

# AND THEN THERE WERE

Who are the Nones?

Why are they rapidly growing?

How did this happen?

Why is America losing its faith?

What are the causes and cures  
of religious illiteracy?

Are the atheists & secularists  
winning?

*Researchers, Drs. Jerry and Cristie Jo Johnston, are Executive Producing a quick-paced film via trans continental, staccato interviews documenting the shocking rise and revealing the seismic shift of the non-religious demographic known as the NONES, the fastest-growing sociological trend unique to America.*



*Presents*

# NONES

NONE-AFFILIATED, NONE-RELIGIOUS  
NONE-PARTICIPANTS  
NONE-CONVERTED GENERATION



# THE FILMMAKERS

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## **Drs. Jerry & Cristie Jo Johnston**

believe, "God has allowed us to live, at this time, to utilize digital technology to speak to the entire world." Their journey together began in 1978 when both were only nineteen years of age. Within the first year of marriage, the Johnstons were ecstatic to release Jerry's first recorded presentation on both LP record and the now obsolete 8-track tape. Fast-forward to today and the benefits of the Johnstons using Transmedia in the Internet age suggest the possibilities are endless.



Technology certainly has the potential to either harm or help our world. As a husband-wife team, the Johnstons are passionate about exercising their talents to provide meaningful media to educate, engage, and inspire the world. Their thirty-seven year journey together has allowed them vast opportunities to develop and apply giftedness in writing, executive-producing, and directing over seventeen documentaries and other projects. The benefits are innumerable for a couple working closely together to realize the fulfillment of an impassioned project from its inception to completion. *"We really enjoy doing everything together and our creative and complementary skill sets the work in tandem in advancing our dreams and goals."* In a recent year, one third of the fastest growing private companies of the Inc. 500 list were owned and operated by husband-wife teams. *"As a team, we have filmed in seemingly safe surroundings like studios and on-location filming all over the world, as well as, in more tentative and dangerous environments like maximum state prison facilities."* Cristie Jo's determination in capturing just the right mood and atmosphere would not detour her from donning a ball cap and joining Jerry for filming on death row at both the Kentucky State and Oklahoma State Penitentiaries.

Jerry and Cristie are involved in every aspect of their filmmaking projects. *"To come to the point of 'Lights, Camera, Action,' so much more goes into the prep stage of filming."* From the initial scripting to storyboarding, make-up, and lighting to influence viewer's attitudes toward the setting, camera positions, screen direction, voice-over narration, graphics and editing; every part of the filmmaking process is critical in impacting the meaning and message.



# THE FILM TREATMENT

*NONES* Documentary/International Release – Fall 2016

Proprietary Intellectual Property

Drs. Jerry & Cristie Jo Johnston/Executive Producers and Scriptwriters

[www.jerryjohnston.com](http://www.jerryjohnston.com)

## ► EXECUTIVE SUMMARY

The precipitous drop is predominant in young American adults (ages 18 and older) and it is occurring among whites, blacks, Latinos; among both college graduates and adults with only a high school education, and among women as well as men. The trend is accelerating.

Since the 1970s when the National Opinion Research Center at the University of Chicago created the religiously unaffiliated designation of “Nones,” (General Social Survey) this demographic has been on a sharp increase. The burgeoning numbers of Americans who do not identify with any religion have the potential to reshape America. One-fifth of the U.S.A. population – and one-third of adults under age 30 – are religiously

unaffiliated, which is the highest percentage ever in **Pew Research Center\*** polling. In the last seven years alone, the unaffiliated have increased from just over 16.1% to nearly 22.8% of all U.S. adults. The demographic now includes more than 13 million self-described atheists and agnostics (nearly 6% of the U.S. public), as well as nearly 41 million people who say they have no particular religious affiliation – a total of 54 MM of 254 MM adult Americans are now detached from the church, and the numbers continue to climb! The Judeo-Christian heritage

and strength of America is in shocking decline. The most notable social engineers, atheists, agnostics, secularists, Christian apologists, demographic experts, American historians, *Nones, Dones* (celebrity de conversions), and mega church leaders from

