

# *3<sup>RD</sup> PLANET REPORTS*

## **“Culture Does Matter”**

Why the Faith-based community should pay some attention to what the world is doing around them.... How it affects their members & all others around them

*Be in the world, but not of the world.....*

Choices – Money,  
Time, & Talents

Time ....



.... is Money

# Choices – Money, Time, & Talents

We are all faced with a large number of choices in our short time here on earth.

One day, we will answer for our choices & will also face our eternity.

In the meantime, we need to examine our present stewardship of our life, time & talents that the Lord has given to us.

With all this In mind, what is happening in present day media & *what do we think about it?*

*And what are we doing about it ?*



# Choices – Money, Time, & Talents

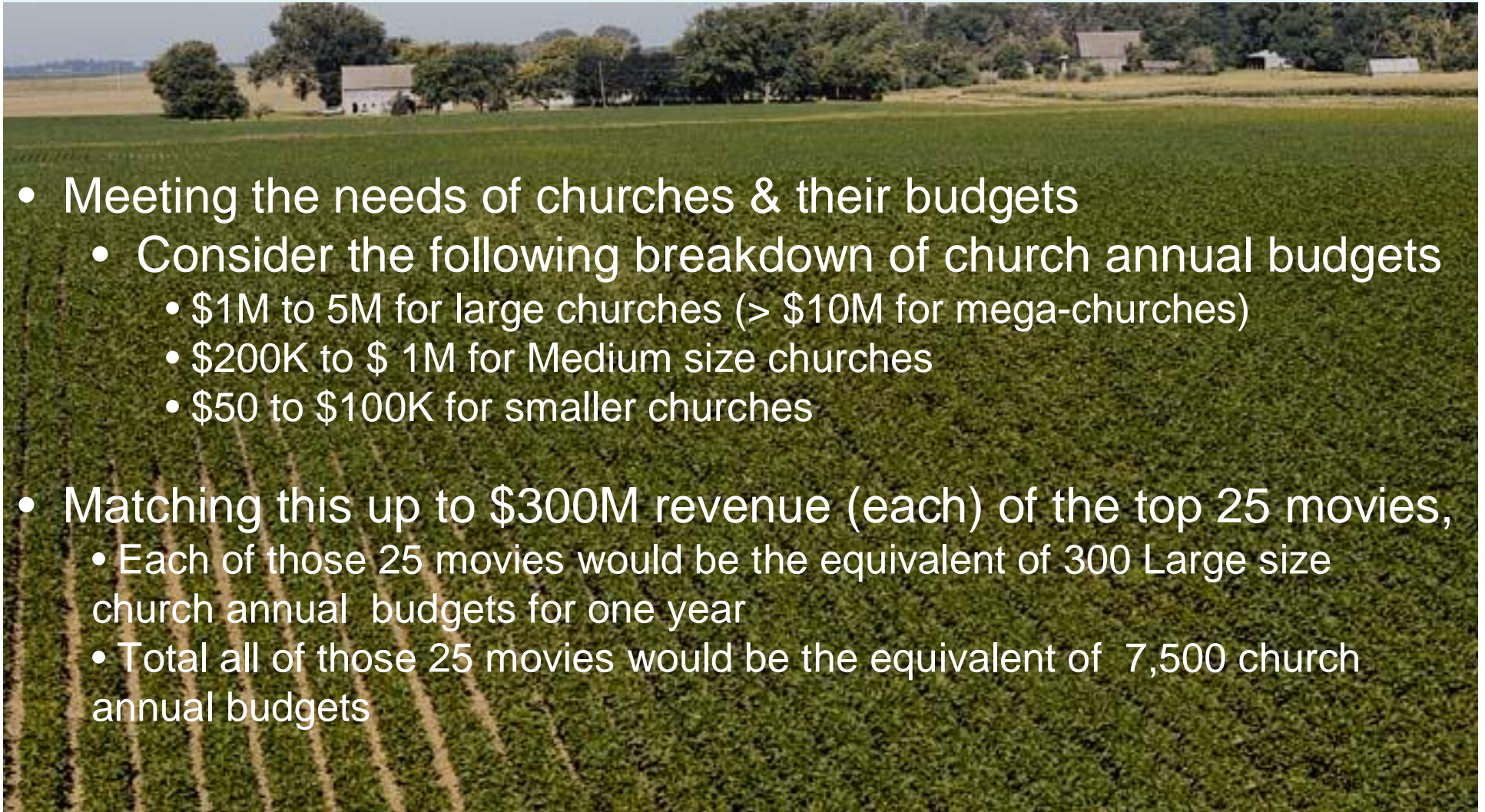
- Football – The Super Bowl, pinnacle of the NFL
  - \$10 Billion on Super Bowl Sunday party supplies & Furniture. Just for this year alone.....
  - Tickets, club seats, & luxury suites
  - Gambling
    - \$100 million in legal betting, estimated \$10 B worldwide
  - 70% of consumers estimated to watch the Super Bowl
    - 26.3% are there for the commercials
  
