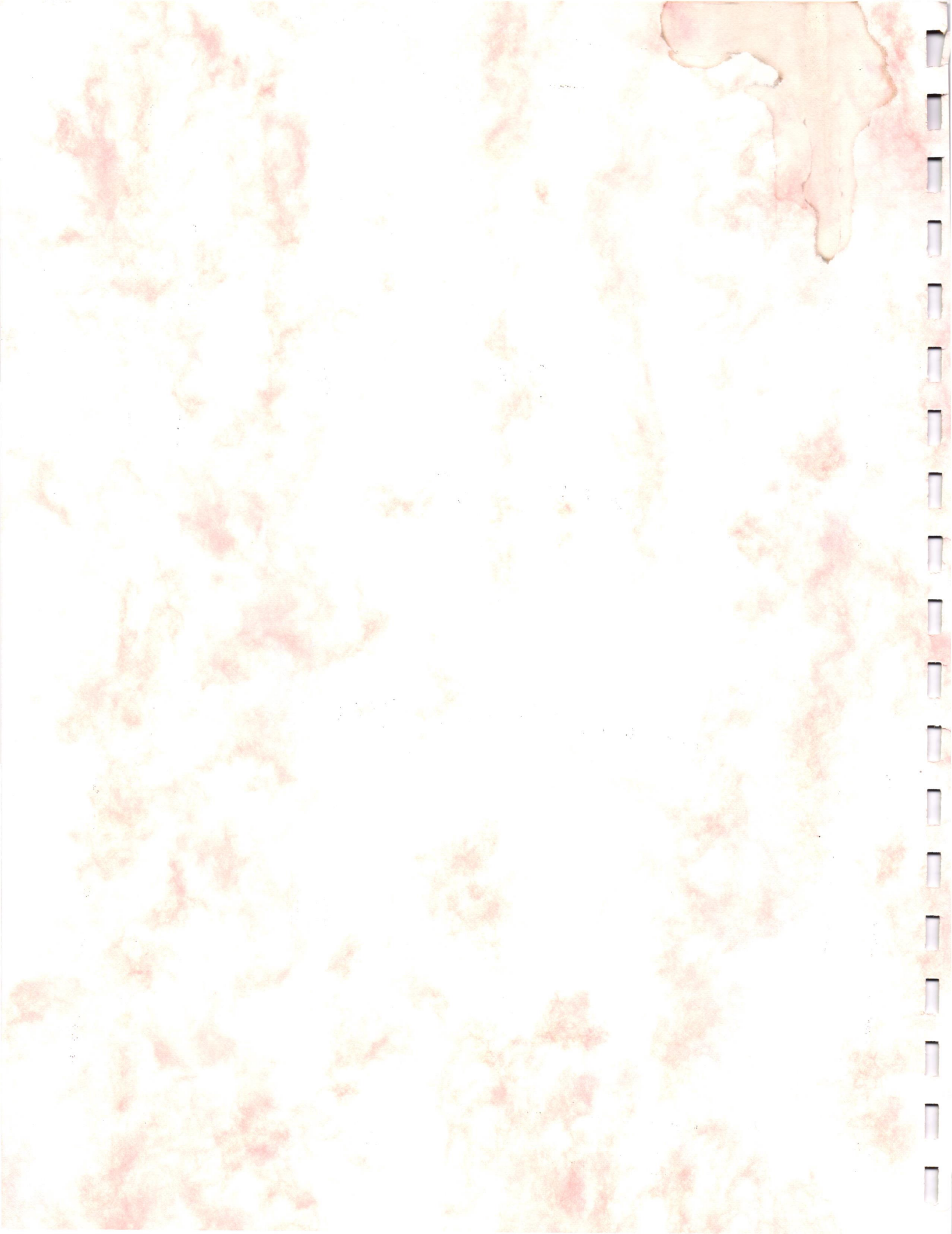


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*THE
HANDBOOK
OF
PUBLIC RELATIONS*



Assembled by: Marshall Bruner
National Royal Ranger Department

Royal Rangers

Assemblies of God Ministry for Boys

TERRY RABURN
National Director
Division of Church Ministries
KEN RIEMENSCHNEIDER
Secretary
Men's Ministries Department
KEN HUNT
National Commander
RAUL STANEK
National Deputy Commander
& Training Coordinator
MARSHALL BRUNER
Editor Promotions Coord. &
National Public Relations Coord.

Dear Public Relations Coordinator:

Congratulations on your assignment as public relations coordinator. You have taken on one of the most exciting positions in the Royal Rangers ministry. You now have the opportunity to represent Royal Rangers not only on the written page, but in churches and outposts throughout your district or region.

This position is both exciting and humbling: You are communicating the *essence* of the Royal Rangers ministry as a *servant* of God. To begin you may need to sharpen your skills to enhance your performance. Here are some examples: 1. Because you will be speaking in churches, outposts, and sectional, district, or regional events, you will need to strengthen your public speaking skills. 2. Because you may be serving as editor of your district or regional newsletter, you must develop your writing and editing skills. 3. You will also need to reinforce your layout and photography skills.

At first you may not have the dexterity to perform all these tasks. But you have been chosen, in part, for this position because of your outstanding character as an achiever. In short, you have the determination to learn, and, most importantly, to be used by God in one of the greatest youth evangelism tools in the world today. With your determination and with God's anointing, you *can* do great as a public relations person.

I trust the information in this booklet will give you the know-how to get started and to sharpen your proficiency as a public relations coordinator. (This booklet will continue to be updated as further information is compiled so that you may have the tools necessary to do your job well.) You will have the opportunity to learn more about public relations at the National District Leadership Seminars and at public relation coordinators' breakaways during National Royal Rangers Councils. Plus I am here to serve you in the event you need additional information, help, or encouragement.

Now let's join hands together as public relations coordinators to serve our mighty God and this ministry as we work diligently to "reach, teach, and keep boys" for Christ.

Together for Christ,



Marshall Bruner
National Public Relations Coordinator



Special Thanks To ...

Randy Claunch, for chapters "Now That You Are the Public Relations Coordinator" and "The Mind Set of Becoming a Reporter" and "Developing an Effective Newsletter" and "Sample Spot Announcements"

John Eller, for chapter "Communications and Promotions"

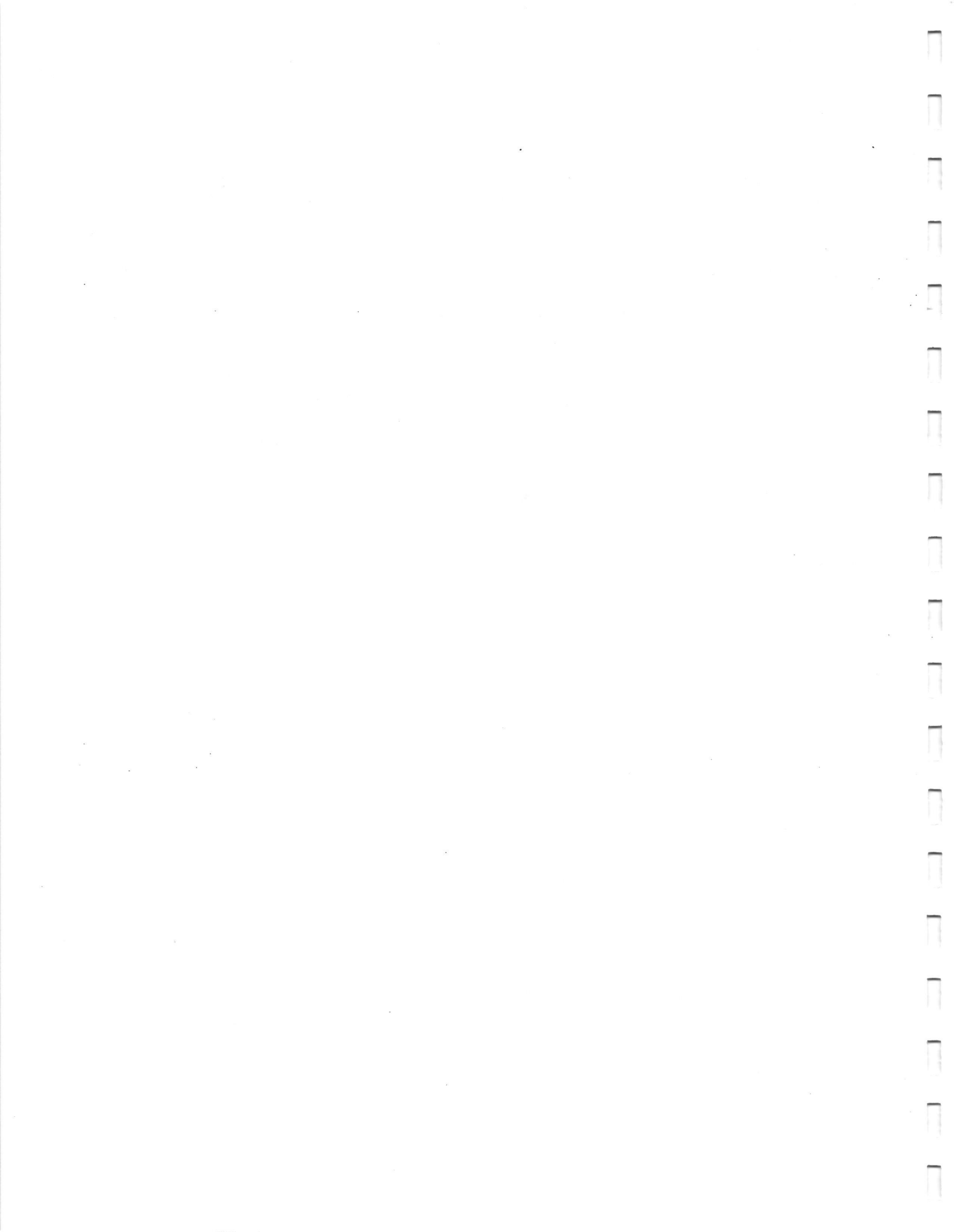
Edward Link, for chapter "Three Methods for Reaching Pastors"

Richard Mariott, for chapter "Photographs and Write-ups"

John Scheidt, for chapter "Computers and the Royal Rangers Ministry"

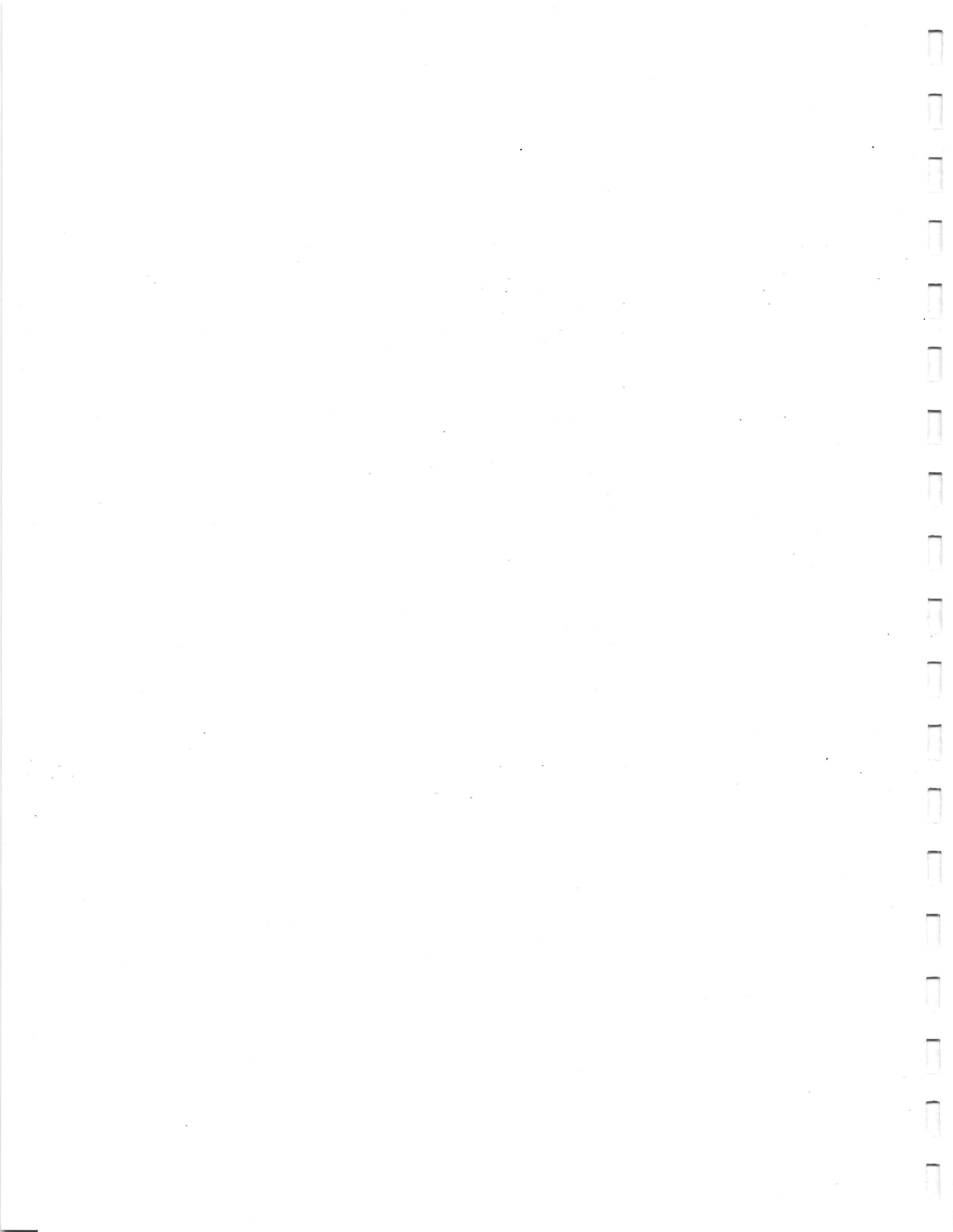
George B. Newitt and Janet McNicholas, for chapter "Copyright Laws and You"

Brian Schmid, for chapter "Clip Art Designs"

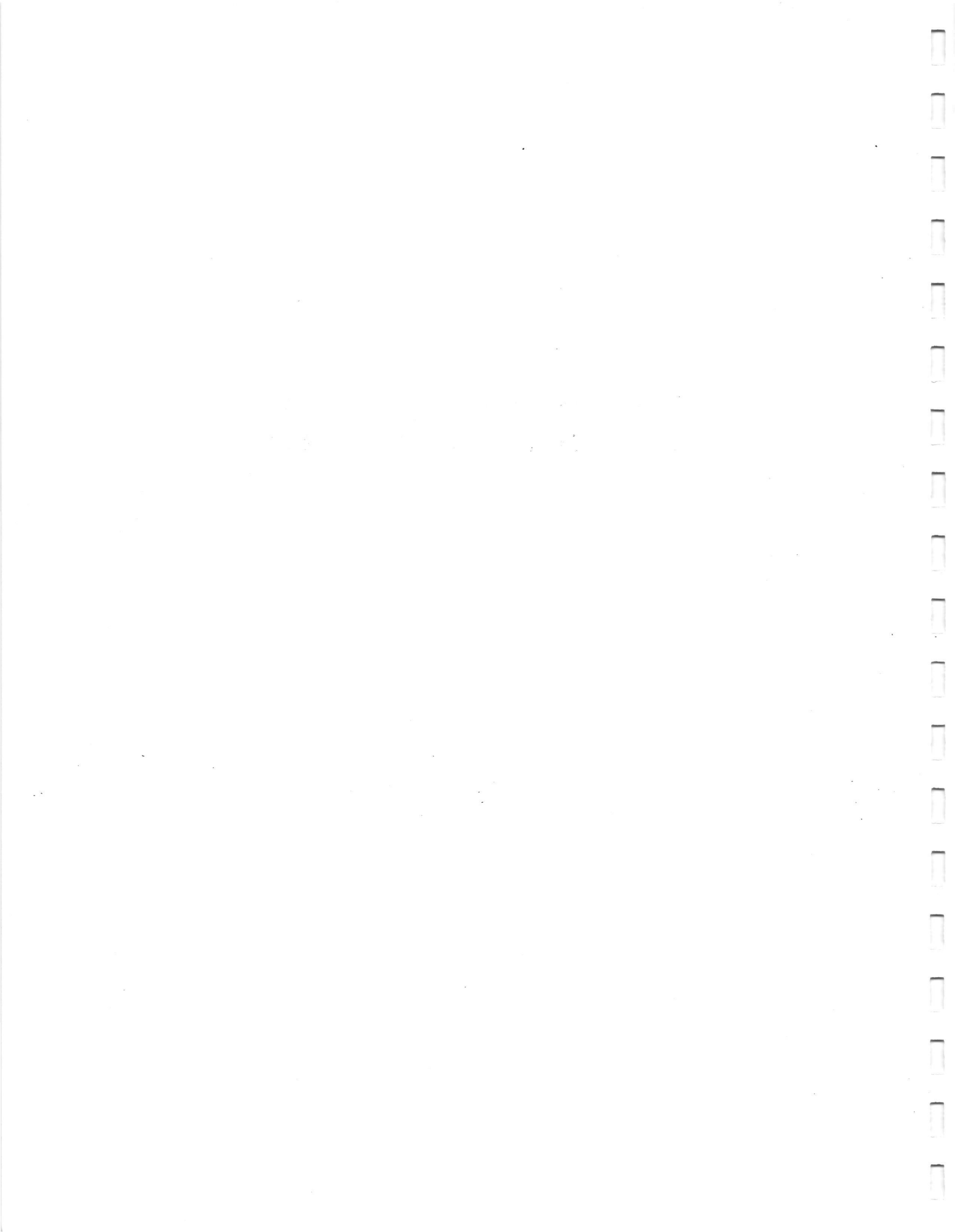


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Qualities and Duties of the Public Relations Coordinator



Qualifications and Duties of the Public Relations Coordinator

District Public Relations Coordinator

Qualifications

1. He must meet the qualifications of a Royal Rangers commander, as outlined in *The Royal Rangers Leaders Manual*.

2. He must be thoroughly familiar with the overall Royal Rangers ministry.

3. He should have a general knowledge of writing and publicity.

4. He must be willing to devote time to the Royal Rangers ministry and to travel in his district on behalf of the program.

5. He must have completed the *Leadership Training Course*.

6. He must be selected by his district commander.

7. He must meet the following requirements, according to the *National Royal Rangers Council Constitution and Bylaws*:

a. An ordained or licensed minister in good standing with the Assemblies of God, or a Christian worker or lay person who is a member in good standing of an Assemblies of God church.

b. A registered member of a currently chartered Royal Rangers outpost.

Appointments

1. He is selected by the district commander or appropriate district committee. The appointment is for 2 years.

2. Prior to the reappointment date, a survey and analysis of the public relations coordinator's activities should be made by the district commander. At that time it will be determined if he should be reappointed.

3. Each district public relations coordinator will wear the silver oak leaf insignia.

Duties

1. The role and function of the district public relations coordinator has greatly changed since the inception of the original "aide-de-camp" portfolio. The role of the public relations coordinator is now that of a public relations man in his district. He has the general responsibility of publicizing the Royal Rangers ministry in his district—such as special Royal Rangers events, unusual happenings, special medals awarded (Gold Medal of Achievement, Medal of Valor, Outstanding Service Award, etc.) Pow Wows, Ranger of the Year, Junior Leadership Training Camp, and district participation in regional and national events.

2. He is responsible for regular articles in the district news bulletin and other district Royal Rangers newsletters. He should utilize the news media to spread the Good News.

3. He coordinates the publicity phase of the overall district Royal Rangers ministry.

4. To become completely familiar with the overall Royal Rangers program—in order to correctly and properly present the program and to answer questions regarding it. To keep informed as to the latest developments in the Royal Rangers program in his district and developments on the national level.

5. To assist local church leaders, at their invitation, in implementing the Royal Rangers program in their churches.

6. To promote chartering in churches throughout the district.

7. To accept invitations to speak at conventions, retreats, Pow Wows, and rallies.

8. To maintain the highest degree of courtesy and respect toward pastors and district officials and other Royal Rangers leaders.

9. To cooperate with, and assist in every way possible, the district commander in his Royal Rangers activities.

10. To perform other such duties as assigned to him by his district commander.

11. To keep the regional public relations coordinator informed regarding Royal Rangers

activities in his district.

11. To keep the national public relations coordinator informed regarding special events and happenings in his district. He should submit at least one special news article to the national office every year.

12. To wear the uniform during Royal Rangers activities and always endeavor—through conduct, appearance, and attitude—to create the proper image of Royal Rangers leadership.

13. To make a consistent effort to attend the National Royal Rangers Council.

A public relations coordinator has an almost unlimited opportunity of service in Royal Rangers. However, to reach the full peak of efficiency, he must have a thorough understanding of his role and relationship to the overall program.

Because he does not represent himself, but his district, he should maintain close communication with his district commander so he can most-efficiently evaluate the publicity needs and achievements of his district. He should keep in touch, as much as possible, with various outposts in order to stay familiar with "the grass roots" level of the program.

The public relations coordinator serves as a member of the National Royal Rangers Council. Therefore, it is very important that he attend the council sessions each year. In this capacity alone the public relations coordinator can render an invaluable service to the program.

The district commander may wish to delegate certain responsibilities for his district program to the public relations coordinator. In this event the public relations coordinator should assume these responsibilities without hesitation. In actuality the relationship of the public relations coordinator to the district commander is similar to that of a deputy district commander except he has the portfolio of publicity and serves as promotional assistant.

There should be no misunderstanding of the relationship of these district leaders if we keep in mind that the district commander has administrative and promotional responsibilities. The public relations coordinator is involved only in promotions and publicity unless otherwise requested by his district commander.

One of the most prominent attitudes of the public relations coordinator should be humility. He should not have a "know-it-all" attitude, but rather should create the impression, "I am available if needed. If I can be of assistance, I will be very happy to do so." A public relations coordinator who develops the right spirit will have many opportunities to speak, to teach, and to assist in behalf of Royal Rangers.

It is the hope of the national office that the public relations coordinator will also become absorbed in the Royal Rangers program in whatever level he is needed and endeavor to be an example to others of the very best in Royal Rangers leadership.

Regional Public Relations Coordinator

Qualifications

1. He must meet the qualifications of a Royal Rangers commander, as outlined in *The Royal Rangers Leaders Manual*.

2. He must be thoroughly familiar with the overall Royal Rangers ministry.

3. He should have a general knowledge of writing and publicity.

4. He must be willing to devote time to the Royal Rangers ministry and to travel in his region on behalf of the program.

5. He must have completed the *Leadership Training Course*.

6. He must be selected by his regional commander.

7. He must meet the following requirements, according to the *National Royal Rangers Council Constitution and Bylaws*:

a. An ordained or licensed minister in good standing with the Assemblies of God, or a Christian worker or lay person who is a member in good standing of an Assemblies of God church.

b. A registered member of a currently chartered Royal Rangers outpost.

Duties

1. He will have the general responsibility of publicizing the Royal Rangers ministry in his region. This will include the reporting of special Royal Rangers events, unusual happenings, special medals awarded, Pow Wows, Regional Ranger of the Year competition, Junior Leadership Training Camps, and district participation in regional and national events.

2. He will have the responsibility of training the district public relations coordinators in his region on how to be good district publicity men and should encourage them in carrying out their duties.

3. He will also correlate information on special events, happenings, etc., within his region and forward the same onto the national Royal Rangers Office (in care of the national public relations coordinator) for possible use in national periodicals.

4. He will be appointed by the region coordinator in consultation with the national commander.

5. He will be a member of the National Royal Rangers Council.

6. His insignia would be a gold eagle insignia.

National Public Relations Coordinator

Qualifications

1. He must meet the qualifications of a Royal Rangers commander, as outlined in *The Royal Rangers Leaders Manual*.

2. He must be thoroughly familiar with the overall Royal Rangers ministry.

3. He should have a strong knowledge of writing, editing, and promotions.

4. He must be willing to devote time to the Royal Rangers ministry and to travel on behalf of the program.

5. He must have completed the *Leadership Training Course*.

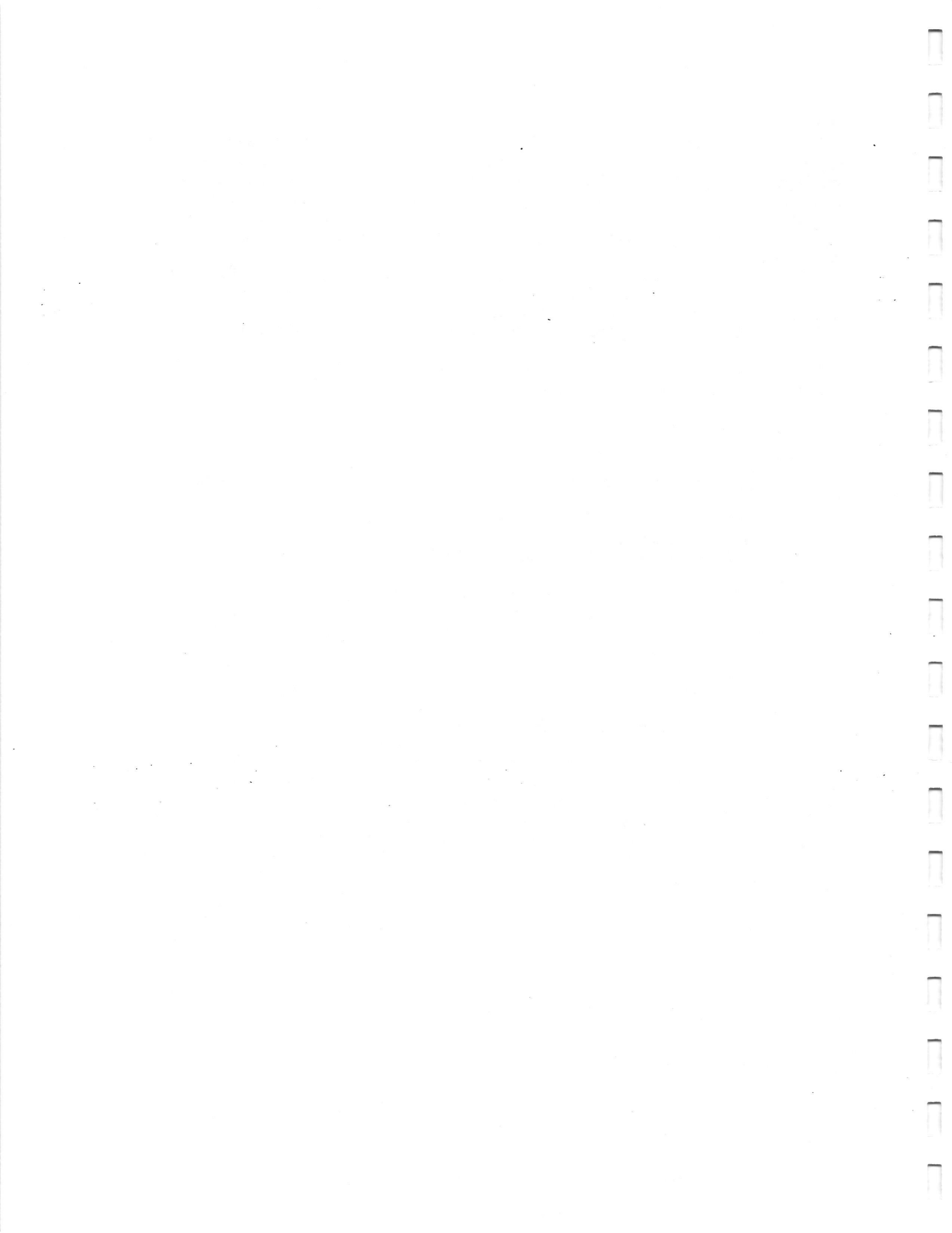
6. He must be selected by the national commander.

