

Legend: \* item reliable (over .775)  
 \*C reliable (.675 - .774) - CAUTION  
 \*CC reliable (.575 - .674) - ultra caution  
 (N) Nominal Scale (O) Ordinal (R) ratio  
 Recordings indicated by parentheses

Percentage of  
 cannot code &  
 not mentioned  
 and SPSS numbers  
 also given

CULTURAL INDICATORS PROJECT

TV MESSAGE ANALYSIS

THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

(R) preceding  
 reliability designat.  
 means only with  
 strange recall

Religion on Television Recording Instrument

(Version of September 29, 1982)

RELIABILITY ANALYSIS

SECTION J - THE PROGRAM

**\* C 1. FORMAT OF PROGRAM**

- .745 (N)  
FORM
- 0 = cannot code, explain (1.0%)
  - 1 = talk/interview, "variety"-style
  - 2 = "magazine" format (filmed stories, interviews)
  - 3 = "conventional" church service
  - 4 = mainly music, "entertainment", some sermonizing
  - 5 = mainly sermonizing
  - 6 = revival
  - 7 = analysis and discussion of theology
  - 8 = drama/fictive play
  - 9 = biblical enactment

**\* 2. PRESENCE OF AUDIENCE in major setting**

- .635 (N)  
 .888 (O)  
AUDIENCE
- 0 = cannot code
  - 1 = no audience 52.5%
  - 2 = audience visible, not active
  - 3 = audience visible, otherwise involved
  - 4 = audience visible, shown praying or singing
  - 5 = audience visible, involved in healing
  - 6 = mixed

3. TECHNICAL SOPHISTICATION OF PRODUCTION

- .403 (N)  
 .512 (O)
- 0 = cannot code.
  - 1 = low (one camera, "low budget," etc.)
  - 2 = medium
  - 3 = high (multiple cameras, similar to network program)

Models (0,1) (2)(3) and (0,1) (2,3) also unreliable

**\*C 4. MAJOR SETTING**

SETTING

- 0 = cannot code 0
- 1 = set, studio
- 2 = "on location"
- 3 = church
- 4 = mixed
- 5 = other (write in) \_\_\_\_\_

SETTING

.689 (N)

5: PLACE

- 0 = cannot code 0
- 1 = U.S. (U=99)
- 2 = U.S. and other (U=2)
- 3 = only other

-.005 (N)

(0)(1,2)(3)

**\*C 6. PLACE OF ORIGIN OF PROGRAM**

.720 (N)

ORIGIN

**\* 7. WHERE TO WRITE, SEND MONEY**

.894 (N)

WRITE

**\*C 8. WHERE TO CALL:**

CALL

- 0 = not relevant 50.5%
- 1 = local Phila. or Atlanta number
- 2 = long distance number
- 3 = national "800" number
- 4 = both local and long distance numbers

.746 (N)

**\*C 9. PHONES IN BACKGROUND**

PHONES

- 0 = none shown or heard 89.1%
- 1 = heard ringing only
- 2 = people shown answering
- 3 = both heard and seen

.704 (N)

**\* 10. PRAYER:**

Number of specific, separate times audience, host, and/or guests actually pray: .889 (N)

PRAY

11 thru 13. MUSIC, SINGING:

- \* 0 = no
- \* 1 = yes
- \*

10  
6.9%

11. Under credits, titles, etc. .162 (N)

83.2%

**\*EC 12. A hymn (congregation sings, words on screen, etc.)** HYMN

.578 (N)

51.5%

13. Background music

.447 (N)

14 thru 19. MUSIC PERFORMANCE

- \* 0 = cannot code
- \* 1 = does not appear
- \* 2 = heard
- \* 3 = seen
- \* 4 = heard and seen

- 1: (0)(1)(2)(3)(4)
- 2: (0)(1)(2,3;4)
- 3: (0,1)(2)(3)(4)
- 4: (0,1)(2,3,4)
- 5: (0,1)(2,4)(3)
- 6: (0,1)(2,3)(4)

all same results - nothing gained

cc % not appear

0 54.5

**VC** 14. Soloists (vocal or instrumental)

1: .659(N) .683(0) 2: .662(0)

**SOLO**

1.0 84.2

15. Small ensemble (up to four, vocal or instrumental; not including backup singers)

1: .366(N) .342(0) 2: .338(0)

1.0 78.2

16. Band (group, singing and playing, more than four)

1: .236(N) .217(0) 2: .262(0)

0 70.3

**\*EC** 17. Organ music

1: .481(N) .573(0) 2: .525(0)

**ORGAN**

0 73.3

**\*EC** 18. Choir, large singing group

1: .599(N) .637(0) 2: .602(0)

**CHOIR**

1.0 72.3

**VC** 19. Studio or symphonic orchestra

1: .704(N) .738(0) 2: .703(0)

**ORCH**

20 thru 26. ITEMS OFFERED

- \* 0 = not mentioned
- \* 1 = simple mention, not explicitly offered
- \* 2 = offered for sale
- \* 3 = offered as gift
- \* 4 = offered in exchange for contribution
- \* 5 = other (write in): \_\_\_\_\_

recodes tried - no change

- (0)(1,5)(2)(3)(4)
- (0)(1,5)(2,3)(4)
- (0)(1,5)(2,3,4)
- (0)(1,2,3,4,5)
- (0)(1,5)(2,4)(3)

% not seen %

65.3

**\*EC** 20. Books

.658(N)

**BOOKS**

71.3

21. Pamphlets, tracts

.428(N)

93.1

22. Gifts (necklaces, prayer towels, trinkets; no verbal message)

.308(N)

87.1

**\*C** 23. Display items (pins, bumper stickers with "message")

.795(N)

**DISPITEM**

86.1

**\*C** 24. Magazines, newsletters

.768(N)

**MAGNEWS**

58.4

**\*C** 25. Tapes and/or records

.788(N)

**TAPEREC**

84.2

26. Other (write in): \_\_\_\_\_

.270(N)

27. COMMERCIAL BREAKS, announcements within program or adjacent to it, obviously part of program, such as promotions for program, special appeals, etc.

.430 (N)

recodes tried:

(0)(1,4)(2)(3)

(0)(1,4)(2,3)

(0)(1,2,3,4)

0 = none 29.7%

1 = breaks are all unrelated non-religious spots

2 = religious commercial, featuring and/or sponsored by program

3 = religious commercial, not obviously produced by program

4 = mixed

28 thru 44. THEMES; TOPICS: aspects of life

Recodes:

1: (0)(1)(2)(3)

2: (0)(123)

3: (0,1)(2)(3)

4: (0,1)(2,3)

The themes, topics, and aspects of life are to be coded according to the emphasis of their presentation (if any) in the program --in any form -- visual, verbal, or music lyrics or poems.

0 = not mentioned

1 = mentioned, in passing, not stressed

2 = stressed, major emphasis given

3 = primary focus of attention; virtually sole issue

28. NATURE; animals, the elements: natural resources (conservation and waste); farming, breeding, and hunting

1: 236(0) 2: .0F3(N) 3: .575(0) 4: .581(N)

29. SUPERNATURAL; mystical, occult; superstition, miracles, ghosts, astrology, fortune-telling, witchcraft, action of supernatural forces

1: .517(0) 2: .487(N) 3: .372(0) 4: .374(N)

30. SCIENCE; technology; invention; biological, physical, social scientific procedures and facilities; engineering

1: .420(0) 2: .388(N) 3: .304(0) 4: .297(N)

\*EC 31. POLITICS; government, statecraft, legislation

POLITICS

1: .575(0) 2: .388(N) 3: .680(0) 4: .688(N)

32. LAW ENFORCEMENT and the administration of justice; police, other agents and agencies of law, courts, trials, prisons

1: .458(0) 2: .432(N) 3: .388(0) 4: .388(N)

\*EC 33. CRIME; corruption, illegality, gross (criminal) injustice

CRIME

1: .599(0) 2: .576(N) 3: .581(0) 4: .581(N)

34. MASS COMMUNICATIONS and entertainment; press, radio-TV, show business, spectator sports

1: .542(0) 2: .519(N) 3: .399(0) 4: .319(N)

1/10  
not max  
19.8

39.6

37.6

51.5

64.4

60.4

26.7

<sup>o</sup>/<sub>o</sub>  
not men  
38.6

35. BUSINESS; industry, labor, production, construction  
1: .486(0) 2: .482(N) 3: .053(0) 4: .054(N)

45.6

36. SCHOOLS; education, students, teachers, study  
1: .564(0) 2: .535(N) 3: .452(0) 4: .448(N)

43.6

37. FINANCIAL SUCCESS; prize, inheritance, financial hardship, poverty  
1: .241(0) 2: .200(N) 3: .217(0) 4: .207(N)

59.4

(e) \*IC 38. INTIMATE or CLOSE RELATIONSHIP BETWEEN THE SEXES, whether cooperative or hostile; love, sex, prostitution, sadism, etc. CLOSEREL  
1: .499(0) 2: .420(N) 3: .703(0) 4: .711(N)