- An Economy of Sports
- The time & the money are out there

Retail Advertising and Marketing Association's 2008 Super Bowl Consumer Intentions and Actions Survey was designed to gauge consumer behavior and shopping trends related to the Super Bowl. The survey was conducted for RAMA by BIGresearch. RAMA is a division of the National Retail Federation

# Choices – Money, Time, & Talents

- Movies, USA box office revenue only
  - 388 movies are recorded in the top range
  - Total revenue for each movie is from \$100M to \$600M
  - The Top 25 movies are in the \$300M dollar range.
  - The Top 45 movies are in the ¼ Billion dollar range.
    - That's over \$250,000,000.00 each.....
- Total revenue for all 388 movies so far is:
  - \$63,631,127,886 (\$63 billion dollars)
  - This does not cover non-boxoffice revenue
  - The total lifetime revenue of all movies in the world for the entire 20<sup>th</sup> as well as 21<sup>st</sup> century would probably be an even more staggering amount.
- An Economy of movie entertainment, USA dollars alone
- The time & the money are out there

# Choices – Money, Time, & Talents



- Meeting the needs of churches & their budgets
  - Consider the following breakdown of church annual budgets
    - \$1M to 5M for large churches (> \$10M for mega-churches)
    - \$200K to \$ 1M for Medium size churches
    - \$50 to \$100K for smaller churches
- Matching this up to \$300M revenue (each) of the top 25 movies,
  - Each of those 25 movies would be the equivalent of 300 Large size church annual budgets for one year
  - Total all of those 25 movies would be the equivalent of 7,500 church annual budgets

- Are the needs of all the churches & the needy being met?

# Faith Based artist support – interviews with Phil Vischer (Big Idea Productions, Veggie Tales)



Big Idea Productions, the studio behind VeggieTales, released its first feature film, *Jonah*, in 2002. But before founder and owner Phil Vischer could produce a second film, Big Idea declared bankruptcy and sold all its assets to Classic Media LLC.

**Vischer:**

**“Jonah”**

*“... When I watch it now, I can smell my ambition—the drive to do as much as I could with Big Idea as fast as I could. We were in financial trouble actually before we went into production. The movie became about me wanting God to put a stamp of approval on my ambition. And he didn't. He consciously declined my invitation. Sometimes the best way to grow is to lose and to fail—dramatically and publicly. ”*

**“Pirates”**

*“... We had so much fun in Jonah with those three characters—The Pirates Who Don't Do Anything. I thought, Could we take these three characters and put together something driven by the dynamic of their personalities? ”*

# Faith Based artist support – interviews with Phil Vischer (Big Idea Productions, Veggie Tales)

## **Vischer:**

*“... The new Big Idea owners invited me to come to L.A. to pitch the story to Universal because it was my story. It was bizarre because three years earlier, we couldn't get any of the majors to show any interest in Jonah. Of course, that was pre-Passion [Mel Gibson's blockbuster hit, The Passion of The Christ].*

*In fact when I got to Universal, there were 15 executives in the room to hear the pitch. One commented, "We didn't get this many people together to take the King Kong pitch!"*