7. He must meet the following requirements, according to the *National Royal Rangers Council Constitution and Bylaws*:

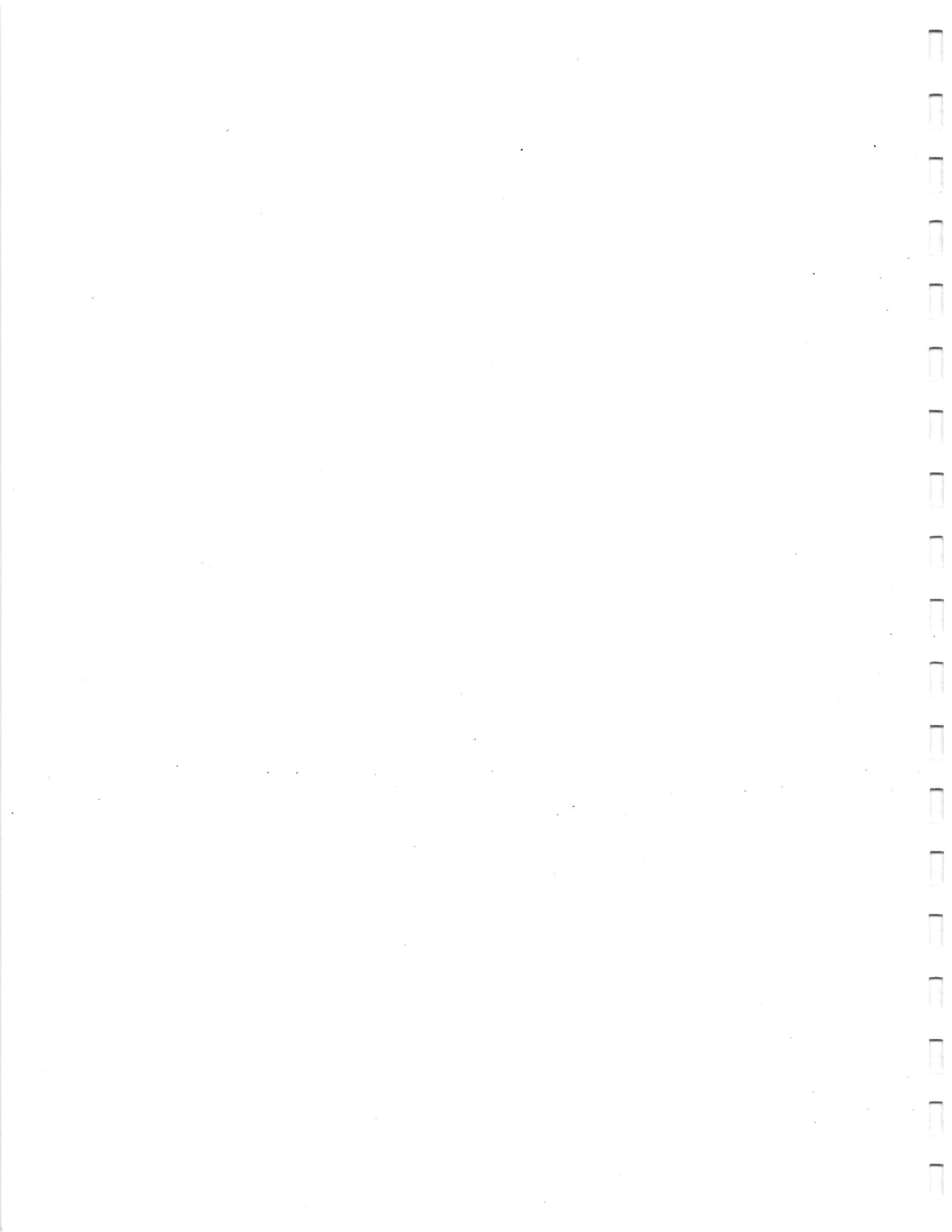
a. An ordained or licensed minister in good standing with the Assemblies of God, or a Christian worker or lay person who is a member in good standing of an Assemblies of God church.

b. A registered member of a currently chartered Royal Rangers outpost.

His basic responsibility is to develop ways of better publicizing the overall Royal Rangers ministry. He has the responsibility of training the regional and district public relations coordinators during National District Leadership Seminars. He is responsible for encouraging public relations coordinators in carrying out their responsibilities. During the National Royal Rangers Council, he will chair the standing Public Relations Coordinators Committee and direct special public relations coordinators breakaways. He will serve as a resource person for the National Royal Rangers Executive Committee. His insignia is two stars.



**Now That You Are the
Public Relations Coordinator**



Now That You Are the Public Relations Coordinator

Public Relations. The title sounds exciting, and it is. It is an open door to spreading the good news about Royal Rangers—the ministry of evangelizing boys. Among the first tasks you need to perform is to visit with the individual who appointed you to this position. Here you will find out what he expects of you. Often times many ideas can be developed here, and also any problems that have occurred in the past can hopefully be avoided.

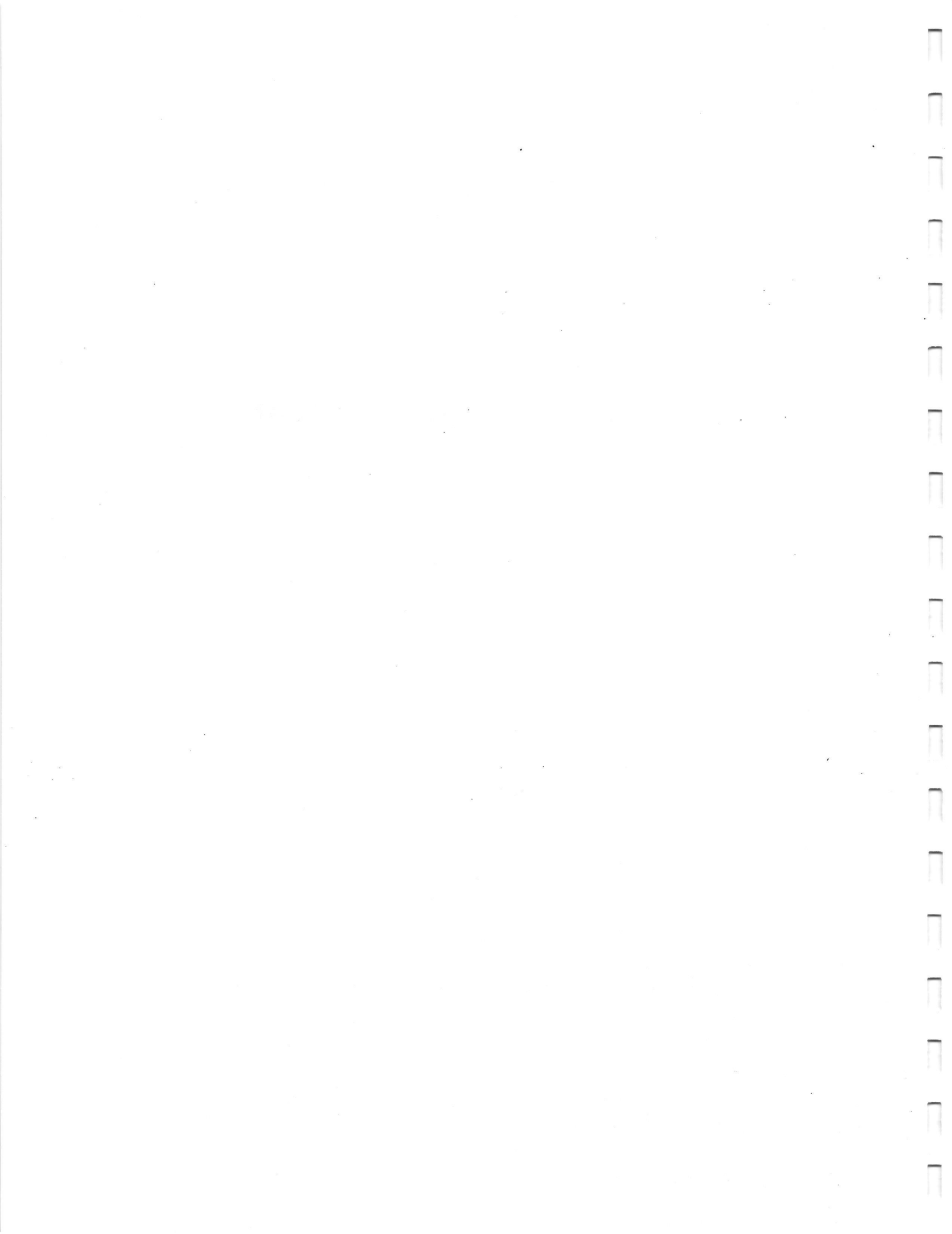
Good advice to follow is contained in Matthew 7:12, "Whatsoever ye would that men should do to you, do ye even so to them." If you live by this rule, many difficulties can be avoided. Also, realize you are very visible now, which means you should be responsible and accountable for all you say and do. Keep good records of expenses and travels. Report often to those with whom you are involved. This means a short letter to the other public relations coordinators, and, of course, the person who appointed you.

You now have several duties to perform—which, hopefully, have been established in the initial meetings. These responsibilities can include the following: 1. writing, developing, and publishing newsletters, 2. working within the Ranger of the Year program, 3. promote Royal Rangers by visiting with church pastors and by speaking before church audiences, and 4. writing news releases and promotionals and submitting them to the news media. Note this important fact: Study and become very familiar with all phases of the Royal Rangers program. Other duties may be assigned for you to do, so be willing to help in any way requested of you.

A smiling face and a ready handshake will help your image as a public relations coordinator. Most importantly, however, pray for your ministry and how you can be used of God to promote Royal Rangers and to reach boys for Christ. You will be sharing a heavy burden, but remember Who will make your burden light—the Master Ranger, Jesus Christ.



Communications and Promotions



Communications and Promotions

Outline

1. Philosophy of Communications and Promotion
2. Reaching the Publics
 - a. Those unacquainted with Royal Rangers
 - b. Acquainted but unreached
 - c. Those inactive in the program
 - d. Active but needing help to build
 - e. Keeping interest alive in the active outpost
3. Promoting the Royal Rangers Ministry
 - a. Pastoral involvement
 - b. Getting the word out
 - Headquarters publications
 - Conventions and councils
 - District messengers
 - Newspaper advertising
 - Radio spots
 - TV spots and free time
 - News releases
 - Community involvement
 - Features
 - Multimedia in the outpost
 - c. District promotion
 - Direct mail
 - Displays
 - Telephone in promotion
 - Relating to pastors
 - Importance of the presbyter
 - The district superintendent
 - Role of *Leadership Training Course* and National Training Camp
4. Keeping Royal Rangers Visible
 - a. Begin with yourself
 - b. Become "Mr. Enthusiasm"
 - c. Using your local outpost as a model
 - d. Think tanks
 - e. Secular opportunities
 - Parades
 - County or State Fairs

- Centennial celebrations
- Political rallies
- District family night for Royal Rangers
- How to encourage Councils of Achievement
- Visibility in denominational gatherings

5. The Job Never Finished

Philosophy of Communications and Promotions

Definitions

Communications: Expressing what we have to offer.

Promotions: Making what we have to offer visible.

Explanation

1. Communicating the faith has been the work of the Church since the time of Christ. If experience has taught us anything, we have learned the success of positive means outweighs the negative approach.

2. What we have to offer is the best boys' program in the world. The job of the public relations coordinator is to present this ministry in a visible and attractive manner.

3. Adlai E. Stevenson, two-time candidate for president, once said, "We simply have to develop better methods of communicating with the people because we know that there is no better system of ultimate reliance than on the discriminating choice of the people. But they have to be informed. The first responsibility of information is truth."

Application

1. The national Royal Rangers Office of the General Council of the Assemblies of God has done an outstanding job building a ministry to "reach, teach, and keep boys for Christ."

2. This ministry does not need further development as much as it needs exposure.

3. This ministry does not need new ideas as much as it needs an informed public.

4. This ministry does not need new personnel as much as it needs enthusiasm among our present ranks to communicate, to promote, and to propagate this instrument of ministry God has placed in our hands.

Projection

1. Our task is progressive. It will not be finished until Jesus returns. But the size of our task is not intended to discourage us. We must keep moving and occupy until He comes.

2. There are more than 11,000 Assemblies of God churches in the United States alone, and relatively few have an active Royal Rangers outpost. Therefore, the public relations coordinator must work diligently to help increase the number of chartered outpost in his area by aggressively promoting Royal Rangers. You see, almost all these churches have the potential for our ministry.

3. Many Assemblies have had an active outpost in times past. Reactivating these could double our ranks overnight.

4. People in denominational leadership need to be informed.
5. People outside our ranks need to be informed.
6. As a public relations coordinator, you must let America know!

Reaching the Public

Those Unacquainted With Royal Rangers

1. First impressions are very important in any promotional effort. What people see, hear, and feel about anything new will either help or hinder in time to come.
2. To say, "We're something like Boy Scouts," may not always be the best opener. We are placing the acceptance of our entire program upon someone's opinion of another program. The apostle Paul indicated that comparing ourselves among ourselves is not wise.
3. "Putting your best foot forward" should always be our goal in presenting Royal Rangers.
4. Not everyone we contact will have the immediate grasp of the concept of our ministry unless we keep our presentation sharp, simple, and easy to understand.

Those Acquainted but Unreached

1. The selling job to a burnt-over field is not always easy when first impressions have been second class or worse. However, the attitude of the public relations coordinator will determine much of our acceptance in this particular area.
2. The story is told of a man who went as a shoe salesman to a tribe in Africa. Shortly after arriving he cabled his boss and reported: "Mission a failure. No one here wears shoes." Afterward, the company sent another salesman to the same area. He wired back immediately: "Greatest sales opportunity in our history. No one here has shoes. Send carload right away."
3. Enthusiasm is a key ingredient missing in some promotions. We must be excited about Royal Rangers and convey it to others. Perhaps they will see something in this ministry they missed the first round.

Those Inactive in the Program

1. Circumstances are constantly changing in the local church. Boys drop out, move away, or just grow up into manhood. We must keep reaching new boys just to maintain.
2. Failure to either realize or adjust to the changes that occur has led to the eventual inactivity of many otherwise promising outposts. We must encourage leaders to look ahead, to plan ahead, and to keep the future of the outpost within the total perspective of the Royal Rangers ministry.
3. Experience has proven that the total time elapse between a strong outpost to a weak one is less than 5 years. Anytime we stop expanding with new boys, the local program will begin to regress.
4. Since the beginning of the program in 1962, we have said that "the pastor is the key." We have never stopped believing that. If the Royal Rangers program has been previously chartered but presently inactive in a local church, our key to rekindling the flame is the pastor (see "Relating to Pastors").

Those Active but Needing Help to Build

1. Too often our scope of help to others is much too narrow. Most leaders above the local

level think of help as it would be involved in making a visit to the church or outpost. Granted that personal contact is a powerful means of communication. But there are other ways that, in the long run, may be just as much or even more effective.

2. The following is a list of ideas which may generate others in dealing with this problem.
 - When an active Royal Ranger moves to another town, notify the nearest pastor or commander.
 - Exchange of recruiting ideas between outposts in the same geographic area. United meetings with a strong outpost from one church visiting another on a regular meeting night.
 - Encourage local interest by helping the weaker outposts to attend sectional, divisional, and district camp-outs and Pow Wows—which all outposts should do!
 - Offer help from a larger outpost to help canvas a town for boys.

Keeping Interest Alive in the Local Outpost

1. Success is a tremendous tool in keeping the local outpost active. Success can also be very dangerous. How often have we seen an outpost win the "Grand Pow Wow" award this year and not show up next year. We must never have no convey the feeling that we have "arrived."

2. One of the best tools at our disposal for keeping interest alive is through trained leadership. The *Leadership Training Course* is important, but it is not enough. Outposts that succeed and keep interest alive year after year have leaders who have attended a National Training Camp. Everything rises and falls on leadership. Properly trained leaders will stick with the program through thick and thin. They will still be there when the thick gets thinner and thin gets thicker.

3. Anytime an public relations coordinator has the opportunity to promote Royal Rangers among men, he should be wildly enthusiastic about NTC. Promote it at every opportunity. Encourage participation also in the Ranger of the Year program, Father and Son Banquets or camp-outs, and other special events

Promoting the Royal Rangers Ministry

Pastoral Involvement

1. Pastoral participation within the outpost is without equal. Encourage all pastors to enroll and to complete the *Leadership Training Course*. Show them the value of their presence as outpost chaplains. This could be their most rewarding ministry.

2. When pastors get excited about Royal Rangers, the men and boys of the church will follow.

3. It has been said that most churches will not go beyond their leadership. This is why we say the pastor is the key.

4. This does not mean that pastors are expected to do the actual week-to-week planning and promotion. But his interest will inspire the laymen of his church to become involved.

5. When the outpost members feel their pastor is depending on them and is concerned for them, this will often provide that extra incentive to perform at greater efficiency.

6. Pastoral interest and approval could mean the difference between success and failure. Encourage all pastors to "get involved!"

Getting the Word Out

1. There are several Assemblies of God Headquarters publications that can be of great assistance to us in communications and promotions. Here are some examples: *High Adventure and High Adventure Leader, National Network, Minute Man, Pentecostal Evangel, Advance, and What's New Nationally*. These tools should be utilized at every opportunity. In order to submit articles to any of these publications, however, you must send your manuscripts to the national editor, who also serves as the national public relations coordinator.

2. Conventions and councils within the Assemblies of God provide an excellent opportunity to get the word out. It will be necessary to work in cooperation with the convention leadership, the district men's director, or the district commander to set up booths and displays. Most denominational functions are open to this sort of promotion, which helps dress up the foyer and hallway areas. Displays should be sharp, with everything in keeping with the goals and objectives of Royal Rangers.

3. Districts are usually open to promotion through the pages of their monthly or bimonthly district newsletters. It is not enough to plan; we must inform those who will participate what our plans are. Constant reminders help keep the total program in the public eye.

4. Advertising can bring attention to our program and produce positive results when handled properly. Want ads, brief and clever, are good attention-grabbers. Cost will usually dictate the size of the ad. Stick to the pertinent facts. Avoid being too wordy. The fewer words you have, the better the ad will stand out. Use bold type, action words, and illustrations that add to—rather than detract from—the message.

5. Like any advertising, radio spots should be sharp and to the point. Background music or sound effects should not detract. Professionally approved copy read by a good announcer is of much greater value than work by amateurs.

6. Television is perhaps our best means of media communication. The cost factor often determines the amount of exposure in this area. However, most local stations have a community bulletin board or talk show where things of interest are brought into focus. Free time to promote Royal Rangers may be ours simply for the asking.

7. News releases are an important tool in both outpost and district promotion. These should always answer the pertinent questions: who, what, when, where, why, and—sometimes—how. Most people have a brief attention span, so we must capture their interest on the run. Releases should always be typed, double-spaced, and on one side of the paper. Pictures should be glossy black and white. If the picture is of poor quality, do not use it. Avoid posed-for pictures. Get action shots. And be sure everyone in the picture is in proper uniform. Many good promotional shots have been ruined because of a pocket flap unbuttoned or a patch misplaced. A picture is said to be worth a thousand words, so make sure pictures say what we want them to say.

8. Feature articles serve as another effective promotional tool. Involvement in the activities of the community can give the outpost exposure. We must always be careful to endorse those activities in keeping with our high standards of moral and spiritual values. We live in a world of real people, and we must not forget our duties as citizens. A good impression can be made

upon an entire community when Royal Rangers come through in some wholesome community service.

Features could include open house, a coffee stop for holiday travelers, skits for school assemblies, or representation at special events of the city or county. It is a good idea to take several Royal Rangers in uniform with you to speaking engagements and other special activities.

9. Multimedia in the outpost can help to keep interest alive. Snapshots, color slides, overhead projectors, and VCR footage can promote continued involvement in the program. Many outposts are finding use of cassette tapes for learning songs. Others are making good use of bulletin boards, achievement charts, and poster contests.

District Promotion

1. Attractive flyers and announcements about Royal Rangers events can be effective through the mails. Well-planned newsletters will keep people informed. Most districts will make their mailing list available through either the district men's director or the district commander. A district or regional mailing can be done with permission to use a local church bulk mailing permit, provided you give that church's return address and permit number on the front and present it properly at the post office.

2. Displays for use in local functions, sectional and district meetings, banquets, tours, etc., can be utilized to cover virtually every phase of the Royal Rangers ministry. Among these should be, if possible, samples of our literature, handbooks, insignia, *Leadership Training Courses*, Royal Rangers posters, and samples of uniforms and FCF paraphernalia. A Royal Rangers video presentation, such as *One in a Million*, will greatly promote this ministry. Good color photos or even a slide presentation can also be good attention-getters. Always have something on the display table or booth that is free. (Include craft projects for greater interest.) One or more leaders dressed in the Royal Rangers dress blazer or Class A uniform adds greatly to the display and offers the personal touch.

3. The telephone is a good tool of promotion, provided we use it with discretion. Do not come on negative in any way. People cannot see your facial expressions over the wire and may misinterpret your words. Always work from a positive position. Avoid criticism. Be helpful. Offer to go the second mile for the benefit of the boys.

4. Relating to pastors is a very important item for all Royal Rangers leaders, particularly for public relations coordinators. As a district public relations coordinator, you should know all the pastors of your district by name and where they pastor. The district office can supply you with a list. Keep in touch with these men. They are key individuals in the success of our work. When a new pastor moves into the district, write him a letter, give him a call, or make a personal contact. Pastors sometimes become presbyters, Men's Ministries leaders, even district officials. Keep an open door and a good rapport with all Assemblies of God ministers in your area. Never chide a pastor for lack of involvement in Royal Rangers. If all a pastor is willing to give the ministry is his blessing to have an outpost in his church, then be thankful. But if he seems to have more than a casual interest, be sure to encourage further involvement.

5. It is important that you recognize the presbyters who serve on district boards. They often approve, or disapprove, such important events as dates for Pow Wows, district or sectional appointments for Royal Rangers, promotions within the district, and a host of other related matters that either directly or indirectly affect our ministry. Keep all your contacts with them

on a friendly basis. Allow them to gain confidence in your judgment and temperament. Let them know you appreciate them. Esteem them highly for the work's sake.

6. The district superintendent is as important to the district as the pastor is to a church. Never think of him as your adversary, even though some decisions passed over his desk may not be in line with your thinking. Get personally acquainted with this man. Let him know the high degree of respect you hold for him. Share your ideas with him on a one-to-one basis. Enlist his support. Let him learn to trust you. Ask him to serve as district chaplain, and suggest the district has a place for him to function in that capacity.

7. The role of training is very important in communications and promotion. The *Leadership Training Course* is basic and should be propagated at every opportunity. Keep a few copies of Section I in your briefcase at all times ... and don't forget the value of the National Training Camp. The best outposts are not those with the best boys, but with the best leaders. A leader cannot be at his best until he is trained, and there is no better training in the Royal Rangers program than the NTC. Men come away from our camps with tremendous motivation and vision and with the touch of God evident upon their lives. This is what it is all about! Even more than having the best boys' program in the world, we want to have a Pentecostal boys' ministry—where leaders communicate the faith to the younger generation of men and all are edified.

Keeping Royal Rangers Visible

We must begin with ourselves in keeping our ministry visible. Take advantage of every opportunity to bring attention to the program. As we do, we must not forget to keep our uniforms sharp and clean. How distressing to see a man wear a silver oak leaf or higher and have a patch misplaced! How unappealing to see a clean uniform and unshined shoes! We must strive always to project the proper image of our great work and ministry.

Enthusiasm is contagious. Everyone experiences moments of depression at one time or another, but do not let this hang out while you are on display as a public relations coordinator. Put on a happy face. Smile. Laugh. Shake a few hands. Show a genuine interest in people. Project the warm, friendly image of a Royal Rangers leader with full confidence and in full control.

Most public relations coordinators have some contact with a local outpost. This is good, and you should keep it up. A strong indication of what you can do anywhere, from a sectional to a national level, arises from local involvement. Never get too busy to have contact with boys; it is the index of your effectiveness elsewhere. This is what our program is all about. Our question should always be, "Is it well with the boy?" It has long been said that actions speak louder than words. It is easy to tell someone how to have a good outpost. It is more difficult, but far more effective, to show them how. Keep your local outpost moving. Let others see what can be done by following the guidelines and suggestions you have given them. In short, practice what you preach.