19.8

39. HOME; family, marriage, domestic problems, children, youth, old age, pregnancy  
1: .501(0) 2: .296(N) 3: .496(0) 4: .484(N)

38.6

40. MINORITY GROUPS and people; foreign countries and people, nonwhites, religious and ethnic minorities  
1: .395(0) 2: .388(N) 3: .330(0) 4: .330(N)

74.3

\*EC 41. ARMED FORCES, regular or irregular, in peace or war; military organization, style of life, purpose ARMFORCE  
1: .583(0) 2: .556(N) 3: .661(0) 4: .658(N)

45.5

42. IMPORTANCE OF FAMILY, positive aspects of having or belonging to a family  
1: .449(0) 2: .404(N) 3: .312(0) 4: .297(N)

45.0

(e) \* 43. AVOIDANCE OR FEAR OF AGING; afraid of "getting old," denial of being old FEARAGE  
1: .433(0) 2: .421(N) 3: 1.00(0) 4: 1.00(N)

32.7

44. DEATH AND/OR DYING  
1: .353(0) 2: .255(N) 3: .415(0) 4: .410(N)

45 thru 68. PERSONAL AILMENTS, problems presented in the program

- \*  
\* for each: *codes:*  
\* 0 = cannot code 1: (0)(1)(2)(3)(4)(5)(6)  
\* 1 = not mentioned 2: (0)(1)(2)(3)(4)(5)(6)  
\* 2 = no solution mentioned 3: (0)(1)(2)(3)(4)(5)  
\* 3 = God or Jesus solves 4: (0,1)(2)(3)(4)(5)(6) } *no change*  
\* 4 = solved by other (non-spiritual) means 5: (0,1)(2)(3)(4)(5)  
\* 5 = God/Jesus solves with or through other (non-spiritual) means  
\* 6 = cannot be solved

*No  
EC NOT  
MEN*

0 70.3 **\* EC** 45. Health problems, life-threatening (specify):  
1: .524 (N) 2: .607 (0)

0 72.3 46. Health problems, minor (specify):  
1: .414 (N) 2: .472 (N)

0 82.2 **\* EC** 47. Alcoholism  
1: .587 (N) 2: .641 (0)

0 97.0 **\* EC** 48. Tobacco use  
1: .854 (N) 2: .850 (0)

0 83.2 **\* EC** 49. Drug addiction  
1: .660 (N) 2: .792 (0)

0 76.2 **\* EC** 50. Physical handicaps  
1: .617 (N) 2: .588 (0)

0 69.1 **\* EC** 51. Thoughts of suicide  
1: .638 (N) 2: .812 (0)

0 59.4 52. Family tensions  
1: .419 (N) 2: .553 (0)

0 63.4 53. General stress, depression  
1: .104 (N) 2: .152 (0)

0 83.2 54. Work-related stress  
1: .387 (N) 2: .480 (0)

0 62.4 **\* EC** 55. Financial problems  
1: .401 (N) 2: .402 (0)

0 73.3 56. Unemployment  
1: .473 (N) 2: .544 (0)

0 93.1 57. Lust  
1: .275 (N) 2: .344 (0)

$\frac{\%}{\%}$	$\frac{\%}{\%}$ Not men	
0	95.0	58. Homosexuality 1: .421(N) 2: .421(O)
0	100	59. Sexual dysfunction 1: 0 2: 0
0	96.0	60. Sexual deviance 1: .068(N) 2: .158(O)
0	97.0	61. Fear of aging 1: .323(N) 2: .320(O)
0	92.1	62. Mental illness 1: .361(N) 2: .447(O)
0	100	63. Accident prevention 1: 0 2: 0
0	76.2	64. Spiritual illness, loss of faith 1: .031(N) 2: .113(O)
0	75.2	65. Sense of sinfulness, guilt 1: .123(N) 2: .215(O)
0	87.1	66. Self-centeredness 1: .430(O) 2: .544(O)
0	84.2	67. Materialism 1: .185(N) 2: .244(O)
0	71.3	68. Other (write in): _____ 1: -.032(N) 2: -.104(O)

69 thru 79. MEANS OF CURE for ailments and problems

- \* 0 = not mentioned
- \* 1 = mentioned
- \*

*Not mention*

- 39.6 69. prayer  
    .464 (N)
- 34.7 70. belief, faith  
    .330 (N)
- 57.4 71. personal conversion, being "born again"  
    .406 (N)
- 93.1 72. general financial contributions  
    .264 (N)
- 89.1 \* 73. financial contribution to this program  
    .756 (N)
- 95.0 74. watching program only  
    .295 (N)
- 94.3 75. writing, calling in  
    .452 (N)
- 90.1 76. personal effort without mention of any of above  
    -.045 (N)
- 84.2 77. confession  
    .099 (N)
- 100 78. praying to intermediary. (e.g., Mary, the Saints)  
    0
- 95.0 79. other (write in) \_\_\_\_\_  
    0

CONT PROG



90 thru 98. BIBLE REFERENCES OR MENTIONS:

- \* 0 = doesn't apply/appear
- \* 1 = applies to/appears in program
- \*

90. Simple mention (must specifically say "Bible", "New." or "Old Testament," "The Gospel", etc.)

.419 (N)

91. Bible is a plan for life, its "morals" direct daily life

.246 (N)

92. Bible prophesies literally true

.462 (N)

**REC** 93. Reference to specific Biblical passage, story, moral -- Old Testament

.605 (N)

94. Reference to specific Biblical passage, story, moral -- New Testament

.437 (N)

95. Reference to specific Biblical passage, story, moral -- source unclear

.030

96. Detailed treatment of passage, analysis of story, moral -- Old Testament

.561 (N)

97. Detailed treatment of passage, analysis of story, moral -- New Testament

.312 (N)

98. Detailed treatment of passage, analysis of story, moral -- source unclear

0

REFOLD

7  
not  
appear

18.8

71.3

84.2

49.5

27.7

80.2

69.1

74.3

99.0

**\*C 99. DEVIL, SATAN, ANTICHRIST, DEMONS:**

DEVIL

are they primarily "real" or "symbolic"?

- 0 = cannot code 1.0 .645 (N)
- 1 = not mentioned 53.5 .753 (0)
- 2 = simply mentioned
- 3 = mentioned as "real" (explicitly) (0)(1)(2)(4)(3) .775(0)
- 4 = mentioned as "symbolic" (explicitly)

**\*C 100. HELL**

HELL

- 0 = cannot code 1.0 .551 (N)
- 1 = not mentioned 74.3 .703 (0)
- 2 = mentioned only
- 3 = mentioned as "real" (0)(1)(2)(4)(3) .699 (0)
- 4 = mentioned as "symbolic"

**\*EC 101. SECOND COMING OF CHRIST**

SECONDING

- 0 = cannot code 1.0 .368 (N) .591 (0)
- 1 = not mentioned 72.3
- 2 = mentioned
- 3 = mentioned as real event
- 4 = mentioned as imminent

**\*EC 102. STATE OF ISRAEL**

ISRAEL

- 0 = not mentioned 0 .614 (N)
- 1 = mentioned 69.3
- 2 = mention of current political conflict
- 3 = fulfillment of God's plan
- 4 = need for political support
- 5 = mixed

\* 103. FUNDS: emphasis given in program

FUNDS

.863 (C)

- 0 = cannot code 49.5
- 1 = one or two mentions, not much time devoted
- 2 = many mentions or much time devoted

104 thru 112. FUNDS: uses for funds mentioned

- \* 0 = not mentioned/doesn't apply
- \* 1 = mentioned/applies

0/0  
not men

73.3

104. TV show production and/or program distribution (e.g., satellite time, etc.)

.402 (C)

81.2

\*C 105. Purchase of air time

AIRTIME

.711 (C)

97.0

106. Hospital, help sick

.223 (C)

75.2

107. Spread gospel, evangelize

.516 (C)

69.1

\*C 108. Help poor and needy, hungry

HELPOOR

.682 (C)

69.1

\*EC 109. Specific building project

BUILD

.630 (C)

93.1

\*C 110. Educational activities, institution

EDUC

.730 (C)

94.1

111. Uses for funds unspecified

-.052 (C)

95.1

112. Other (write in:) .482 (C)

88.1

113. FUNDS: Amount(s) requested (exclusive of sale items)

(write in amount): .547 (C)

(If applicable):

82.1

\*C

Minimum: .695 (C)

MINI

83.2

\*C

Maximum: .767 (C)

MAXI

114 thru 117. MEANS OF "FEEDBACK"

- \* 0 = not mentioned
  - \* 1 = mentioned
  - \* 2 = shown on screen
  - \* 3 = mentioned and shown
- Recodes:*  
 1: (0)(1)(2)(3)  
 2: (0)(1,2,3)  
 3: (0)(1)(2,3)  
 4: (0)(1,3)(2) } *no change*

