














THIS IS CHRISTIAN STRONG™

Recognizing the need to inform and empower all ages to develop strong faith, **“This Is Christian Strong”™** is a multiyear, global movement which includes docuseries TV shows, corresponding trade published books, Christian Critical Thinking Center for Belief and Unbelief™ for higher education, Lil Cristie Chronicles™ children’s picture books series, adult and children’s music CDs, Bible studies, and sermon series.

Jerry Johnston

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Jerry and Cristie Jo Johnston

THIS IS OUR **MESSAGE**

Our professional careers have focused on the societal trends and the spiritual needs of young people and parents. In recent years, our research has documented one generational shift that is especially alarming: While many people are actively engaged in faith, shocking numbers are simply checking out.

A high percentage of the “iGen” generation (born between 1995 and 2017) are the least religious, and they feel useless and unhappy. Suicides and attempted suicides are at all-time highs; and this demographic is now considered to be “on the brink of the worst mental health crisis in decades.”¹

Two stories are playing out in America today—stories that have our undivided attention and lead us to an unprecedented prediction about the future. These two realities are going to either change or challenge your family ... your children ... and your grandchildren. We did our homework and gained a deeper understanding of both the causes and cures. We believe God has specifically equipped and designed us to impact culture with this information. We made a decision about our family and its future—and we implore you to do the same.

Here is one of those stories ... widely reported in the media and yet very misunderstood. Fifty to seventy million adult Americans have left the church— they are called “nones.” We documented this sociological phenomenon in 7 years of unparalleled, original research. The majority are not atheists, and are still very reachable! Our investigation reveals the reasons why they left. There is not an educator, church leader, believer, father, mother, grandfather, or grandmother that has the luxury to not understand who they are, why this is happening and, most importantly, how to respond.

There is a second, far better story, and it is so encouraging, though vastly underreported in the media. It is a story of hope for the family ... children ... and grandchildren. There are millions of Christians ... people of faith ... who are looking for compelling and relevant information that will help them in these times of stress, upheaval, and opposition. This will happen when they are able to engage with positive resources to become strong! We have created a multi-layer, multi-year global project – This Is Christian Strong™! It’s a MOVEMENT designed to help everyone engaging with culture to stand strong.

Jerry & Cristie Jo

Est. 1979

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Love You Like Crazy And, Forever and Ever!

THIS IS US

We are Jerry and Cristie Jo Johnston. We are a married couple who have spent the past four decades in international ministry, media, and academia. We are immersed in intentional situations with people, culture, relationships, religion, counseling, and communication.

We have a family; three married children and nine grandchildren. Most likely your family's health, happiness, and future, like ours, is the most important part of life. And, like us, you and your family have experienced the joys of everyday life, while encountering a variety of challenges along the way.

Our life passions have allowed us to speak face to face to over 3MM young people on high school and university campuses, which later formed a demographic we studied in original research. We filmed with over 100 leading experts and traveled 200,000 miles internationally. We experienced life-altering situations with people from all walks of life.

We have been on the front lines and behind the scenes, in front of the camera and behind the lens, including filming on death row with murderers. We have been at the bedsides of those delighted by new life; and we held hands with those taking their last breath. We cried tears of joy and also wept with those who mourn. We rode in ambulances after 911 calls of overdoses and in hearses of people who decided to end the pain. We have been asked to participate in interventions of those addicted and celebrated with leaders who have made a true and measurable impact in the world today.

We intend to utilize our years of experience in marriage, parenting, leadership, mentoring, faith, media, academia, and research to deliver a multi-year, multimedia MOVEMENT through the production of revealing and inspirationally STRONG content delivered on diverse platforms.

We are determined about our destiny and the impact to be made on the world. We are launching a movement — THIS IS CHRISTIAN STRONG™. We invite you to participate with us and experience a life-changing endeavor that will contribute relevant and inspirational content and provide a strong message of hope, health, and healing for generations to come.

THOUGHTFUL COMMITMENT
STENT
THIS IS **OUR FAMILY**
STICK-TO-ITIVENE TEAMWORK DIVERSITY LAUGHTER
TRUST STEADF

TENACITY GRIT THE **CHILDREN** CARING
PERSISTENT PA
COURAGE
FAITH
CHALLENGES
JOY



Jeremiah

Danielle

Jenilee



Top row (Left to right) Audrey, Jeremiah, Jeff, Sadie, Jenilee, Christian, Danielle, Christian, Kasey
Front Row (left to right), Lily Faith, Ryder, Jerry, Abel, Cristie Jo, Jax, Savannah Jo, Justin.

THE CREW

THIS IS **LEE STROBEL**



“This is one of the most important faith initiatives in the world today – a multifaceted, multi-platform movement to analyze and address the greatest issues facing Christianity. My friends Jerry and Cristie Jo

Johnston draw upon a lifetime of in-the-trenches ministry to create compelling and captivating content built around the theme Christian Strong. Their research into critical trends – especially the growth of people with no religious affiliation – is unmatched in its breadth and depth. Reaching both the head and heart through books, television, curricula, and the internet, the Johnstons are aiming high – to reverse the cultural tide against faith. Don’t count them out!”

– *New York Times* best-selling author Lee Strobel
leestrobel.com



THIS IS **JEREMIAH**



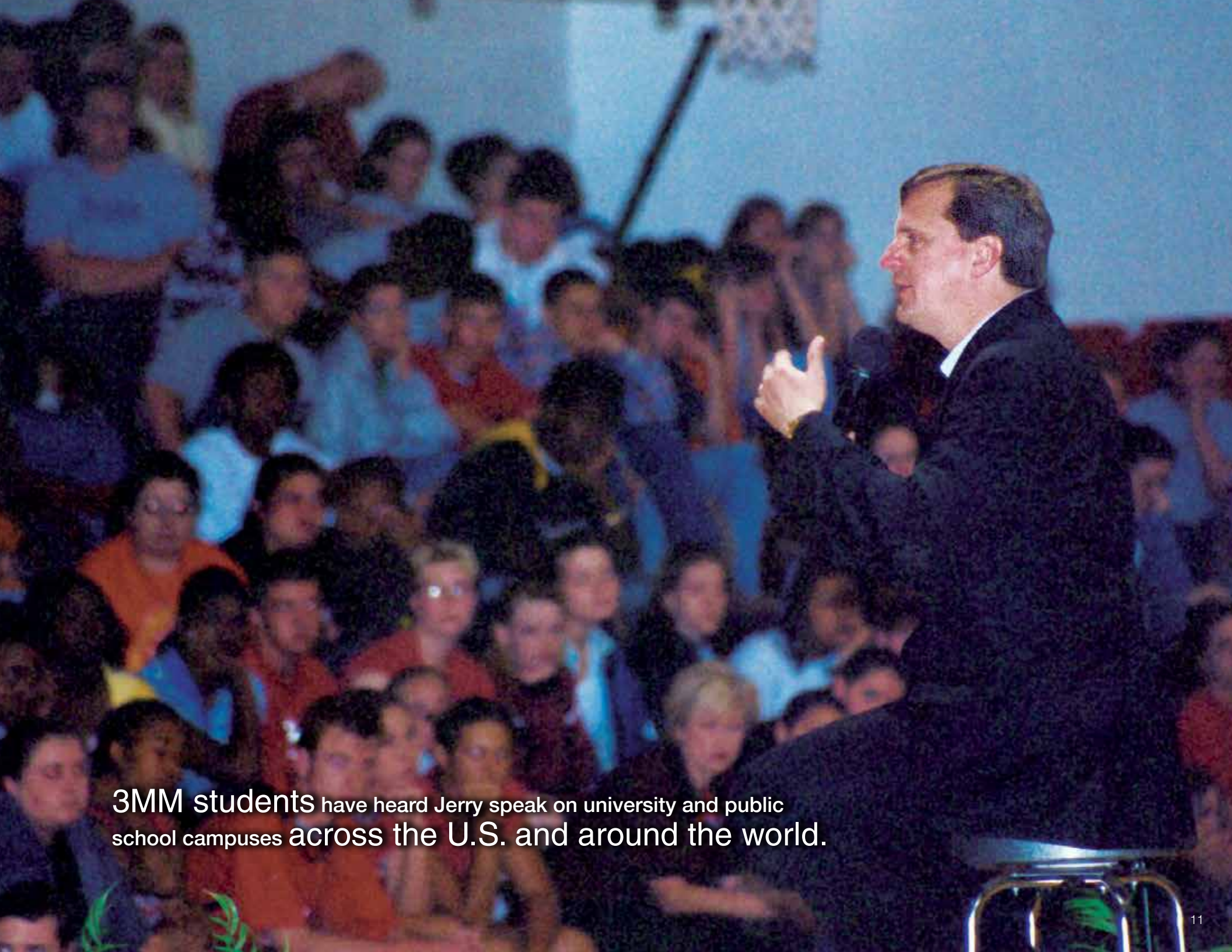
This is Jeremiah Johnston, the president of the Christian Thinkers Society, and I am delighted to endorse my parents, Drs. Jerry and Cristie Jo Johnston, in this tremendous, new movement called “This Is Christian Strong.” For years, both the scholarly and the media community have needed a new, curated, landmark data study of how we can parse, interpret, assess and implement what we are

discovering about the rise of the religious “nones” – those who are leaving the church, who don’t even identify, who can’t even think in religious terms. And for the last seven years, Jerry and Cristie Jo Johnston have been filming with the world’s brightest thinkers from all sides of the spectrum – religious, irreligious, former religious, converted, de-converted — and they have collated all of the data points to tell us exactly how we got where we’re at today. But more importantly, they’re giving us the hope that we need as scholars, as thinkers, as those who engage in the media communities, and as people of faith who are concerned about what the world will look like if there is no religion, if there is

no faith. I heartily endorse this new movement. I’m excited for all that is to come in light of what we’ve learned from “This Is Christian Strong.”

– Jeremiah Johnston, Ph.D.
ChristianThinkers.com



A photograph of a man in a dark suit, identified as Jerry, speaking to a large, diverse audience of students seated in bleachers. He is gesturing with his right hand while holding a microphone. The audience is blurred, emphasizing the speaker. The scene is set in a large hall or gymnasium with blue walls.