Any district or region, regardless of size or geographic location, will have within its bounds some excellent "think tanks." Get together with these people at every opportunity. Fellowship with them. "Pick their brain" for ideas. Make your involvement in the program a learning experience. Allow men on the local levels to make suggestions and generate

discussions. Be a resource person for them, and you will reap rich rewards.

Secular Opportunities

1. Watch the calendar for county and state fairs. These are wonderful opportunities to promote our ministry. The fees for display booths are usually nominal. Make Royal Rangers both seen and heard!

2. Centennial celebrations occur every year somewhere in the United States. Hardly a year goes by that some such celebration does not take place in a town or county within your district or region. Take advantage of these occasions to communicate to others the presence of Royal Rangers.

3. Elections occur somewhere every year—and often several times within a year. Patriotic occasions of any kind are good opportunities to become visible. Even in political rallies it is possible to be seen as Royal Rangers without necessarily giving more support to one candidate or another. If the candidate is someone prominent, it is very likely a television camera will pick up some Royal Rangers in the background. Others present at the rally will also be attracted by an outpost uniform.

District Family Night: District family night for Royal Rangers can be effective and give the outposts across the district a date and a goal for which to work. This can be promoted on a district level to include all outposts. Make this an annual event. It will give outposts an incentive to have additional family nights on their own and could give way to Councils of Achievement and other important occasions.

Encouraging Councils of Achievement: It has long been a conviction that Councils of Achievement are products of good outposts. Offer to send a letter of congratulations to any and all achievers in the district. You might limit these to the following 1. top rating at any age level, 2. Gold Medal winners, 3. winners of the Gold or Silver Buffalo, and 4. achievers in the Frontiersmen Camping Fellowship.

Visibility: Visibility in denominational gatherings is important, but we must always be discreet. We should never force our presence, but always be open to opportunity. When the council or convention opens with presentation of colors, volunteer the Royal Rangers. Ask about a reserved section for men and boys in uniform when some special emphasis is anticipated. Work the hallways and foyers for people interested in the program. Take advantage of mealtimes and restaurant gatherings to be visible and available for consultation on Royal Rangers. A Royal Rangers Day at camp will pay dividends as will emphasis during seminars, rallies, and fellowship meetings.

The Job Never Finished

The work of the public relations coordinator began the day of your appointment, but the job is never finished. Promotion now will plant the seeds for the future, but the future—if Jesus tarries—must have seed-planting also.

Never slow down; never give up. Keep on going until our Lord returns.

The Excitement of Royal Rangers



The Excitement of Royal Rangers

Be Yourself

A public relations coordinator has a wide-open field when it comes to public relations work concerning what Royal Rangers has to offer. In doing this you must not only be able to be ready to answer questions concerning Royal Rangers, but the need to do it in a manner in which expresses the excitement of Royal Rangers.

Become "Mr. Enthusiasm"

Enthusiasm is a key ingredient to any successful promotional program. You must be "sold" on Royal Rangers and the many things it has to offer, and you need to be able to convey it to others. Put on that happy face by smiling and laughing. Project the warm, friendly image of a Royal Rangers leader by showing the love of Jesus Christ. Having confidence in what you are saying and doing will help give confidence to the people to whom you are conveying your message.

Making Plans

Purchase a large year-round calendar and post it on a bulletin board. List the major events that your district/region will be having during that year. Make sure you confirm dates in case of last minute changes or cancellations.

Add major community events that might provide you an opportunity for additional programs or publicity. You may also want to list sectional or even local outpost special events. This will give you a good view of all the events to be held throughout the year. In this respect you could make suggestions to fit into your district/region planning to find the best possible places to receive good publicity.

You should develop deadlines for mailings, news releases, and newsletters that could be put on your year-round calendar. This would help you in planning your workload and would serve as a reminder to others that material and information must be to you before deadline dates.

The Beat Sheet

Another helpful tool that will help you during the course of the year is a "beat sheet." This is a sheet that has listed areas and activities that you could use through out the year—either in a newsletter, a news release, or publicity of Royal Rangers.

- Annual Meetings • Hospital Visitations • Armed Forces Committee
- Leadership and Service Awards • Basketball and Baseball League
- Membership Drives • Board Meetings • National Board Reports
- Camping Trips • Recognition Services • City Carnival
- National President Committee • Editorials • Public Affairs Committee
- Elections • State Council • Fishing Trips • Swimming Parties • Fund-raisers
- Holiday Observances and Parades • Hospital Visitations

Writing Your News Release

Before writing news releases, take time to read the newspapers to which you will be sending material. Study their style; the closer you come to it, the easier it might be to have your material accepted.

Learn who the individual is to whom you should send it. Do not send a lifesaving story to

the real estate section. Know who is responsible for that particular section by name.

Be consistent with your news releases—this will help the media editors become familiar with our organization. Public relations programs will receive more attention when regularly sending in their best efforts.

Sample News Release

For: IMMEDIATE RELEASE (or date desired)

To: (Local News Media)

For Further Information Contact: (give name)

International Camp-out Brings Excitement to Eagle Rock, Missouri

SPRINGFIELD, Mo.—The first international camping event of its kind is being held June 26-30 at the Assemblies of God National Royal Rangers Training Center, Eagle Rock, Mo. More than 3,500 people from across the nation and around the world are expected to attend the 1990 Royal Rangers International Camporama.

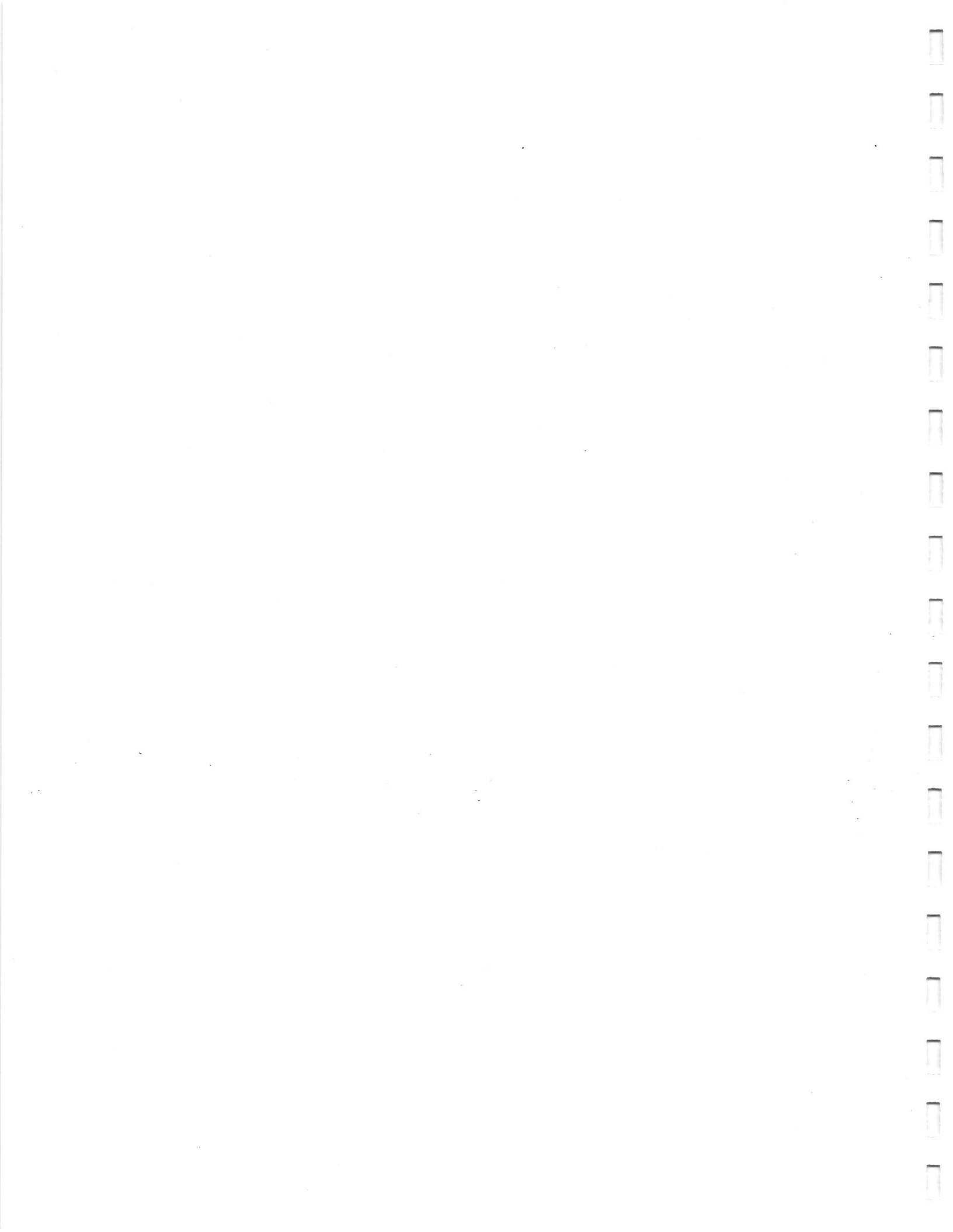
Royal Rangers is a program for boys. The Assemblies of God ministry was begun in 1962 for the purpose of reaching, teaching, and keeping boys for Christ.

Head U.S. Assemblies of God leaders and A/G delegates from as many as 43 nations are expected to attend. Royal Rangers delegates are expected from nations of the Far East, Africa, Europe, and Central and South America. Foreign delegations will provide displays and demonstrate crafts and skills common to their cultures.

Numerous activities—hot air balloon rides, pageants, hikes, rappelling, archery, and much more—will be highlights of the 5-day camping excursion.

Special speakers will be the general superintendent of the Assemblies of God. Special ceremonies will include the recognition of the late Rev. Johnnie Barnes. He founded the Royal Rangers ministry in 1962.

Visitors are permitted on the designated campground area daily 10:11:30 a.m. and 2-4:30 p.m.



Three Methods for Reaching Pastors

*For Churches without the
Royal Rangers Ministry*



Three Methods for Reaching Pastors *For Churches without the Royal Rangers Ministry*

The "Cold Call" Approach

The "Cold Call" approach is one method for contacting pastors in an effort to start a new Royal Rangers outpost. This method is to be used by the sectional or district public relations coordinator.

Purpose: To approach a pastor of a church that does not have a Royal Rangers outpost.

Step 1: Send a letter of introduction to the pastor.

- Tell him who you are.
- Tell him what you do in Royal Rangers.
- Tell him what Royal Rangers can do for his church as a home missions outreach to boys in his community and how boys accept Christ at the weekly meetings and on camp-outs and Pow Wows.
- Tell him what you can do to help him start Royal Rangers in his church.
- Include an information packet for him to review.
- Proofread the letter carefully to ensure there are no errors in spelling and punctuation.

Step 2: One week later, follow up with a phone call or send a short and to the point follow-up letter.

Step 3: One week later, follow up with another phone call and invite him out to lunch. (Offer to buy lunch and pick him up.)

- Use this time to tell him about how Royal Rangers can reach, teach, and keep boys for the kingdom of God in his church and community.
- Discuss when you can do a presentation to the congregation (see "The Church Presentation").
- Inform the pastor that the best time to promote Royal Rangers is on a Sunday morning—when the most men can be reached.
- The second best time is on a Sunday night, and the third best a Wednesday night.
- Remind the pastor that this is for the kingdom of God and that God is entitled to the very best.

Step 4: Set a date and service time for the first Royal Rangers presentation to the congregation.

- Make sure you know how much time you will have for your presentation.
- Call your sectional or district staff together to plan your presentation. Do not do this presentation alone! You need to make it as professional as possible.

Step 5: The sectional or district staff member needs a well-planned and well-rehearsed presentation that is both informative and exciting. The presentation must move fast and have no dull or slow spots. They will only get one chance to make this presentation, so they must do it right. Never forget your main objective of creating interest in both the men and boys in the congregation.

Step 6: Lobby displays (see "Display Boards" drawings).

- Two sign-up sheets are needed:
 - ⇒ One sign-up sheet is for the boys, which will include space for their school grades, ages, and phone numbers.
 - ⇒ The second sign-up sheet is for the men who are interested in leadership of the outpost. The form should allow room for their full address and phone number.
- You need at least one (two or three would be better) free-standing, self-contained display for everyone to look at after the presentation.

The Letter Saturation Campaign

Approach: This approach is a letter campaign to reach a pastor who has not responded to any other approach. This can be conducted by the sectional staff or the district staff or together as a team.

Objective: The objective is to get permission from the pastor to come to his church to make a presentation to his congregation on a Sunday morning.

Sequence of Letters: The first letter should be sent by the area commander assigned to that church (Letter 1). The next letters should follow on a weekly basis by the men in the following positions:

- Letter 2: Sectional Public Relations Coordinator
- Letter 3: Sectional Training Coordinator
- Letter 4: Sectional FCF Representative
- Letter 5: Sectional Deputy Commander
- Letter 6: Sectional Commander
- Letter 7: Sectional Chaplain
- Letter 8: Sectional Presbyter

If the pastor has not responded to any of these letters by way of return mail or a phone call, now you can move to the district staff for help. The district staff can continue the letter campaign in this order:

- Letter 9: District Public Relations Coordinator
- Letter 10: District Training Coordinator
- Letter 11: District FCF Representative
- Letter 12: Deputy District Commander
- Letter 13: District Commander

Letter 14: District Men's Director
Letter 15: District Superintendent

After receiving 15 letters from different leaders, the pastor you have targeted with the letter saturation campaign will have a good idea what this ministry is all about.

Once the pastor has agreed to meet with any one person who has written him a letter, you could stop the letter campaign and switch to the "cold call" plan, or you may choose to continue the letter campaign to the very last leader so to get more information in his hands.

The Letters

Each letter should contain information on the following:

1. WHO you are.
2. WHAT you do—according to your Royal Rangers job title.
3. WHERE you do it—the area or section you are responsible over (or district).
4. WHEN you do it—weekends, nights, etc.
5. WHY you do it and why you are writing to him.
6. ASK for an appointment where you and the pastor can meet over lunch to discuss the Royal Rangers ministry.

Check each letter carefully to make sure the grammar and punctuation are correct. Each letter must be "letter perfect" with no mistakes. If necessary, have someone else write or type the letter for you.

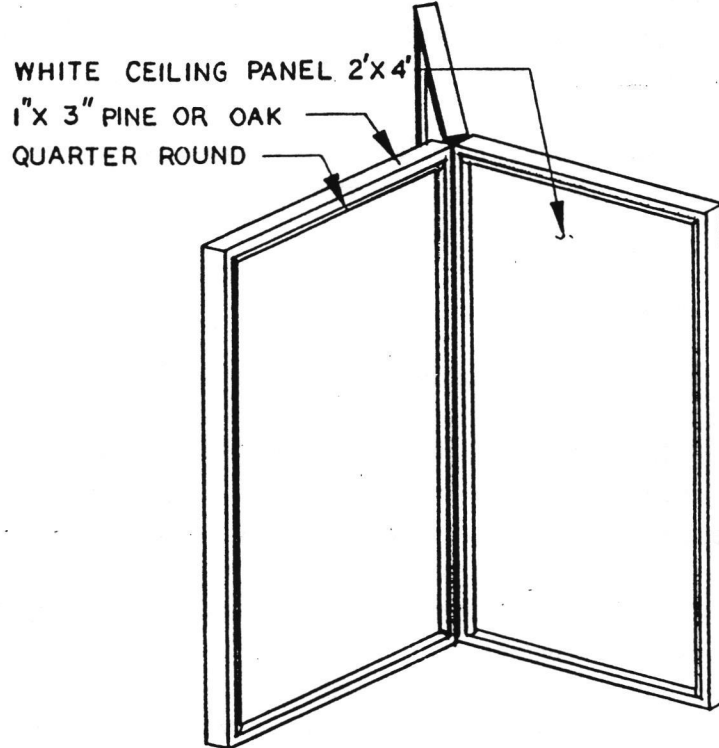
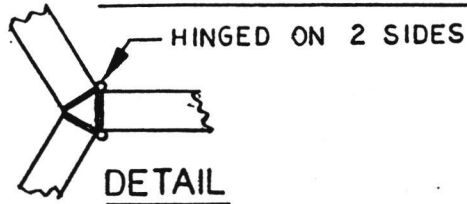
The Church Presentation

This is the most important part of anything you and your staff will do. *You are only going to get one chance* to make a presentation to the congregation of a church. You need to make sure you do your very best! Remember, you are doing it for the kingdom of God. What you and your staff say and do will be what the congregation conceives Royal Rangers to be.

- Arrive early. Set up all equipment. Test everything to make sure equipment is in proper working order. Always carry spare bulbs for projectors.
- You may choose to show a video such as *One in a Million*. This requires special equipment—large screen projector, screen, cords, etc.
- You may choose to do a color slide show with one projector.
- You may wish to use a multimedia color slide show with two or more projectors, even using two or more screens. (This is a very effective presentation.)
- You may wish to work with large posters or special props.
- You may choose to do a live skit along with a slide show.
- You should have a preplanned program with no ad-libs by the staff. Each person involved should take a predetermined part, and he should practice that part until he has it memorized.
- At all cost you must avoid letting any leader ramble on about something or some event that happened some time ago. They often speak in a monotone voice and put half the congregation to sleep. This can be avoided with a well-planned, well-practiced, well-orchestrated program.

- Your goal as a public relations coordinator is to turn this presentation into a first-class, professional presentation that will be superior to anything ever seen before in your district or region. Never forget that our ultimate goal is to "reach, teach, and keep boys" for Jesus Christ. When we do anything for God's Kingdom, it should be the very best—Optimum, Prime, Select, Superior, Top-Notch, Superb, Finest!

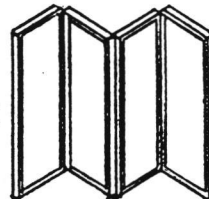
DISPLAY BOARDS



OPTIONAL CONSTRUCTION:

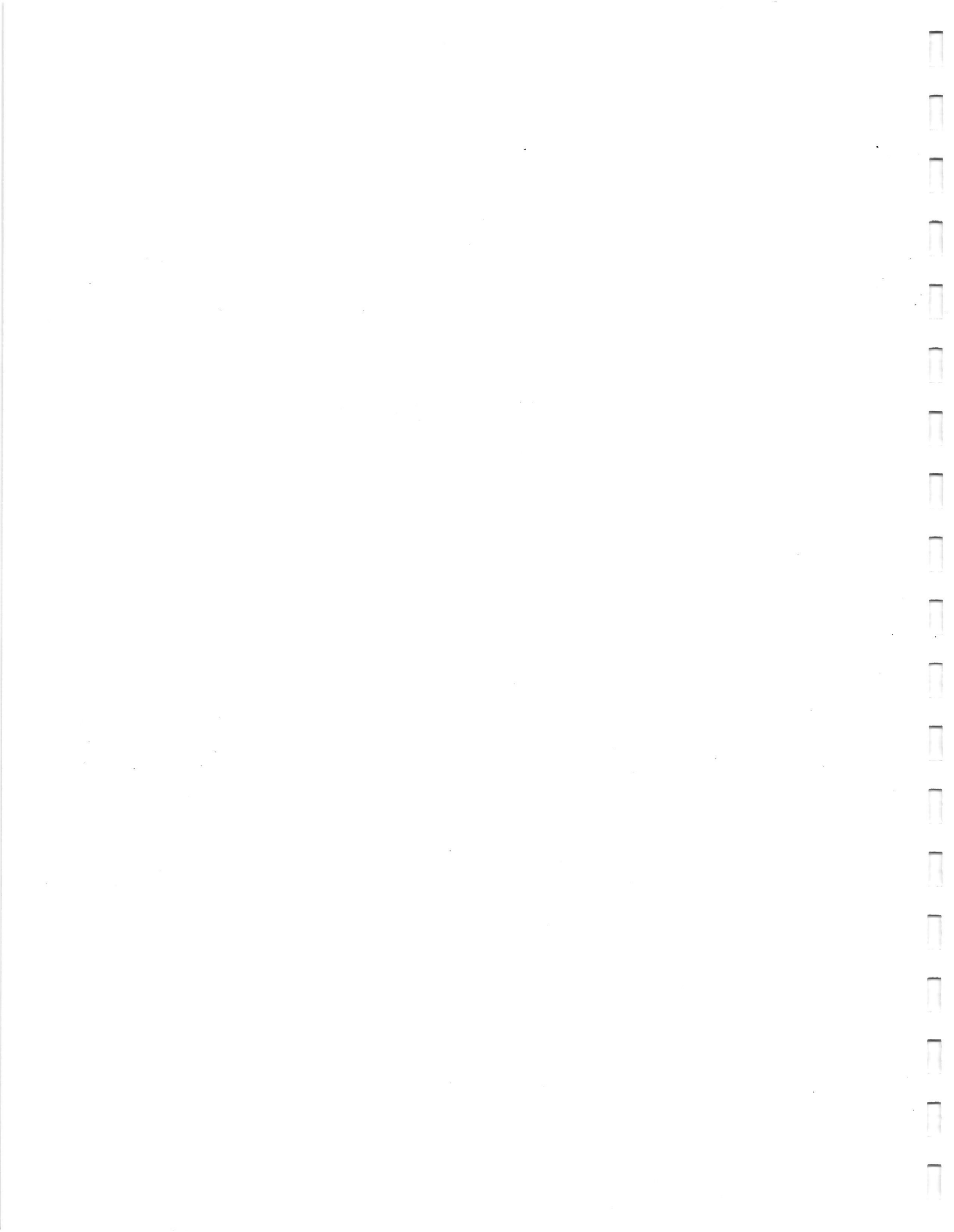


4 PANELS (3 HINGED)
2 X 2 PANEL STACK
DOWELLED



BIFOLDING

The Mind Set of Becoming a Reporter



The Mind Set of Becoming a Reporter

To be an effective reporter, you should have a detailed, factual account of the event or interview. The first rule is to take your work seriously. Do not waste your and other peoples time by being sloppy, inaccurate, or unfinished. This can best be accomplished by taking notes, or possibly by using an audio or video recorder. This will allow you to review the facts at a later date for use in the medium you will choose to use. Do not be to technical or to simple on your article. Remember who will be reading it. A large cross-section of people will be reading your material.

You will be writing an account for a publication, so be sure to double space the composition so that during editing a space can be used for the necessary corrections and editing marks. Be neat. A nasty or dirty composition will be hard to use and maybe refused. Be sure to check the facts, spelling, and grammar of your manuscript. It is embarrassing to have someone call and correct you after the article has been published. Work from an outline, and keep the flow of your article in a continuing order of events. This will keep the readers interested.

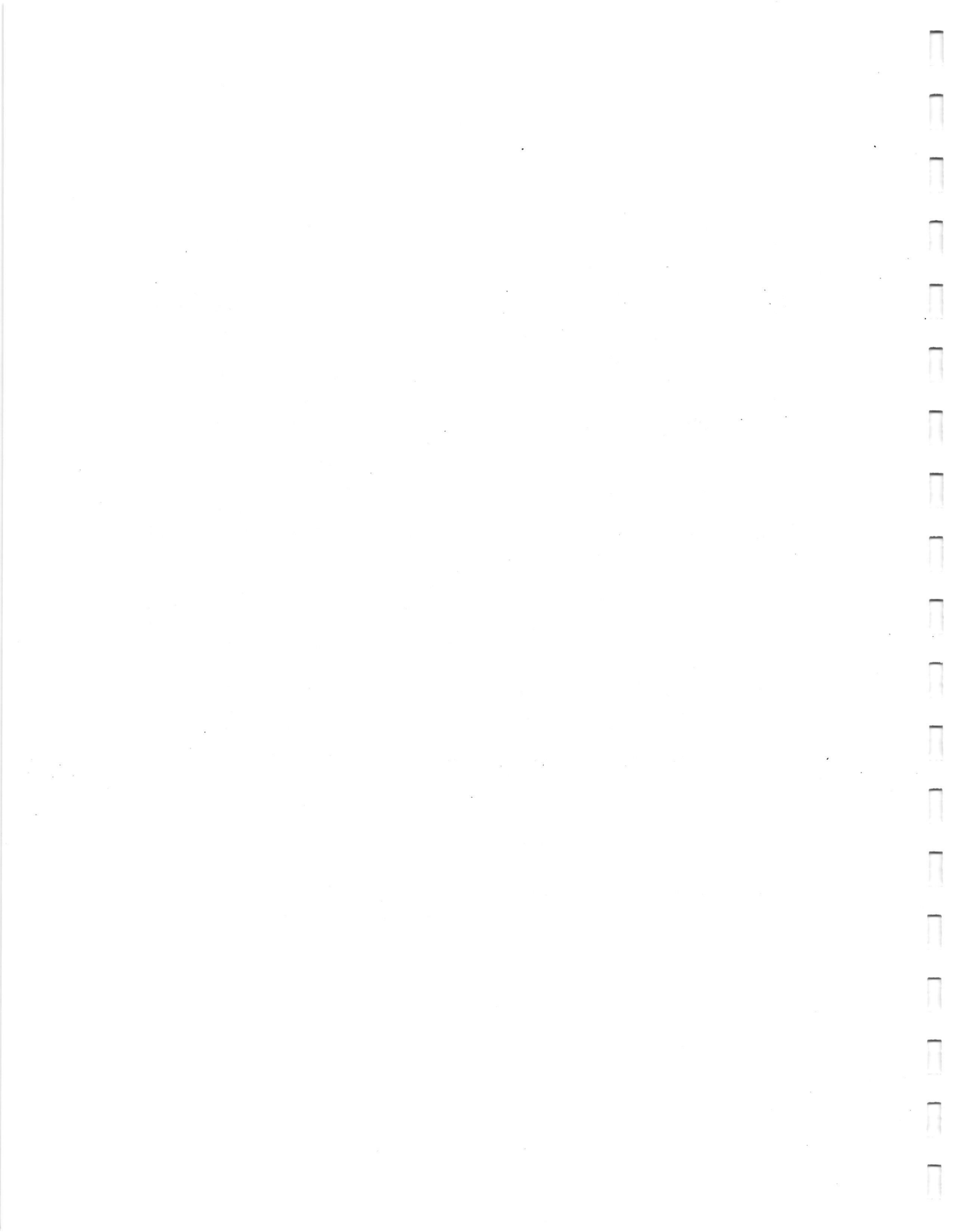
The first line of the article should be the grabber to catch the reader's attention. The last line serves as the wrap-up of the entire story. The body of the story should follow this rule for each paragraph written. Your written work is okay for the notes. A good reporter, however, will submit the finished work in a typed, double-spaced format or on computer disk format. Before the final draft, have another person proof your article and make possible suggestions.