*not mention*

94.1

114. Local centers run by the program or its organization

1: -.047 (0) 2: -.045 (0)

96.0

115. Local churches or pastors who take referrals from program (distant from source of origin of program)

1: -.031 (0) 2: -.031 (0)

51.5

\* 116. Phone numbers or "hotlines" to call

1: .803 (0) 2: .822 (0)

*PHONUM*

19.8

117. Addresses to write to

1: .364 (0) 2: .462 (0)

*(confusion of all categories)*

118 thru 123. PURPOSE STATED FOR AUDIENCE "FEEDBACK"

- \* 0 = not mentioned
- \* 1 = mentioned

72.3

118. Counseling

.556 (0)

57.4

\* 119. Prayer

*PRAYPURP*

.736 (0)

99.0

120. "Polling" on issues

-.010 (0)

49.5

\* 121. Free gifts

*GIFTPURP*

.704 (0)

58.4

\* 122. Donations

*DONATION*

.681 (0)

64.4

123. Other (write in): \_\_\_\_\_

.151 (0)

91.1

124. Does host promise to answer mail, and other requests "personally"?

- 0 = no
- 1 = yes .553 (0)

**\*C 125. ANCILLARY ACTIVITIES PROMOTED** (such as revivals, crusades, religious services, etc.)

ANCILL

- (0)(1)(2)(3)(4)(5)(6) .531 0 = cannot code 1.0
- (01)(2)(34)(56) .593 1 = no, none 76.2
- (0)(1)(23456) .636 2 = mentioned only
- (01)(23456) .641 3 = one or two crusades or revivals promoted
- (01)(2)(3)(4)(5)(6) .529 4 = more than two crusades or revivals promoted
- 5 = seminars, conferences promoted
- 6 = both services and seminars promoted

**\*C 126. NON-BIBLICAL REFERENCES:** references to historical, political, entertainment, or other figures (such as Marx, President Reagan, Walt Whitman):

DBREF1 →  
DBREF6

NAMES: .567 (0) .512 (0)

.676 (0) .548 (0)

.729 (0) .553 (0)

- 0 = not mentioned
- 1 = positively presented
- 2 = neutral mention
- 3 = negatively presented

127 thru 131. SEX AND VIOLENCE

- \* 0 = not mentioned
- \* 1 = mentioned
- \*

127. Violence in society

.330 (0)

128. Violence in the world

.459 (N)

**\* 129. Violence in family life** (child abuse, spouse abuse)

UIOLFAM

.797 (N)

**\*C 130. Unsanctioned, "sinful" sexual behavior** (as judged by program)

SIDBEHAV

.641 (0)

131. "Approved" sexual behavior (as judged by program)

.572 (N)

not seen

76.2

76.2

91.1

76.2

96.0

132. REFERENCES TO LOCAL CHURCHES

- 0 = no mention 72.3
- 1 = neutral mention
- 2 = criticized (explain for what) \_\_\_\_\_
- 3 = viewers urged to go, support unconditionally
- 4 = viewers urged to go, support conditionally  
(specify conditions) \_\_\_\_\_
- 5 = mixed
- 6 = other \_\_\_\_\_

NOTE: "Conditionality" with reference to local churches is very important. Conditions must be conditions set by the program, its hosts, or guests. Therefore, a statement such as "...you pick a church next Sunday and go there, and if you don't like the first one you find, try another..." is not a condition here, because the viewers' tastes are involved.)

133. REFERENCES TO DENOMINATIONS AND RELIGIOUS ORGANIZATIONS  
(such as the National Council of Churches, Seminaries, Jews, Presbyterians, etc.)

- 0 = no mention. 57.4
- 1 = criticized (explain for what) \_\_\_\_\_
- 2 = neutral mention
- 3 = positive mention
- 4 = mixed

Recodes 132 :

(0)(1)(2)(3)(4)(5)(6)	.394 (1)
(0)(1)(2)(3)(4)(5)(6)	.406 (1)
(0)(1)(5)(6)(2)(3)(4)	.437 (1)
(0)(1)(2)(3)(4)(5)(6)	.507 (1)
(0)(1)(3)(4)(5)(6)(2)	.427 (1)
(0)(1)(2)(5)(6)(3)(4)	.532 (1)
(2)(0)(1)(5)(6)(3)(4)	.494

Recodes: 133

(0)(1)(2)(3)(4)	.360 (1)
(0)(1)(2)(3)(4)	.482 (1)
(0)(1)(2)(4)(3)	.364
(0)(2)(4)(1)(3)	.136
(0)(2)(3)(4)(1)	.372
(0)(1)(2)(4)(3)	.092

134 thru 161. SOCIAL/MORAL/POLITICAL ISSUES RAISED

The social, moral, and political issues in the list below are to be coded according to the EMPHASIS and TENDENCY of their presentation (if any) in the program. Please use the two following coding schemes.

EMPHASIS

- 0 = not mentioned
- 1 = mentioned
- 2 = stressed

TENDENCY of presentation: (for each)

- 0 = cannot code
- 1 = tolerant and/or approving of
- 2 = mixed, in between, both
- 3 = Against and/or opposed to
- 4 = Against, with explicit acceptance of those who disagree

No  
not men  
cc

67.1

\* 134. Abortion

ABOREMP ABORTEN

97.0

\* 135. Euthanasia

EUTHEMP EUTHTEN

100

136. Pre-Birth monitoring (amniocentesis, etc.)

98.0

\* 137. Contraception

CONTEMP CONPTEN

91.1

\* EC 138. "New Morality", non-marital (hetero) sexual activity

NEWMOEMP  
NEWMOTEN

93.1

\* C 139. Sexual deviancy (not including above)

SEXDEEMP  
SEXDETEN

90.1

\* 140. Pornography

PORDEEMP  
PORDETEN

98.0

141. Women's rights, women's movement, ERA

99.0

142. Minority rights

91.1

\* 143. Homosexuality

HOMOEMP  
HOMOTEN

- 95.0 144. Communism/socialism
- 99.0 145. Increased military spending
- 100 146. Gun control

96.0 **HEC** 147. Death penalty DEPENEMP DEPENED

90.1 **\*C** 148. Prayer in public schools PRAYEMP PRAYED

97.0 **\*X** 149. Theory of evolution EVOLEMP EVOLTED

96.1 150. Alcohol use

98.0 151. Smoking, tobacco use

93.2 **#EC** 152. Drug use ("recreational" or illicit) DRUGEMP DRUGED

99.0 153. Reaganomics

98.0 154. Labor unions

97.0 155. Welfare

100.0 156. "Work Ethic"

94.1 157. Personal, moral, or other standards for politicians

96.0 158. Divorce

99.0 159. Remarriage

97.0 160. Nuclear weapons

97.0 **\*C** 161. Environmental movement ENVIREMP ENVIRTED

# Reliability: Social Science Political Issues

Issue	Emphasis (0.212)	Emphasis (0.212)	Emphasis (0.212)	Emphasis (0.212)
Abortion	.956	.956	.904	.904
Euthanasia	.999	1.000	1.000	1.000
Pre-birth monitoring	0	0	0	0
Contraception	1.00	1.00	.999	.999
"New Humanity"	.589	.595	.602	.602
Sexual deviancy	.704	.704	.694	.694
Paragraply	.942	.942	.942	.942
Women's rights	-.015	-.015	-.015	-.015
Minority rights	.316	.316	.316	.316
Homosexuality	.666	.666	.665	.665
Communism/abolition	.531	.531	.527	.527
Gun Control	0	0	0	0
Death Penalty	.663	.663	.667	.667
Prayer/Public Schools	.738	.730	.730	.730
Theory of Evolution	.728	.726	.794	.794
Alcohol Use	.458	.455	.461	.461
Smoking	.316	.316	.316	.316
Drug Use (illicit)	.633	.622	.648	.648
Reaganomics	-.015	-.015	-.015	-.015
Labor Unions	-.020	-.020	-.020	-.020
Wellfare	.522	.558	.527	.527
"Don't Eat It"	-.015	-.015	-.015	-.015
Stamps for Pollution	.372	.372	.359	.359
Divorce	.179	.162	.162	.162
Remarriage	0	0	0	0
Doctored Weapons	.482	.482	.488	.488
Environmental Mgmt	.665	.658	.660	.660

Emphasis (0.212)      Emphasis (0.212)      Emphasis (0.212)      Emphasis (0.212)

Reliability

162 thru 172. OTHER SOCIAL INSTITUTIONS

- \* 0 = cannot code
- \* 1 = criticized\*
- \* 2 = mentioned
- \* 3 = "God works through"
- \* 4 = praised
- \* 5 = mixed

*See attached fu  
Models*

\* Note: "criticized" does not include mentions that they are "less powerful than God" or "need God's help."

