

RICE FIELDS

JOURNAL

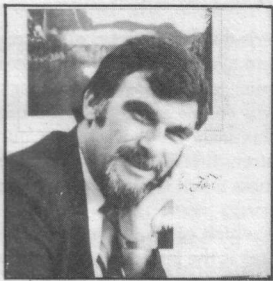
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EDITORIAL

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Something significant is happening in missions circles which we have not seen in our lifetime. It is a new spirit of cooperation, teamwork, call it what you will. It's the stuff that I Cor 3 talks about — and evidently the way of doing things which makes our Lord happy.

No doubt it has something to do with being focussed on a goal. Many of us are feeling the pressure of the fast approaching year 2000. But with that pressure comes the flutter of excitement that enervates us to work hard for our Lord so that when that year arrives we have something to present to Him — not for our own glory but for His greater glory.

RICE, too, is committed to this kind of teamwork which is objective and gets things done. It sees networking as the key to making radio work. Radio organizations have their limitations — chiefly in the area of people resources. People for mobilising to develop new projects. People who can be trained to become broadcasters. People who can work with national churches. People with vision who can inspire others to see how radio can be put to good use in world mission.

RiceFields helps overcome some of these obstacles, especially in building bridges and cultivating networks. It has therefore been encouraging to see the positive comments coming back from our first issue.

This issue of *RiceFields* contains a variety of good things, all designed to provide added perspective to some dimension of Christian radio broadcasting.

Bill Thatcher writes for our guest column "My View" this issue and has some constructive comments on media/church relationships.

Ross James for his regular *Rice Seeds* feature reviews a media classic — the second edition of McQuail's book *Introduction to Mass Media* and draws together implications for us.

Jim Bowman takes a philosophical look at our rather prejudicial use of words and helps us to see the implications of such carelessness with the English language.

There are also some reflections on the implications of *Bilingualism and Broadcasting*.

Newsbriefs is a new feature and brings brief reports on some other events in the world of Christian communication. And there is *Bulletin Board* as an experiment where readers might "post" items of interest, such as papers, reports, requests for information, studies which may be of interest to others in our circle.

If you feel *RiceFields* is worth reading don't keep it to yourself. Pass it on or send us names of others who you think should receive it. Let us know too if you can use additional copies. How about Bible School or college libraries?

And if you've got the itch to write about some aspect of Christian broadcasting or communications in the missions context let's hear from you!

SECOND CHANCE!

Just a reminder...

Sorry to get tough BUT we need to hear from you NOW if you wish to remain on the *RiceFields* mailing list.

So... turn to the back page and complete and mail the coupon if you have not already done so. If we don't hear back from you either your letter got lost in the mail, or... (it doesn't bear thinking about!)

(If you are in any doubt you will note the following symbols (@@@) next to your name on the mailing envelope if you have already reconfirmed OR (% % %) if you are a confirmed new addition.)

Radio In Church-planting Evangelism