You will become the eyes and ears for the people reading your articles. It is easy to slant the news you will be submitting; don't let this happen. Be objective and excited, but remember to write only the truth. *Never* resort to plagiarism or to guess work. Truth is always the best policy. Remember: Only report the facts as you do your work. As a reporter many people depend on you for the story. So give quality reports—especially on the exciting, unique, never-done-before events.

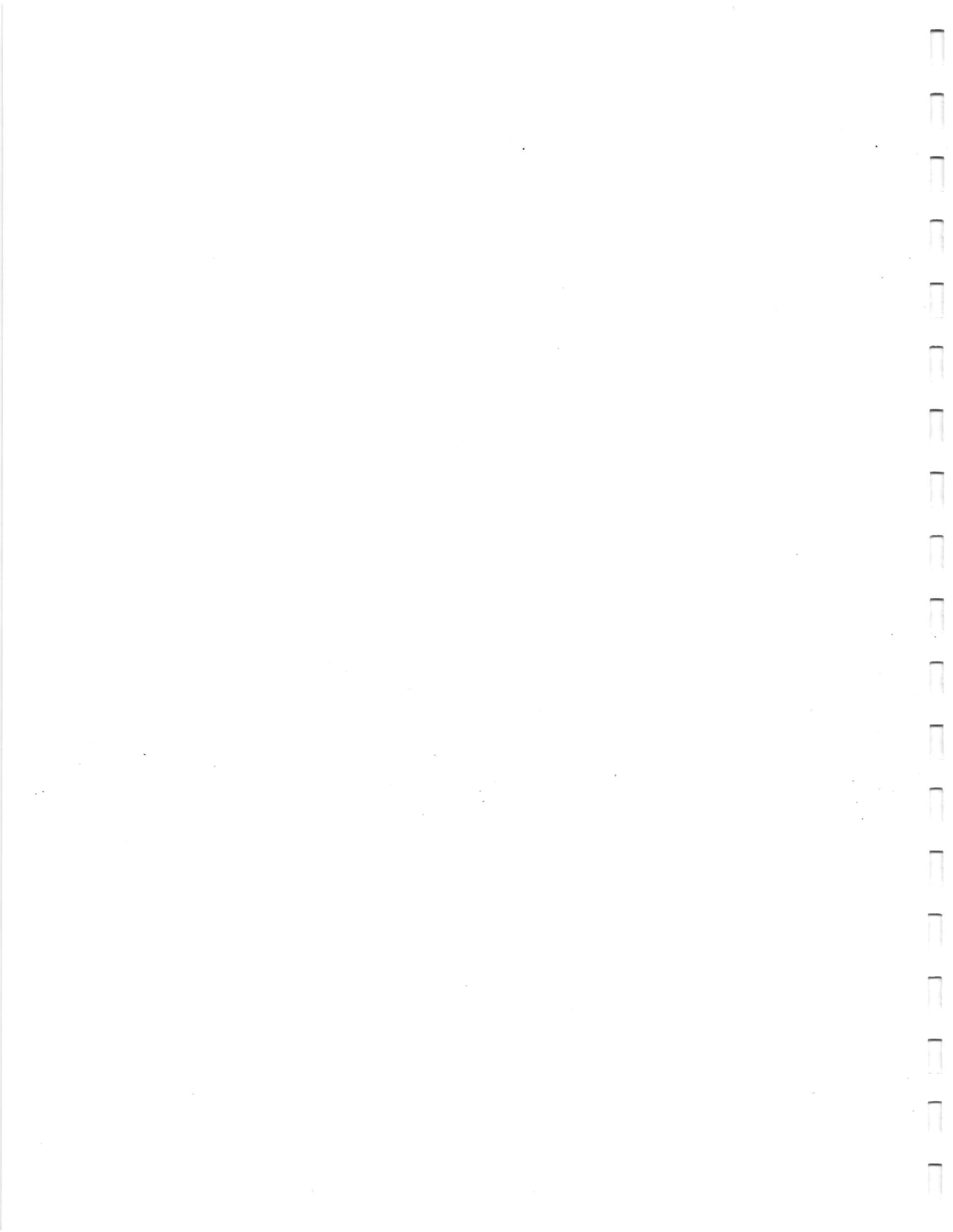
Photographs will help in explaining what you are reporting. Use a good camera and quality film. Be sure to make a list of those in the photo (in case it is published). Use a felt tipped pen to write on the back of the photo. The ball point pen or pencil can leave grooves that will show up on the front of the picture. If you did not take the photo, list the name of the photographer who did. The person seeing his photo in print will be excited to learn his work has been published, especially with his name along side it.

Do your best to be a "top-notch" reporter.

Remember: You will be serving as a field reporter for your district or region. You may be the only person to pass on important information to the national office. So your position as a reporter for your district or region is vitally important. Yes, you are a "reporter" in the truest sense.



Photographs and Write-ups



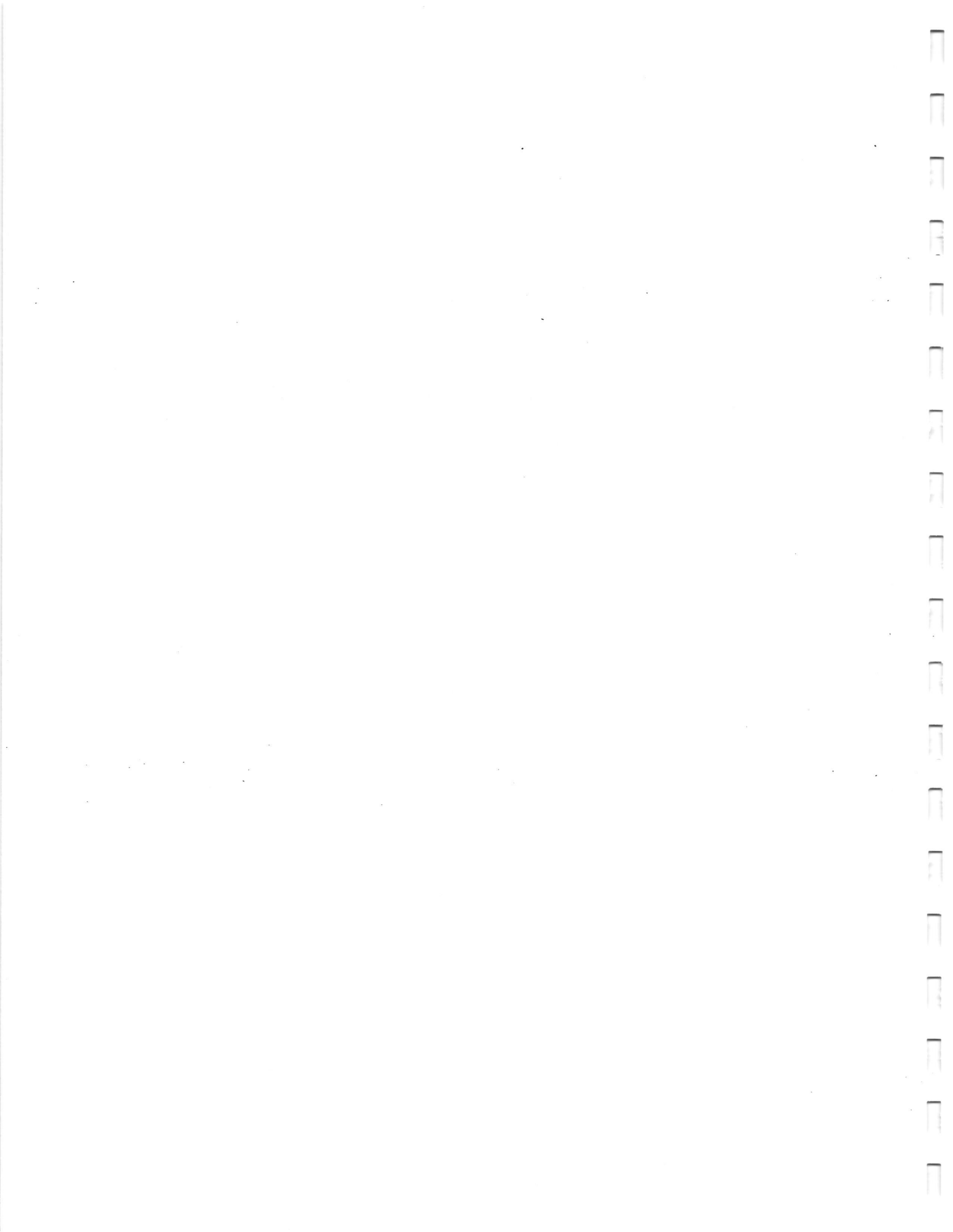
Photographs and Write-ups (more pointers)

An excellent way to help publicize the Royal Rangers ministry is by making use of the local newspaper. It is easy to have the newspaper print an article about a special district event—or a local event for that matter—if the following guidelines are kept in mind when the write-up is submitted:

1. All good news stories answer these questions: who, what, when, where, why—and sometimes how.
2. Newspapers place a premium on space. Avoid wordy articles.
3. When announcing an event that has not yet occurred, stick with the basic facts, and avoid emphasis on planning that might not materialize.
4. When reporting an event that has occurred, report only the highlights of the event.
5. All copy should be typewritten, double-spaced, and only on one side of the paper. (A messy copy is often reduced to a couple of sentences or thrown away.)
6. All articles should identify your district or region—be sure to use "of the Assemblies of God"—and at least one of the leaders in charge of the event.
7. Photos should identify your district or region and at least one of the leaders in charge of the event.
8. Editors generally prefer 8- by 10-inch black-and-white prints and never smaller than 5- by 7-inch prints.
9. Photographs should always show action, never posed pictures. Use close-ups shots whenever possible.
10. Mark your photos on the back side with a felt-tipped pen. (Many good pictures have been ruined by a pencil or ball-point pen.) List on the back of photo your name and address. Also, identify what the photo is of and who—if fewer than 5 people—is in the photo. Request the return of the photos, but do not expect the newspaper editor to return it.
11. Do not expect everything you submit to be printed, particularly if the space is free. Be thankful for what you get. And write a thank you letter to the editor who published your news release or article.
12. Printed articles should be clipped and posted on the bulletin board.



Developing an Effective Newsletter



Developing an Effective Newsletter

A newsletter is defined as a written report issued periodically by an organization or agency to present information to employees, to contributors, or to the public.

Audience

The first item to be settled when starting or revamping a newsletter is to define its audience. Determine who will be the typical reader for this publication. If it is to be the Royal Rangers leaders, remember sometimes the young men in leadership positions also will be reading this newsletter. Do not report to a certain group to such a degree that the news becomes unimportant to many of the readers.

Budget

Determine your working budget. Cost factors will be a very big obstacle with which to contend. For example, you must consider whether to use a copier or to hire out the printing. Other questions you must answer: Who will fold, label, and stamp each of the copies? Who will supply the paper? Will you pay for the articles submitted? How many on the staff, if any, will be paid? Where will the money come from to finance the newsletter—fund-raising projects, donations? Who will disperse the moneys and be responsible?

Regulations to Consider

Postal Regulations: You will have to answer such questions as these: How do you use bulk mailing that is available at the Post Office?

Copyright Laws: You must learn how copyright laws will affect the content of the newsletter. Remember: You are liable for the contents ... and photographs too.

The Necessary Tools

Determine what will be used to type the final draft—a typewriter, a word processor, or a computer? If you use a copier to produce the newsletter, make certain the print is big enough and clear enough to be easily read. When the copy is hard or difficult to read, you will soon lose your audience. If you will be using a machine that will not be able to make large letters for the headlines, alternatives are possible—the rub-off transfer letters may be just what you need. Do some investigating on what is available in the computer desktop publishing programs. Here again the prices will range from the cheap to the expensive. But remember: You often get exactly what you pay for. You may even choose to have your copy typeset by a printing company; if so, you must then determine your needs as opposed to the desires.

Here are some questions you must answer if you use a computer: If you use a computer, will it do what you want? Will it have enough storage in the memory for the program being used along with your input? How good is the printer? Quality here is a definite must because this is what everyone will see and try to read. Do you have available graphics and

necessary clip art available? How about modems and scanners? Will they help in making your newsletter more professional looking? Again, in the budget process try to plan for the program updates and printer paper that you will be using. (See section on computer equipment for further details.)

Now the finished product:

1. Print the newsletter on the copier at the church or at a fast print store.
2. Photo offset printing is another option. Check with the group with whom you will be closely working. Someone there may know the "right people" to contact about using the best available equipment to print your newsletter.

Appearance

Try to make the newsletter look as appealing and professional as possible. Speaking of appearance.... design the newsletter so it will have a style of its own. Choose your paper and its size; many options are available here. Determine how many columns it will have and what size and type of print are to be used. A good design will make the overall quality outstanding. This proves that you are careful and that you know what you are doing.

Transmitting news on the written page is what you are after, which is the entire reason for publishing a newsletter. Good style will stand out in the final publication in the form of a good job. You also need to let the readers know who is the editor responsible for the overall publication (just in case they wish to make a comment about your newsletter).

You may want to make several versions of the first newsletter and review it with the members of your reporting committee or staff. Discuss the newsletter logo design, layout design, and size of print. The object here is that others can help in making the paper look better when reviewed by the group.

Be ready to make cosmetic changes along the way, which will help keep interest in the newsletter. Do not go overboard with the graphics and cute paste-ups available. Do your best to make the newsletter appealing and not boring. Try to maintain the same print type and styles throughout the entire publication, which will improve the looks.

Note: See "Sample District Newsletters" in this booklet.

Planning

Plan each issue ahead of time. Learn if you will be producing a monthly or a quarterly newsletter. Then determine when articles are due to you. Will you want a readers' feedback column? How will you cover the special events?

Determine the length of the articles for use. Too long will limit all other articles while too short may leave out important details.

Find some good writers who can compile articles for you. Make sure, however, these persons are accurate in describing the events being covered. Tell them what you expect before they make the composition.

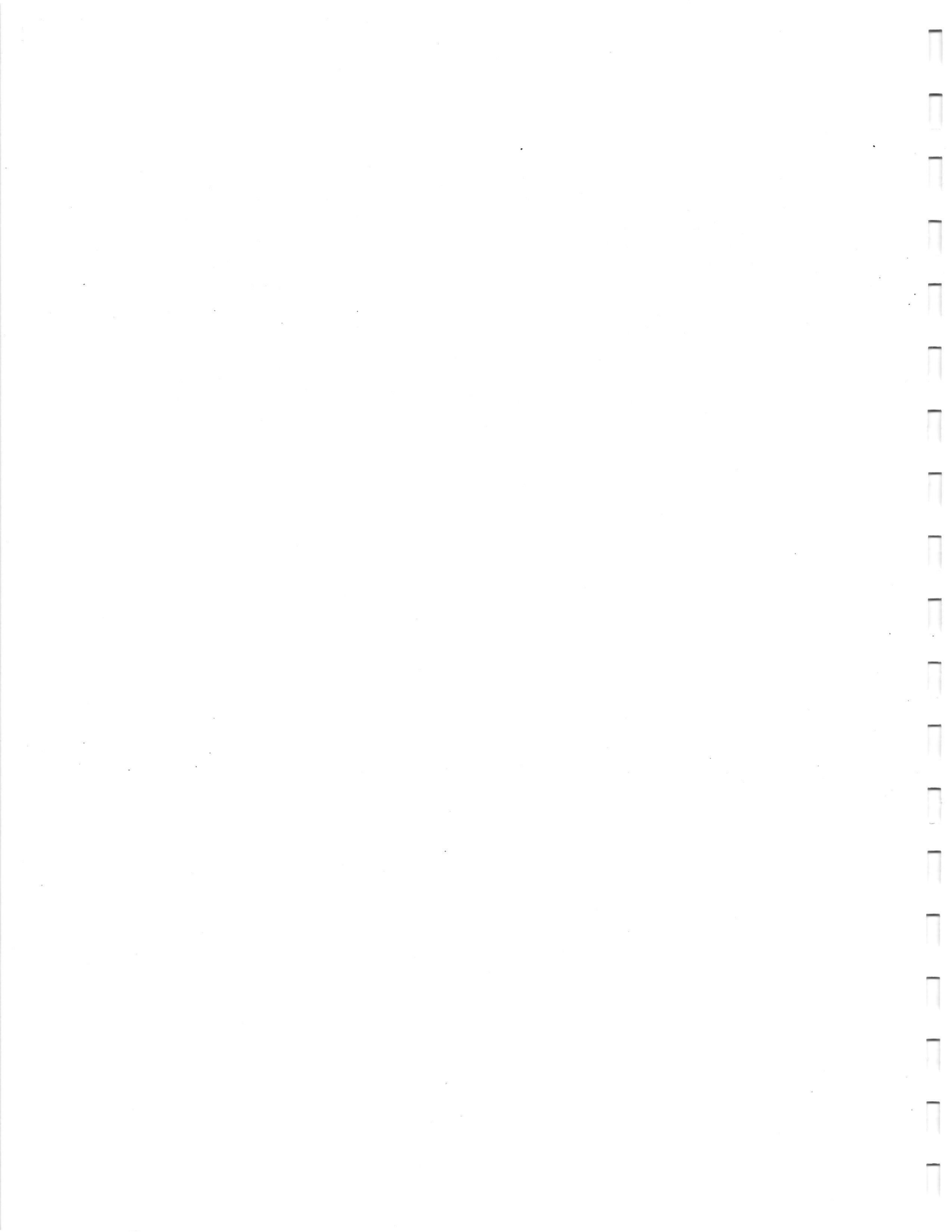
Mailing

Once you have written the newsletter and have had it printed, then comes the mailing. There are several ways to cut costs with the mail, and you will need to check on these before you get started. To use a bulk mailing permit requires 200 pieces of mail—minimum. You should visit with the post master concerning such mail requirements.

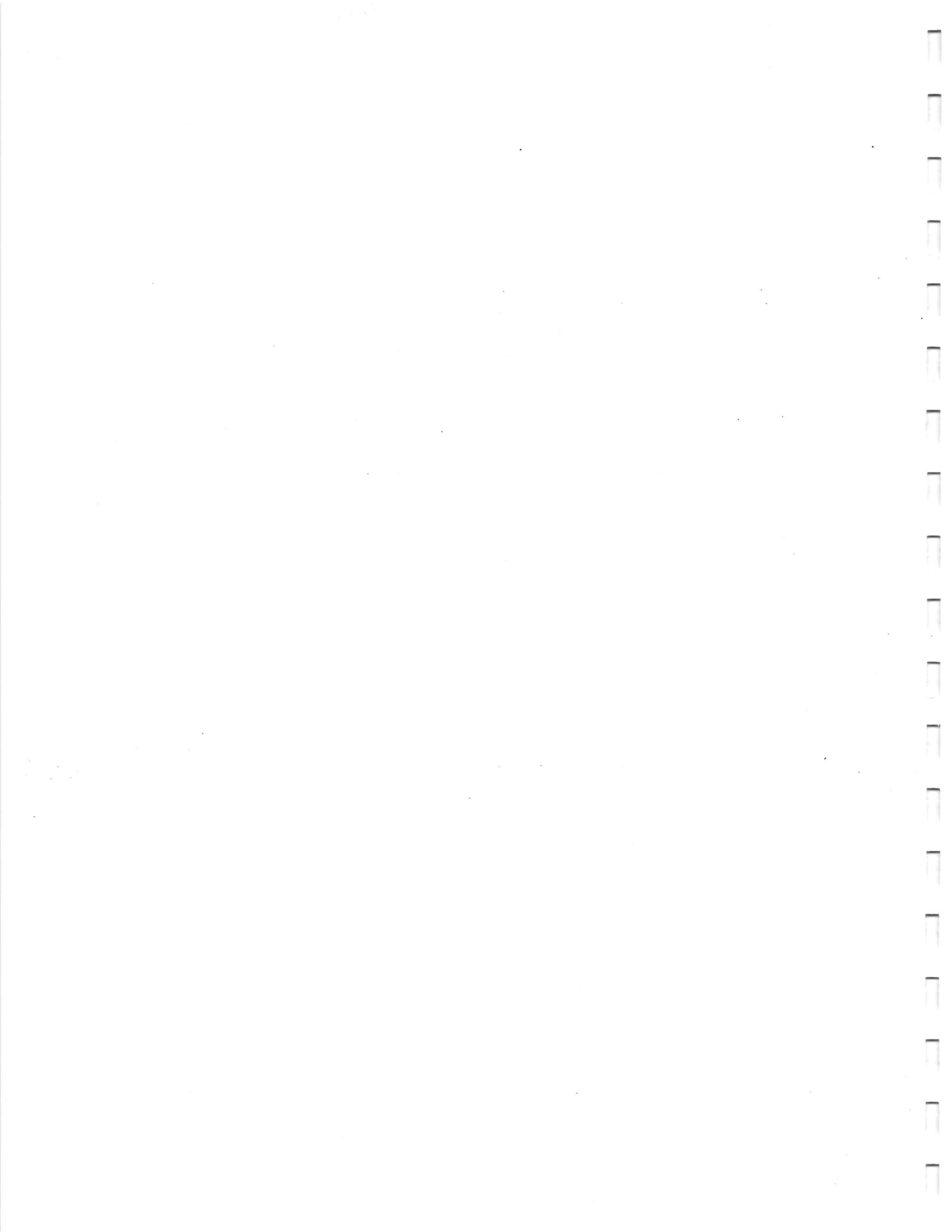
Mailing lists will need to be made for your newsletter. Check and see where the largest potential attendance will be so you can record names and addresses. As often as possible you will need to update your records on this mailing list.

Now is the time to plan how to use mailing labels. Determine if you will hand address each newsletter or use a computer program that will print out the addresses on labels.

Make a checklist of the items you plan to print in the newsletter, and make that your guide. Be thoughtful toward those reading the newsletter. Ask for help often in the publication concerning other articles. Make every reader feel he can have a part of the newsletter if he so chooses. Most of all be top-notch!



Computers and the Royal Rangers Ministry



Computers and the Royal Rangers Program

The purpose of this document is to inform and to help the public relations coordinators and commanders with the purchase of a personal computer they will use for the promotion of the Royal Rangers ministry.

The personal computer has become a real commodity within the Royal Rangers program. Once you have a computer to keep track and prepare your affairs, you will wonder how you ever got along without it.

There are pitfalls along the way, though. Most of them present no problem for the person who knows a little about computers. For a beginner, however, computer shopping can be like setting up an outpost in a new and hostile country, thus this document.

Do you remember learning how to drive? Just as you felt apprehension and fear when you first got behind the wheel, so can the aspect of getting and using a computer. Do you feel that way today? Of course not, and a computer is nothing more than a glorified tape recorder, VCR, typewriter, and calculator all balled up into one package. It is nothing more than a unit that you will take command of and utilize to its fullest potential for the promotion of the Royal Rangers ministry.

This document will be broken down into three simple sections:

1. *Requirements and Assumptions*: This is the primary hardware requirements recommended by this author for systems that are being purchase.
2. *Computer Hardware*: This will explain the different types of personal computers and hardware.
3. *Computer Software*: This will give you a general idea of the types of software that should be acquired to make the personal computer a useful Royal Rangers tool.

Requirements and Assumptions

First, the top requirement for any machine bought should be the inclusion of a hard drive. The hard drive is the storage center where all data you use for your programs is stored. For this reason the recommended minimum hard drive size for your machines would be a true 40 megabyte (where 40 million characters of information can be stored). The type of hard drive is not as important as is the amount of data that can be stored.

Second, the next requirement is that the computer should come with both the high density 5 1/4-inch and 3 1/2-inch floppy drives. The reason that both drive sizes should be acquired is that the older machines exclusively use the 5 1/4-inch drive type. The 5 1/4-inch floppies (diskettes) are cheaper, and most people who swap software graphics and shareware programs (these programs will be explained in the software section) will use this type of floppy diskette. As for the 3 1/2-inch, most new software being offered today utilizes this size diskette. The 3 1/2-inch diskette, though being smaller in size, will hold up to three times the amount of data as that of the 5 1/4-inch diskette—thus making it a more suitable storage device for backing up your systems.

Third, most machines today will come with at least 1 megabyte-plus of memory (or what is referred to as RAM memory). It is recommended that for the lowest base RAM that the considered machine be installed with is 640k ("k" represents 1,000, or in this case 640,000 bytes of base memory). Do not purchase a machine with less than this, as many of today's applications

require more memory than this to run. RAM memory is the area where the program is actually run from, where your operating system is located and any memory resident programs reside. To run any Windows 3.-plus application, a minimum of 2 megabytes of RAM is required with a recommendation of 4 megabytes of RAM installed.

Fourth, any reference to the upgrading of any machine in this document makes the assumption that the machine is built with a combination of modular components (individual pieces). This means the mother board can be removed or replaced without losing any of the functional components or that a component may be removed or replaced without removing the mother board. This eliminates most of the "electronic super store" units—in that if one of the components fails in these machines, the whole motherboard must be replaced, thus compounding the cost to the owner. (Components in these machines are actually part of the mother board.) This design will also eliminate the possibility for a system upgrade, causing the owner to sell the old system and incur the cost of a completely new system. Thus, what should be a simple upgrade could now cost hundreds, if not thousands, of dollars.

Computer Hardward

XT Class Machines

8088 Processors

This type of machine is of yesterday's technology. With a hard drive it could be utilized as a word processor and will run a simple database program. The machines are hard to find brand-new anymore, outside of the close-out catalogs. The XT machine is painfully slow and cannot run any type of today's high resolution graphic programs. Most XT-class machines have a base RAM memory of no more that 640k. With this restriction it limits the quality of software that can be used. This machine may be bought for very little money ... but is not worth it.