162. Medicine, doctors

163. Education, teachers, public and "secular" private school

**R + C** 164. Education, professors, college and university  
(0, 2, 3, 4, 5) (1) .741 (0)

**EDUCOLL**

165. Education, teachers, parochial, church related  
(all levels; not including seminaries)

**\*C** 166. Government, politicians  
(0) (1) (2 3 5) (4) .658 (0)

**GOVERN**

167. Science, scientists

168. Military

169. Business, business leaders

**R \*C** 170. Law, lawyers, courts, judges, including supreme court  
(0) (2 3 5) (4) .663 (0)

**LAW**

171. Journalistic media (secular TV, radio, newspapers)

172. Entertainment media (secular movies, TV, radio, records, magazines)

# Reliability other Social Institution

Profession	orig N	(0)(1)(235)(4)		(0)(12345)		(1)(0235)(4)		(02345)(1)		(01235)(4)	
		N	0	N	0	N	0	N	0	N	0
Med	.371	.434	.423	.481	.253(0)	.492	.139	.400	.495		
Edue	.427	.472	.457	.511	.435(0)	.542	.482	.446	.491		
Edue, coll	.424	.445	.442	.441	.506	.741	.7015	.449	.401		
Edue	.428	.451	.543	.500	<del>.521</del>	.7010	.561	.498	.567		
gouv	.420	.524	.688	.691	.238	.69	.663	.492	.661		
Sci	.218	.293	.398	.410	.005	.7010	.7010	.253	.399		
Military	.368	.394	.502	.505	.7001	0	.701	.358	.300		
Business	.357	.424	.502	.465	.422	.372	.482	.364	.498		
Law	.294	.303	.365	.383	.541	.462	<u>.663</u>	.283	.362		
Journ	.338	.376	.455	.511	.427	.515	.7020	.329	.463		
Ent	.272	.292	.269	.289	.443	.450	.588	.268	.268		

(0)(1)(25)(34)

173 thru 180. MISCELLANEOUS THEOLOGICAL ISSUES

- \* 0 = cannot code
- \* 1 = not mentioned
- \* 2 = mentioned, negative
- \* 3 = mentioned, neutral
- \* 4 = mentioned, positive

to 2  
cc. not men

1.0 94.1

173. Biblical Inerrancy (must use term like "inerrant," "without error," etc.)

1.0 65.3

174. Controversy or disagreement between Christians

1.0 92.1

**\*C** 175. "Secular humanism"

SEC HUMAN

(0,1)(2)(3)(4) .665 (0) .724 (0)

1.0 95.0

176. Paganism, occult, magic

1.0 98.0

177. "Moral Relativism"

1.0 80.2

178. Materialism, material wealth, worldly riches, property

1.0 97.0

**\*C** 179. Liberation theology

LIBTHEOL

(0,1)(2)(3)(4) .664 (0) .657 (0)

1.0 89.1

**\*C** 180. Charismatic movement, Pentacostalism

CHARISMA

(0,1)(2)(3)(4) .669 (0)

181. PERCEPTION, TREATMENT OF VIEWERS

orig .257 (0)  
(05)(1)(2)(3)(4) .272  
(05)(14)(23) .402

- 0 = cannot code 12.9
- 1 = viewers need saving
- 2 = viewers are saved, others "out there" need saving
- 3 = viewers and others are saved
- 4 = viewers and others need saving
- 5 = other (write in): \_\_\_\_\_

182. EXPLICIT GENERAL PURPOSE OF PROGRAM

orig .453 (0)  
(0)(1)(2)(3)(4) .461 0  
(034)(1)(2) .464  
(04)(123) .521

- 0 = cannot code 7.9
- 1 = saved souls
- 2 = social change
- 3 = both
- 4 = other (write in): \_\_\_\_\_

# Reeds Misc Thel Inver

	nig N	(0,1)(2)(3,4)	(0,0)(2,3,4)	(0)(1)(2,3,4)	(1)(2)(0,3)(4)	(2)(0,1,3)(4)
		N O	N	O	(5)	O
Bib. Inver	.309	.421 .421	.421	.309	.274 .277	.421
Contro	.402	.439 .444	.540	.538	.314 .414	.466
sec. Haman	.509	.665 .724	.730	.502	.508 .643	.694
Pagan	.095	.139 .139	.139	.129	.095 .079	.139
Moral Rel	.231	.492 .492	.492	.254	.231 .213	.492
Natural	.375	.426 .489	.489	.461	.374 .409	.406
Lib. Theo	.271	.664 .657	.663	.287	.271 .249	.657
Chais	.326	.359 .665	.669	<del>.494</del>	.321 .631	.124

183. NATURE OF GOD'S ACTIVITY IN WORLD

- orig .209 N
- (03)(1)(2) .236
- (1)(03)(2) .236
- 0 = cannot code S.O
- 1 = God is enigmatic, mysterious
- 2 = God is straightforward, predictable
- 3 = mixed

184. CHARISMATIC EXPERIENCES SHOWN (speaking in tongues, shaking fits, etc.)

- 0 = no 98.0 .388 N
- 1 = yes

185. WHAT IS THE OVERALL PHILOSOPHY OF THE PROGRAM?

Does the program seem to be more like "A", more like "B", or a mixture of "A" and "B"?

- orig .242 N
- (0)(1)(2)(34) .208
- (034)(1)(2) .199
- (1)(034)(2) .291

Philosophy "A"--Viewers are told to set their sights on "heavenly" matters only, to trust in an afterlife or a heavenly realm where all will be well, turning away from concerns about "this life" or "this world." Salvation of individual souls is the dominant or sole concern for believers.

Philosophy "B"--Viewers should concentrate on this world, on making things better in everyday, "real" life for either the individual or for society. The "here and now" is the dominant concern.

- 0 = Cannot code S.O
- 1 = "A": "other worldliness"
- 2 = "B": "this worldliness"
- 3 = Mixed, both
- 4 = Neither stressed

186. PERSONAL VS. PUBLIC THEOLOGY

Overall, does the program stress personal issues (personal salvation, personal health, personal happiness, etc.) or public issues (other people's salvation, welfare of neighbors or of others, political issues which affect others, etc.)

- orig .209 (N)
- (0)(1)(2)(34) .190
- (034)(1)(2) .173
- (1)(034)(2) .173

- 0 = Cannot code 4.0
- 1 = More concerned about "self" or "personal"
- 2 = More concerned about "others"
- 3 = Mixed
- 4 = Neither stressed

**\*C** 187. HEALING SHOWN

HEAD

- orig .554 (N)
- (0)(1)(234) .548 (N)
- (01)(2)(3)(4) .718 N
- (01)(234) .713 N

- 0 = cannot code 2.0
- 1 = no healing shown 92.1
- 2 = individual or mass healing by praying or laying on of hands
- 3 = via television (hands placed on screen or set; etc.)
- 4 = mixed or both

\* Occupation .746 (N)

write in - uses CI codes

SECTION K -- THE PARTICIPANTS

\* 1. STATUS

- 1 = major participant (leading role, highly featured, essential to program)  
2 = minor participant (all other speaking participants)

\* 2. ROLE

- 0 = cannot code  
1 = announcer  
2 = host, cohost  
3 = preacher, clergy  
4 = guest  
5 = celebrity guest  
6 = audience member  
7 = dramatic character  
8 = character in documentary or film clip  
9 = other (write in:)

.869 (N)

\*EC 3. TESTIMONIES:

Does person give a testimony?

- 0 = no  
1 = yes

.624 (N)

\*C 4. BIBLE QUOTES:

Does person quote, cite, or paraphrase the Bible?

- 0 = no  
1 = yes

.720 (N)

\*C 5. CONVERSION:

Has person had a conversion experience?