3MM students have heard Jerry speak on university and public school campuses across the U.S. and around the world.

THIS IS THE **CHRISTIAN STRONG™ MOVEMENT**

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3 television shows/radio/podcast

1 signature launch book with annual books of various topics on a multiyear timeline


5 children's picture books series with multiple books in each series

2 academic/popular textbooks – serving our digital online education center

A non-fiction trilogy

Events/Conferences

Center for online/residential students

A child in a Superman costume stands on a dark, rocky cliff edge. The child is seen from the back, with their right arm raised in a fist towards the sky. The background is a vast, hazy landscape with rolling hills and mountains under a dramatic, orange-hued sunset sky filled with soft clouds. The lighting is warm and golden, creating a sense of hope and resilience.

“It’s easier to build **strong**
children than repair
broken men.”

–Fredrick Douglass

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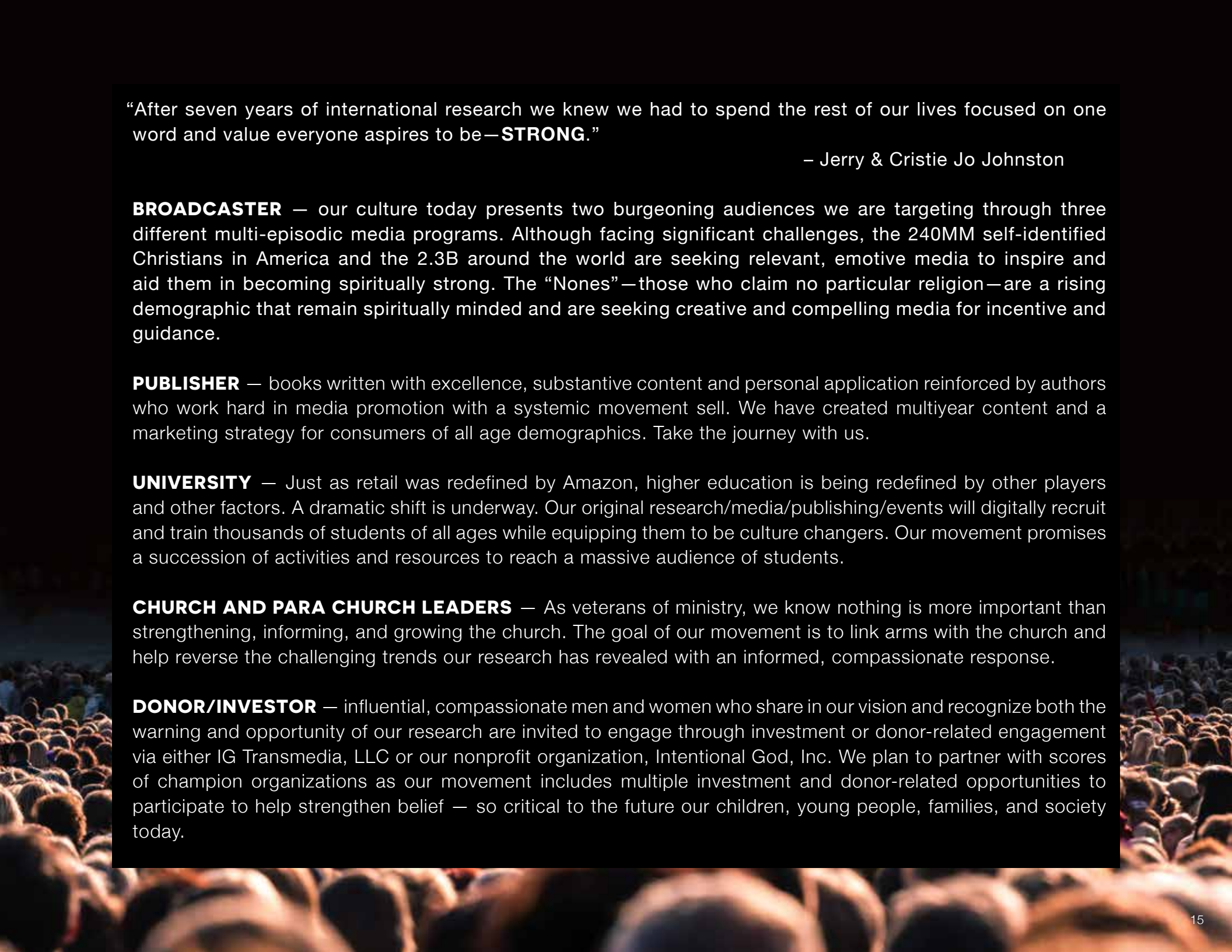
HEART

240MM²

self-identified CHRISTIANS in AMERICA

2.3+ BILLION³

self-identified CHRISTIANS globally



“After seven years of international research we knew we had to spend the rest of our lives focused on one word and value everyone aspires to be—**STRONG.**”

– Jerry & Cristie Jo Johnston

BROADCASTER — our culture today presents two burgeoning audiences we are targeting through three different multi-episodic media programs. Although facing significant challenges, the 240MM self-identified Christians in America and the 2.3B around the world are seeking relevant, emotive media to inspire and aid them in becoming spiritually strong. The “Nones”—those who claim no particular religion—are a rising demographic that remain spiritually minded and are seeking creative and compelling media for incentive and guidance.

PUBLISHER — books written with excellence, substantive content and personal application reinforced by authors who work hard in media promotion with a systemic movement sell. We have created multiyear content and a marketing strategy for consumers of all age demographics. Take the journey with us.

UNIVERSITY — Just as retail was redefined by Amazon, higher education is being redefined by other players and other factors. A dramatic shift is underway. Our original research/media/publishing/events will digitally recruit and train thousands of students of all ages while equipping them to be culture changers. Our movement promises a succession of activities and resources to reach a massive audience of students.

CHURCH AND PARA CHURCH LEADERS — As veterans of ministry, we know nothing is more important than strengthening, informing, and growing the church. The goal of our movement is to link arms with the church and help reverse the challenging trends our research has revealed with an informed, compassionate response.

DONOR/INVESTOR — influential, compassionate men and women who share in our vision and recognize both the warning and opportunity of our research are invited to engage through investment or donor-related engagement via either IG Transmedia, LLC or our nonprofit organization, Intentional God, Inc. We plan to partner with scores of champion organizations as our movement includes multiple investment and donor-related opportunities to participate to help strengthen belief — so critical to the future our children, young people, families, and society today.

THIS IS **THE FAITH CONTENT CONSUMER**



\$1.2 TRILLION

is the economic value of religion in U. S. society. This is more than the combined revenue of the top 10 technology companies in the USA including Apple, Amazon, and Google.⁴ This \$1.2 trillion includes the fair market value of goods and services provided by religious organizations as well as the contributions of businesses with religious roots, according to a Georgetown University study.⁴

\$378 BILLION

The total revenues of faith-based organizations.⁵

\$119.3 BILLION

donations in a recent year Americans gave to churches, synagogues, mosques and temples. That amount is 50% down since 1990.⁶

240MM

Adults who describe themselves as Christians (70.6%) according to Pew Research.⁷ The United States remains home to more Christians than any other country in the world.

\$2.5 BILLION

The amount Americans spend annually on Bibles and related Christian publishing materials. That number is increasing.

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IRRELEVANT

 **None of
the above**

Genre: A Multi-episodic Docuseries

A compelling docuseries presenting the personal stories of the “Nones”—the largest religiously unaffiliated group, whose numbers now exceed those of Evangelicals and Catholics.





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Genre: A Multi-episodic Docuseries

Captivating true stories of people who display unusual strength of character in the face of indescribable life challenges. These are inspiring accounts of Christians who exhibit strong faith and remarkable forgiveness in the midst of profound suffering and loss.

Season 1



Ally's Legacy

42m

Steve and Jana Hooten walk by faith through crushing and unexpected loss when their 16-year-old daughter, Ally, is killed in an ATV crash. Having endured that crisis, they receive news of Jana's breast cancer diagnosis.



Duck Boat

52m

Tia Coleman demonstrates unshakable faith after losing her husband, three of her children and five other family members —all of whom drowned when a sudden storm capsized their boat on Table Rock Lake near Branson, Missouri.



Grizzly Bear

43m

ENT specialist Dr. Brad Johnson survives life-threatening wounds after a horrifying attack by two grizzly bears in the wilds of Montana.



Thailand Cave Boy — Adun's Story

45m

14-year-old Adun, trapped along with his soccer team in a cave in Thailand, displays never-give-up faith for three long weeks underground. Bolstered by Adun's trust in God, everyone is rescued from seemingly hopeless circumstances.



Gentry and Hadley Eddings

41m

North Carolina pastor Gentry Eddings and his wife, Hadley, experience the loss of two young sons in a 2015 car crash. Later, they are blessed with twin boys, and then make headlines for publicly forgiving the truck driver who caused their earlier loss.



Live Like Radyn

42m

Radyn Terrell, the three-year-old cousin to a Washington pro football player, accidentally shoots himself in the head and dies. Born at 33 weeks, from the very start he showed everyone strength and his love for Jesus.

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TRAILERS & MORE

MORE LIKE THIS

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BELIEF vs. UNBELIEF

CHRISTIAN CRITICAL THINKING

Hosts: Jerry and Cristie Jo Johnston

48 television shows incorporating original filmed interviews with the world's leading experts regarding belief and unbelief. This program intersects with the 1,000-page book, Christian Critical Thinking, and succinctly provokes thought and reinforces faith.