Note: This machine cannot be upgraded to run today's complex software. Good machine for word processing.

AT Class Machines

80286 Processors

This machine was the workhorse of the '70s and early '80s. It is 10-times faster than the XT-class machine but is considered very slow by today's standards. It cannot take full advantage of the new technology of Graphical User Interface (GUI)—or Windows, as it is known today. If you own a 286-AT, keep it. However, think twice before buying this class of machine. The 286-AT class machine has a base memory of 640k and can be expanded to 4 megabytes plus, making it suitable to run most of the programs that are essential in the Royal Rangers program or any other business applications. It is a good machine for word processing, and you can do spreadsheets and small database applications with it. This machine cannot be upgraded to another type of AT-class machine, but may be upgraded unto its self—add more RAM memory, add hard drives, add color, etc. *Note: This machine's mother board cannot be upgraded and will never run as fast as a 386-AT class machine. Do not be sold on this falsehood!* If the machine is modular (built with components), there is a possibility that the 286 mother board may be exchanged for a 386-AT

class motherboard, making it a true 386-AT.

AT Class Machines 80386-SX Processors

The 386-AT machines are the machines of the '80s and early '90s and will provide years of useful service, even for home based and medium sized businesses. This makes the 386 series the recommended personal computer of the Royal Rangers. The 386 machines range in speed from 16 mhz (slowest) to 40-plus mhz (fastest) and are capable of running all of today's complex software packages. Do not consider buying a SX-class machine under the 25 mhz speed. The reason is that the 80386 SX-16 through the 80386 SX-20s were the first entry into the 386-AT class machines. They were faster than the 286 machine but not by much. The mother boards of the SX-16 and SX-20 are so inexpensive that most advertised units found today are greatly over priced. The faster machines 25 mhz and up will not bore you, as it presents a graphic picture to your Desk Top Publisher. It will run any task at medium speed and can have any add on that you would consider connecting to it.

AT Class Machines 80486 Processors

State-of-the-art in personal computing. This is the machine of the '90s and beyond. You will be buying this type of machine if your work load includes heavy-duty graphic presentations, true Desk Top Publishing at high speed, and corporate accounting and spreadsheet work.

Computer Sales and Service

A good system to have:

- 80386 system, 33 mhz ... and the following:
- 2 megabyte ram minimum, 0 wait state, 80 nanosecond
- Small footprint, 8 expansion slots, 5 drive bays
- 230 watt power supply, FCC Class "B" rating
- Hard/floppy controller, 1:1 interleave
- 42 megabytes hard drive (28 ms) minimum, Seagate
- 1.2 megabytes 5 1/4-inch floppy drive
- 1.44 megabytes 3 1/2-inch floppy drive
- 2 serial / 1 parallel / 1 game ports
- 101 key enhanced keyboard, 12 function keys, click
- VGA display card, 16 bit, 256k video ram
- VGA color monitor, 14", 640 by 480 .39 dot pitch
- 3 button, 100 percent Microsoft compatible mouse
- 9600/2400 baud send/receive FAX internal modem

Note: Comparison shopping should be done before any purchase is made.

Printers and Modems

Printers

For the basic requirements that a Royal Rangers document will demand on a printer, three types of printers will be examined.

- 9 pin printers—9 pins in the print head
- 24 pin printers—24 pins in the print head
- Laser printers—Laser

1. The 9-pin printer is the true workhorse of printers. These printers have been used to print labels and postcard for years without malfunctions. The printers will print 190-plus characters per second (CPS) under draft printing and 38 CPS, using Near Letter Quality (NLQ) printing, which is painfully slow. The graphic resolution from the 9 pin is 240 by 216 Dots Per Inch (DPI), which is suitable for low resolution graphics and graphic packages. Most graphics that are produced by the 9 pin will look on the cheap side. Purchase of this type of printer should be reconsidered.

2. The 24-pin printer will give you high-quality output and numerous features to meet even the most demanding printing applications. It offers 10 fonts (printing styles), 6 letter quality, 1 super letter quality, and 3 draft fonts. The printers will print 190-plus CPS under draft printing and 64 CPS, using NLQ printing—which is bearable and better than the 9 pin. The graphic resolution from the 24 pin is 360 by 360 DPI—which is suitable for high resolution graphics and graphic packages, thus giving your documents more variety and distinction. (Purchase of this type of printer is recommended.)

3. The laser printer is ideal for word processing, forms generation, spreadsheet applications, and super high resolution graphics. It will print at a minimum of 5 pages per minute and will come with 28 resident fonts with uploadable font functions. It should have HP Laserjet IIP emulation for those graphic presentation packages that require it. It should come with at least 512k RAM, expandable to 4.5 megabyte for those large documents. Now you can have crisp, clear 300 DPI laser output for your home, office, or outpost. But it is still a little cost prohibitive for just Royal Rangers applications.

Modems

Modem Choices—Internal verses External Modems: Internal modems fit into a slot inside your PC, which saves desktop space for other computer peripherals. Before choosing an internal modem, check your computer to be sure it has an available slot. Internal modems are generally priced much lower than the external modems, but they require more effort to install. External modems are virtually effortless to install. Connect it to a serial (COM) port on your computer with a cable and plug it into an AC outlet. External modems are higher priced than comparable internal modems due to the outer casing, lights in it, cabling to the serial port, and power supply to power it. Either modem style will give you equally efficient data transfer. If you feel your internal computer slots could be put to better use or if you do not have a slot available, an external modem is your best choice. On the other hand, if your desk space is limited and you need to take the cost into consideration, opt for an internal modem.

What you need to know about fax modems: Today's fax machines operate at a 9600 bps (byte or character per second, group III) transmission rate. A 9624 send-and-receive fax modem can achieve 9600 bps fax transmission speeds and 2400 bps data transfer modem speeds. Fax and modem speeds both have bps ratings, but the technology they employ is different. Fax modems

have both 2400-baud modems and a 9600-baud fax transmission speeds. Fax modems make it easy to create files within a word processor or spreadsheet program, where the files are then transmitted via fax—where they can print on a remote fax machine or computer printer at another commander's house. You can also receive a fax on your PC with a fax modem, view it on your PC monitor, then print it onto regular paper. One of the latest fax features is voice/data retention. This feature enables the fax modem to operate on a single telephone line and distinguish between a human voice, modem, and fax modem call.

Computer Software

Computer software is most often an additional purchase separate from the computer. If you have no knowledge of how to load computer software, seek support from the company from which you are purchasing the computer. Each program that is loaded has a different performance function. For example, to make a simple flier announcing that a staff meeting has been changed, I would run a commercial software program called "The New Print Shop." This software program will generate invitations, posters, simple graphics, and very simple banners.

There are two basic types of software: commercial and shareware (public domain) software. The commercial software can be bought at any software house or electronics store. The drawback with commercial software is that it is expensive. If you are not aware of what type of software is needed, you could end up with a costly mistake. Most software distributing companies will not allow returns on software packages that have been opened. So when buying commercial software, do as much research and question asking beforehand.

The shareware software concept means you can try the software before buying it. If you like the software and it performs everything you expect and *need* it to, the author of the program will request that you please register it. This means the author will put a value on his program—usually \$5 to \$25—and ask you to forward him the money. He will, in turn, send you the current production copy of the software with all manuals and upgrades. This bypasses the money-hungry middle man, like some of the electronic super stores that raise the price of the software a couple 100 percent. The drawback to shareware is that you, on the whole, have to order the software through a shareware catalog company (personal systems software, shareware division), which could take a few days to receive. The pluses are you can find virtually everything you need in shareware without spending money on commercial software only to find out the software is not what you really wanted. Most shareware houses will charge a duplication fee of \$3 to \$5 per disk and a registration fee of about \$10 on most software. Still this is more economically feasible than purchasing commercial software. If you would like a catalog of more than 1,500 diskettes of shareware software, call (414) 646-8872 or write:

Personal Systems Software
Software Division
1913 Hillside Court
Delafield, WI 53103
Phone: (414) 646-8872

or

Personal Systems Software
Hardware Division
6004 West Oakwood Lane
Greendale, WI 53129
Phone: (414) 421-2943

Closing

Before purchasing any computer equipment, talk to some of the experts on the field for advice. By talking to your friend, relatives, and coworkers who have computers, you can learn the pluses and minuses of the equipment they have purchased—especially since sales persons tend to say their equipment is the best thing since sliced bread.

Also, call and write every shareware software house that offers catalogs, and have them send you a current copy of their catalog. Remember: A shareware author does not spend thousands of dollars on packaging, which raises the price and never really shows the actual software. The opportunity to try before you buy is invaluable, and the quality of shareware today truly rivals that of commercial software. Some of the best entertainment software and Bible study software I have seen is offered under the shareware concept. The bottom line is you really get your moneys worth.

Happy computing!

Royal Rangers Terms

The terms below appear in their appropriate uppercase or lowercase forms.

National Titles

How to use: National Commander Ken Hunt, but ... Ken Hunt, national commander (when title follows name in any situation)

- Rev. Terry Raburn, national director, Division of Church Ministries
- Rev. ~~Ken Riemenschneider~~, secretary, Men's Ministries Department
- Ken Hunt, national commander
- Donna Jester: secretary to national commander, editorial assistant
- Paul Stanek: national deputy commander, national training coordinator
- Phyllis Dodson: secretary to national deputy commander
- Marshall Bruner: editor/promotions coordinator, national public relations coordinator
- Fay Stephenson: national chartering secretary and secretary to Marshall Bruner
- Ralph Glunt: National Royal Rangers Training Center camp coordinator

General Terms

- Royal Rangers ministry, not Royal Ranger ministry
- Royal Ranger when referring to a boy, but Royal Rangers boy when using both nouns. And never abbreviate the term Royal Rangers (i.e., not "... RR is a ministry for boys.")
- Frontiersmen Camping Fellowship (FCF)
- national Royal Rangers Office, not National Royal Rangers Office (except: when used on envelope)
- National Royal Rangers Council, but lowercase "council" when not using the complete title
- public relations coordinator, no longer termed "aide-de-camp"
- productions coordinator, no longer termed "program coordinator"
- sectional Royal Rangers commander, not Royal Rangers sectional commander
- district Royal Rangers commander
- divisional Royal Rangers commander
- regional coordinator, not region coordinator
- Royal Ranger of the Year, when referring to an individual
- Royal Rangers of the Year, when referring to the group of national winners
- District Ranger of the Year (uppercase this title, too)
- Sectional Ranger of the Year (uppercase this title, too)
- Pow Wow

Royal Ranger Pledge

- Not Royal Rangers Pledge

- Not referred to as the Royal Rangers Pledge because it represents an "individual" pledge.

"With God's help, I will do my best to: serve God, my church, and my fellow man. To live by the Ranger Code. To make the Golden Rule my daily rule." (Notice the quoted pledge incorporates the abbreviated title "Ranger Code.")

- Royal Ranger Code, Royal Ranger Motto. However, Royal Rangers Emblem
- The Golden Rule

Publications

- *High Adventure* magazine
- *High Adventure Leader* magazine, not *High Adventure Leader's* edition
- *Devotionals for Boys*
- *Frontiersmen Camping Fraternity Handbook* has been revised and is now titled *Frontiersmen Camping Fellowship Handbook*

Calendar Events

- Royal Rangers Week
- National Royal Rangers Council

Straight Arrows Terms

- tribe (name of Straight Arrows group)
- chief (group commander)
- assistant chief (group lieutenant commander)
- lodge (patrol)
- lodge chief (patrol guide)
- assistant lodge chief (assistant patrol guide)
- braves (Straight Arrows boys)
- young chief (boy who assists the chief)
- drum beater (boy in charge of the tribal drum, used in summoning boys to the council fire)
- tally keeper (boy who reports on last meeting)
- roll taker (boy who takes roll)
- wampum bearer (boy who collects dues)
- Indian runner (boy who cares for tribal property and who does errands for the chief)
- fire keeper (boy who ensures "council fire" is ready)
- Straight Arrows program
- Straight Arrows Brave (uppercase, first advancement)
- Straight Arrows Tribesman (uppercase, second advancement)
- Straight Arrows Warrior (uppercase, third advancement)
- Straight Arrows Hunter (uppercase, fourth advancement)
- Straight Arrows Scout (uppercase, fifth advancement)

Buckaroos Terms

- Buckaroos program
- Buckaroos outpost
- Buckaroo when referring to a boy
- ranch (name of Buckaroos group)
- ranch boss (group commander)
- assistant ranch boss (group lieutenant commander)
- point rider (senior guide)
- foreman (patrol guide)
- assistant foreman (assistant patrol guide)
- roundup (weekly group meeting)
- outfit (patrol)
- Greenhorn (first advancement, use uppercase)
- Wrangler (second advancement, use uppercase)
- Range Rider (third advancement, use uppercase)
- Top Hand (fourth advancement, use uppercase)

Trailblazers and Air-Sea-Trail Rangers Terms

- Pioneers program
- Trailblazers program
- Air-Sea-Trail Rangers programs
- Second Class Rating (uppercase, first advancement)
- First Class Rating (uppercase, second advancement)
- Advanced Rating (uppercase, third advancement)
- Master Rating (uppercase, fourth advancement)

Uppercase the following:

- Royal Ranger Code, not Royal Rangers Code
- Royal Ranger Pledge, not Royal Rangers Pledge
- Royal Ranger Motto, not Royal Rangers Motto
- Royal Rangers Emblem
- Royal Rangers
- Recruit, when referring to the title of first advancement for Pioneers, Trailblazers, and Air-Sea-Trail Rangers
- Outpost Council
- Gold Bar Council

Lowercase the following (uppercase when used as a title before a person's name, otherwise never uppercase):

- commander
- junior commander
- outpost commander
- senior commander
- sectional commander
- area commander
- divisional commander
- district commander
- regional coordinator
- patrol
- uniforms
- guide, assistant guide, senior guide
- trainee

Awards:

Uppercase when referring to any award. Refer to the following examples:

- Leaders Medal of Achievement
- Gold Medal of Achievement
- Medal of Valor
- First Class Advancement
- Science Award
- First Aid Award

Training Camps

- National Training Camp (NTC)
- Advanced National Training Camp (ANTC)
- Winter National Training Camp (WNTC)
- National Training Trails (NTT)
- Junior Leadership Training Camp (JLTC)
- National Aquatics Camp (NAC)
- National Canoe Expedition (NCE)
- Leadership Training Course (LTC)

National Events

- National Camporama (or Camporama)
- National FCF Rendezvous
- Eagle Rock Adventure

Common Misused Words (used correctly below)

- campfire
- campsite
- camp-out
- first aid, not first-aid or first-aid kit
- handcraft
- roundup (noun)
- round up (verb)



Clip Art Designs



Sample Editing Steps to Strengthen Writing

Last night, in the well-loved gymnasium of Lisbon High School, partisans and Jay Hills fans alike were stunned by an athletic performance unequaled in school history: Bob Benson, known as "Bullet" Bob for both his size and accuracy, scored 35 points. He did it with grace and speed ... and he did it with an odd courtesy as well, committing only two personal fouls in his knight-like quest for a record, which has eluded Lisbon's thinclads since 1955.

Tips for Keeping Your Writing Fresh

- Pick one perfect word, rather than several imperfect words.
- Use little words in a big way.
- Remember, we are trying to get action with our writing.
- Don't be afraid of one-line paragraphs for impact.
- Shake your inhibitions—have fun with your writing! Experiment with new combinations of words.
- Don't be afraid to take risks.

Sample Spot Announcements

❶

Just what the doctor ordered for boys: a Christian camping program at its best. It's called Royal Rangers. Call the nearest Assemblies of God church for details on this exciting program for boy ages 5-17.

❷

You just can't match this for a great time: It's a Christian camping program for boys ages 5-17 now being offered at local Assemblies of God churches. Call now for information about Royal Rangers.

❸

A note to the wise: If your son needs something to do that will build character and self-esteem, check into Royal Rangers. Royal Rangers is a Christian camping program sponsored by local Assemblies of God churches. Call now for details.

❹

Young man, are you looking for adventure? Check out Royal Rangers. Call a local Assemblies of God church today and ask for information about this exciting camping program. It's a chance of a lifetime!

❺

Boys ages 5-17 now have an exciting outdoors program custom-made for them. It's called Royal Rangers! For details about Royal Rangers, call the nearest Assemblies of God church.

❻

Would you like to join a worldwide camping program? Do you like fun, adventure, intrigue? Then join Royal Rangers. It's a chance of a lifetime offered by local Assemblies of God churches. Call any of these churches to learn how you can become involved today!

❼

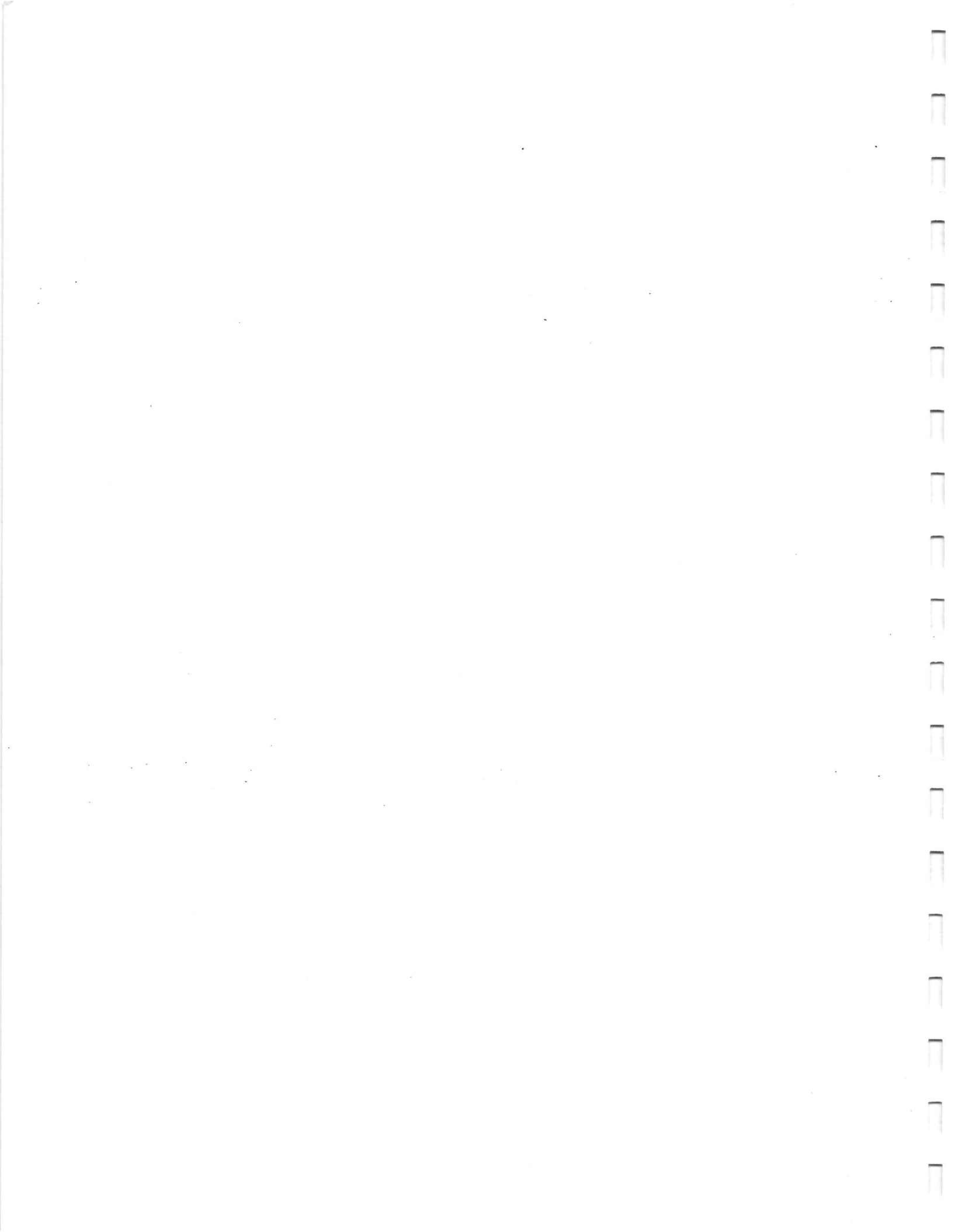
Hi! I'm (state name). Let me tell you about a really neat Christian camping program called Royal Rangers. It's geared for boys ages 5-17 who love indoor and outdoor adventure. Call the nearest Assemblies of God church today for further details.

❽

We are on a Royal Rangers camp-out—sleeping in tents, hiking, building towers and bridges, studying nature. If this sounds exciting, check it out at the nearest Assemblies of God church in your area. But if you don't want to have a blast, just forget everything I just said.

Copyright Laws and You

Do not reproduce or distribute in any fashion



COPYRIGHT PROTECTION

- * OF ORIGINAL WORKS OF AUTHORSHIP**

- * FIXED IN ANY TANGIBLE MEDIUM OF
EXPRESSION**

- * FROM WHICH SUCH WORKS CAN BE**
 - PERCEIVED**

 - REPRODUCED**

 - OTHERWISE COMMUNICATED**

SUBJECT MATTER

PROTECTABLE BY COPYRIGHT

- * **LITERARY WORKS**

- * **MUSICAL WORKS, INCLUDING ACCOMPANYING
WORDS**

- * **DRAMATIC WORKS, INCLUDING ACCOMPANYING
MUSIC**

- * **PANTOMIMES AND CHOREOGRAPHIC WORKS**

- * **PICTORIAL, GRAPHIC, AND SCULPTURAL WORKS**

- * **MOTION PICTURES AND OTHER AUDIOVISUAL
WORKS**

- * **SOUND RECORDINGS**

SUBJECT MATTER

NOT PROTECTED BY COPYRIGHT

- * IDEAS
- * PROCEDURES
- * PROCESSES
- * SYSTEMS
- * METHODS OF OPERATION
- * CONCEPTS
- * PRINCIPLES
- * DISCOVERIES

**REGARDLESS OF THE FORM IN WHICH THEY ARE DESCRIBED,
EXPLAINED, ILLUSTRATED, OR EMBODIED IN SUCH WORK**

FURTHER SUBJECT MATTER

NOT PROTECTED BY COPYRIGHT

• **FACTS**

"...No one may claim originality as to facts...This is because facts do not owe their origin to an act of authorship. The distinction is one between creation and discovery: the first person to find and report a particular fact has not created the fact; he or she has merely discovered its existence...one who discovers a fact is not its maker or originator...The discoverer merely finds and records...The same is true of all facts - scientific, historical, biographical, and news of the day. [T]hey may not be copyrighted and are part of the public domain available to every person..."

Feist Publications Inc. v. Rural Telephone Service Co. Inc., ___ U.S. ___ (March 27, 1991); 18 Med. L. Rptr. 1889, 1892

FURTHER SUBJECT MATTER

PROTECTABLE BY COPYRIGHT

- **COMPILATIONS, including compilations of facts**

"Factual compilations, on the other hand, may possess the requisite originality. The compilation author typically chooses which facts to include, in what order to place them, and how to arrange the collected data so that they may be used effectively by readers. These choices as to selection and arrangement, so long as they are made independently by the compiler and entail a minimal degree of creativity, are sufficiently original that Congress may protect such compilations through the copyright laws."

Feist, 18 Med. L. Rptr. at 1893

- **DERIVATIVE WORKS**

WHAT IS A COMPILATION?

- **a work formed by the collection and assembling of preexisting materials or of data that are selected, coordinated, or arranged in such a way that the resulting work as a whole constitutes an original work of authorship - including collective works**

WHAT IS A COLLECTIVE WORK?

- **a work, such as a periodical issue, anthology, or encyclopedia, in which a number of contributions, constituting separate and independent works in themselves, are assembled into a collective whole**

WHAT IS A DERIVATIVE WORK?

- * a work based upon one or more preexisting works, such as a translation, musical arrangement, dramatization, fictionalization, motion picture version, sound recording, art reproduction, abridgement, condensation, or any other form in which a work may be recast, transformed, or adapted - including a work consisting of editorial revisions, annotations, elaborations, or other modifications which, as a whole, represent an original work of authorship**

**LIMITATION ON PROTECTION OF
COMPILATION OR DERIVATIVE WORK**

- **COPYRIGHT IN A COMPILATION OR DERIVATIVE WORK EXTENDS ONLY TO THE MATERIAL CONTRIBUTED BY THE AUTHOR OF SUCH WORK**
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LIMITATIONS ON EXCLUSIVE RIGHTS

FAIR USE

SCOPE OF FAIR USE:

FOR PURPOSES SUCH AS

- **CRITICISM**
- **COMMENT**
- **NEWS REPORTING**
- **TEACHING (including multiple copies for classroom use)**
- **SCHOLARSHIP**
- **RESEARCH**

NOTE: Fair use is a DEFENSE to a charge of copyright infringement and is an equitable doctrine which permits, under certain conditions, the limited use of copyrighted material without the owner's consent.

