I still just manage to somehow go a week without praying, and spending time with God. But it [the Hope Channel] really helped me to slow down, it was like a road block, you just watch this, listen to this. Exactly afterwards I just felt calm, and felt like praying. It was good, it felt good to reconnect. You get tired of moving so fast, and I really think that is what I really got out of this. Just helped me to slow down, and remember, remember why I am where I am, and how I got to the point where I am at. Which is with God’s help and it was really good.”

Summary and Conclusions

Students were honest and fully engaged in the focus group discussions. They expressed a wide variety of opinions about various aspects of Hope Channel. While they had generally positive views of many programs, they also disliked a number of programs, particularly those with a slow lecture format or were disconnected from real-life issues. There were few areas of consensus when it came to actual programs that students liked or disliked – in fact, some programs that were strongly disliked by some were liked by others. There was, however, much greater consensus around frustrations with some of the dated sets and concerns with the overall production values of a number of the shows. The groups were also generally in agreement in their recommendations for improvements to Hope Channel, including making programs more real and genuine, discussing important social and spiritual issues, targeting a younger audience, and improving production quality. They also described a number of creative ideas for new programming. They were cautious about sharing programs with friends or colleagues, believing that most Hope Channel shows are made for, and can be best understood and appreciated by, current Seventh-day Adventists. However, they believed that Hope Channel is making positive contributions to the Church.

In conclusion, most students were generally positive but not overly enthusiastic about their viewing experience. However, they shared a number of insightful and creative ideas for improving existing shows or creating new shows that would generate more enthusiasm and interest for younger viewers who wish to see their lives,

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perspectives and interests represented on Hope Channel. Incorporating these improvements would likely result in greater programming appeal and increased viewing among Adventist young people.

Appendix A

Hope Channel Focus Group Questions

1. If you are going to search for spiritual content on TV or the internet, what kinds of programming appeal to you and why?
2. How aware were you of the Hope Channel (in any of its forms) before this assignment?
3. What kind of programs did you choose for your regular watching? Why?
4. What were your favorite programs and why did you like them?
5. What were your least favorite programs and why didn't you like them?
6. What type of programming was missing or not well represented? What programming would you like to see developed?
7. How were you impacted by the programs that you watched?
 - Spiritual, family, biblical knowledge, preparation for Second Coming, health, preparation for witness, etc.
8. Overall, what did you like most about Hope Channel?
9. Overall, what did you like least about Hope Channel and what recommendations would you make for improvement?
10. Would you recommend Hope Channel/its programs to a friend or colleague? Which ones? Why?
11. How can Hope Channel better attract younger viewers?
12. What contribution do you feel that Hope Channel is making to the church?