COOPERMAN vs. HUMPHREYS



ZUCKERMAN vs. WITHERINGTON



MURRAY vs. ATKINS



ANDERSON vs. SCHAEFFER



HACKETT vs. JOHNSON

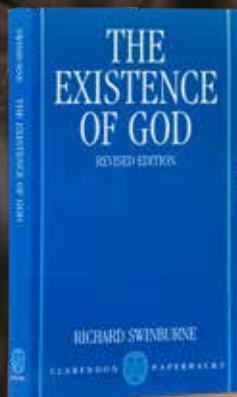


KOZMIN vs. JENKINS



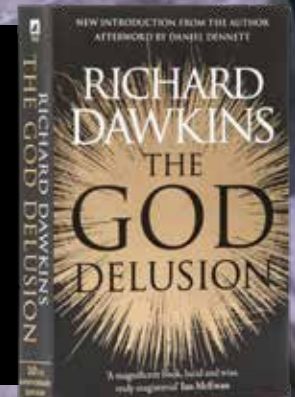
STARK vs. KEYSAR





*"People lost their confidence in the people in the church ... and that just laid them open to people like Richard Dawkins and many others saying they felt science can explain everything so we don't need God. **Dawkins has not shown any great willingness for one to one debates with intellectuals recently, certainly not with me.**"*

*- Richard Swinburne,
Filmed interview*



*"Richard Swinburne is the recently retired holder of one of **Britain's most prestigious** professorships of theology, and is a Fellow of the British Academy. If it's a **theologian** you want, they don't come much more **distinguished.**"*

*- Richard Dawkins,
The God Delusion, p. 89*

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TICS APP



TICS MUSIC



KIDS MUSIC



PODCAST



RADIO



SOCIAL MEDIA



VIRAL MOVEMENT LAUNCH

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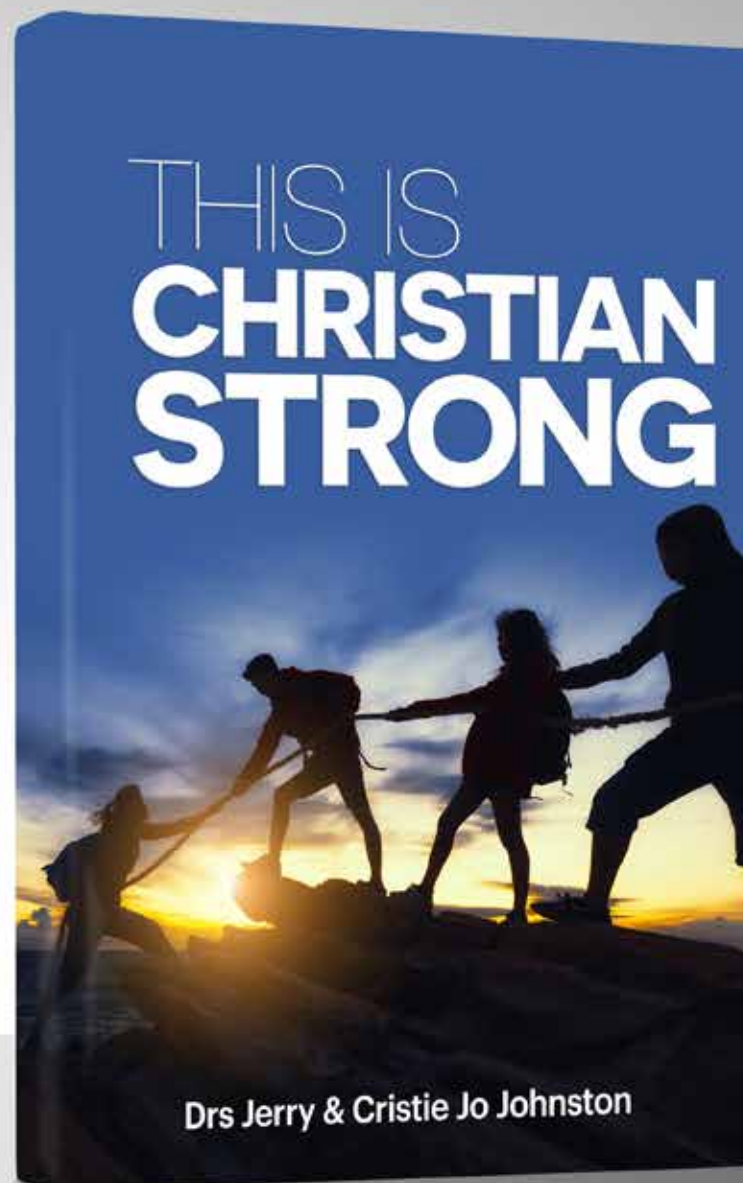
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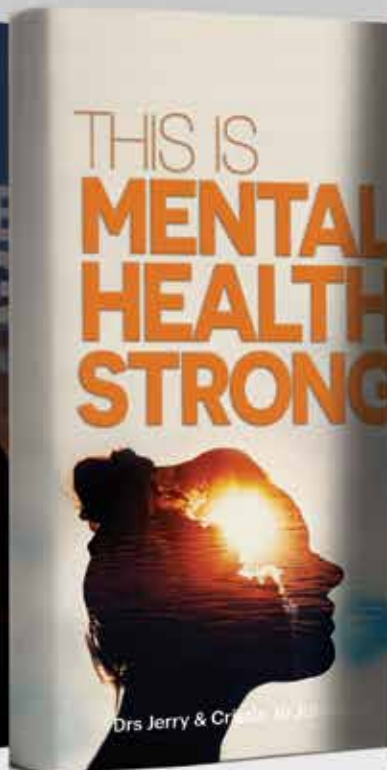
How do you rate your personal faith? Strong or Weak? Only 1 out of 5 believers own strong faith. From the team who invested decades in delivering solid, sure-fire strategies to set scores of people on a winning track to achieve strong faith, Jerry and Cristie Jo Johnston give you *This Is Christian Strong*. Combined with unforgettable, heart-stirring true-life stories, learn the essential elements to transform your spiritual life, and fast track your way to strong and unshakable faith.



Parenting is the biggest job ever. What does strong parenting look like? Most parents enter parenting with the greatest of hopes for their children to become productive adults and enjoy a life filled with happiness and purpose. One poor decision can crush that hope. Jerry and Cristie Jo Johnston, authors of *How To Save Your Kids From Ruin*, bring you *This Is Parenting Strong*: an engagingly honest, gut-wrenching true story of the stubbornness, shenanigans and struggles the authors confront as they strategically plan a deliberate and delicate rescue of their struggling teen.



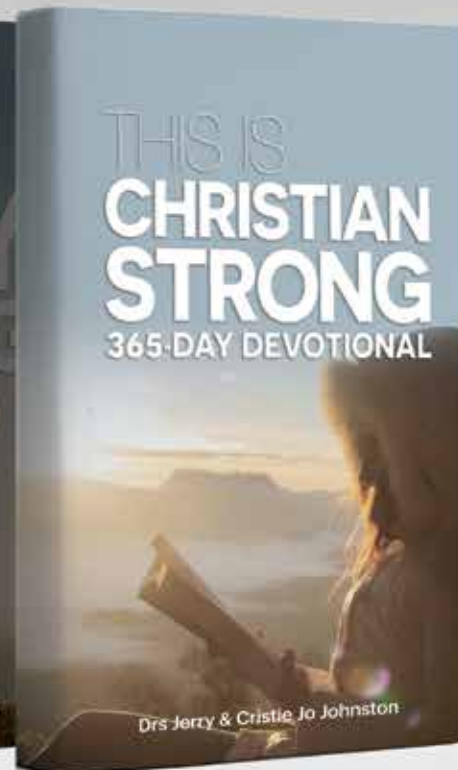
"I do, but not forever!" Every thirteen seconds in America, one marriage is ending in divorce. The trickle-down effect of that one decision will forever alter the lives of everyone impacted. Married for over 40 years, authors Jerry and Cristie Jo Johnston share personal success secrets in *This Is Marriage Strong* and spell out intentional steps to protect your marriage from joining "I Don't Anymore!" stat and propel your marriage toward stronger commitment.



Mental Health issues plague our society. Over 44 million American adults struggle with a mental health condition, and 2 million youth cope with a severe major depression. More than 61 percent of those youth do not receive any mental health treatment. From first-hand personal experiences, Jerry and Cristie Jo Johnston help shatter the stigma by combining their research and skills, along with those of seasoned veterans in the mental health field, to educate and equip the reader with the resources and power to overcome and live an empowered and strong life.



Visualize God. Is He healthy or sluggish and sedentary? No man has seen God, but if we could capture an image of His likeness, in us, how would that look? Fit or Fat? Fabulous or Faltering? He created humans in His image with both soul and body. Join Jerry and Cristie Jo Johnston as they reveal the moment an intentional decision turned the pains into gains for a healthy, fit, and strong lifestyle.



365 daily, uplifting devotions with Jerry and Cristie Jo Johnston will enlighten you to some of the most engaging and edifying Bible passages and help strengthen your moment by moment faith journey.

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Lil Cristie Chronicles™ is an instructive and interactive five-part children's picture book series integrating strong values to help children learn important life lessons, experience God, and personalize their faith.

The series features Teetee and her puppy Tref. Together, they introduce children to curious and charming stories: life on the farm, living with immigrant parents, history, international travel, educational and emotive journeys behind the communist border to visit cousins, adjusting to foreign customs while living abroad, responding to bullying, finding a special place among other siblings, God and faith.

The series includes hardcover picture books, audiobooks, eBooks, plush toys, an online presence and other resources.