THE "GOLDEN RULE" GUIDELINE OF FAIR USE

As quoted in Harper & Row, Publishers, Inc. v. Nation Enterprises, 471 U.S. 539, 551 (1985):

**"TAKE NOT FROM OTHERS TO
SUCH AN EXTENT AND IN SUCH A
MANNER THAT YOU WOULD BE
RESENTFUL IF THEY SO TOOK
FROM YOU."**

LIMITATIONS ON EXCLUSIVE RIGHTS

EFFECT OF TRANSFER OF PARTICULAR COPY

- THE SO-CALLED FIRST SALE DOCTRINE
- THE OWNER OF A PARTICULAR COPY LAWFULLY MADE, OR ANY PERSON AUTHORIZED BY SUCH OWNER, IS ENTITLED, WITHOUT THE AUTHORITY OF THE COPYRIGHT OWNER, TO SELL OR OTHERWISE DISPOSE OF THAT COPY

DURATION OF COPYRIGHT

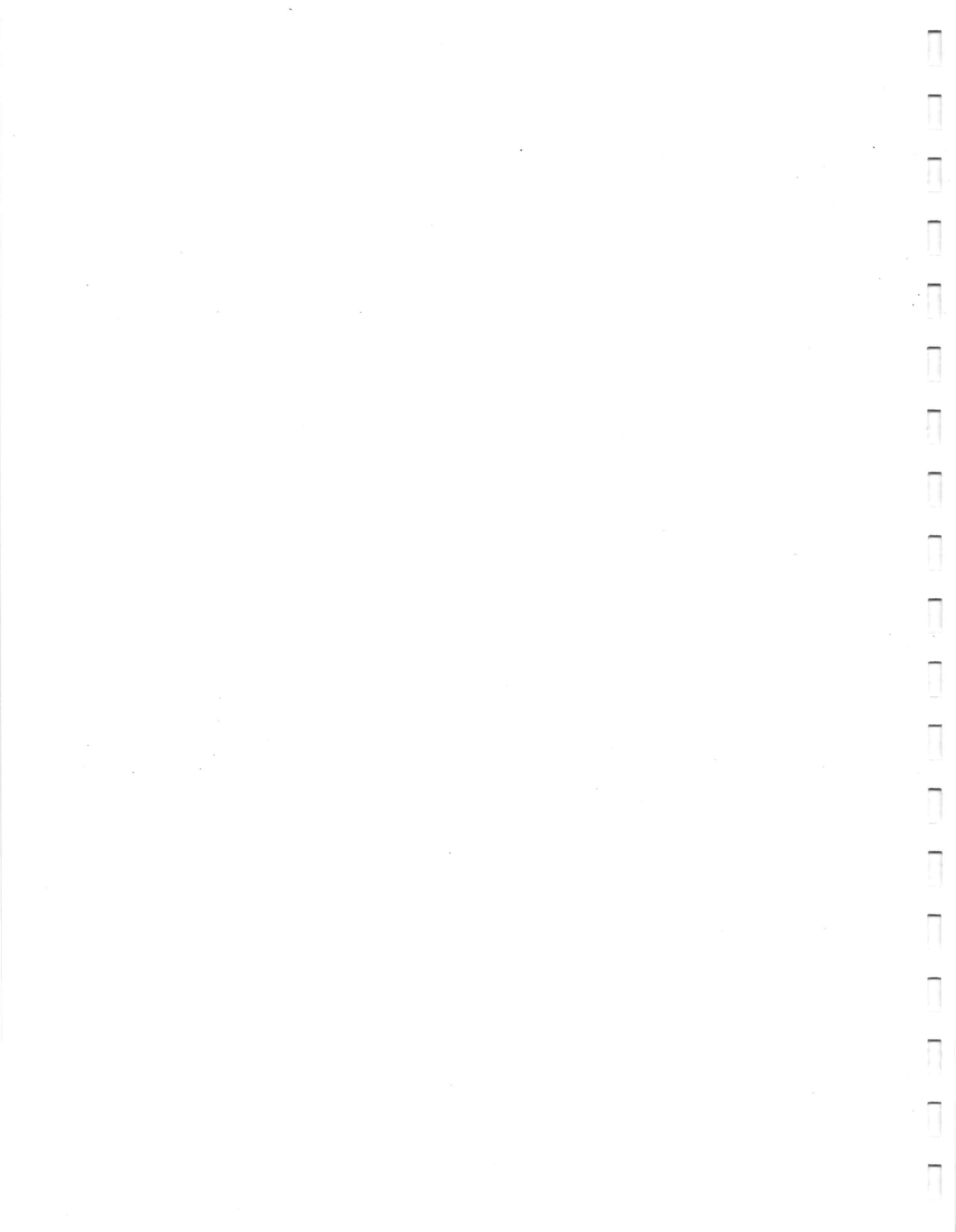
FOR WORKS CREATED AFTER JANUARY 1, 1978:

- **DURATION OF COPYRIGHT IS FOR THE LIFE OF THE AUTHOR PLUS FIFTY (50) YEARS AFTER THE AUTHOR'S DEATH**

COPYRIGHT REGISTRATION

- REGISTRATION IS NOW PERMISSIVE, IT IS NOT A CONDITION OF COPYRIGHT PROTECTION
- THE OWNER OF ANY OR ALL EXCLUSIVE RIGHTS IN A WORK MAY OBTAIN REGISTRATION OF THE COPYRIGHT CLAIM BY PROVIDING THE REQUIRED DEPOSIT, FEE, AND APPLICATION TO THE COPYRIGHT OFFICE AT ANY TIME
- HOWEVER, THE COPYRIGHT MUST BE REGISTERED PRIOR TO FILING AN ACTION FOR COPYRIGHT INFRINGEMENT OF U.S. WORKS, BUT NOT FOREIGN WORKS

National Promotional Items



Boys ministry celebrates its 30th anniversary



*More than 132,000 boys
in nearly 6,000 U.S.
Assemblies of God
churches will be involved*

Royal Rangers still changing lives

*in Royal Rangers
this week.*

By **KEN RIEMENSCHNEIDER**

Luis Santaella, 23, moved to New Haven, Connecticut, from Puerto Rico 10 years ago. Fortunately his life didn't turn out like some of his buddies in New Haven's inner city. Nef* is still a drug dealer, and Tony Ocasio died New Year's Day. He was shot to death while trying to break away from dealing drugs.

How did Luis avoid a similar fate? He met Jesus when he was 13 years old in Royal Rangers. About his first visit to Rangers, Luis said, "I could see the love in these people."

His parents and the influence of Royal Rangers kept Luis in high school. After graduating he attended trade school and today works at Yale University. In return, he is now touching the lives of inner-city boys

as a Royal Rangers commander at his church.

Royal Rangers—30 years old

Royal Rangers observes its 30th anniversary this week. In fall 1961 the Men's Fellowship secretary, Burton Pierce, invited North Texas District Christ's Ambassadors president, Johnnie Barnes, to develop the new ministry. *Rangers* had been the working name for the program. It was Assistant General Superintendent Charles W.H. Scott who first dubbed the ministry "Royal Rangers."

"Reach, teach, and keep boys for Christ" was the stated purpose under which it was officially launched in the October 1962 *Pentecostal Evangel*. An Assemblies of God phenomenon was born.

Since then more than 1 million boys have been a part of this outreach in America. More than 2,200 boys have

*Names have been changed.



attained the highest award the program offers: the Gold Medal of Achievement. In 1991, 234 boys received this recognition.

To a great degree the success of the ministry has been because of its comprehensive training program. In 1991, 8,383 individuals enrolled in the leadership training course.

Is there still a need?

Some may ask, with the urbanization of America, is there still a need for Royal Rangers in the closing years of the 20th century? Surprisingly the ministry is growing rapidly in urban areas. It's here that outdoor adventure has great appeal.

Who would ever have thought children in America would take guns and knives to school?

Every day:

*Guns take the lives of 10 American schoolchildren.

*More than 7,000 teens will have their first sexual experience—hundreds contracting venereal diseases.

*The shameful result of poverty will claim 27 children's lives.

*Our generation's plague of drug abuse will cause the arrest of 211 children under age 12.

*The ugly scar of child abuse will be inflicted on 1,849 children.

*Children, who mature too fast in our nation's unregenerate, media-crazed culture, will commit crimes resulting in 1,629 being incarcerated in adult jails.

*More than 3,000 children feeling lonely, unloved, and unwanted will run away from home.

*Many of these will become victims of the number-two killer of adolescents: suicide.

*Thousands will turn to drugs, prostitution, crime, and violence.

Does America still need a ministry like Royal Rangers? Oh that every Assemblies of God church in America would see the need to invest in this ministry to boys that pays eternal dividends.

James Dobson, president of Focus on the Family, declared the public is undergoing a "family agenda of the left." The job done by parents and church is under attack by those who feel child development should be left to professionals, commissioned by the government. According to Dr. Dobson, this distorted agenda "continually emphasizes an exhaustive list

of children's rights, providing wedges to separate kids from their parents."

It is disturbing to read of a child granted a divorce from his parents; of a professing homosexual boy and his family suing a well-known boys organization for admission; of a sixth grade boy who pulled a gun in the classroom and shot two fellow classmates before committing suicide in view of the class; of two second grade boys facing criminal charges of rape. The ravages of broken homes have taken a toll on millions. The absent-



Royal Rangers made an eternal difference in the life of Clayton Stovall.

father syndrome has emaciated the male model in our society.

Is there still a need for Royal Rangers? I can shout a resounding yes! This sin-sick world needs Jesus more than ever. With a growing population and sin abounding, the need to reach boys is a greater reality today than when this ministry was birthed.

An eternal difference

Anniversaries are a time for celebration. We are grateful for 30 years of God's blessing upon Royal Rangers and thankful for thousands of faithful leaders since 1962. It's thrilling to see this ministry reaching into 50 countries around the world.

Thank God for hundreds of Royal Rangers alumni serving on home and foreign mission fields, in government, in churches, and living for God in their communities.

More than 132,000 boys in nearly 6,000 U.S. Assemblies of God churches will be involved in Royal Rangers this week. The number of Royal Rangers around the world is much larger.

Anniversaries are more than a time of celebration. They are also a time of commitment. The job is not complete. Millions of boys remain untouched by Jesus' love and forgiveness. They are failing to cope in a complex world with adult-sized problems. Hardened by life, they too often become closed and calloused, lonely, and fearful.

Royal Rangers made an eternal difference for Clayton Stovall. In January 1991, 17-year-old Clayton visited Royal Rangers at Northwest Assembly in Mount Prospect, Illinois. His language was coarse, he smelled of cigarettes, he bragged about all the boys he had beaten up, and he carried a knife and said he knew how to use it. Godly boys and commanders showed Clayton Christ's love.

He continued attending Royal Rangers and began shedding his rough exterior. He looked handsome in his Royal Rangers uniform. On Wednesday, April 17, 1991, Clayton surrendered his life to Jesus. His life was changed. He was happy, always smiling and cheerful. This once-hardened boy was now tenderhearted and willing to help in any way he could.

Commander Joe Landers last saw Clayton on June 19 when he drove him home after Rangers. Clayton was to leave the next day to spend the summer in Michigan. On June 27, 1991, Clayton died a short time after being hit by a car.

Clayton's family asked if he could be buried in the Royal Rangers uniform. The pallbearers for his funeral were Rangers. Royal Rangers made an eternal difference in the life of Clayton Stovall.

Around the world Royal Rangers, through faithful leaders, continues to touch thousands of boys just like Clayton Stovall and Luis Santaella. Jesus is the message; Royal Rangers is the vehicle. ☞



Ken Riemenschneider is secretary for the Men's Ministries Department at the Assemblies of God Headquarters



Photo by Joe Landers

Royal Rangers: It Makes a Difference

By Joe Landers

On Thursday, June 27, 1991, my heart ached with sorrow. Reggie, a Trail Rangers commander at our church, had just told me a boy in our outpost had been hit by a car. Clayton Stovall—the 17-year-old Trail Ranger at Northwest Assembly in Mount Prospect, Illinois—was on vacation. But now he was in a coma. Clayton wasn't expected to live.

I spent the evening calling others in our church and praying for Clayton. At 7 a.m. Clayton died. Through the pain and tears, the real value of Royal Rangers came home to me.

You see, Clayton had accepted the Lord through Royal Rangers. So I knew he was with the Father in Heaven.

This story began on January 12, when Clayton's mother learned about Royal Rangers. She was working at a sandwich shop in Mount Prospect when a group of Royal Rangers leaders stopped there for lunch. She had noticed the men's uniforms, as she had before. Only this time she asked about the uniforms.

After the men had told her about Royal Rangers, she spoke about her son and how he could benefit from such a program. As a result Reggie called Clayton and brought him to Royal Rangers.

At the first meeting Clayton put on a rough, tough exterior. His language was coarse. He smelled like cigarette smoke. And he was bragging about all the boys he had beaten up. He pulled out his knife and told me he knew how to use it to defend himself.

I took him aside and told him I was glad he had come. I kindly explained to Clayton that his language and behavior was inappropriate and tried to encourage him. After our conversation I was concerned that Clayton wouldn't come to another Rangers meeting.

Well, he did come back with Reggie, wearing his own Royal Rangers uniform. Reggie also gave Clayton a Bible.

Our outpost devotions were reaching Clayton. The following Wednesday Clayton shared with me how he had asked forgiveness from those he had been fighting with at school.


I knew he was sincere and could see that a change was taking place in his heart. Gradually, over the next 2 months, Clayton shed his rough and tough look. He began to brag less and quit using bad language. On Wednesday evening, April 17, Clayton accepted Jesus Christ as his Savior while praying with Bob, our junior commander.

Clayton later quit smoking. He was excited about Royal Rangers and loved to come to the meetings and to wear his uniform. He was always smiling and cheerful and would help out in any way he could.

On Wednesday, June 19, I drove Clayton home after our meeting. He was going to Michigan for the summer. Since he was going to be away for almost 2 months, we shared a long good-bye. I told him how proud I was of him and encouraged him to read his Bible and pray every day. That was the last time I saw Clayton Stovall alive.

The day Clayton died his family called Reggie and asked if Clayton could be buried in his Royal Rangers uniform. They knew how much he loved to wear it and how proud he was to be a Royal Ranger.

They also requested Royal Rangers pallbearers for Clayton's funeral. Clayton's organs were donated so others might live, just as Clayton would have wanted it.

So my answer is, "Yes, Royal Rangers does make a difference!" It made an eternal difference in the life of Clayton Stovall. 

They need Jesus

By BILL WILSON

The year I was 14 years old and lived in St. Petersburg, Florida, was extremely difficult for me. One day in particular is ingrained in my mind.

My mother and I were walking down the street. We sat down on a culvert over a drainage ditch. Mother looked at me and said, "I don't think I can do this anymore. You wait here."

So I waited—for 3 days. Finally a neighbor of ours, who was a deacon of an Assemblies of God church, picked me up and fed me.

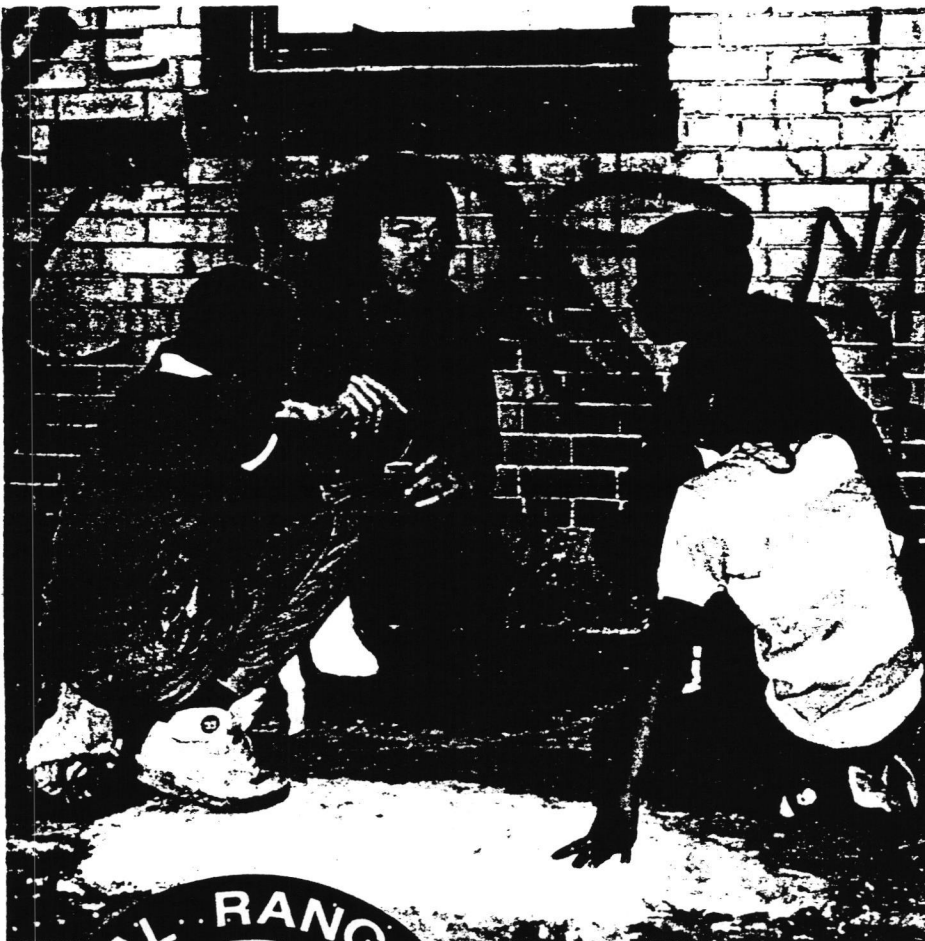
Something good came out of that traumatic experience, however. That neighbor paid my way to an Assemblies of God youth camp where I accepted Christ as my personal Savior.

When I returned from camp, I stayed at the Assemblies of God church with the pastor, or wherever I could find a place to sleep. The one constant in my life was the Royal Rangers program in which I became involved.

In addition to my home situation, I was extremely introverted because of my physical appearance. I had a mouth and dental structure disfigurement that took surgery and braces to correct.

My Royal Rangers commander realized how sensitive I was about my appearance. Through his guidance, direction, and encouragement, I felt I was a part of the group. No longer was I an outcast—like at home, at school, or in my neighborhood.

The Royal Rangers leaders took time with us boys and made us feel good about ourselves. They took us camp-



Pastor Bill Wilson ministers to inner-city boys through the Royal Rangers program.



ing, told funny stories, and shared devotions with us.

What I remember most about Royal Rangers was that every Saturday our commander took us from place to place collecting old newspapers. In turn we sold the papers for recycling and used the money to help buy supplies and to go on camp-outs. After

The relationships built between Royal Rangers leaders and boys set into motion the philosophy of evangelism and outreach.

gathering the newspapers the commander would take us to distribute tracts.

He told us that telling others about Christ was part of the Christian walk. But being a new Christian and extremely shy, I felt incapable of doing that. While no one was looking, I went off on my own and placed the tracts in phone booths so I wouldn't have to confront anyone.

One day after placing some tracts in a phone booth, I stood back on the street corner to watch. I saw someone go into the booth, make a call, and pick up a tract. After looking at it that person placed the tract in his pocket and walked away.

I can't begin to express what that one experience did for me. For the

first time in my life I realized I could actually influence someone for Christ.

Each Saturday after collecting newspapers and distributing tracts, our commander took us to McDonald's for hamburgers and Cokes. Saturday became the only day I looked forward to because I was able to spend time with people I cared about and who cared for me.

Now years later I have a chartered outpost at Metro Assembly, which is in a ghetto of Brooklyn, New York. We can't do as many things with our Rangers as can churches in the suburbs. But we can take our boys on outings and to McDonald's.

Hamburgers cost more than 15 cents, like they did in 1963. But even at \$1.25 it's probably the best investment a leader can make in a boy's life.

From my own experience I can state: The relationships built between Royal Rangers leaders and boys set into motion the philosophy of evangelism and outreach that's effective not only here in New York but all across the inner cities of America and other parts of the world.

I've heard it said many times that boys 14-17 years old are difficult to reach with the gospel. That's right! But older boys are not that difficult to reach through relationships.

So the next time you sit down with a boy, remember: The only Jesus he may ever see is you. It's amazing how a little time, a few newspapers, a bunch of tracts, and a couple of hamburgers can be used by a Royal Rangers man. ☑

Bill Wilson is senior pastor of Metro Assembly of God in Brooklyn, New York. The church had an average Sunday school attendance of 9,016 in 1987.

New York ghettos aren't unique

Streetwise boys in Brooklyn, New York, live in a world alien to most of us. By age 12 many of them have experienced tobacco, alcohol, and drugs. Issa Najjar, senior commander at Metro Assembly, said about 40 percent of his Rangers have parents on drugs. About 80 percent of the boys' parents aren't Christians. Many of the boys who come off the streets into Metro Assembly have no father at home.

According to Najjar, the Rangers at Metro Assembly are accustomed to the sound of gunshot in their neighborhoods. They are scared but play the role of tough guy in front of others.

One boy in his outpost said he lives much of the time with his grandmother. His mother is on drugs and is often away from home. This boy, like others at Metro, likes the attention he receives from his commander.

The boys there long to be loved, to be given attention, to be accepted. For many the only true love they see is in the eyes of a commander, who shows the love of Jesus Christ.

What's sad is that life in the New York ghettos isn't unique. Today boys in small towns and in large ones—both home and abroad—face peer pressure; physical, mental, and chemical abuse; and neglect. They too long for attention, respect, and love. They seek some normalcy they can't find at home, at school, or on TV.

For them we offer Royal Rangers. Commanders like those who have ministered to the Bill Wilsons in life are sharing Jesus Christ. For boys ages 5-17 the Royal Rangers ministry awaits implementation by Spirit-filled leaders.

Each year thousands of boys—young and old alike—are led to Christ through Royal Rangers. Why not help?

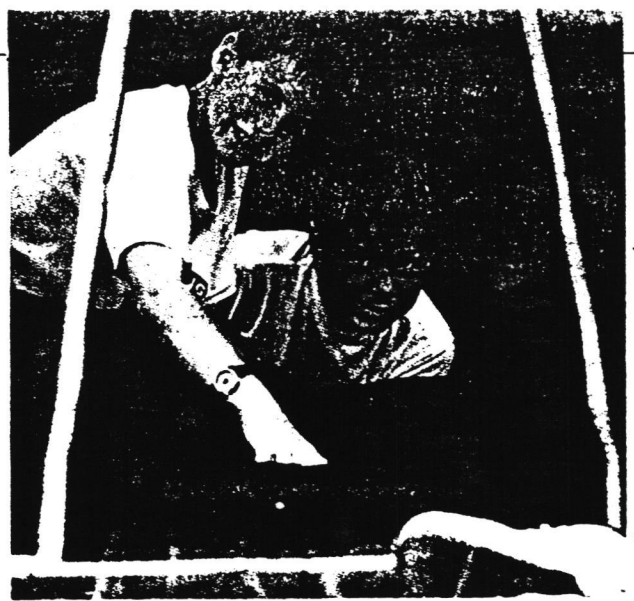
—KEN HUNT



Ken Hunt is national commander of Royal Rangers.

Royal Rangers Week is October 7-13.

It's more than a camping program



To many people Royal Rangers appears to be a camping program. They see Royal Rangers at church in their uniforms. They hear that the boys learn crafts at outpost meetings. And they think that boys are being entertained as the adults attend church.

However, uniforms, camping, and crafts are only tools Royal Rangers

leaders use to get to the hearts of boys. Each year the ministry enables thousands of boys from around the world to find Christ.

Here are examples of how God is using the Royal Rangers ministry.

Place: New Life Church, North Philadelphia, Pennsylvania. The rain had stopped, and Derrick Fant poked his head out the doorway of his home. With a smile he jumped off the steps and headed down the street to his weekly Royal Rangers meeting.

As he hummed "What a Mighty God We Serve," Derrick hurried 8 blocks down the trash-covered street and past run-down buildings, drug dealers, and prostitutes. He paid no

attention to the ghetto surroundings. He thought rather about seeing his Royal Rangers commander, a substitute "dad" on some weekends.

Derrick arrived at church and made his way to the Royal Rangers gathering. New Life Church in North Philadelphia is a converted warehouse surrounded by a fence topped with razor wire. Waiting inside for Derrick and the other Royal Rangers were a graphic artist, a welder, a contractor, and an electrician. Royal Rangers leaders are the only male role models many boys there have.

During the outpost meeting Derrick and the nearly 100 others learned that being a Christian can make a difference, even if the boys live in ghet-



Right: Royal Rangers and leaders at New Life Church in North Philadelphia



tos where guns often replace toys.

At the meeting one boy said he was thankful because since becoming a Royal Ranger he has been filled with the Holy Spirit.

Others shared about praying for food, clothing, a puppy, even a dad, and said their prayers were answered.

"We are trying to be good role models for these boys and to spark some future interests other than selling drugs," said Steve Lowery, a Royal Rangers commander. Lowery, a father of four, drives in from the suburbs to work with the boys.

Robin Irizarry, who grew up in that neighborhood, is another outpost leader at New Life Church. He is being a substitute father for the boys because he knows what growing up without a dad is like. Now he tells the Royal Rangers that Jesus loves them, and he is showing them he loves them too.

Royal Rangers at New Life Church dream about owning their own uniforms and having their own camping equipment. The commanders dream of seeing the boys cook for the first time over an open fire and catching their own fish. Their big hope, however, is that the boys will continue to live for Christ.

—Michele McCreary

Place: Bolivia. As a boy growing up in Bolivia, David* was involved in Royal Rangers. But in his early



Royal Rangers worship at camp-out.

twenties he joined a group of guerrillas.

After several years he had completed all but one requirement to be among the highest-ranking men in his group. The last requirement was to kill his parents. The guerrilla clan

knew that parents were the only ones who could yet destroy the dedication of their members.

As David plotted to kill his parents, his heart became full of hate and pride. He loved no one and had no one to love him.

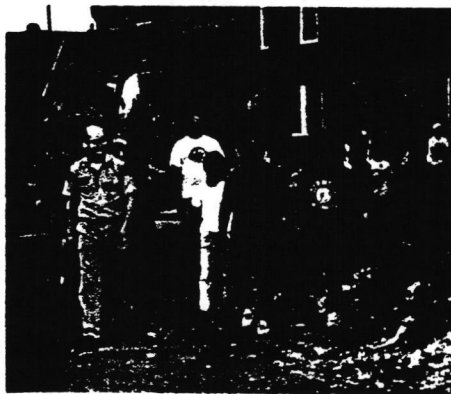
Yet during this desolate time David recalled his days as a Royal Ranger: the camp-outs, the council fires, and the activities that fired him up for God.

David's parents, in hiding, began to call upon God. They reminded God they had committed David to Him for Christian service when he was a child.

After failing to kill his parents, David began to listen to the voice of the Holy Spirit. Eventually he yielded his heart to Christ and asked for forgiveness.

David attended Bible school and became a minister with the Assemblies of God in Bolivia. Today he is a regional presbyter there.

—Doug Marsh



Royal Rangers learn they can make a difference—even in ghettos.

Building bridges

Frequently Royal Rangers is referred to as a ministry of building bridges to the hearts and lives of young people. Presently some 132,000 boys of the U.S. Assemblies of God share in this ministry with thousands of Royal Rangers leaders—both men and women.