- 0 = cannot tell  
1 = always believed, didn't need conversion  
2 = yes

.714 (N)

\* 6. SEX

- 0 = cannot code (explain)  
1 = male  
2 = female

.973 (N)

\*EC 7. PHYSICAL CONTACT WITH OTHERS (OTHER THAN IN HEALING)

- 0 = cannot code  
1 = no contact  
2 = person initiates  
3 = person is recipient  
4 = mixed, both

.592 (N)

**\*C** 7a. PHYSICAL INTENSITY

- 0 = cannot code
- 1 = none
- 2 = shakes hands
- 3 = holds hands
- 4 = hugs and/or kisses
- 5 = other touching (only)

.748 (0)

**\*X** 8. CHRONOLOGICAL AGE (record as known or estimated)

.906 (R)

**\*C** 9. SOCIAL AGE

- 0 = cannot code, write in
- 1 = pre-adolescent, and adolescent period
- 2 = young adult (few or no family responsibilities can be from late teens to middle thirties)
- 3 = settled adult (family, established in career)
- 4 = elderly, old

.744 (0)

**\*X** 10. RACE

- 0 = cannot code, explain
- 1 = white
- 2 = black
- 3 = oriental (Asian, Pacific)
- 4 = indian (American)
- 5 = other

.925 (N)

**\*EC** 11. ETHNICITY

- 0 = cannot code, explain
- 1 = non-hispanic
- 2 = hispanic

.660 (N)

**\*C** 12. RELIGIOUS AFFILIATION

- 0 = cannot code
- 1 = apparently Christian
- 2 = explicitly "Christian"
- 3 = Protestant
- 4 = Catholic
- 5 = Jewish
- 6 = atheist
- 7 = other religion, write in

.699 (N)

13. SOCIO-ECONOMIC STATUS

- 0 = cannot code
- 1 = clearly upper
- 2 = middle
- 3 = clearly lower

nr 1330 (0)

(1)(02)(3) - .002

(0 23 (1) - .001

(0 12) (3) - .001

**\*EC** 14. MARITAL STATUS

.680 (N)

- 0 = cannot code, explain
- 1 = apparently not married; no impending marriage; no reference to having been married
- 2 = impending marriage
- 3 = presently married
- 4 = separated
- 5 = formerly but no longer married (widowed, divorced)
- 6 = remarried
- 7 = mixed, explain

**\*C** 15. CHILDREN - NATURAL

.731 (N)

- 0 = cannot code-no information
- 1 = has never had children
- 2 = has a child of his/her own

## 16. FAMILY LIFE - Is family or family life important to person?

- 0 = cannot code, explain
- 1 = yes
- 2 = no

.503 (N)

**\***

## 17. PROFANITY: Does person use profanity? (not including use of "Hell" as literal place, etc.)

- 0 = no
- 1 = yes

1.00 (N)

**\***

## 18. VIOLENCE COMMITTED BY PERSON: Has the person ever committed any violence? If so, code highest degree

- 0 = no violence committed
- 1 = non-fatal violence committed -- does not appear to kill anyone
- 2 = fatal violence committed or fatal consequences indicated

.908 (O)

**\***

## 19. VIOLENCE SUFFERED BY PERSON; VICTIMIZATION

Has the person ever been subjected to any violence? If so, code highest

- 0 = not subjected to violence
- 1 = not seriously hurt
- 2 = seriously hurt
- 3 = killed

.797 (O)

## 20. SAVED - length of time person has been saved (if stated, or as estimated) (code 99 if unknown)

.488 (E)

21 thru 41. PERSONAL PROBLEMS OF PARTICIPANT

- 
- 0 = no
- 1 = yes
- 

\*EC 21. Health problems, life threatening (specify) .638 (N)

\*EC 22. Health problems, minor (specify) .587 (N)

\* 23. Impaired hearing 1.00 (N)

\* 24. Impaired sight .799 (N)

\*EC 25. Impaired use of legs .591 (N)

26. Impaired use of arms .528 (N)

27. Alcoholism -.002 (N)

\*EC 28. Smoking, tobacco use .666 (N)

29. Drug Addiction -.00 (N)

\* 30. Thoughts of suicide .799 (N)

\*EC 31. Family tension .596 (N)

32. General stress, depression .398 (N)

33. Work-related stress .267 (N)

34. Financial problems .321 (N)

35. Lust -.001 (N)

36. Homosexuality .00 (N)

37. Sexual dysfunction .00 (N)
38. Sexual dissatisfaction .00 (N)
39. Sexual deviance (e.g., exhibitionism, incest, etc.) .00 (N)
40. Mental illness .00 (N)
41. Other (write in): .267 (N)

\*EC

## 42. WAS PERSON A HEALER?

- 0 = cannot code (explain)  
 1 = person shown healing  
 2 = person only claims to be healer  
 3 = not relevant

.608 (N)

\*

## 43. OUTCOME OF HEALING

- 0 = cannot code  
 1 = healing referred to only  
 2 = healing shown with unambiguous outcome (cripple walks)  
 3 = healing shown with ambiguous outcome  
 (healed cripple not shown walking)  
 4 = ambiguous outcome, but presented as successful on program  
 5 = healing shown but failed unambiguously  
 6 = not relevant

.892 (N)

Legend: # - item reliable - reliability over .775  
\*C rel - .675 to .774 - Caution  
\*EC rel - .575 to .674 - extra caution

Initial (N) = nominal scale

(O) = ordinal scale

(R) = ratio scale

CULTURAL INDICATORS PROJECT

TV MESSAGE ANALYSIS

Recordings indicated  
by parentheses

THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

Religion on Television Recording Instrument

(Version of September 29, 1982)

## Reliability Analysis

### SECTION J - THE PROGRAM

#### \*C 1. FORMAT OF PROGRAM

.745 (N)

- 0 = cannot code, explain
- 1 = talk/interview, "variety"-style
- 2 = "magazine" format (filmed stories, interviews)
- 3 = "conventional" church service
- 4 = mainly music, "entertainment", some sermonizing
- 5 = mainly sermonizing
- 6 = revival
- 7 = analysis and discussion of theology
- 8 = drama/fictive play
- 9 = biblical enactment

#### \* 2. PRESENCE OF AUDIENCE in major setting

.635 (N)

.888 (O)

- 0 = cannot code
- 1 = no audience
- 2 = audience visible, not active
- 3 = audience visible, otherwise involved
- 4 = audience visible, shown praying or singing
- 5 = audience visible, involved in healing
- 6 = mixed

#### 3. TECHNICAL SOPHISTICATION OF PRODUCTION

.403 (N)

.512 (O)

- 0 = cannot code
- 1 = low (one camera, "low budget," etc.)
- 2 = medium
- 3 = high (multiple cameras, similar to network program)

**\*C** 4. MAJOR SETTING

.689 (N)

- 0 = cannot code
- 1 = set, studio
- 2 = "on location"
- 3 = church
- 4 = mixed
- 5 = other (write in) \_\_\_\_\_

5. PLACE

.005 (N)

- 0 = cannot code
- 1 = U.S.
- 2 = U.S. and other
- 3 = only other

**\*C** 6. PLACE OF ORIGIN OF PROGRAM

.720 (N)

**\*** 7. WHERE TO WRITE, SEND MONEY

.894 (N)

**\*C** 8. WHERE TO CALL:

.1746 (N)

- 0 = not relevant
- 1 = local Phila. or Atlanta number
- 2 = long distance number
- 3 = national "800" number
- 4 = both local and long distance numbers

**\*C** 9. PHONES IN BACKGROUND

.1704 (N)

- 0 = none shown or heard
- 1 = heard ringing only
- 2 = people shown answering
- 3 = both heard and seen

**\*** 10. PRAYER:

Number of specific, separate times audience, host, and/or guests actually pray: \_\_\_\_\_

.889 (N)

11 thru 13. MUSIC, SINGING:

- \* 0 = no
- \* 1 = yes
- \*

11. Under credits, titles, etc.

.126 (N)

**\*EC** 12. A hymn

(congregation sings, words on screen, etc.)

.578 (N)

13. Background music

.438 (N)

14 thru 19. MUSIC PERFORMANCE

- \* 0 = cannot code
- \* 1 = does not appear
- \* 2 = heard
- \* 3 = seen
- \* 4 = heard and seen

1. (0)(1)(2)(3)(4)  
2. (0)(1)(2,3,4)

\*C 14. Soloists (vocal or instrumental)

1: .659 (N) .683 (0) 2: .662 (0)

15. Small ensemble (up to four, vocal or instrumental; not including backup singers)

1: .366 (N) .342 (0) 2: .338 (0)

16. Band (group, singing and playing, more than four)

1: .236 (N) .277 (0) 2: .262 (0)

\*EC 17. Organ music

1: .481 (N) .573 (0) 2: .525 (0)

\*EC 18. Choir, large singing group

1: .599 (N) .637 (0) 2: .602 (0)

\*C 19. Studio or symphonic orchestra

1: .704 (N) .758 (0) 2: .703 (0)

20 thru 26. ITEMS OFFERED

- \* 0 = not mentioned
- \* 1 = simple mention, not explicitly offered
- \* 2 = offered for sale
- \* 3 = offered as gift.
- \* 4 = offered in exchange for contribution
- \* 5 = other (write in): \_\_\_\_\_

\*EC 20. Books

.658 (N)

21. Pamphlets, tracts .428 (N)

22. Gifts (necklaces, prayer towels, trinkets; no verbal message) .308 (N)

\* 23. Display items (pins, bumper stickers with "message") .795 (N)

\*C 24. Magazines, newsletters .768 (N)

\* 25. Tapes and/or records .788 (N)

26. Other (write in): .270 (N)

27. COMMERCIAL BREAKS, announcements within program or adjacent to it, obviously part of program, such as promotions for program, special appeals, etc.