*Face painting fun with Cristie Jo and
granddaughter Savannah Jo*

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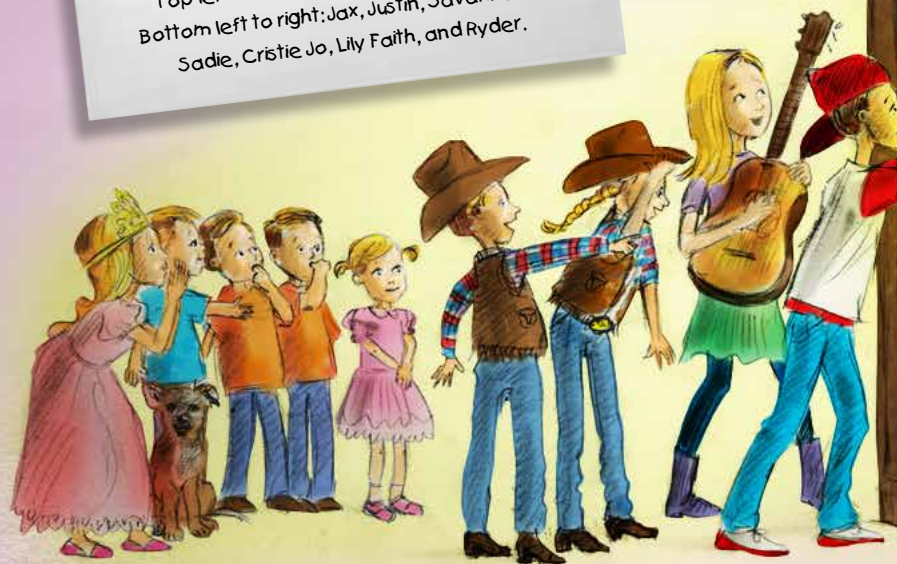
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Top left to right: Abel, Kasey, & Christian
Bottom left to right: Jax, Justin, Savannah Jo,
Sadie, Cristie Jo, Lily Faith, and Ryder.



Cristie Jo's grandchildren opening the hidden bookcase
for a Lil Cristie Chronicle adventure.

“Once upon a time,

in a far away place, on a farm with a big gray barn...” and that is how Lil Cristie Chronicles™ began.

Cristie Jo became a storyteller quite by accident when the eldest of her grandchildren, three-year-old Christian, was sleeping over after an adventurous day at “O’s” (shortened for Oma-the German word for Grandma) house.

All tucked in, snuggled together on the lower bunk, and quite bored with the typical children’s picture books on the shelf, Cristie Jo asked Christian, “Do you want to read one of the same familiar stories or shall ‘O’ tell you an exciting tale of when she was a little girl?” Without hesitation, Christian burst up from under the covers, as if he just woke, fully rested, and shouted, “A story about when you were little!”

Fast-forward several years. To this very day the grandchildren hurry to the actual bookcase in Cristie Jo’s home, which hides a secret room where all the adventures continue. Cristie Jo continues to recount numerous real-life, childhood stories now included as a part of her children’s book series.



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CHRISTIAN CRITICAL THINKING OF **BELIEF & UNBELIEF**[™]

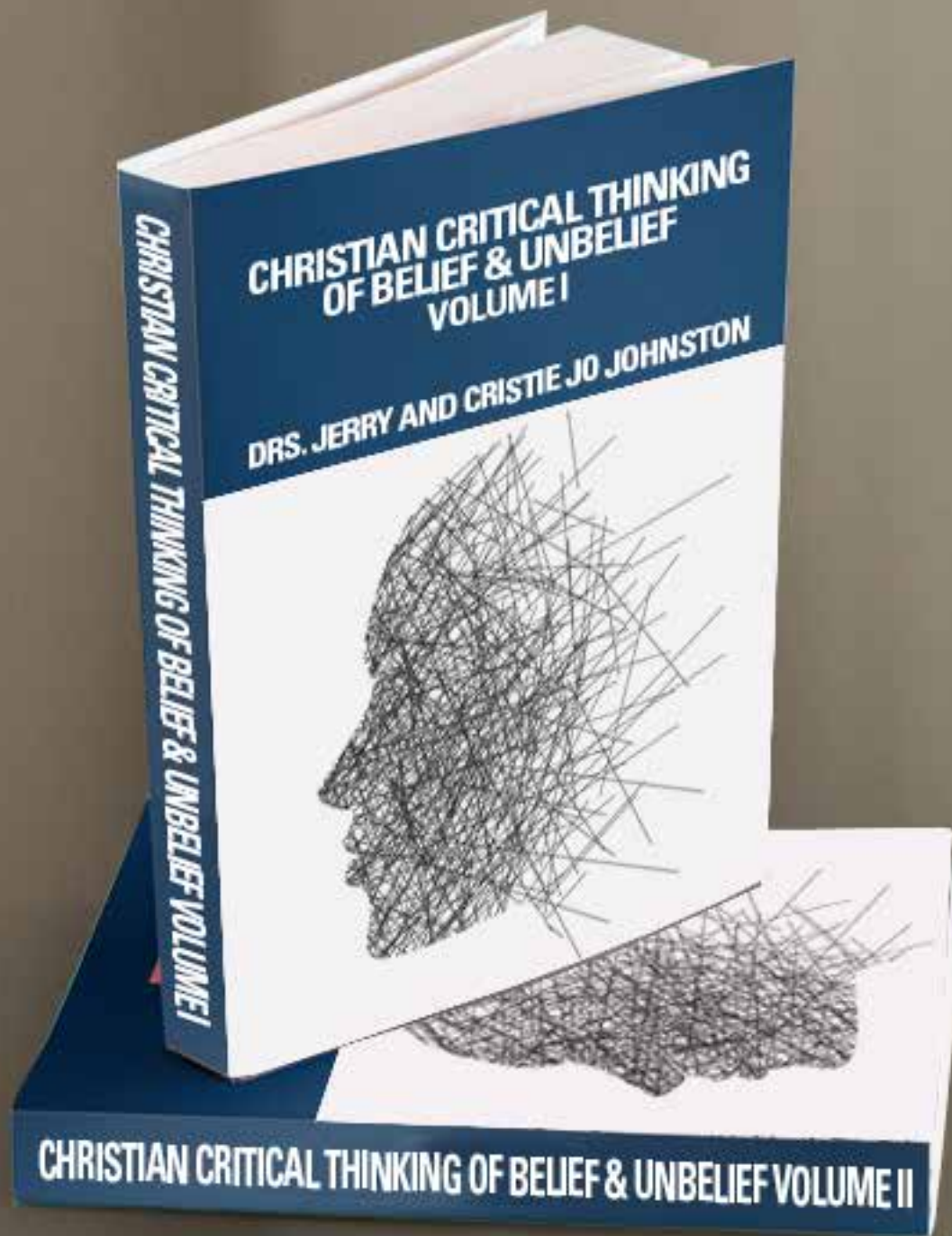
- Two academic/popular books of original research.
- QR codes (Quick Response square barcodes where a reader can download video/audio content onto a smartphone) to view filmed, informative excerpts from over 100 global leaders.
- QR codes integrate an additional 105 hours of audio teaching lessons and study outlines.
- QR codes by Drs. Jerry and Cristie Jo Johnston informing the reader of the definition and application of the 24 key topics most applicable to Christian Critical Thinking.
- Edited transcripts of filmed interviews in which skeptics and scholars present Belief vs. Unbelief, helping the reader to understand argument and apply logic thinking skills.



SAMPLE



For the first time, “No Religion” topped a survey of Americans’ religious identity according to the General Social Survey. Critical Thinking is a needed priority to teach as confusion abounds. The volumes of Christian Critical Thinking of Belief & Unbelief[™] introduce learners to the outstanding thinkers who mentor and inspire strong faith. The two-volumes are premised on 2 Corinthians 10:4-5, “For the weapons of our warfare are not carnal but mighty in God for pulling down strongholds, casting down arguments and every high thing that exalts itself against God, bringing every thought into captivity to the obedience of Christ.” If you do not know the arguments, you have not applied Christian Critical Thinking to discern the answers and claim a defense. These volumes compellingly teach how to think, assess and find answers by the development of Christian Critical Thinking skills. Readers journey on a global stage and become equipped to read, listen, and respond to the most urgent issues of our day.



GENERATIONS **STRONG**

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PERSONENBESCHREIBUNG

Name *Hut geb. Kellner*
 (Bei Frauen nach Geburtsname)
 Vornamen *Leopoldine*
 (Kurzname angegeben)

Geburtsort *16 Mai 1934*
Gross-Grillanitz
bei Znaim CSSR

Größe in cm und Gewicht *158 cm, schlank*

Gesichtsform *rund*

Farbe der Augen *graugrün*

Unveränderliche Kennzeichen *keine*

Beruf *Hausfrau*

Wohnort *Asperg*
Krs. Ludwigsburg, Wittbg.

Unterschrift des Polizeibehörden *Leopoldine Hut*

Es wird hiermit bescheinigt, dass der Inhaber die durch das obestehende Lichtbild dargestellte Person ist und die darunter befindliche Unterschrift eigenhändig vollzogen hat.

Asperg 16. Juli 1953
 den
 Bürgermeistersamt
Stumpf

Nr. 4250349



Geburtsort und -datum *Drozdov, 14. März*
 (Urspr. und -datum)
 Beruf *Kraftfahrer* / *1931*

Profession *Ludwigsburg*

Wohnort *Ludwigsburg*

Résidence actuelle

* Geburtsname u. Vornamen(n) der Ehefrau
 Nom (avant le mariage) et prénom(s) de l'épouse

* Name u. Vornamen(n) des Ehepartners
 Nom et prénom(s) du mari

Personenbeschreibung Signalement

Größe *173, schlank* Note *gerade*

Taille *blond* Nez *gesund*

Hautfarbe *blond* Haarfarbe *gesund*

Cheveux *blau* Teint *gesund*

Farbe der Augen *blau* Gesichtsfarbe *gesund*

Couleur des yeux *blau* Forme du visage

Besondere Kennzeichen *keine*
 Signes particuliers

Name *Nachtrag eines Kindes,*
 (Abwesenheit)
 Prénoms *Betrachtung P. 7*
 (Prénoms)
Nachtrag des
Kindes Seite 91

Nr. 0004689

Lichtbild des Polizeibehörden und Original der amtlichen Lichtbilder
 Photographie du titulaire et original des photos officielles