Look carefully, and you will see uniformed boys sitting by the dying embers of a council fire, listening intently to the powwow speaker. The altar call is given, the Holy Spirit whispers, and young lives are changed. Yes, uniforms, camp-outs, council fires, and devotions are bridges.

Christ approves of such programs. In Matthew 19:14 He said, "Let the little children come to me, and do not hinder them" (NIV). Then the Word says He placed His hands on them. How can Jesus touch chil-

dren unless you and I build bridges to them?

Royal Rangers ministries, first begun here in the States, now span to islands and lands across the seas. I'm proud to be a part of such dynamic evangelism. Indeed I'm privileged to labor alongside such faithful workers.

My invitation is to you: Catch the vision and be a bridge builder. Together let us bring boys to Jesus.

—KEN HUNT



Ken Hunt is national commander of Royal Rangers.

Yes, Royal Rangers is more than a camping program. Today the gospel is being told through Royal Rangers ministries in 47 nations. It has been used to plant churches in Florida. A national Royal Rangers commander in Eastern Europe has planted churches there by first starting Royal Rangers meetings.

Leaders are translating Royal Rangers curriculum into various languages so more boys can be won to Christ.

A common sight today is boys finding salvation and being filled with the Spirit during altar services at Royal Rangers events around the world.

Thank God, Derrick and David found Christ through Royal Rangers.

*Name has been changed.

They needn't be alone

James Barger

Latchkey children. They number more than a million, and their silent cry echoes around the nation. After school each day they must go home to wait alone for their parents to return from work. They cry out for love, friendship, and adult companionship and leadership.

Church leaders are beginning to realize the mental impact on children of the latchkey era. Some pastors have begun to implement programs to minister to them.

For pastors who want such a church program, Royal Rangers has just the tool: the Neighborhood Extension Program.

By establishing neighborhood meetings in homes, schools, or public facilities (even restaurants), Royal Rangers leaders minister to thousands of boys outside the church buildings and then bring these young ones into the local churches.

Here is how it works: The Neighborhood Extension Program is a Royal Rangers community outreach that operates on the patrol system. In the outpost setting, for example, each age group—Straight Arrows, Buckaroos, Pioneers, Trailblazers, or Air-Sea-Trail Rangers—is divided into patrols of five to eight boys. They work as individual teams in all their Royal Rangers activities.

In the Neighborhood Extension Program, each patrol belongs to the chartered local outpost (Royal Rangers group). The extension patrol is staffed by trained commanders appointed by the church outpost council (to which the pastor should belong) and is coordinated by the senior commander of that outpost. A committed, trained leader—one who can effectively coordinate this outreach—is a must.

Meeting times can be after school, evenings, or Saturday mornings—

whatever best fits the community schedule. After school is an ideal time to hold meetings for Straight Arrows, Buckaroos, and Pioneers. Conversely, evenings better serve the older boys because of after-school schedules that may involve sports activities.

The senior commander is responsible for obtaining all meeting materials and must meet with patrol leaders each month to plan weekly meetings, rallies, and other group meetings such as parent-son banquets. The pastor should be involved in all plans, for he is the key to the program's success. The backbone of this outreach is the extension patrol commander.

Patrol commanders are parents, grandparents, or whoever is burdened to reach boys for Christ. They pray and plan to ensure the program's success. Access is needed to facilities that will accommodate as many as 15 boys, though the ideal patrol size is five to eight boys.

Meetings are planned around a major theme developed by the senior commander, the extension leaders, and the pastor. Program themes are implemented by the extension leaders who conduct the meetings like outpost meetings with devotions, Bible study, crafts, advancements, program features, recreation, and other activities.

Maximizing involvement

The commander recruits and promotes his or her group. For example, inside or near a school (with school permission) a leader can hand out fliers that advertise the meeting time and place. Home visitation by the extension patrol commander enlists newcomers to the program, acquaints parents with commanders, and provides opportunities to witness. During home meetings the

commander explains the Royal Rangers program and how parents can become involved at home.

The Holy Spirit ministers through home visitation, and families begin to feel they are a part of the church.

Maximizing unity

Each extension patrol gathers at the church during regularly scheduled outpost meetings. The group may consist of boys of all ages, but it helps to keep them divided by grade if possible. Boys meet with their respective groups when attending the outpost meetings.

In larger communities all extension patrols can come together two to four times a year for a Royal Rangers rally at one of the Assemblies of God churches in the community. During the summer all groups could be involved in a camping excursion and include a day camp for the younger boys.

A community-wide network of extension patrols allows many adults the opportunity to minister in ways they could not otherwise. The multiplication factor of the program will yield startling results; for example, if eight leaders have eight boys in each extension patrol, 64 boys would be impacted by the Royal Rangers ministry. If each boy were from a family of four, a potential of 256 lives could be led to Christ. Think about it.

The Neighborhood Extension Program's potential is limited only by one's vision. Its implementation may require a change in thinking in terms of ministry outside the church walls. However, the end goal of this approach—and it will work if used properly—is to get entire families into the church through Royal Rangers.

The national office recommends that each leader be trained by enrolling in the Leadership Training Course, which has two levels, Buckaroos-Straight Arrows or the standard course. The LTC is offered through correspondence and can be purchased from the Gospel Publishing House. It is also administered by sectional and district Royal Rangers staff. For information on Royal Rangers and its 30th birthday, see the Info on page 38. ▲

James Barger is Royal Rangers coordinator for the Great Lakes Region.

The father figure

TERRY RABURN

National Director, Division of Church Ministries

A RECENT national poll asked American social workers to list priority factors that might change life in our country for the better. Near the top of the list was "to return to traditional roles for parents." Heading the list was "stronger father figures in the home."

Boys need both social and spiritual molding. One without the other is incomplete.

Usually boys are best molded into men through the teaching and influence of their fathers. Today, how-

are being reversed and replaced with character, integrity, and righteousness.

God's Word is relevant throughout life. Memory verses learned during childhood become philosophies to live by in adult years. Scriptures never go out of style or cease having constructive impact on an individual's spirit. None of these good things can happen if the Word is never planted. Thus molding boys according to scriptural truth is prerequisite to later maturity.

"Very few people know that my father is not my biological parent," one Royal Ranger said. "My biolog-

"When I realized that all fathers didn't treat their little boys the way I had been treated, I wanted a real dad so bad. . . . That's what Rangers is to me."

ever, millions of boys have no consistent father figure. Many young men enter adulthood with little knowledge of how to interact with others. They have not learned how to be productive and live upright lives as solid citizens and are at a loss in their search for meaning and success in life.

This startling reality is being witnessed within our own churches nationwide as boys come with little or no positive male influence.

Meeting this need is the reason Royal Rangers ministries are so successful. Royal Rangers provides the opportunity to fill tragic vacancies created by our culture's self-indulgent irresponsibility.

In local outposts boys of all ages receive the male leadership they lack at home. Royal Rangers men shape positive traits in boys who blossom into magnificent manhood.

Around campfires and in classrooms boys learn the basics of cooperation, the value of work, and the truth of God. The wicked, perverted influences in many boys' lives

ical father is a con artist, an extortionist, and a child molester. The first 4 years of my life were spent in abuse and terror. . . . When I realized that all fathers didn't treat their little boys the way I had been treated, I wanted a real dad so bad. . . . That's what Rangers is to me. It's fathering the fatherless."

Another Ranger wrote: "My mother did not know what to do with me. She had thoughts of placing me in a home for boys with discipline problems. It was at this time a lady from the church told my mom about Royal Rangers. . . . After being in Royal Rangers for about 3 years, I was saved while on a camp-out.

"I have felt so different since I asked Jesus into my heart; things changed in my life. I got along with others at home and at school and stayed out of trouble. I don't have a bad temper like I used to and am happier than I have ever been."

Maturity will solidify potential into actuality. Boyhood is a promise. Manhood is a harvest. Royal Rangers sets the track that leads from the promise to reality. That's why it is necessary to offer a program which continues from age 5 through the older teen years.

Some boys prefer the advanced Royal Rangers programs while others prefer a coed youth group. It is possible for both ministries to serve together. Conflict can be avoided by offering the ministries at different times, using the leaders of each ministry to assist and to support the other.

Remember that both ministries are reaching for the same goal: the salvation of young souls. Take a constructive and aggressive attitude toward working together, and the teamwork will result in meeting, molding, and maturing more boys and young men than ever before.

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For further information on the Royal Rangers ministry, circle rsc 7.

ROYAL RANGERS WEEK

OCTOBER 6-12, 1991

PLEASE POST THE POSTER

Reaching the world's youth

Royal Rangers in Southeast Asia, South Pacific

WILL THORNE

National Royal Rangers Commander for Australia

A VISION sparked in the Australian Assemblies of God during the early 1960s. That vision was to reach young people for Christ. It spread throughout the nation, bringing thousands of young people to the Lord and producing a ministry that will forever change Australia.

That ministry is Royal Rangers. It began in Australia January 1965 after an Assemblies of God pastor there visited the United States. Australia's Assemblies of God churches had experienced a problem similar to those in the United States: a sizable drop in the number of boys attending Sunday school and church services.

The pastor met the late Johnnie Barnes, founder of the Royal Rangers ministry. He saw this vibrant new ministry for boys at work and was impressed with its achievements. The pastor returned to Australia determined to implement the Royal Rangers program in his nation.

The ministry quickly grew from its start in Sydney. Within 5 years the Royal Rangers ministry had spread to Australia's mainland states.

The year following its inception the Australian Royal Rangers ministry took on a new slant. Rather than beginning a separate ministry to girls, the Australian Assemblies of God decided to use only one structure for ministry to all children and teenagers.

New Zealand had also heard of this exciting ministry to young people. By the mid-1970s the Assemblies of God there had begun its first outposts in Auckland.

A Singaporean businessman who had traveled to Auckland for train-

ing saw the ministry in action. He too realized the program could be effective in his nation. When he returned home, the businessman encouraged others in his home church to start Royal Rangers.

With much prayer and work, the ministry was planted not only in Singapore in the late 1970s but in Malaysia as well. The Australian Assemblies has since helped develop the Royal Rangers ministry in Papua New Guinea and in Iloilo, Philippines. Each of the five national works backed by the Australian delegation ministers to both boys and girls.

Through the efforts of national superintendents, pastors, and missionaries, the Royal Rangers ministry has also been started in Fiji and Sri Lanka. These works were begun in the 1970s as well.

Today Royal Rangers is alive and well in Southeast Asia and the Pacific. Australia has 5,000 Royal Rangers; Malaysia, 700; New Zealand, 1,100; Papua New Guinea, 600; and Singapore, 800. Each national work in Southeast Asia and the Pacific is adapting the Royal Rangers program to its culture.

Most national works have been helped by visiting ministry teams to launch their own leadership training programs. And except for in the Philippines and Sri Lanka, each is conducting training programs for Royal Rangers leaders.

We who are Royal Rangers leaders have a vision: that as pastors and missionaries realize the evangelistic effectiveness of the Royal Rangers ministry, this ministry will penetrate the whole world. While Royal Rangers now exists in 47 nations, many nations—such as those in the South Pacific that are greatly populated by young people—have vir-

tually been untapped by this vital ministry. It is fact that the Royal Rangers ministry is actively evangelizing young people, and that it crosses cultural boundaries.

Royal Rangers leaders also have a vision to strengthen the existing national works. Much remains to be done, and the ministry in most nations could easily double, even triple, if more resources were available.

Our part of the world has no full-time Royal Rangers national staffs. The work of the national leaders is accomplished during the evenings and weekends. Full-time workers are needed to help pastors establish Royal Rangers in their churches and to keep the pastors informed. The unsupported pastors are the conduit through which thousands more children can be reached with the gospel.

The Decade of Harvest is here. The Royal Rangers ministry is available. But what role can you play in reaching the world's young people for Christ?

First, recognize Royal Rangers as a vital part of the world missions program. Whether there are U.S. missionaries in a country or not, support these small national Royal Rangers works with prayer and sacrificial giving.

Second, you as a pastor can help support the budget needed to provide Royal Rangers ministry teams. These teams could help younger overseas works develop their own training programs and events. What could be perpetuated as a result is a massive outreach to the youth of Southeast Asia and the Pacific.

Individuals now volunteer their time to help the younger national Royal Rangers ministries. But for us to optimize our efforts in winning young people with the gospel, many more ministry teams are needed.

My vision for the Decade of Harvest is: (1) to see the Royal Rangers ministry planted in every Southeast Asian and South Pacific nation, and (2) to see the national Royal Rangers ministries in that region ministering to 25,000 boys and girls. Please petition your congregation to pray that these goals will become a reality.

The world's youth are waiting to hear about Jesus. Please, pastor, catch the vision to reach them today. Help us present to them a vibrant, effective tool that will lead them to Christ. **A**

'Turning the hearts of the children . . .'

The vital ministry of Royal Rangers

GEORGE RADUANO

Royal Rangers Commander for Potomac District and Northeast Regional Coordinator

MALACHI 4:6 states, "He will turn the hearts of the fathers to their children, and the hearts of the children to their fathers" (NIV). As in the days of Malachi, we church leaders have before us the awesome task of bridging the ever-widening generation gap between children and their parents.

While the world searches for methods to solve this dilemma, we hold the answer—Jesus Christ. And the Royal Rangers ministry has become a vital tool in communicating this hope by reaching thousands of boys for the Lord.

What our society has failed to accomplish with money and education, the Royal Rangers ministry is achieving through Christian love and understanding. Men, women, and boys are learning together and developing lasting relationships as a result of this camping ministry.

In the Royal Rangers program men are giving of themselves unselfishly so boys can see Christ through them. The ministry is likewise fulfilling the needs of boys who are fatherless or who are in search of unwavering leaders they can respect.

Turning the Hearts of Fathers to Their Children

From First Assembly of God in Burlington, Iowa, the wife of a Royal Rangers leader and mother of a now deceased Royal Rangers boy writes:

"I could see the sparkle in his eyes and hear the excitement in his voice as my husband prepared for the trip to the district powwow in Boone, Iowa. As the wife of the senior commander and mother to a Royal Ranger for 13 years, I felt proud that my husband and son were a part of

such a fine ministry.

"In June 1989 I saw tears flood my husband's eyes as he heard the news that National Commander Johnnie Barnes had died. We had no idea just 3½ months later the six commanders of Outpost 16 here at First Assembly would be pallbearers at the funeral of our own son.

"Doug was killed in a car accident—another Royal Ranger in the presence of our Lord. Knowing Commander Barnes was in heaven to meet Doug helped ease our pain.

"The Royal Rangers program was definitely inspired by God for the boys of this world. I thank God that He allowed my son to achieve the things he did because of the Royal Rangers ministry."

Turning the Hearts of Children to Their Fathers

Terry Sorrells, a recent Gold Medal Achiever (the highest obtainable award for Royal Ranger boys) writes: "Royal Rangers gives boys fellowship with other boys their own age. It also gives them the father figure many do not have at home. For children without fathers, this is the big brother program the world envies."

I pray that as a Christian leader you understand the importance of the Royal Rangers ministry. It is not a baby-sitting service or a place for men to live out their childhoods. It is a day-to-day battle, claiming the souls of boys that Satan would love to snatch from us. The battle is being fought in the prayer closets of Royal Rangers leaders and is being won during local outpost meetings and powwows around the world.

During this Decade of Harvest we church leaders must make the evangelization of boys a priority. The salvation of 200,000 boys is the goal of the Royal Rangers during this de-

cade. It is our prayer that we can save boys from such satanic deceptions as alcohol, drugs, and sex, and help them turn their hearts toward the Heavenly Father.

Pastor, you are the key to having a successful Royal Rangers outpost in your church. Without your support there is little chance it will go forward. Please encourage your outpost leaders to receive the proper training. Several training opportunities are available to help them develop the necessary skills to "reach, teach, and keep boys for Christ."

Leadership Materials

The following is a listing of some basic courses your outpost leaders need to take:

Leadership Training Course. This can be taken by correspondence from the national Royal Rangers office or in a classroom setting given by your district. It is for men and women who wish to work with Pioneers, Trailblazers, or Air-Sea-Trail Rangers (ages 9-17). It can be ordered through Gospel Publishing House.

Buckaroo/Straight Arrow Leadership Training Course. This can also be taken in the same manner mentioned above. It is intended for leaders who work with boys 5-8 years old. It too is available through Gospel Publishing House.

National Training Camp. This outstanding program provides training in basic camping skills, along with a tremendous time of spiritual renewal and commitment. Applications for the camp are available at the national Royal Rangers office.

Buckaroo/Straight Arrow Training Camp. Designed for Buckaroo/Straight Arrow leaders. It covers effective methods of ministering to boys this age. Contact the national office for applications.

Please give Royal Rangers a chance in your church. God will surely give you a great harvest for your efforts. Like any worthwhile venture, Royal Rangers costs. But as the old adage goes, "You only get what you pay for." Are you willing to pay the price to see the lives of boys turned back toward home?

May we all apply the Malachi 4:6 principle! **A**

Please see Advance Info for information on chartering your Royal Rangers outpost. Circle RSC #4 for further information.

One in a Million

Now Available

One in a Million is a 5-minute presentation to promote the Royal Rangers ministry in churches across the United States. The video illustrates, through the aid of lyrics and dramatization, how one boy is introduced to Christ through Royal Rangers. Thus, he becomes 1 among the more than 1 million boys in this nation who have embraced the name Royal Rangers since its inception.



Order Form

Cost: \$15 per cassette

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Royal Rangers Account: 001-01-252-4054-252

Royal Ranger
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Springfield, MO 65802-1894

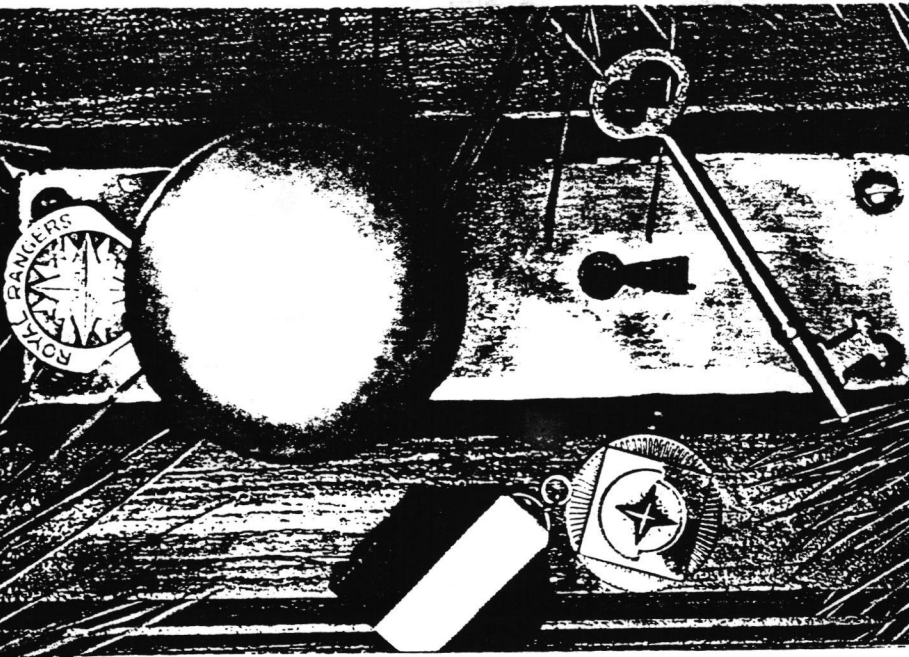
YOUR OUTPOST COUNCIL



NATIONAL **ROYAL RANGERS** TRAINING CENTER

Building Royal
Rangers into
Leaders

ROYAL RANGERS



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Royal Rangers Order Form

Royal Rangers is a Men's Ministries program for boys

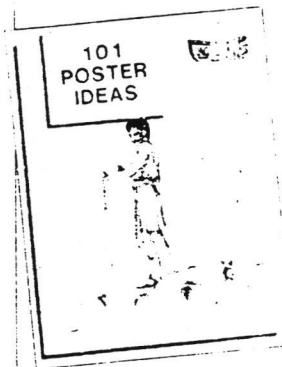


GOSPEL PUBLISHING HOUSE
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Books You Can Really Use



101 Poster Ideas for Men's Ministries by Paul S. Ash.

The ideal book for posting announcements of all kinds, including: Men's breakfasts, seminars, golf outings, Bible studies, church workdays, softball tournaments, and many other activities.
Poster sizes: Approx. 8 1/2 x 11"

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Royal Rangers Leadership

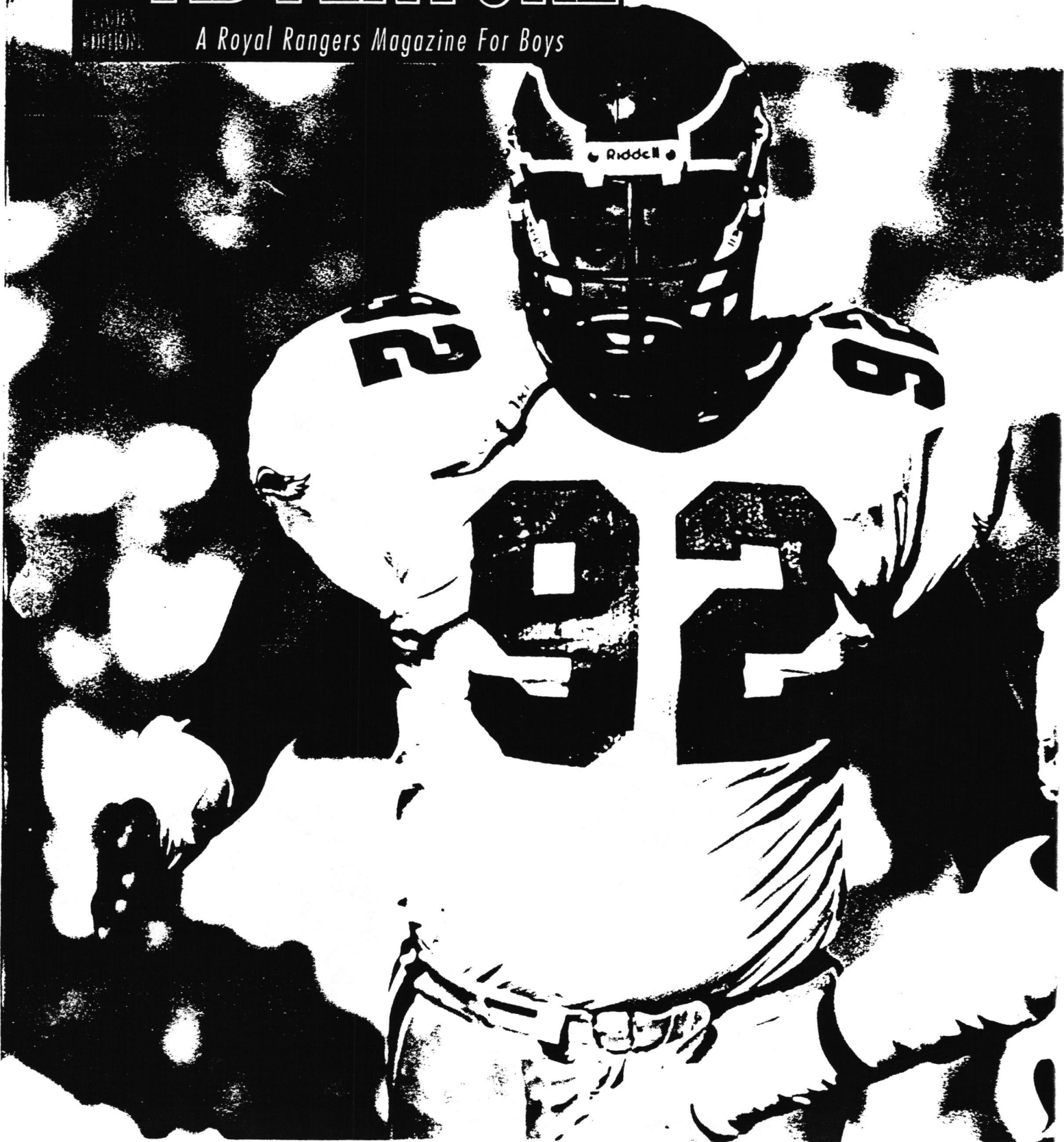
Here's How



WINTER 1992-93

HIGH ADVENTURE

A Royal Rangers Magazine For Boys



Royal Rangers

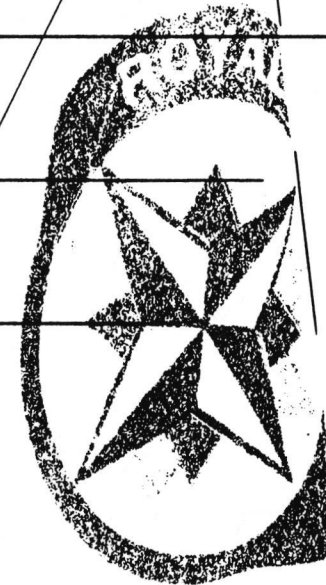
Hereby Gives

SPECIAL RECOGNITION

TO _____

OF _____

FOR _____



SIGNED

TITLE

DATE

Render therefore honor to whom honor is due.
Romans 13:7

ATTENTION ALL ROYAL RANGERS GROUPS **HAS YOUR OUTPOST CHARTERED?**

**IF YOU HAVE ORGANIZED A ROYAL RANGERS GROUP AND HAVE NOT YET CHARTERED,
READ BELOW AND DISCOVER WHY CHARTERING IS EXTREMELY IMPORTANT.**



NATIONAL RECOGNITION: Your outpost will receive national recognition in the form of an attractive 9-inch by 12-inch charter certificate to display in the outpost meeting room. (See item A.)

MEMBERSHIP CARD: Leaders and boys will receive official membership cards. Valid membership cards must be obtained before the Royal Rangers uniform can be worn. (See item F.)