.430 (N)

- 0 = none
- 1 = breaks are all unrelated non-religious spots
- 2 = religious commercial, featuring and/or sponsored by program
- 3 = religious commercial, not obviously produced by program
- 4 = mixed

28 thru 44. THEMES; TOPICS: aspects of life

\*  
\* The themes, topics, and aspects of life are to be coded according to the emphasis of their presentation (if any) in the program --in any form -- visual, verbal, or music lyrics or poems.  
\*

- \* 0 = not mentioned
- \* 1 = mentioned, in passing, not stressed
- \* 2 = stressed, major emphasis given
- \* 3 = primary focus of attention; virtually sole issue

1: (0)(1)(2)(3)      2: (0)(1,2,3)

1: .236 (0)  
2: .023 (N)

28. NATURE; animals, the elements: natural resources (conservation and waste); farming, breeding, and hunting

1: .517 (0)  
2: .487 (N)

29. SUPERNATURAL; mystical, occult; superstition, miracles, ghosts, astrology, fortune-telling, witchcraft, action of supernatural forces

1: .420 (0)  
2: .388 (N)

30. SCIENCE; technology; invention; biological, physical, social scientific procedures and facilities; engineering

1: .575 (0)  
2: .485 (N)

**\* EC**

31. POLITICS; government, statecraft, legislation

1: .458 (0)  
2: .432 (N)

32. LAW ENFORCEMENT and the administration of justice; police, other agents and agencies of law, courts, trials, prisons

1: .599 (0)  
2: .576 (N)

**\* EC**

33. CRIME; corruption, illegality, gross (criminal) injustice

1: .542 (0)  
2: .519 (N)

34. MASS COMMUNICATIONS and entertainment; press, radio-TV, show business, spectator sports

- 1: .486 (O)  
2: .482 (N)
- 
- 1: .564 (O)  
2: .535 (N)
- 
- 1: .241 (O)  
2: .200 (N)
- 
- 1: .499 (O)  
2: .420 (N)
- 
- 1: .501 (O)  
2: .296 (N)
- 
- 1: .395 (O)  
2: .388 (N)
- 
- 1: .583 (O)  
2: .556 (N)
- 
- 1: .449 (O)  
2: .404 (N)
- 
- 1: .433 (O)  
2: .421 (N)
- 
- 1: .353 (O)  
2: .255 (N)
- 
35. BUSINESS; industry, labor, production, construction
36. SCHOOLS; education, students, teachers, study
37. FINANCIAL SUCCESS; prize, inheritance, financial hardship, poverty
38. INTIMATE or CLOSE RELATIONSHIP BETWEEN THE SEXES, whether cooperative or hostile; love, sex, prostitution, sadism, etc.
39. HOME; family, marriage, domestic problems, children, youth, old age, pregnancy
40. MINORITY GROUPS and people; foreign countries and people, nonwhites, religious and ethnic minorities
41. \* B C  
ARMED FORCES, regular or irregular, in peace or war; military organization, style of life, purpose
42. IMPORTANCE OF FAMILY, positive aspects of having or belonging to a family
43. AVOIDANCE OR FEAR OF AGING; afraid of "getting old," denial of being old
44. DEATH AND/OR DYING

45 thru 68. PERSONAL AILMENTS, problems presented in the program

- \* for each:  
 \* 0 = cannot code  
 \* 1 = not mentioned  
 \* 2 = no solution mentioned  
 \* 3 = God or Jesus solves  
 \* 4 = solved by other (non-spiritual) means  
 \* 5 = God/Jesus solves with or through other  
 \* (non-spiritual) means  
 \* 6 = cannot be solved

1: (0)(1)(2)(3)(4)(5)(6)  
 2: (0)(1)(2)(3)(4)(5)(6)

**\*EC** 45. Health problems, life-threatening (specify): \_\_\_\_\_  
 1: .524 (N) 2: .607 (0)

46. Health problems, minor (specify): \_\_\_\_\_  
 1: .414 (N) 2: .472 (0)

**\*EC** 47. Alcoholism  
 1: .587 (N) 2: .641 (0)

**\*** 48. Tobacco use  
 1: .854 (N) 2: .850 (0)

**\*C** 49. Drug addiction  
 1: .660 (N) 2: .792 (0)

**\*EC** 50. Physical handicaps  
 1: .617 (N) 2: .568 (0)

**\*EC** 51. Thoughts of suicide  
 1: .638 (N) 2: .812 (0)

52. Family tensions  
 1: .419 (N) 2: .553 (0)

53. General stress, depression  
 1: .104 (N) 2: .152 (0)

54. Work-related stress  
 1: .387 (N) 2: .460 (0)

**\*EC** 55. Financial problems  
 1: .401 (N) 2: .602 (0)

56. Unemployment  
 1: .473 (N) 2: .544 (0)

57. Lust  
 1: .275 (N) 2: .344 (0)

58. Homosexuality

1: .421 (N) 2: .421 (O)

59. Sexual dysfunction

1: 0 2: 0

60. Sexual deviance

1: .068 (N) 2: .158 (O)

61. Fear of aging

1: .323 (N) 2: .320 (O)

62. Mental illness

1: .361 (N) 2: .447 (O)

63. Accident prevention

1: 0 2: 0

64. Spiritual illness, loss of faith

1: .031 (N) 2: .113 (O)

65. Sense of sinfulness, guilt

1: .123 (N) 2: .215 (O)

66. Self-centeredness

1: .430 (N) 2: .544 (O)

67. Materialism

1: .185 (N) 2: .244 (O)

68. Other (write in): \_\_\_\_\_

1: -.032 (N) 2: -.104 (O)

69 thru 79. MEANS OF CURE for ailments and problems

\*

\*

0 = not mentioned

\*

1 = mentioned

\*

69. prayer .464 (N)
70. belief, faith .330 (N)
71. personal conversion, being "born again" .406 (N)
72. general financial contributions .264 (N)
- \* 73. financial contribution to this program .756 (N)
74. watching program only .295 (N)
75. writing, calling in .452 (N)
76. personal effort without mention of any of above -.045 (N)
77. confession .099 (N)
78. praying to intermediary (e.g., Mary, the Saints) 0
79. other (write in) 0

## 80 thru 89. SOCIAL PROBLEMS RELIGIOUS ACTIVITY HELPS SOLVE

\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*  
\*

for each:

0 = cannot code

1 = not mentioned

2 = God or Jesus solves

3 = solved by other means

4 = God/Jesus solves with or through other means

5 = cannot be solved

6 = part of God's plan

1: (0)(1)(2)(3)(4)(5)(6)

2: (0)(1) (2 3 4) (5)(6)

80. War 1: .455 (N) 2: .542 (N)

81. Poverty, hunger 1: .345 (N) 2: .472 (N)

82. Hate, prejudice 1: .872 (N) 2: .479 (N)

83. Injustice 1: .190 (N) 2: .229 (N)

\*C 84. Abortion 1: .521 (N) 2: .782 (N)

\*C 85. Pornography 1: .478 (N) 2: .696 (N)

86. Divorce, family breakdown 1: .234 (N) 2: .322 (N)

\*EC 87. Teenage pregnancy 1: .658 (N) 2: .658 (N)

88. Alcoholism 1: .244 (N) 2: .272 (N)

89. Drug abuse 1: .401 (N) 2: .561 (N)

90 thru 98. BIBLE REFERENCES OR MENTIONS:\*  
\*  
\*  
\*

0 = doesn't apply/appear

1 = applies to/appears in program

90. Simple mention (must specifically say "Bible",  
"New" or "Old Testament," "The Gospel", etc.) .419 (N)
91. Bible is a plan for life, its "morals" direct daily life .246 (N)
92. Bible prophecies literally true .402 (N)
- \*EC** 93. Reference to specific Biblical passage, story,  
moral -- Old Testament .605 (N)
94. Reference to specific Biblical passage, story,  
moral -- New Testament .437 (N)
95. Reference to specific Biblical passage, story,  
moral -- source unclear .030 (N)
96. Detailed treatment of passage, analysis of story,  
moral -- Old Testament .561 (N)
97. Detailed treatment of passage, analysis of story,  
moral -- New Testament .312 (N)
98. Detailed treatment of passage, analysis of story,  
moral -- source unclear 0 (N)

**\*C** 99. DEVIL, SATAN, ANTICHRIST, DEMONS:

are they primarily "real" or "symbolic"?