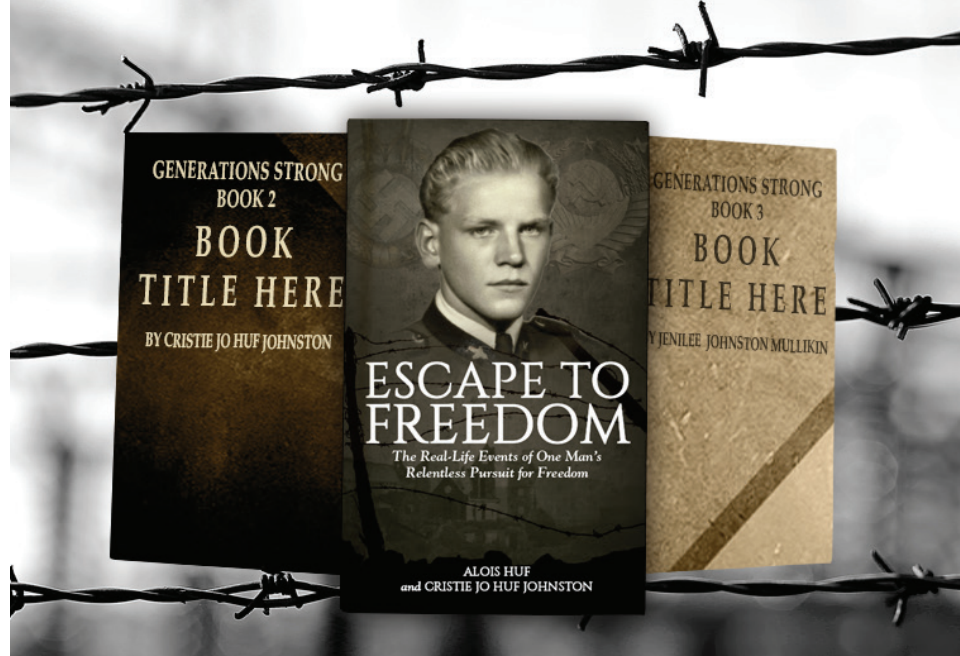
Lichtbild des Inhabers
 Photographie du titulaire

Original der amtlichen Lichtbilder
 Original des photos officielles

Unterschrift des Polizeibehörden
 Signature du titulaire

Unterschrift des Inhabers
 Signature du titulaire

Nr. 0004689



Strong people **endure** challenges, survive, and **thrive**. Strong people also pass endurance on to others. I learned **strength** from my father and mother. My Dad was born and raised in communist Czechoslovakia. Our trilogy of novels begins with his story in *Generations Strong: Escape to Freedom* (Book 1) as he plans a daring escape to post WWII Germany crawling under barbed wire in a snow-covered ravine as an 18-year-old with a fearless

passion for freedom. Starvation, angst, depression, loneliness, and hopelessness became a new normal for Alois Huf. He was labeled a “DP,” or Displaced Person, in a refugee camp in bombed ruined Germany. How could he survive?

If you had told my parents then that they would experience faith in God and become prosperous American business owners, married for **67** years with six children: **17** grandchildren and **34** great-

grandchildren – they would not have believed it. That happened, and so much more.

Enter my Mom, Poldie Kellner, at eleven-years-old was forced to leave the Sudetenland as communist Czechoslovakia annexed it. Despised by the Germans and the Czechs, my mother and her thirteen member family faced a series of life and death situations and at one point, becoming homeless and hungry for days during overwhelming circumstances. Follow her family’s miraculous journey back to Germany while facing unconscionable situations at the expense of desperate, wounded Soviet troops returning to Russia.

With that same determination of strength, my daughter Jenilee and I continue the epic trilogy saga with touching and vulnerable accounts of love, loss, heartache, and redemption.

The three novels form a **literary triptych** – strong parents teach children how to be **strong**, who teach their children how to be **strong**.

–Cristie Jo Johnston

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“There has never been a greater time to
create positive change in the
midst of ever-changing culture...

The secret is mobilizing men, women,
and this next generation to become
strong.”

– Jerry & Cristie Jo Johnston

4 OUT 5

people surveyed say, “I don’t have strong faith,” according to America’s most reliable social survey, The General Social Survey, 1973-2018.

4 IN 10

Young adults between the ages of 18 and 29 are religiously unaffiliated (39%).⁸

**70 – 88%
OF YOUTH**

leave the church after their freshman year of college.⁹

1 IN 4

Americans say “none” when asked their religious preference.

74MM

The iGen generation (born between 1995 to 2012) are the least religious generation in American history, raised by a high percentage of religiously unaffiliated parents. “Millennials have not been returning to religious institutions during their 20s and 30s, making it unlikely that iGen’ers will, either.”¹⁰

EVENTS

The iGen generation (born between 1995 to 2012) are the least religious generation in American history, raised by a high percentage of religiously unaffiliated parents. “Millennials have not been returning to religious institutions during their 20s and 30s, making it unlikely that iGen’ers will, either.”



**TEACHING/
SMALL GROUP
SERIES**

The Johnstons have collated their research and filmed video clips into a six-week Bible teaching series, which illuminates both the challenge and opportunity facing the church today. This series can be used in church services, Bible studies, and small groups.

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CHRISTIAN CRITICAL THINKING **CENTER OF BELIEF & UNBELIEF™**

Nowhere is critical thinking more necessary than in matters of belief. What are the critical thinking components that apply to belief and unbelief? Is it possible to have a rational, thinking faith? We believe it is. Our curriculum weaves together all the applicable definitions and topics with 200 hours of filmed interviews with global leaders—defining, illustrating, and helping to facilitate the thinking skills so necessary today.

Unique Design and Purpose — Our unique program exhibits innovation and forward thinking for institutions of higher education. The Critical Christian Thinking Center provides curriculum delivered through online studies, undergraduate, and Masters programs. Degree programs are developed with those individuals in mind who are “multipliers” of influence.

Critical Thinking Across the Curriculum — The Center is poised to develop course learning outcomes to be infused throughout the curriculum. The Center serves as a strategic inspirational source for the entire institution.

Creates and Engages The Questions — Critical thinking requires deep questions, reflection, and analysis from multiple viewpoints in order to avoid embracing the accepted assumptions of today. Students are not only armed with skills and strategy but also trained to proactively engage culture, expose faulty reasoning, and reinvent conversation. The five concentrations produce highly qualified individuals in their respective fields of study who easily obtain employment.

Critical Cultural Engagement — Rather than be blinded by ideology, people today are open to evidence, facts, logic, and reason.

Courses

- Communication in a Post-Modern World
- Critical Cultural Engagement
- Film, Visual Arts, and Cultural Engagement
- Apologetic Method
- Evaluating Evidence, Cultures and Worldview

CRITICAL AND CREATIVE THINKING

Critical Thinkers learn how to think creatively — the secret of success. We teach students of all ages how to transform their lives and futures by beginning with creative thought.

Courses

- Science of Everyday Thinking
- Intro to Critical and Creative Thinking
- Critical Thinking in Christian History
- Science of Learning
- How Language Works
- Creative Thinking in Entrepreneurship

DESIGNING AND LEADING THINKING ORGANIZATIONS

Courses

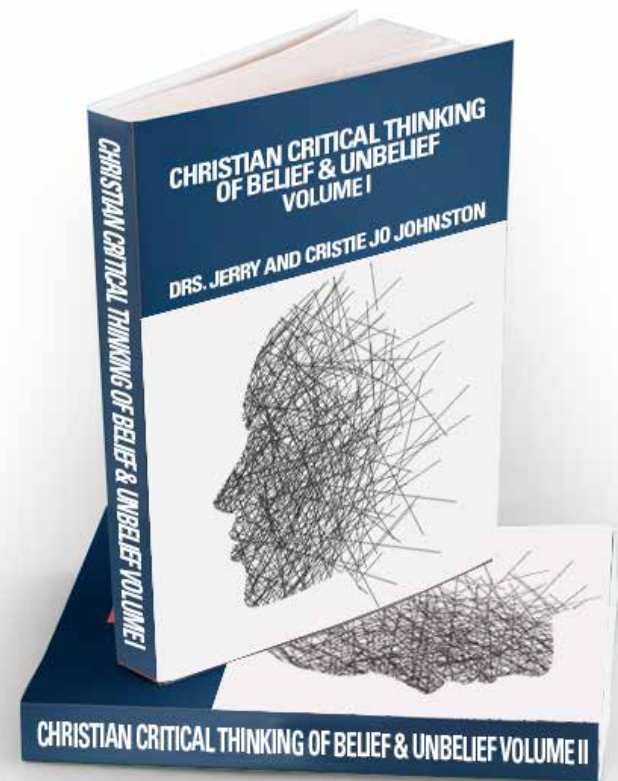
- Leadership, Changes and Ethics
- Personnel Psychology and Leadership
- Evidential Problem Solving
- Creative Thinking, Collaboration, and Organizational Change
- Creativity and Innovation in Organizations

POLICY, PERSUASION, AND PROPAGANDA ANALYSIS

Courses

- Persuasion and Propaganda
- Argument Analysis
- Effective Dialogue Processes
- Rhetorical Theory for Persuasion and Public Policy
- Political and Legal Critical Thinking

A Barna survey indicated the strengthening of critical thinking skills to be in the top five reasons to go to college. There is an urgent need for an academic program that addresses the necessity for men and women to be equipped to analyze, answer the questions, and proactively provide solutions to problems that arise from poor thinking.



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Cristie Jo interviewing Professor Richard Dawkins, Oxford, England.



Johnston: “Pew Research documents in 1950, two percent of adult Americans left the church. In 2014, 21 percent, one in four adults/one in three Millennials, a cohort of 55 to 70 million adult Americans, classified as Nones, technically religiously disaffiliated. You’ve been all over America. What’s going on?”

Dawkins: “The question to me is why isn’t it 100 percent? Because religion doesn’t make any sense. I’m delighted that it is as high as it now is and I’m delighted that it’s climbing. I’m delighted America is finally catching up with Western and Northern Europe in that respect.”