Oxford, England to Los Angeles, CA, are being filmed by documentarians, Drs. Jerry and Cristie Jo Johnston, as they reveal America at her greatest crossroads. Together they produce irrefutable evidence, which calls for a spiritual revolution of biblical literacy and evangelism in North America. The Johnston’s equally profile the *None Other* (Jesus Christ/Acts 4:12) who, surprisingly, attracts strong interest by the *Nones* demographic repelled from the church. The scintillating interviews accurately tracks and defines the

phenomenon and equally prescribes a specific plan for national spiritual rescue. In addition to the fast-paced 100-minute documentary, 24 thirty-minute TV shows are being produced featuring the most prominent international leaders that will promote the sale of nearly one dozen *None Other* (working title) products.

## ► WORKING TITLE(S) FOR DOCUMENTARY:

“And Then There Were NONES,” “The None Other,”  
“In the Name of the None Other”

“The Christian share of the U.S. population is declining, while the number of U.S. adults who do not identify with any organized religion is growing.”

\*<http://www.pewforum.org/religious-landscape-study> (May 12, 2015)



# FEATURES OF THE DOCUMENTARY

## ► UNIQUE PROFILES

Interviews with the expert(s) presenting compelling data on the fastest growing demographic in the USA: The Nones. Why? How did it begin? Why the meteoric growth? What seismic impact will it have on the USA in the next two decades as Nones eclipse all faith communities (i.e., SBC, Roman Catholics, & Evangelicals)? Many filmed interviews in England and the U.S. have already been completed including:



**SIMON VIEBERT**

Vice Principal at Wycliffe Hall,  
Oxford University



**JOHN LENNOX**

Renown Christian apologist,  
Professor of Mathematics at Oxford University



**DAVID SILVERMAN**

President of American  
Atheists



**PETER HITCHENS**

brother of the late  
Christopher Hitchens and  
author of *How  
Atheism Led Me to Faith*



**PETER ATKINS**

42-year chemistry professor  
at Oxford University  
considered among the top  
#25 atheists in the world

## ► EXPOSE AMERICA'S HISTORIC EXCEPTIONALISM

A fast paced overview on the uniquely distinct Christian heritage of America. The Bible, restricted from our public schools, was the single primer of the New England Colony. America's first three college – Harvard (1636), William and Mary (1693) and Yale (1701) were founded to train ministers of the Gospel teach God's word. Explore Alexis de Tocqueville's statement, *"I sought for the greatness and genius of America. Not until I went into the churches of America and heard her pulpits flame with righteousness did I understand the secret of her genius and power."*

## ► ANSWERS WHY THE DECONVERSIONS

Interviews across the country with people who have left the Christian faith: Atheist Frank Schaeffer (son of L'Abri founder and eminent apologist Francis Schaeffer); Bart Campolo, Humanist Chaplain @ USC, (son of evangelical leader Tony Campolo who counseled President Clinton), Rob Bell, Billy Graham associate evangelist, Charles Templeton (Farewell to God: My Reasons for Rejecting the Christian Faith) and many others. The Alban Institute and Fuller Seminary reveal, 50 percent, fully one out of every two pastors, drop out of ministry within the first five years, and many never go back to the church again. Over 50 percent of atheists are comprised of de conversions.

## ► PROFILES ADVOCATES OF ATHEISM & UNBELIEF

Interviews with the champions of America's secularism, advocates of scientific skepticism and agnosticism, who are reshaping culture, the media, and dominate the University speaking circuit, catalysts of the rise of the Nones and the new atheism/agnosticism in America: Bill Maher (Religulous), Sam Harris (The End of Faith), Ricky Gervais, Penn Frasier Jillette (Everyday is an Atheist Holiday!: More Magical Tales from the Author of God, No!), Judd Apatow, and Seth Macfarlane.



From left: the late Christopher Hitchens, Richard Dawkins, Daniel Dennett, and Sam Harris.