- 0 = cannot code
- 1 = not mentioned
- 2 = simply mentioned
- 3 = mentioned as "real" (explicitly)
- 4 = mentioned as "symbolic" (explicitly)

.645 (N)  
.753 (O)

**\*C** 100. HELL

- 0 = cannot code
- 1 = not mentioned
- 2 = mentioned only
- 3 = mentioned as "real"
- 4 = mentioned as "symbolic"

.551 (N)  
.703 (O)

**\*EC** 101. SECOND COMING OF CHRIST

- 0 = cannot code
- 1 = not mentioned
- 2 = mentioned
- 3 = mentioned as real event
- 4 = mentioned as imminent

(0)(1)(2)(3)(4)  
.368 (N) .591 (N)  
(0)(1)(2)(3)(4)  
.550 (N) .564 (O)

**\*EC** 102. STATE OF ISRAEL

- 0 = not mentioned
- 1 = mentioned
- 2 = mention of current political conflict
- 3 = fulfillment of God's plan
- 4 = need for political support
- 5 = mixed

.618 (N)

\* 103. FUNDS:

emphasis given in program

.863 (C)

- 0 = cannot code
- 1 = one or two mentions, not much time devoted
- 2 = many mentions or much time devoted

104 thru 112. FUNDS: uses for funds mentioned

- \* 0 = not mentioned/doesn't apply
- \* 1 = mentioned/applies
- \*

104. TV show production and/or program distribution (e.g., satellite time, etc.) .402 (CN)

\*C 105. Purchase of air time

.711 (CN)

106. Hospital, help sick .223 (CN)

107. Spread gospel, evangelize .516 (CN)

\*C 108. Help poor and needy, hungry

.682 (CN)

\*EC 109. Specific building project

.630 (CN)

\*C 110. Educational activities, institution

.730 (CN)

111. Uses for funds unspecified -.052 (CN)

112. Other (write in:) .462 (CN)

113. FUNDS: Amount(s) requested (exclusive of sale items)  
(write in amount): .547 (R)

(If applicable):

\*C Minimum: .695 (R)  
 \*C Maximum: .767 (R)

114 thru 117. MEANS OF "FEEDBACK"

\*  
\*  
\*  
\*  
\*  
\*

- 0 = not mentioned
- 1 = mentioned
- 2 = shown on screen
- 3 = mentioned and shown

1: (0)(1)(2)(3)  
2: (0)(1,2,3)

114. Local centers run by the program or its organization

1: -.047 (0)      2: -.045 (N)

115. Local churches or pastors who take referrals from program (distant from source of origin of program)

1: -.031 (0)      2: -.031 (N)

\* 116. Phone numbers or "hotlines" to call

1: .803 (0)      2: .822 (N)

117. Addresses to write to

1: .364 (0)      2: .462 (N)

118 thru 123. PURPOSE STATED FOR AUDIENCE "FEEDBACK"

\*  
\*  
\*  
\*

- 0 = not mentioned
- 1 = mentioned

118. Counseling .556 (N)

\* C 119. Prayer .738 (N)

120. "Polling" on issues -.010 (0)

\* C 121. Free gifts .704 (N)

\* C 122. Donations .681 (N)

123. Other (write in): .151 (N)

124. Does host promise to answer mail, and other requests "personally"?

- 0 = no
  - 1 = yes
- .553 (N)

**\*C** 125. ANCILLARY ACTIVITIES PROMOTED (such as revivals, crusades, religious services, etc.)

- 0 = cannot code
- 1 = no, none
- 2 = mentioned only
- 3 = one or two crusades or revivals promoted
- 4 = more than two crusades or revivals promoted
- 5 = seminars, conferences promoted
- 6 = both services and seminars promoted

(0)(1)(2)(3)(4)(5)(6)  
.531 (N)

(0)(1)(2)(3)(4)(5)(6)  
.636 (N)

**\*C** 126. NON-BIBLICAL REFERENCES: references to historical, political, entertainment, or other figures (such as Marx, President Reagan, Walt Whitman):

NAMES: .567 (0)  
.676 (0)  
.729 (0)

.512 (0)  
.598 (0)  
.553 (0)

- 0 = not mentioned
- 1 = positively presented
- 2 = neutral mention
- 3 = negatively presented

127 thru 131. **SEX AND VIOLENCE**

- \* 0 = not mentioned
- \* 1 = mentioned
- \*
- \*

127. Violence in society .330 (N)

128. Violence in the world .459 (N)

**\*C** 129. Violence in family life (child abuse, spouse abuse) .797 (N)

**\*C** 130. Unsanctioned, "sinful" sexual behavior (as judged by program) .641 (N)

131. "Approved" sexual behavior (as judged by program) .372 (N)

132. REFERENCES TO LOCAL CHURCHES

- 0 = no mention
- 1 = neutral mention
- 2 = criticized (explain for what) \_\_\_\_\_
- 3 = viewers urged to go, support unconditionally
- 4 = viewers urged to go, support conditionally  
(specify conditions) \_\_\_\_\_
- 5 = mixed
- 6 = other \_\_\_\_\_

(0)(1)(2)(3)(4)(5)(6)  
 .394 (N)  
 (0)(1)(2)(3,4)(5)(6)  
 .561 (N)

NOTE: "Conditionality" with reference to local churches is very important. Conditions must be conditions set by the program, its hosts, or guests. Therefore, a statement such as "...you pick a church next Sunday and go there, and if you don't like the first one you find, try another..." is not a condition here, because the viewers' tastes are involved.)

133. REFERENCES TO DENOMINATIONS AND RELIGIOUS ORGANIZATIONS  
 (such as the National Council of Churches, Seminaries,  
 Jews, Presbyterians, etc.)

- 0 = no mention
- 1 = criticized (explain for what) \_\_\_\_\_
- 2 = neutral mention
- 3 = positive mention
- 4 = mixed

(0)(1)(2)(3)(4) (N)  
 .360 (N)  
 (0)(1)(2)(3)(4)  
 .482 (N)



144. Communism/socialism

145. Increased military spending

146. Gun control

\*EC 147. Death penalty

\*C 148. Prayer in public schools

\* 149. Theory of evolution

150. Alcohol use

151. Smoking, tobacco use

\*EC 152. Drug use ("recreational" or illicit)

153. Reaganomics

154. Labor unions

155. Welfare

156. "Work Ethic"

157. Personal, moral, or other standards for politicians

158. Divorce

159. Remarriage

160. Nuclear weapons

\*C 161. Environmental movement

Reliability: Social Science Political Issues

Issue	Emphasis (02/12)	Tolerance (02/12)
Abortion	.956	.904
Euthanasia	.999	1.000
Pre-birth monitoring	0	0
Contraception	1.00	.999
"New Humanity"	.589	.602
Sexual deviancy	.704	.694
Punography	.942	.942
Women's rights	-.015	-.015
Minority rights	.316	.316
Homosexuality	.866	.865
Communism/terrorism	.531	.527
Gen. Military spend	-.005	-.003
Gun Control	0	0
Death Penalty	.663	.667
Prayer Public Schols.	.738	.730
Theory of Evolution	.798	.794
Alcohol Use	.458	.461
Smoking	.816	.816
Drug War (Military)	.633	.648
Reaganomics	-.015	-.015
Labor Unions	-.020	-.020
Welfare	.562	.567
"Unit Ethic"	-.015	-.015
Stamps for Political	.372	.359
Divorce	.179	.162
Emergence	0	0
Nuclear Weapons	.482	.488
Environmental Mgmt	.665	.860

162 thru 172. OTHER SOCIAL INSTITUTIONS

- \* 0 = cannot code
  - \* 1 = criticized\*
  - \* 2 = mentioned
  - \* 3 = "God works through"
  - \* 4 = praised
  - \* 5 = mixed
- 1: (0)(1)(2)(3)(4)(5) ↗
- 2: (0)(1)(2)(3)(5)(4)
- 3: (0)(1)(2)(3)(4)(5)

\* Note: "criticized" does not include mentions that they are "less powerful than God" or "need God's help."

162. Medicine, doctors  
 1: .371 (N)    2: .423 (0)    3: .441 (N)
163. Education, teachers, public and "secular" private school  
 1: .427 (N)    2: .467 (0)    3: .511 (N)
164. Education, professors, college and university  
 1: .424 (N)    2: .412 (0)    3: .441 (N)
165. Education, teachers, parochial, church related  
 (all levels; not including seminaries)  
 1: .428 (N)    2: .543 (0)    3: .500 (N)
- KC 166. Government, politicians  
 1: .420 (N)    2: .668 (0)    3: .691 (N)
167. Science, scientists  
 1: .218 (N)    2: .398 (0)    3: .410 (N)
168. Military  
 1: .368 (N)    2: .502 (0)    3: .505 (N)
169. Business, business leaders  
 1: .357 (N)    2: .502 (0)    3: .485 (N)
170. Law, lawyers, courts, judges, including supreme court  
 1: .244 (N)    2: .365 (0)    3: .383 (N)
171. Journalistic media (secular TV, radio, newspapers)  
 1: .338 (N)    2: .455 (0)    3: .511 (N)
172. Entertainment media (secular movies, TV, radio, records, magazines)  
 1: .272 (N)    2: .269 (0)    3: .269 (N)

173 thru 180. MISCELLANEOUS THEOLOGICAL ISSUES

- \* 0 = cannot code (0)(1)(2)(3)(4)
- \* 1 = not mentioned
- \* 2 = mentioned, negative (0)(1)(234)
- \* 3 = mentioned, neutral
- \* 4 = mentioned, positive

173. Biblical Inerrancy (must use term like "inerrant," "without error," etc.)

1: .309 (0) 2: .309 (N)

174. Controversy or disagreement between Christians

1: .494 (0) 2: .538 (N)