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1

Ahmed, Arif, PhD; Senior lecturer in the faculty of Philosophy at the University of Cambridge. Atheist ex-Muslim raised in India, author of *Evidence, Decision and Causality*: Veritas. org/person/Arif-Ahmed



5

Baker, Joseph, PhD; Associate professor, East Tennessee State University. His books include, *American Secularism: Cultural Contours of Nonreligious Belief Systems*. ETSU.edu/cas/sociology/facultystaff/BakerJo.php



9

Blumner, Robyn; President and CEO of The Richard Dawkins Foundation and the CEO of the Center for Inquiry. A writer specializing in civil liberties. Centerforinquiry.org/about/staff



2

Ali, Ayaan Hirsi; Named "one of the 100 most influential people in the world" by *TIME* magazine, Hirsi is an atheist and founder of the AHA Foundation. TheAHAfoundation.org



6

Baggini, Julian, PhD; British philosopher and author; cofounder of *The Philosopher's Magazine* and writer for several publications. Microphilosophy.net



10

Brierley, Justin; Senior editor of *Premier Christianity Today* magazine in London and host of the popular Premier Christian radio program, *Unbelievable*. Premierchristianradio.com/Presenters/Justin-Brierley



Jerry interviewing Richard Swinburne, PhD, British philosopher, Emeritus Professor of Philosophy at the University of Oxford.



11

Brierley, Peter William; UK statistician and writer of 12 books explaining the results of key research projects and how these might be applied in church or Christian agency situations. Brierleyconsultancy.com



12

Bullivant, Stephen, PhD; Senior lecturer in theology and ethics and director of Benedict XVI Centre for Religion and Society. Strangenotions.com/author/Stephen-Bullivant



3

Anderson, Mark; Leader of Youth With A Mission (YWAM), which has a staff of 25,000 evangelizing in 198 locations in more than 180 countries throughout the world. Impactworld.global; call2all.org



7

Bickle, Mike; Director of the International House of Prayer Missions Base and founder of the International House of Prayer University. Author of several books. Mikebickle.org



13

Charlesworth, James, PhD; Princeton Theological Seminary's George L. Collord Professor of New Testament Language and Literature: Jerusalemerspective.com/author/James-Charlesworth



4

Atkins, Peter, PhD; Named one of the 25 Most Influential Atheists in the world. Longtime professor of chemistry at the University of Oxford. Humanism.org.uk/about/ourpeople/patrons/Peter-Atkins



8

Blackmore, Susan, PhD; British psychologist, parapsychologist, lecturer, researcher, author, atheist and visiting professor at the University of Plymouth. Susanblackmore.co.uk



14

Cooperman, Alan; Director of Religion Research at Pew Research, Washington, DC, and former editor at The Washington Post: Pewresearch.org/staff/Alan-Cooperman



Craig, William Lane, PhD; Christian apologist, global debater and professor of philosophy and theology. His writings provide an articulate and uncompromising Christian perspective. Reasonablefaith.org



Day, Abby, PhD; Researcher, author, teacher and expert in anthropology of religion. Past/ Chair of the Sociology of Religion, in the British Sociological Association: Professor Goldsmith, University of London. Gold.ac.uk/sociology/staff/Day-Abby



Epstein, Greg; Humanist chaplain at Harvard University and the Massachusetts Institute of Technology, author of *Good Without God*. Chaplains. harvard.edu/people/Greg-Epstein



Fea, John, PhD; Professor of American History and chair of the History department at Messiah College, and author. Messiah.edu



Cromartie, Michael (deceased); Former vice president of Ethics and Public Policy Center and director of Evangelicals in Civic Life and Faith Angle Forum programs in Washington, DC. Eppc.org



Decker, Larry; Past executive director of the Secular Coalition, specialist in government relations in public, private, and nonprofit sectors. Secular.org



Evans, Craig A., PhD; The John Bisagno Distinguished Professor of Christian Origins at Houston Baptist University. Author and editor of more than 70 books and hundreds of articles and reviews. CraigAEvans.com



Fitzgerald, David; Atheist activist, public speaker, author of works examining faith: Centerforinquiry.org/speakers/Fitzgerald_David



Crossan, John Dominic, PhD; Former Catholic priest, co-chair with the late Robert Funk of the Jesus Seminar, New Testament scholar and early Christianity historian. Johndominiccrossan.com



In London, England with J. John Ioannou, international communicator, author, who has spoken in 69 countries.



Foster, Paul, DPhil; Professor of New Testament Language, Literature and Theology at the University of Edinburgh. Ed.ac.uk/profile/professor-Paul-Foster



Crossley, James, PhD; Professor of Bible, Society and Politics at St. Mary's University, and author. Stmarys.ac.uk/staff-directory/James-Crossley



Gervais, Rick; Comedian, television personality, actor, and outspoken atheist. Rickygervais.com



Davis, Stephen, PhD; Russell K. Pitzer Professor of Philosophy at Claremont McKenna College, and author. Sites.google.com/site/StephenDaviscmc/home



De Lancie, John; Actor, singer, and comedian, well-known for his role as Q in the "Star Trek" series. Delancie.com



Evans, Stephen C., PhD; Professor of Philosophy and Humanities at Baylor University who has published extensively on the philosophy of religion and the relationship of psychology and Christianity. Baylor.edu/Philosophy



Grayling, A.C., DPhil; Master of the New College of the Humanities, London and Supernumerary Fellow of St. Anne's College, Oxford. Nchlondon.ac.uk/faculty/professor-AC-Grayling



Dawkins, Richard, PhD; English ethologist, evolutionary biologist and author. Founder of the Richard Dawkins Foundation for Reason & Science: RichardDawkins.net



Dockery David, PhD; President of Trinity International University. Best known for his works in the area of Christian higher education, Baptist studies, and biblical interpretation. TIU.edu/about/president/David-Dockery



Farias, Miguel, DPhil; Reader in Cognitive & Biological Psychology at Coventry University. His research includes the roots and impact of beliefs and spiritual practices. Scio-uk.org/Miguel-Farias



Habermas, Gary, PhD; American Christian apologist, theologian, and philosopher of religion, author of 40 books including, *Evidence for the Historical Jesus*. Garyhabermas.com

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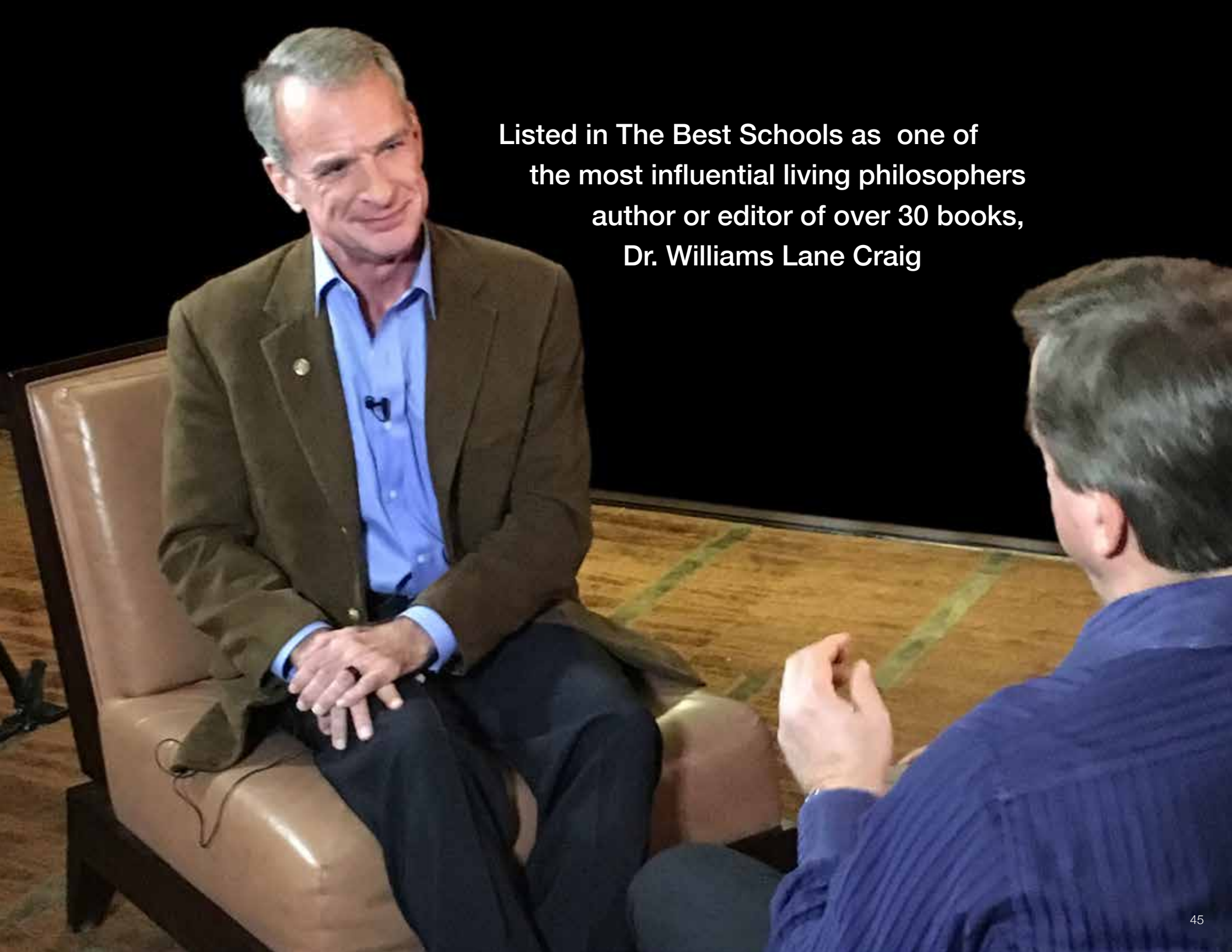
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“If we are not to lose the younger generation it is vitally important that Moms and Dads from an early age on be providing their children with training in Christian doctrine and apologetics. Parents dare not relegate this responsibility to the youth pastor or the youth group. It’s got to be done by Moms and Dads and particularly fathers.”

– Dr. William Lane Craig

A photograph of Dr. Williams Lane Craig, a middle-aged man with grey hair, wearing a brown blazer over a light blue button-down shirt. He is seated in a tan leather armchair, smiling slightly and looking towards the right. His hands are clasped in his lap. In the foreground, the back of another person's head and shoulders are visible; they have dark hair and are wearing a blue long-sleeved shirt. The background is a solid black wall. The floor is covered with a light-colored, patterned rug.