QUARTERLY PUBLICATIONS: All Royal Rangers leaders will receive a quarterly publication called *High Adventure Leader*. It contains up-to-date information, new ideas, nationwide news events, additional devotions, a quarterly planning guide, crafts, and other information vital to a commander. The periodical is distributed only to chartered outposts. (See item B.)

Each leader and boy will receive a subscription to *High Adventure*, our exciting Royal Rangers magazine for boys. *High Adventure*, also published quarterly, contains adventure stories, current issues, devotions, crafts, games, and much more. The magazine will benefit any Royal Ranger. (See item C.)

BIBLE STUDY LESSONS: A complimentary copy of the Royal Rangers *Bible Study Lessons*, Volume I, will also be given to leaders (first time charters only). This course, containing 43 lessons, is a valuable aid in teaching your boys the Bible. (See item D.)

UNIFORM BOOK: You will receive a free copy of the official uniform booklet, catalog order guide, and other helpful materials and brochures (first time charters only). (See item E.)

AWARD PROGRAM: The commander of each chartered group will be eligible to participate in the Outpost Commander's Award program.

**REQUEST YOUR CHARTER APPLICATION FROM:
ROYAL RANGERS
1445 BOONVILLE AVENUE, SPRINGFIELD, MO 65802-1894**

ROYAL RANGERS



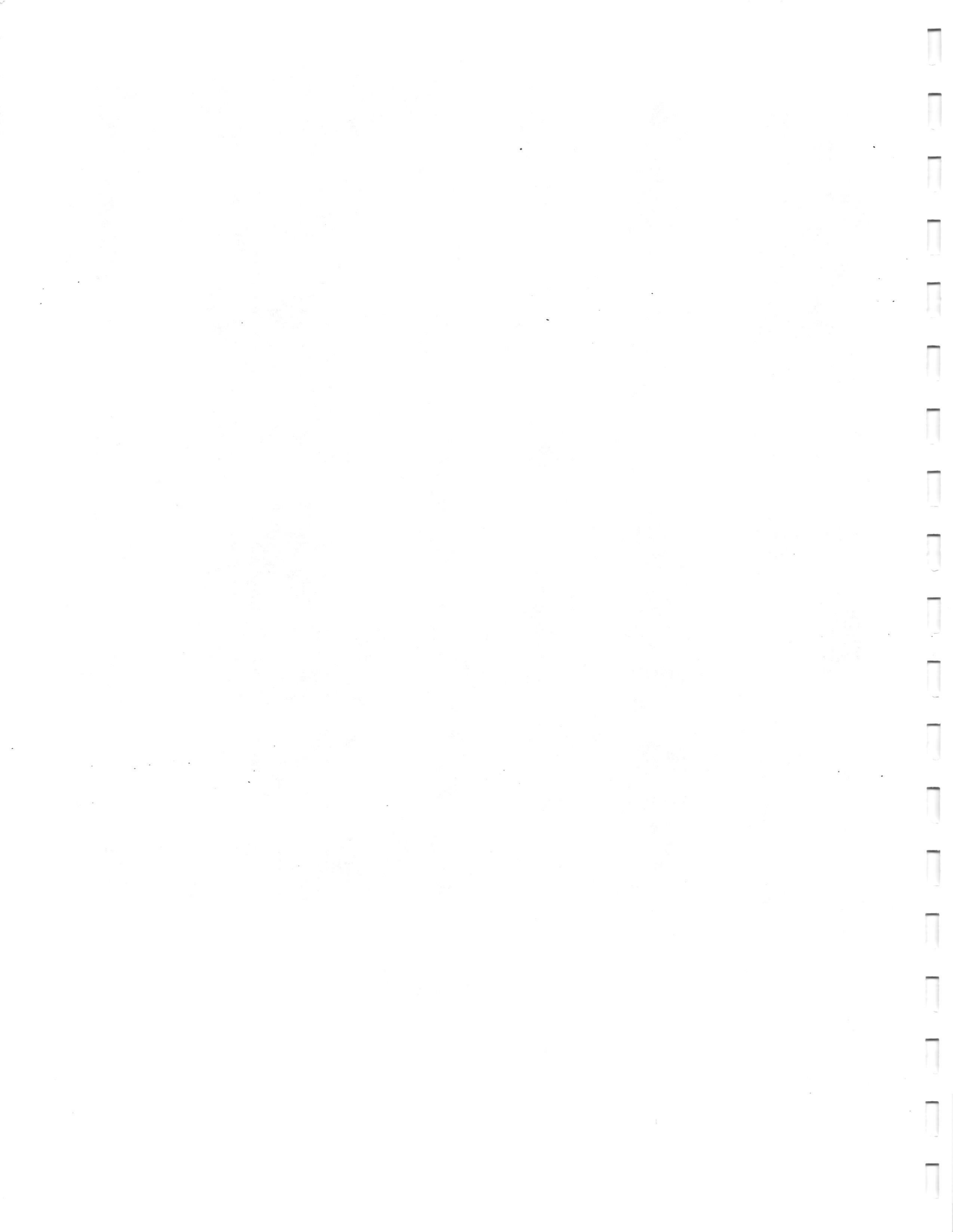
1993 ROYAL RANGERS CATALOG

ROYAL RANGERS IS A MEN'S MINISTRIES PROGRAM FOR BOYS.

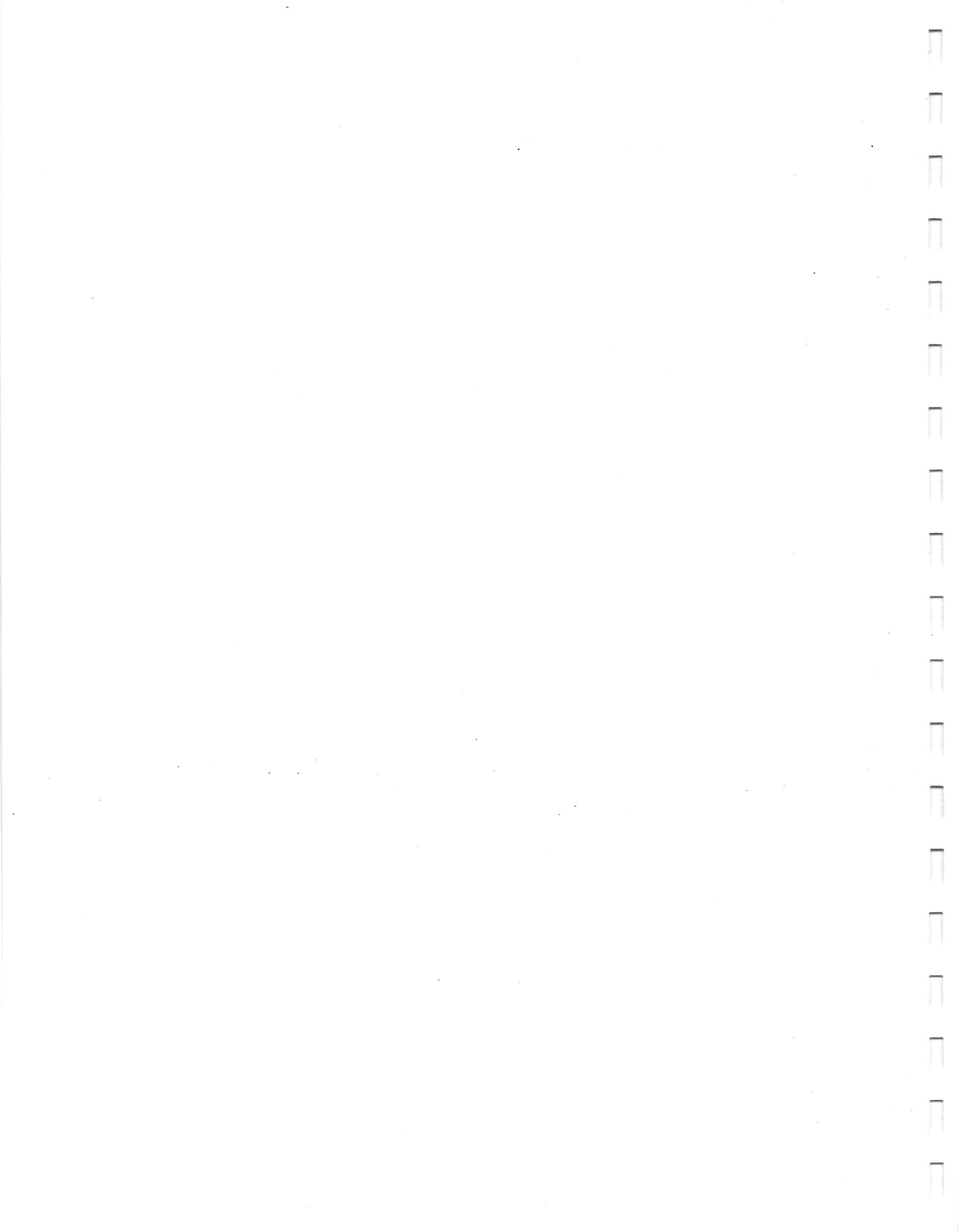
ROYAL RANGERS



SPECIALTY CATALOG
1991-92



District Newsletter Samples





Merry Christmas



from the

Okefenokee Chapter of the Georgia District Frontiersmen Camping Fellowship

- Alton Russell OLE JAWJA, President
- John Schumacher OLE BUCKEYE, Vice President
- Jesse White BROKEN FEATHER, Scribe
- Chris Durham OLD PINE, Scout
- David Hutchinson, Assistant Scout



Words from . . . Bill Grimmatt, District Commander

Greetings Commanders, Boys, and all involved in the Royal Ranger Ministry in the state of Georgia. Looking back over the last twelve months, I see many areas where I as District Commander could have done a better job, and anticipate improvement in those areas of my life where I personally know improvement is needed, and I also am looking forward to a very good year as the Lord tarries to work to reach teach and keep boys for Christ. Many of our young boys are becoming men before our eyes and we don't stop to realize that we must work with them while we have them, before long they will be grown and their own man. Many times what we give them when they are in our group. There are many areas of involvement for men and boys to be involved in within Royal Rangers, and we all need to be involved, but more importantly we need to be committed to the cause "Reaching, Teaching and Keeping" boys for Christ. Many times the body grows weary with the travel, the toting of camping equipment, and the cost involved, but commander tell me at what cost is a soul lost, what is the cost of sending a-boy or commander to hell, because of our lack of committment. I realize that each of us have a different sphere of influence, always project the image of Christ, do not be a carnal christian. You and you alone are responsible for the actions of you, we are have to account for our actions or the inaction as the case may be. The district staff has worked long and hard to have Georgia be one of the best districts in the country, and your help has made the plan(s) work, now we have to look ahead, and realize that 1993 is upon us, and we seem to start all over again, but not really, we will have to get geared up for the work ahead, the training events, the camp outs, the souls to be won in 1993 for Christ the Master Ranger. When we look at the end result, when we lay our crowns at the feet of Jesus it will be worth it all. Meanwhile we must encourage each other, and press towards the mark of the high calling of Christm. Men, lets bind together and become even closer in the year ahead.

The holiday season with thanksgiving, and the christmas

1993 Georgia District Royal Ranger Calendar

- January 9th FCF Business Meeting, Family Life Center, Forsyth, Georgia 9:00
- February 5th District Staff Meeting, 9:30 p.m. at First Assembly of God, Warner Robins, Georgia
- February 6th District Ranger of the Year Competition at First Assembly of God, Warner Robins, Georgia
- February 19th Executive Staff Meeting at Commander Grimmatt's home, 9:00 p.m.
- February 20th Georgia District Royal Ranger Commander's Conference at 1st Assembly of God, Warner Robins, Georgia
- March 13th Work Day at the Georgia District Family Life Center, Forsyth, Georgia
- March 18-20th National Royal Ranger Council, Springfield Missouri
- March 26-27th Phase I FCF, location to be announced

continued page 6

continued page 2

THE CHOCTAW RUNNER



NEWSLETTER
OF THE
MISSISSIPPI
DISTRICT
ASSEMBLIES
OF GOD
ROYAL RANGERS

SEPT/OCT ISSUE



For more information
about Royal Rangers
contact:

Barrett Hannah,
District Royal Ranger
Commander at...

562-7329

or write to him at...

Rt. 1 Silver Hills
Senatobia, MS 38668



Choctaw Chapter representatives
at the National FCF Rendezvous
in Eagle Rock, Mo. this summer.
(Front L to R) Doug "Trapper"
McClain, Christopher "Badger"
Myers, Hilton "Yellowknife"
Myers, Ashley "Striker"
McClain, (Back L to R) Raymond
"Lightfoot" Mizelle, Danny
"Thunder Moon" Blake, Steve
"Gray Wing" Williams, Raul
"Night Owl" Richardson, Brian
"The Wonderer" Houston, and
Kenney "Fuzzy Bear"
Richardson.

Hannah Named New MS District Commander

The last two years have produced many changes in Mississippi Royal Rangers. The most recent being the naming of Brother Barrett Hannah of Senatobia, Mississippi, as District Commander.

Commander Hannah was appointed by Rev. P. T. Palmer, director of the Mississippi District Men's Ministries, at this year's District Pow Wow. He succeeds Rev. Michael Williams who will remain on staff as the District Programs Coordinator.

Recently Barrett sold his business, Memphis Propeller Service, where he has spent the last 14 years building into a successful

business. He now plans to devote 10th percent of his time to building the Royal Rangers ministry in Mississippi. As a devoted family man, Brother Hannah and his wife, Dorothy, have three girls: Nicole, Candice and Kelly. They attend New Life Assembly in Senatobia.

Commander Hannah has served as Outpost Commander for Pioneers, Trailblazers and Trail Rangers; Senior Commander and Divisional Commander. Involved in Royal Rangers for the past 5 years, he has acquired a real love for boys and this ministry. His goal is to have a Royal Ranger Outpost in every Assembly of God Church in Mississippi, and as many other full



gospel churches as possible. Commander Hannah would also like to see the job of District Commander become a full time, self supportive job. "The Lord has blessed me enough to allow me to

- continued on page 4 -



Michigan
PATHFINDER
Southwestern Section

S.W. Sectional Campout

On June 5th & 6th the South West Section held it's annual Spring Campout. The campout was held at Yankee Springs State Park and was damp and soggy. You couldn't tell that by the enthusiasm showed by the boys and their dads! 130 men and boys from all over the section attended and helped make this campout a success.

Our guest speaker for the Friday night Council Fire was Ollie "Big Horn" Dalaba. On Saturday morning Commander Dennis Klug from O.P. 20 in Benton Harbor ran a special day camp for Straight Arrows and Buckaroos. This special feature included stories and activities for the younger guys. They also went on a nature hike. For the older boys and dads there were four rotating training classes to attend: Tooty Safety, Firecraft, Camp Sanitation, and Ropecraft. After lunch contests were held with the following results:

Pie Eating...

- 1st Place - O.P. 206, Jerry & Matt Midkiff, Dustin Dye
- 2nd Place - O.P. 62, Gary & Matt McDaniel
- 3rd Place - O.P. 2, Jerline Sesson, Keith Diel, Josh King

Scavenger Hunt...

- 1st Place - O.P. 206
- 2nd Place - O.P. 62
- 3rd Place - O.P. 146

Fire Starting...

- 1st Place - D.J. Caldwell, O.P. 62
- 2nd Place - Luke Lindsey, O.P. 62
- 3rd Place - Jerome White, O.P. 2

O.P. 13, First Assembly in Kalamazoo was awarded the Sectional Traveling trophy for "Outstanding Outpost." (They had 44 people in attendance.)

Here's a list of the outposts that were represented at the campout.

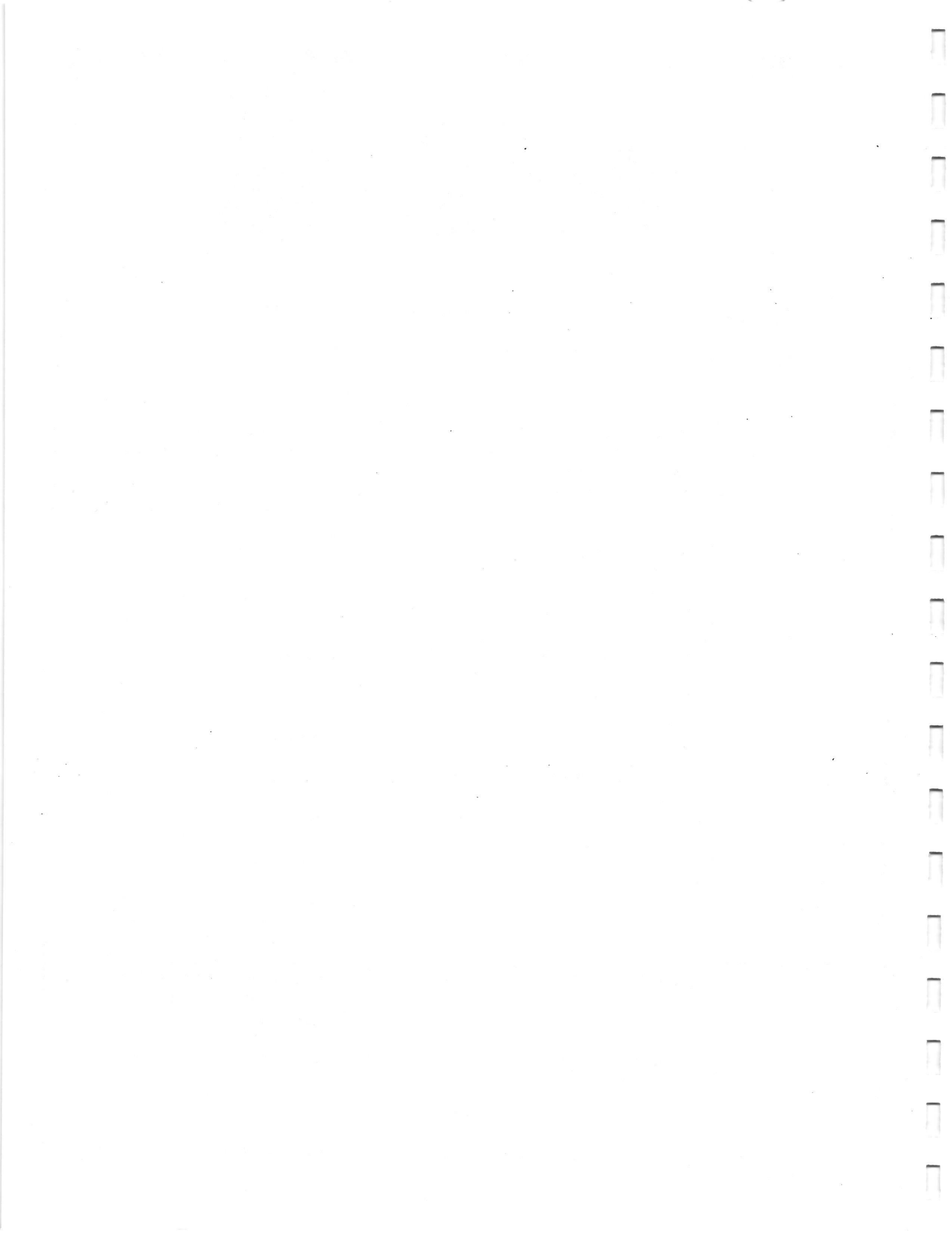
O.P - CHURCH - CITY

- #2 - 1st A/G - Benton Harbor
- #11 - Bridgman A/G
- #13 - 1st A/G - Kalamazoo
- #20 - Fairplaine, Ben. Harbor
- #62 - Union City A/G
- #146 - Trinity A/G, Kzoo
- #164 - Plainwell A/G
- #206 - Victory Lane, Delton
- Bellevue A/G

[Submitted by Sectional Commander, Jerry Midkiff]

The Junior Leadership Training Course was an excellent experience. All of the commanders did an exceptional job of teaching the different classes. The evening services were great--they made you focus on God and nothing else. Although it rained, the 27 trainees had a great time. As a participant of the 1992 JLTC I personally would like to thank Mt. Morris A/G and all of their commanders. I would encourage everyone to attend JLTC.

["Ready" in His Service,
Matt Midkiff, O.P. 206]



Clip Art Designs

By Brian Schmid, Wisconsin District public relations coordinator



Royal Ranger Clip Art 1



ROYAL RANGERS

Royal Rangers

ROYAL RANGERS

ROYAL RANGERS

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Royal Ranger Clip Art 2

Royal Rangers
POW WOW

ROYAL RANGERS
POW WOW

ROYAL RANGERS

ROYAL RANGERS

**ROYAL
RANGERS**

**ROYAL
RANGERS**

Royal Rangers The Wave of the Future!

BUILDING ROYAL RANGERS INTO LEADERS

Straight Arrows

Buckaroos

Pioneers

Trailblazers

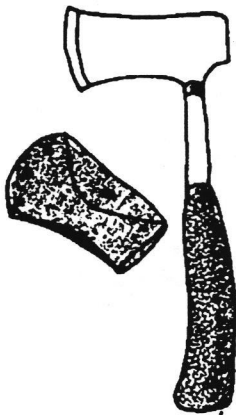
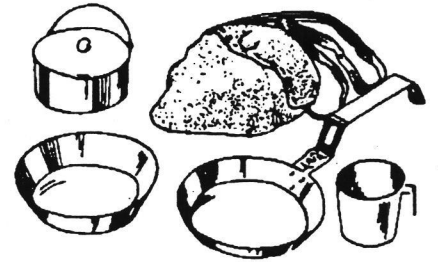
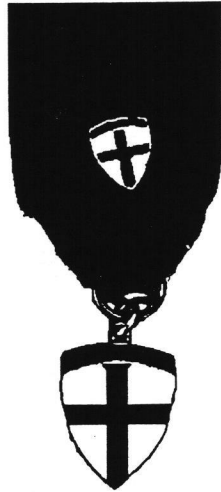
Trail Rangers

Air Rangers

Sea Rangers

**A Doorway to Action
and Adventure for Boys**

Royal Ranger Clip Art 4



TOP HAND



WRANGLER



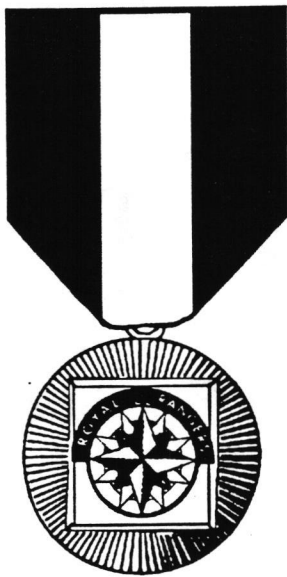
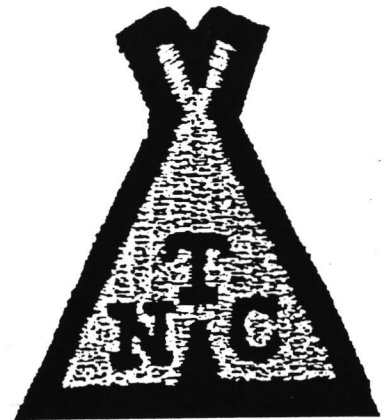
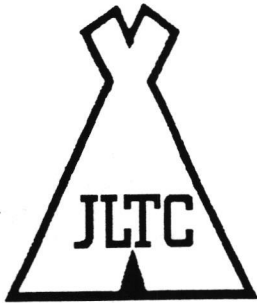
GREENHORN



RANGE RIDER

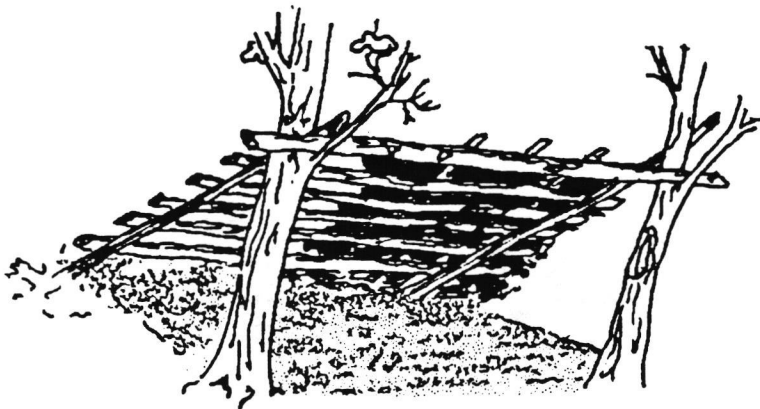


Royal Ranger Clip Art 5



ADVANCED RATING

FIRST CLASS RATING

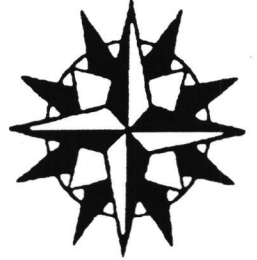


MASTER RATING



SECOND CLASS RATING

Royal Ranger Clip Art 6



RTNE
Ranger Trails Expedition



Royal Ranger Clip Art 8

ROYAL RANGERS
Raceorama

ROYAL RANGERS
Day Camp

ROYAL RANGERS
Pinewood Derby

ROYAL RANGERS
Ice Cream Social

ROYAL RANGERS
Sportsorama

ROYAL RANGERS
Camporama

ROYAL RANGERS
CAR WASH

ROYAL RANGERS
AWARD CEREMONY

ROYAL RANGERS
Olympics

ROYAL RANGERS
Father/Son
Banquet

Royal Rangers Clip Art 9

ROYAL

RANGERS

Sample Editing Steps to Strengthen Writing

Last night, in the well-loved ~~gymnasium~~ of Lisbon High School, partisans and Jay Hills fans alike were stunned by an athletic performance unequaled in school history: Bob Benson, ~~known as~~ "Bullet" Bob for both his size and accuracy, scored 35 points. He did it with grace and speed ... and he did it with an odd courtesy as well, committing only two personal fouls in his knight-like quest for a record, which has eluded Lisbon's ~~champions~~ ^{team} since 1955.

Tips for Keeping Your Writing Fresh

- Pick one perfect word, rather than several imperfect words.
- Use little words in a big way.
- Remember, we are trying to get action with our writing.
- Don't be afraid of one-line paragraphs for impact.
- Shake your inhibitions—have fun with your writing! Experiment with new combinations of words.
- Don't be afraid to take risks.