175. "Secular humanism"

1: .498 (0) 2: .502 (N)

176. Paganism, occult, magic

1: .129 (0) 2: .129 (N)

177. "Moral Relativism"

1: .254 (0) 2: .254 (N)

178. Materialism, material wealth, worldly riches, property

1: .467 (0) 2: .461 (N)

179. Liberation theology

1: .284 (0) 2: .287 (N)

180. Charismatic movement, Pentacostalism

1: .487 (0) 2: .494 (N)

181. PERCEPTION, TREATMENT OF VIEWERS

- 0 = cannot code
- 1 = viewers need saving
- 2 = viewers are saved, others "out there" need saving
- 3 = viewers and others are saved
- 4 = viewers and others need saving
- 5 = other (write in): \_\_\_\_\_

• 257 (N)

182. EXPLICIT GENERAL PURPOSE OF PROGRAM

- 0 = cannot code (0)(1)(2)(3)(4) .453 (N)
- 1 = saved souls
- 2 = social change (0)(1)(2)(34) .461 (N)
- 3 = both
- 4 = other (write in): \_\_\_\_\_

## 183. NATURE OF GOD'S ACTIVITY IN WORLD

- 0 = cannot code
- 1 = God is enigmatic, mysterious
- 2 = God is straightforward, predictable
- 3 = mixed

.209 (N)

## 184. CHARISMATIC EXPERIENCES SHOWN (speaking in tongues, shaking fits, etc.)

- 0 = no
- 1 = yes

.388 (N)

## 185. WHAT IS THE OVERALL PHILOSOPHY OF THE PROGRAM?

Does the program seem to be more like "A", more like "B", or a mixture of "A" and "B"?

Philosophy "A"--Viewers are told to set their sights on "heavenly" matters only, to trust in an afterlife or a heavenly realm where all will be well, turning away from concerns about "this life" or "this world." Salvation of individual souls is the dominant or sole concern for believers.

Philosophy "B"--Viewers should concentrate on this world, on making things better in everyday, "real" life for either the individual or for society. The "here and now" is the dominant concern.

- 0 = Cannot code
- 1 = "A": "other worldliness"
- 2 = "B": "this worldliness"
- 3 = Mixed, both
- 4 = Neither stressed

.242 (N)

## 186. PERSONAL VS. PUBLIC THEOLOGY

Overall, does the program stress personal issues (personal salvation, personal health, personal happiness, etc.) or public issues (other people's salvation, welfare of neighbors or of others, political issues which affect others, etc.)

- 0 = Cannot code
- 1 = More concerned about "self" or "personal"
- 2 = More concerned about "others"
- 3 = Mixed
- 4 = Neither stressed

.209 (N)

## 187. HEALING SHOWN

- 0 = cannot code
- 1 = no healing shown
- 2 = individual or mass healing by praying or laying on of hands
- 3 = via television (hands placed on screen or set, etc.)
- 4 = mixed or both

(0)(1)(2)(3)(4) .554 (N)

(0)(1)(2)(3)(4) .573 (N)

\* Occupation .746 (N)

## SECTION K -- THE PARTICIPANTS

\* 1. STATUS

- 1 = major participant (leading role, highly featured, essential to program)  
2 = minor participant (all other speaking participants)

\* 2. ROLE

- 0 = cannot code  
1 = announcer  
2 = host, cohost  
3 = preacher, clergy  
4 = guest  
5 = celebrity guest  
6 = audience member  
7 = dramatic character  
8 = character in documentary or film clip  
9 = other (write in:)
- .869 (N)

\*EC 3. TESTIMONIES: Does person give a testimony?

- 0 = no  
1 = yes
- .624 (N)

\*C 4. BIBLE QUOTES: Does person quote, cite, or paraphrase the Bible?

- 0 = no  
1 = yes
- .720 (N)

\*C 5. CONVERSION: Has person had a conversion experience?

- 0 = cannot tell  
1 = always believed, didn't need conversion  
2 = yes
- .714 (N)

\* 6. SEX

- 0 = cannot code (explain)  
1 = male  
2 = female
- .973 (N)

\*EC 7. PHYSICAL CONTACT WITH OTHERS (OTHER THAN IN HEALING)

- 0 = cannot code  
1 = no contact  
2 = person initiates  
3 = person is recipient  
4 = mixed, both
- .592 (N)

**\*C** 7a. PHYSICAL INTENSITY

- 0 = cannot code
- 1 = none
- 2 = shakes hands
- 3 = holds hands
- 4 = hugs and/or kisses
- 5 = other touching (only)

.748 (0)

**\* 8. CHRONOLOGICAL AGE** (record as known or estimated)

.906 (R)

**\*C** 9. SOCIAL AGE

- 0 = cannot code, write in
- 1 = pre-adolescent, and adolescent period
- 2 = young adult (few or no family responsibilities can be from late teens to middle thirties)
- 3 = settled adult (family, established in career)
- 4 = elderly, old

.744 (0)

**\* 10. RACE**

- 0 = cannot code, explain
- 1 = white
- 2 = black
- 3 = oriental (Asian, Pacific)
- 4 = indian (American)
- 5 = other

.925 (N)

**\* EC 11. ETHNICITY**

- 0 = cannot code, explain
- 1 = non-hispanic
- 2 = hispanic

.660 (N)

**\*C** 12. RELIGIOUS AFFILIATION

- 0 = cannot code
- 1 = apparently Christian
- 2 = explicitly "Christian"
- 3 = Protestant
- 4 = Catholic
- 5 = Jewish
- 6 = atheist
- 7 = other religion, write in

.699 (N)

## 13. SOCIO-ECONOMIC STATUS

- 0 = cannot code
- 1 = clearly upper
- 2 = middle
- 3 = clearly lower

.330 (0)

**\*EC** 14. MARITAL STATUS

.680 (N)

- 0 = cannot code, explain
- 1 = apparently not married; no impending marriage; no reference to having been married
- 2 = impending marriage
- 3 = presently married
- 4 = separated
- 5 = formerly but no longer married (widowed, divorced)
- 6 = remarried
- 7 = mixed, explain

**\*C** 15. CHILDREN - NATURAL

.731 (N)

- 0 = cannot code-no information
- 1 = has never had children
- 2 = has a child of his/her own

## 16. FAMILY LIFE - Is family or family life important to person?

- 0 = cannot code, explain
- 1 = yes
- 2 = no

.503 (N)

**\***

## 17. PROFANITY: Does person use profanity? (not including use of "Hell" as literal place, etc.)

- 0 = no
- 1 = yes

1.00 (N)

**\***

## 18. VIOLENCE COMMITTED BY PERSON: Has the person ever committed any violence? If so, code highest degree

- 0 = no violence committed
- 1 = non-fatal violence committed -- does not appear to kill anyone
- 2 = fatal violence committed or fatal consequences indicated

.908 (C)

**\***

## 19. VIOLENCE SUFFERED BY PERSON; VICTIMIZATION

Has the person ever been subjected to any violence? If so, code highest

- 0 = not subjected to violence
- 1 = not seriously hurt
- 2 = seriously hurt
- 3 = killed

.797 (C)

## 20. SAVED - length of time person has been saved (if stated, or as estimated) (code 99 if unknown)

.488 (C)

21 thru 41. PERSONAL PROBLEMS OF PARTICIPANT

#

#

0 = no

#

1 = yes

#

\*EC 21. Health problems, life threatening (specify) .638 (N)\*EC 22. Health problems, minor (specify) .587 (N)\* 23. Impaired hearing 1.00 (N)\* 24. Impaired sight .799 (N)\*EC 25. Impaired use of legs .591 (N)26. Impaired use of arms .528 (N)27. Alcoholism -.002 (N)\*EC 28. Smoking, tobacco use .646 (N)29. Drug Addiction -.00 (N)\* 30. Thoughts of suicide .799 (N)\*EC 31. Family tension .596 (N)32. General stress, depression .398 (N)33. Work-related stress .267 (N)34. Financial problems .321 (N)35. Lust -.001 (N)36. Homosexuality .00 (N)

37. Sexual dysfunction .00 (N)
38. Sexual dissatisfaction .00 (N)
39. Sexual deviance (e.g., exhibitionism, incest, etc.) .00 (N)
40. Mental illness .00 (N)
41. Other (write in): .267 (N)

**\*EC** 42. WAS PERSON A HEALER?

- 0 = cannot code (explain)
- 1 = person shown healing
- 2 = person only claims to be healer
- 3 = not relevant

.608 (N)

**\*** 43. OUTCOME OF HEALING

- 0 = cannot code
- 1 = healing referred to only
- 2 = healing shown with unambiguous outcome (cripple walks)
- 3 = healing shown with ambiguous outcome  
(healed cripple not shown walking)
- 4 = ambiguous outcome, but presented as successful on program
- 5 = healing shown but failed unambiguously
- 6 = not relevant

.892 (N)