## ► CALL TO ACTIVISM

Documentary closes with hope motivating people of faith to learn crucial apologist truth through the *None Other* resource material, i.e., trade/audio book, Bible, pastoral sermons resources, *None Other Advisor* (web based doctrinal content/compilation from reputable scholars), worship music, etc. American be changed; the Nones can be reached by the incomparable *None Other* – Jesus.

## ► PROLIFES THE NONE OTHER

Reveal the incomparability of Jesus Christ to all other gods – why He is unique in history and influence. Provide a motivating challenge for believers to reach the Nones by *The None Other* as a means for national survival!

## ► DOCUMENTARY GOAL

**Emotively Educate** and **Enlighten** the Faith based community on the rise of the NONES, **Evangelize** by loving them to *THE NONE OTHER*, “Neither is there salvation in any other; for there is *NONE OTHER* name under heaven given among men, whereby we must be saved” Acts 4:12. The doc will have an **Ecumenical** outreach to America’s 80 million evangelicals, and millions of conservative Catholics of their demographic of 78 million people in the USA. The goal will be to incentivize a national viral challenge/campaign.

## ► VIRAL CHALLENGE

The summer of 2014 realized an international sensation that started in the United States and yielded unprecedented funding and support in the fight against a previously unknown disease, ALS or Amyotrophic Lateral Sclerosis. The Ice Bucket Challenge literally ‘soaked’ the nation and the outpouring of love and support has been unparalleled in creating awareness. Living in the Information, digital age has tremendous benefits in the advancement of Gospel Message through the Great Commission (Matthew 28:19). Today’s Millennials are inundated with technology creating knowledge and education, however, they could be the generation that most readily parallels what Judges 2:10 says, “After that generation died, another generation grew up who did not know the Lord or the things He had done for Israel.” The primary goal of the NONES documentary is to create an international awareness of the *NONE OTHER* (Acts 4:12) through a viral challenge launched by the faith-based community that will encourage this young and broken generation to look for hope through Jesus Christ.

## ► DOCUMENTARY STRATEGIC RELEASE

2-4 months prior to the 2016 Presidential Election energizing the Faith-based community. Filmed endorsements media figures from Fox News and other networks. NOTE: the Nones documentary is non-partisan; but will be a powerful, informative catalyst for millions of Americans influencing their 2016 Presidential vote. Super PACS and their leaders will have private showings for funding.

And Then There Were Nones corrects the misperception of a burgeoning number of Americans attending church. In a widely quoted report, the Gallup Research organization claimed that 40 percent of all Americans, about 118 million people, attend worship weekly. This is a flawed statistic. An Episcopal Church researcher, Kirk Hadaway, and his colleague, Penny Marler, more accurately report that 20.4 percent of the population of the U.S. (313,000,000)—half the Gallup estimate—attend church weekly. Hadaway and Marler estimate that there are 331,000 congregations, with an average 161.9 persons in attendance, a total of some 53,603,588 weekly worshippers. Analyzing the data, Marty Martin of the University of Chicago Divinity School reveals of the number of weekly churchgoers, under the category of ‘Conservative/Evangelicals’ in 178,672 churches, only 25.4 percent of the constituency, represents 22,233,944 worshippers.



HOW CAN A GENERATION  
BE **BIBLICALLY** SHAPED  
IN ITS UNDERSTANDING OF  
HUMAN SEXUALITY  
WHEN IT BELIEVES  
**SODOM** AND  
**GOMORRAH**  
WERE A MARRIED COUPLE?





# THE PREMISE: *Acute Biblical Illiteracy in America*

The late pollster George Gallup Jr., once remarked, "Americans revere the Bible – but, by and large, they don't read it. And because they don't read it, they have become a nation of biblical illiterates."

Gary Burge, PhD, professor of New Testament at Wheaton College in Wheaton, IL, asserts that biblical illiteracy is at a crisis level not just in our culture in general but in America's churches. "If it is true that biblical illiteracy is commonplace in secular culture at large, there is ample evidence that points to similar trends in our churches."