Listed in The Best Schools as one of
the most influential living philosophers
author or editor of over 30 books,
Dr. Williams Lane Craig

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35

Hackett, Conrad, PhD; Associate director of research and senior demographer at Pew Research Center with expertise lies in international religious demography, sociology of religion, and the sociological implications of religion. Pewresearch.org/staff/Conrad-Hackett



39

J. John (Ioannou); Director of Evangelism at St Nicholas' Church in Nottingham, England, spearheading evangelism work within the church. Wikiwand.com/en/J.John



43

Johnston, Jeremiah, PhD; New Testament scholar, author, nationally syndicated radio host, apologist. ChristianThinkers.com



36

Hitchens, Peter; Award-winning British journalist, writer for London's Daily Mail, author of *The Rage Against God: How Atheism Led Me to Faith*. Hitchensblog.mailonsunday.co.uk



40

Jenkins, Philip, PhD; Distinguished Professor of History at Baylor University and author of *The Next Christendom: The Coming of Global Christianity*. Personal.psu.edu/jpj1



44

Keener, Craig; DF.M. and Ada Thompson Professor of Biblical Studies at Asbury Theological Seminary, with expertise lies in the New Testament, the historical Jesus, and ethnic/racial reconciliation. Asburyseminary.edu/person/Dr-Craig-S-Keener



Dr. Cristie Jo Johnston speaking in London, England at Premier's Unbelievable? The Conference



45

Keysar, Ariela, PhD; Associate research professor in public policy and law, and associate director of the Institute for the Study of Secularism in Society and Culture. Religiousstudiesproject.com/persons/Ariela-Keysar



46

Kidd, Thomas, PhD; Professor of History and senior fellow at the Institute for Studies of Religion. Baylor.edu/History



37

Huckabee, Mike; American politician, Christian minister, author, musician, commentator and former Governor of Arkansas. Mikehuckabee.com



41

Jillette, Penn; Outspoken atheist and scientific skeptic, magician, juggler, comedian, musician, inventor, and bestselling author. Pennandteller.com/wordpress



47

Kosmin, Barry, PhD; Research professor at Trinity College in Hartford, Connecticut, and director of the Institute for the Study of Secularism in Society and Culture. Centerforinquiry.org/speakers/Kosmin_Barry



38

Humphreys, Sir Colin John, PhD; Director of Research at University of Cambridge, Professor of Experimental Physics at Royal Institute in London. Gan.msm.cam.ac.uk/resources/profiles/colin



42

Johnson, Byron J., PhD; Distinguished Professor of the Social Sciences and founding director for the Institute of Religion at Baylor University. Baylor.edu/Sociology



48

Krauss, Lawrence, PhD; Renowned physicist and foundation professor of the School of Earth and Space Exploration at Arizona State University. LawrencemKrauss.com



“Twenty-three percent of Americans ... a solid one third the youngest American adults say they have no religion. The nones pop out as kind of a mega trend.”

– Dr. Alan Cooperman
Director of Research
at Pew Research Center,
Washington, D.C.

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Lanier, Mark; Attorney, author, teacher, pastor, and expert storyteller. He founded The Lanier Law Firm in 1990: Lanierlawfirm.com/attorney/WMark-Lanier



53

Lennox, John, PhD; Professor at the University of Oxford and Christian apologist and global debater: JohnLennox.org



57

Mittelberg, Mark; A bestselling author, international speaker, and leading strategist in evangelism. His books include *The Unexpected Adventure* (with Lee Strobel), and *Becoming a Contagious Christian* (with Bill Hybels): Faithinfoocus.com/speaker/Mark-Mittelberg



50

Lanman, Jonathan, DPhil; Assistant director of the Institute of Cognition and Culture at Queen's University Belfast: Religiousstudiesproject.com/Lanman



54

Licona, Michael, PhD; Founder and President of Risen Jesus and associate professor of Theology at Houston Baptist University. He is the author, co-author or editor of seven books: Risenjesus.com



58

Moreland, J.P., PhD; Distinguished professor of Philosophy at Talbot School of Theology, Biola University, and prolific author: JPMoreland.com



Jerry and Cristie Jo with world renowned Christian thinker, John Lennox, professor of mathematics at Oxford University, widely published author on atheism, science, and faith.



59

Moorhead, Sarah; Awarded Atheist-of-the-Year in 2014, former evangelical Southern Baptist and executive director of the Freedom From Religion Foundation: Ffrf.org



60

Morris, Stewart; Past president and past co-CEO of Stewart Information Services Corporation (SISCO), and a founding father of Houston Baptist University: HBU.edu/JoellaandStewartMorris



51

Law, Stephen, DPhil; Atheist and the lecturer on Philosophy and Theology at Heythrop College at the University of London: Stephenlaw.blogspot.com



55

Mawson, Tim, PhD; He is one of two Philosophy Fellows at St. Peter's College. His writings explore the role of religion in philosophy: Ox.ac.uk



61

Murray, William (Bill) J.; Chairman of the Religious Freedom Coalition who lobbies for the rights of Christians globally: Religiousfreedomcoalition.org



52

Lee, Lois, PhD; Research associate with the Institute of Advanced Studies, and project lead of The Scientific Study of Non-religious Belief project: Kent.ac.uk/european-culture-languages



56

McGrath, Alister, PhD; Andreas Idreos Professor of Science and Religion at the University of Oxford. He has written extensively: Alistermcgrath.weebly.com



62

Nye, Bill; "Bill Nye, the Science Guy," as he is known, is an engineer-turned-comedian, an environmentalist, and CEO of the Planetary Society: Billnye.com



63

Ordway, Holly, PhD; Professor of English and director of the MA in Cultural Apologetics at Houston Baptist University. She is a former atheist: Hollyordway.com



69

Randi, James; Investigator of paranormal claims, creator of the James Randi Educational Foundation, and author of *Flim-Flam!*: Web.Randi.org



73

Roemer, Andres; Creator and curator of Ciudad de las Ideas (or City of Ideas), and a journalist: Su.org/about/faculty/Andres-Roemer



77

Sinkinson, Thomas; He provides perspective on his attendance in a British public high school: Moorlands.ac.uk/staff/Chris-Sinkinson



64

Packard, Josh, PhD; Professor of Sociology at the University of Northern Colorado. Author of *Church Refugees: Sociologists Reveal Why People Are Done With Church But Not Their Faith*: dechurched.net/



70

Renner, Philip; A leader of Renner Ministries, he creates music and leads worship in the Moscow Good News Church, Russia, and beyond: Philiprenner.com



74

Schaeffer, Frank; New York Times bestselling author, film director, screenwriter, and public speaker: Frankschaeffer.com



78

Silverman, David; Past president of American Atheists, America's oldest nonprofit organization by and for atheists: Atheists.org



65

Pearcey, Nancy; Professor of Apologetics at Houston Baptist University and author of works including *Love Thy Body*: Nancypearcey.com



Hartford, CT – Filming with the founding director of the Institute for the Study of Secularism in Society, Professor at Trinity College, Barry Kosmin has conducted the American Religion Identification Survey for three decades.



79

Smith, Tom, PhD; Director of NORC Center for the Study of Politics and Society at the University of Chicago. For about four decades, Smith has been the director of the General Socialb Survey: norc.org/ExpertsPages/tom-smith



66

Pinn, Anthony, PhD; Atheist, professor of Religious Studies at Rice University, and former Southern Baptist: Anthonypinn.com



80

Smith, Dr. Greg; Associate director of research at Pew Research in Washington, DC. Author of 2007 and 2014 US Religious Landscape Studies: Pewresearch.org



67

Pitre, Brant, PhD; Professor of Sacred Scriptures at Notre Dame Seminary and a bestselling author: Brantpitre.com



71

Renner, Rick & Denise; Rick is a prolific author, respected Bible teacher, and a leader in the international Christian community: Renner.org



75

Schroter, Jens, PhD; Chair and professor of Exegesis and Theology of NT and NT Apocrypha at the Humboldt University of Berlin: Theologie.hu-berlin.de/de/professuren/professuren/exegesent/Schroeter



81

Spencer, Nick, PhD; Director of Research at Theos, a leading United Kingdom religion and society think tank: Theosthinktank.co.uk/about/our-people



68

Qureshi, Nabeel (deceased); Pakistani-American Christian apologist, convert from Islam, and author: Nabeelqureshi.com



72

Robertson, David; Minister of St. Peter's Free Church in Dundee, Scotland and current moderator of the Free Church of Scotland: Theweeflea.com



76

Sinkinson, Chris, PhD; Lecturer in Old Testament and Apologetics with Moorlands Christian Theology and Training College in Christchurch, England: Moorlands.ac.uk/staff/Chris-Sinkinson



82

Stark, Rodney, PhD; A faculty member of Baylor University, he has published numerous books and scholarly articles on subjects like prejudice, crime, suicide, and life in ancient Rome: Rodneystark.com

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83

Stiefel, Todd; An Advisory Board member for the Secular Coalition for America and founder and president of the Stiefel Freethought Foundation: Stiefelfreethoughtfoundation.org



87

Tabash, Eddie; Chairman of the board for the Center for Inquiry, constitutional lawyer, and chair of the National Legal Committee for Americans United for the Separation of Church and State: Tabash.com



91

Turner, Allan; Senior general assignments reporter with the *Houston Chronicle*: Houstonchronicle.com/author/Allan-Turner



84

Strobel, Lee; A teacher, speaker, and bestselling author of more than twenty books. His classic, *The Case for Christ*, details his conversion to Christianity while he was an award-winning legal editor: LeeStrobel.com



88

Tooley, Mark; President of the Institute of Religion and Democracy, and editor of IRD's foreign policy and national security journal, Providence: Theird.org/about/our-team



94

Uch, Michael; German psychologist, psychotherapist, and psychologist of religion, honorary professor at the pietistic embossed Protestant University Tabor in Marburg: Eh-tabor.de/de



Placeholder text: churches remodeled into skate.....

Distinguished Professor of Philosophy at Talbot School of Theology, Biola University, La Mirada, CA, J. P. Moreland, PhD, named by The Best Schools as one of the 50 most influential living philosophers.