*After I walked them through the whole story, the head of marketing says, "That's really great. But, do you think it's Christian enough? Because if it needs to be more Christian, we're fine with that." I thought, What alternate universe did I just wake up in?*

# Faith Based artist support – interviews with Phil Vischer (Big Idea Productions, Veggie Tales)

## **Vischer:**

*The first time you create a work of art you feel God has called you to create, and Christians criticize it, it really takes you aback. You think, “I’m one of you. I’m just doing what I think is right.” The hundredth time, you’re pretty much fine with it.*

*Honestly, many do feel suffocated. I know many Christian artists that just can’t take it. They walk away from the Christian world and get on with their art. I am more a teacher than an artist, which is why I have been so happy making Veggie Tales, where a tomato gets down on his knees and says, “God made you special and loves you very much.” At the end of the day, I’ve got more Mr. Rogers in me than van Gogh.*

# Choices – Money, Time, & Talents

- Movies, USA box office revenue only
  - 2 movies produced by Big Idea/Universal Pictures
  - Total boxoffice revenue for the ‘Jonah’ movie (Oct 02 to Jan 03) was ~\$26 Million
  - Total boxoffice revenue for the ‘Pirates’ movie (Jan 03 to Mar 03) is ~\$13 Million
    - That’s about only half of the revenue of it’s predecessor from 6 years ago
    - The support already appears to be leveling off
- An Economy of movie entertainment, USA dollars alone
- The time & the money are not showing up from the Faith based community

# Choices – Money, Time, & Talents

- Movies, USA box office revenue only
  - Neither of these 2 Veggie tale movies will even come close to the 388 movies that have enjoyed the \$100M+ range
- Comparison, what do you get for that kind of money?
  - \$63,631,127,886 (\$63 billion dollars) worth of movies
  - If you start watching these with a copy of the Ten Commandments next to the TV as a scorecard, what grade would they get?
  - If we don't support the Faith-based movies, what will we get instead?  
And what kind of quality will those be?
- An Economy of movie entertainment vs. moral entertainment
- The support & concern are not showing up from the Faith based community

# Choices – Money, Time, & Talents

- An Economy Grows Around Britney Spears

In the days after the Britney Spears soap opera rode a police-escorted gurney to its apex, celeb-mag sales spiked, traffic jammed gossip Web sites, tabloid TV ratings rose and paparazzi photo prices surged.

For a growing number of people and businesses, Britney's saga is about money: Every time she sinks to new lows, cash flows. And these days, no one is above the fray.

When a custody dispute devolved into a three-hour standoff at Spears' home Jan. 3, police officers and firefighters were pressed into duty. Television stations sent up helicopters, and cable news anchors reported the unfolding drama in real time. The Associated Press had two reporters working the story, with editors on both coasts updating it seven times throughout the night.

Spears is just one of many stars driving the growing multibillion dollar celebrity news industry. But the Spears story in particular, with a new twist nearly every week, has become a very profitable sub-sector unto itself.

# Choices – Money, Time, & Talents

## An Economy Grows Around Britney Spears ... & others

- .... Spears is just one of many stars driving the growing multibillion dollar celebrity news industry. But the Spears story in particular, with a new twist nearly every week, has become a very profitable sub-sector unto itself
- .... the publisher said Spears drives newsstand sales and helped the magazine's ad revenue more than double to \$51 million in 2007.
- .... prints 2.5 million copies and sells about an average of 1.5 million. If they have an issue that sells 2 million, the extra half million goes to the bottom line.
- .... At a time when advertising spending in traditional media is declining, .... that helped overall newsstand sales for magazines edge 1 percent higher, to \$2.39 billion, in the first half of 2007



It's good to enjoy life, but are we doing it in a God Honoring manner?

# Choices – Money, Time, & Talents

May you find this information to be worth considering, worth thinking about.

May you be Inspired & Encouraged to do more God Honoring work,

May you receive

That praise of

“...Well Done,  
my good &  
faithful servant”