Burge pointed to research at Wheaton College in which the biblical and theology literacy of incoming freshmen have been monitored. These students, who represent almost every Protestant denomination in the United States from every state in the country, have some surprising results:

- Fully 80 percent could not place Moses, Adam, David, Solomon, and Abraham in chronological order.
- Half of the students could not sequence the following: Moses in Egypt, Isaac's birth, Saul's death and Judah's exile.
- One-third could not identify Matthew as an apostle from a list of New Testament names.
- When asked to locate the biblical book supplying a given story, one-third could not find Paul's travels in Acts, half did not know that the Christmas story was in Matthew, half did not know that the Passover was in Exodus." [Ibid.]

Like Burge, George Lindbeck, the famous Yale theologian, has commented on the decreasing knowledge of Scripture from a professor's perspective: "When I first arrived at Yale, even those who came from nonreligious backgrounds knew the Bible better than most of those now that come from churchgoing families."

Author and theologian David Wells has the same view. "I have watched with growing disbelief as the evangelical church has cheerfully plunged into astounding theological illiteracy."

A scientific survey called PISA (Program for International Student Assessment) tested the knowledge of people in thirty-two industrialized countries. The results of the study show an "insidious biblical illiteracy" even in Christian circles, says Volker Gaeckle, dean of students at Albrecht Center in Tuebingen. "Christian should heed PISA warning that text comprehension is a problem."

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**"The Bible is the  
most popular book  
nobody has read."**

**– Mark Twain**

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One hundred and fifty freshmen in a Christian college were selected because they were active members of evangelical churches and because they grew up going to church. They were given a test about their biblical knowledge. The answers to the questions in the test were shocking!

- The history of Abraham was founding in the book of Ruth.
- The Roman persecution was the greatest event described in the Old Testament.
- The Exodus was the return of the Jews to Palestine after World War II.
- The Ten Commandments were given by Jesus on the Mount of Olives; and some of the Wisdom books of the Old Testament are: The Book of Acts; Paradise Lost, and The Lord of the Flies.
- Genesis was the first Gospel.
- The mother-in-law of Ruth was Mary Magdalene and her famous great-grandson was Noah.
- Jesus was baptized in the Red Sea, was betrayed by Samson, and died in Bethlehem.



**FROM LONDON TO LOS ANGELES THE JOHNSTON'S ARE INTERVIEWING  
65 SIGNIFICANT LEADERS ... FOLLOW US ON PERISCOPE**



*Dr. Cristie Jo teaching  
classes.*



*Jim Caviezel, actor  
Person of Interest,  
The Passion of  
the Christ*





*John Lennox, Mathmetician, Philosopher of Science and Christian Apologist, University of Oxford*



*Peter Hitchens, Rage Against God, brother to Christopher Hitchens*



*Jerry with Dr. Susan Blackmore, the 25 most influential living athiest.*



*CJ with Mark Burnett and Roma Downey, The Bible TV Mini-Series*

## DOCUMENTARY PRODUCTS & MARKETING CAMPAIGN:

- 'None Other' Trade/Audio/E-Book (same title as documentary) – (book/media/events & tour in strategic cities/None Other/CTS Conferences & University Debates in select cities)
- Eight-Week 'None Other' Pastor Teaching & Bible Study Series/Adult/Youth/Children editions
- 30-Day 'None Other' Sermon Series for National Pastor's series
- 'None Other' Bible Literacy Bible Commentary series (27 New Testament books extrapolating)
- 'None Other' Commemorative Bible (How to Defend & Explain Your Faith]
- 'None Other' T-shirts, key-chains, wristbands
- 'None Other' music CD;
- 'None Other' Advisor (web based doctrinal content)
- 'None Other' events and conferences
- 'None Other' media tour w/ JJ & CJ (NY Agency representation)
- Partner Organizations: Apologia, Houston Baptist University's Ten Pillars & The Christian Thinkers Society Conferences/ Events:  
  
[www.hbu.edu](http://www.hbu.edu)  
[www.christianthinkers.com](http://www.christianthinkers.com)  
[www.facebook.com ChristianThinkersSociety](http://www.facebook.com/ChristianThinkersSociety)
- 'None Other' Prayer Emphasis & Journal for America





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**AND THEN THERE WERE NONES**

**Executive Producers**

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