95

Wang, Vic; President of Humanists of Houston: Humanistsofhouston.org



96

Ward, Michael, PhD; Senior Research Fellow at Blackfriars Hall, University of Oxford, professor of Apologetics at HBU, and director of the C.S. Lewis Centre in Oxford: Michaelward.net



85

Swinburne, Richard, PhD; Fellow of the British Academy, Nolloth Professor of the Philosophy of the Christian Religion, University of Oxford: Ox.ac.uk



89

Tour, James M., PhD; Synthetic organic chemist at the Center for Nanoscale Science and Technology, Rice University: Chemistry.Rice.edu/people/James-Tour



97

White, Mark; Bass player for the band, Spin Doctors, and an active member of the atheist community: Spindoctors.com



86

Syed, Muhammad; Former Muslim, atheist, and president of Ex-Muslims of North America: Exmna.org/team/Muhammad-Syed



90

Travis, Melissa Cain, PhD; Assistant professor of Apologetics at Houston Baptist University. She is an expert in the integration of reason and the Christian Faith. She is a book author, blogger and speaker. Her books include *Science and the Mind of the Maker*. Melissatravis.com



98

Williams, Peter J., PhD; Warden of the Christian community, Tyndale House, in Cambridge, England: Divinity.cam.ac.uk/directory/Peter-Williams



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99

Wilsey, John, PhD; Assistant professor of History and Christian Apologetics, Southwestern Baptist Theological Seminary: SBTS.edu/academics/faculty/John-d-Wilsey



103

Williams, Peter S.; Christian philosopher, apologist and author of *C.S. Lewis vs. the New Atheists*: Peterswilliams.com



100

Winstead, Lizz; Comedian, writer and producer. She is the co-creator of and former head writer of the "The Daily Show": Lizzwinstead.com



104

Wright, Nicholas Thomas, PhD; Leading British New Testament scholar and retired Anglican bishop: Berkleycenter.georgetown.edu/people/Nicholas-Thomas-Wright



Bill Nye the Science Guy...



William J. "Bill" Murray III, Chairman of the Religious Freedom Coalition and son of the late Madalyn Murray O'Hair, Murray was named as the plaintiff in his mother's challenge to mandatory prayer and Bible reading in public schools. Bill converted to Christianity in 1980 publishing his memoir, My Life Without God (1982).



Phil Zuckerman, PhD, Professor of Sociology and Secular Studies at Pitzer College in Claremont, CA, author of Society Without God.



101

Witherington, Ben, PhD; Professor of New Testament Interpretation at Asbury Theological Seminary in Wilmore, Kentucky: Benwitherington.com



Demarest, NJ - Ariela Keysar, PhD, a demographer, is Associate Research Professor of Public Policy and Law and the Associate Director of the Institute for the Study of Secularism in Society and Culture (ISSSC) at Trinity College.



102

Woodhead, Linda; Professor in the Department of Politics, Philosophy, and Religion at Lancaster University. Conducting research on the "No Religion Generation": Lancaster.ac.uk/ppr/aboutus/people/Linda-Woodhead



At his home outside of Boston, Frank Schaeffer, American author and filmmaker interviews with the Johnstons. He is the son of the late theologian and author Francis Schaeffer. A conservative fundamentalist Christian in youth, Schaeffer later became a self-described atheist.

“2019 is the 50th year of the Vatican’s 1969 conference called Culture of Unbelief. A lot of early interest in unbelievers and nones came from Catholic universities, especially in Italy and from the Vatican. The questions they had about unbelievers were why were they leaving in droves. The 1960s and 1970s was a moment, especially in Europe where there was an acceleration to some degree of the numbers of people I’ve identified as non-religious or unbelieving as it were..”

– Dr. Lois Lee



In London, England with the founding Director of the Nonreligion and Secularity Research Network and co-editor of the Journal Secularism and Nonreligion, Dr. Lois Lee, program leader for the John Templeton Foundation’s Understanding Unbelief grant and global research.

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“My parents gave me a choice that I could go to church on Sunday. So I went to the youth group. And other people were there, doing their time, because their parents had also made them. He (the youth pastor) went to my parents and said, ‘You know, we’re discussing Christianity and atheism in the youth group, and I feel Peen is doing a better job converting the other teenagers to atheism, than I am converting them to Christianity. So maybe we’ll take our talks off line.’ Yes, I was thrown out of the youth group for speaking for atheism.”

– Penn Jillette



An avowed atheist, Penn Jillette is an American magician, actor, musician, inventor, television personality, and best-selling author best known for his work with fellow magician Teller as half of the team Penn & Teller in Las Vegas.

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The wave of the future for church buildings is to retrofit and repurpose these spaces into skate parks, dance halls and luxury condominiums.

“It’s often said Britain’s churches are shrinking, but that doesn’t come close to expressing the scale of disaster now facing Christianity in (England).”

–Thompson, Damian
“2067: The End of British Christianity.” The Spectator
13 June 2015



AMERICA has a significant OPPORTUNITY

to defy the trend lines in Europe.

4.9% of the British population are church attenders in 2019.

4.4% of the population will be church attenders in 2025.

5.3MM: the rate of decline of Christians in Britain between 2001-2011.

10,000: of the Britain's population is church attenders in 2020.

2067: of the Britain's population is church attenders in 2020.

"It took several centuries to convert Britain to Christianity, but it has taken less than 40 years for the country to forsake it."

– Callum G. Brown, PhD, University of Glasgow
Author, "The Death of Christian Britain"



USA DEMOGRAPHIC REALITIES

iGen

U.S. Population: 90MM

Born: 1996-2017

- Digital natives/Internet dependent
- Spend 3 hours per day online
- First post-Christian generation
- Least religious/less likely to attend church
- Raised by a high percentage of non-churched parents
- Feeling more depressed and lonely
- Susceptible to higher suicide ideation

Baby Boomers

U.S. Population: 76MM

Born: 1946-1964

- Drugs
- Self-assured
- Strong work ethic

Silent Generation

U.S. Population: 24MM

Born: 1924-1945

- Stay at home moms
- Loyalty to a lifetime job
- Strong work ethic

Millennials/Gen Y

U.S. Population: 83MM

Born: 1977-1995

- Technologically sophisticated
- Slower to marry and move out
- Desire work/life balance and flexibility
- Challenge hierarchical structures

Greatest Generation

U.S. Population: 2MM

Born: 1901-1924

- Personal responsibility
- Humility
- Prudent saving
- Faithful commitment

Gen X

U.S. Population: 65MM

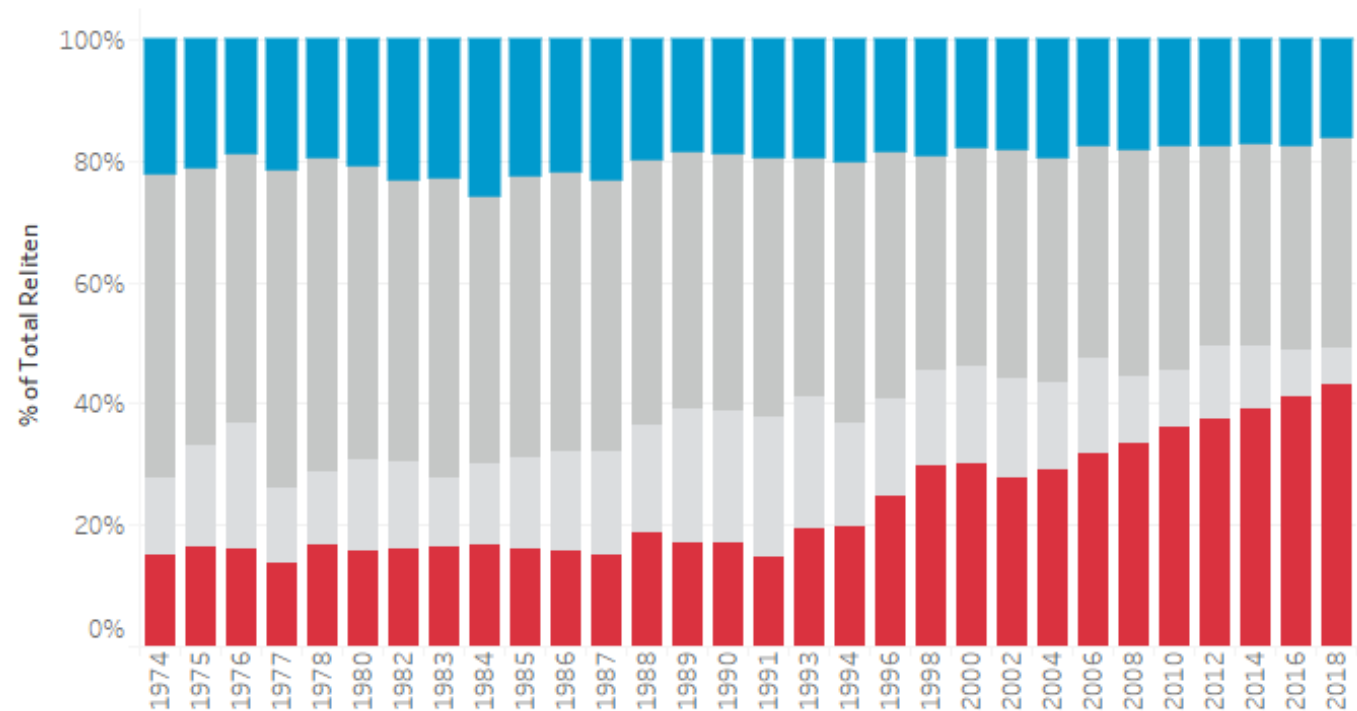
Born: 1965-1976

- Latchkey kids
- Felt the impact of divorce
- Career-driven parents
- MTV Generation

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Strength of Belief

"Would you call yourself a strong (PREFERENCE NAMED IN RELIG) or a not very strong (PREFERENCE NAMED IN RELIG)?"



Source: General Social Survey, 1972-2018.

Visualization by Nechtan LLC

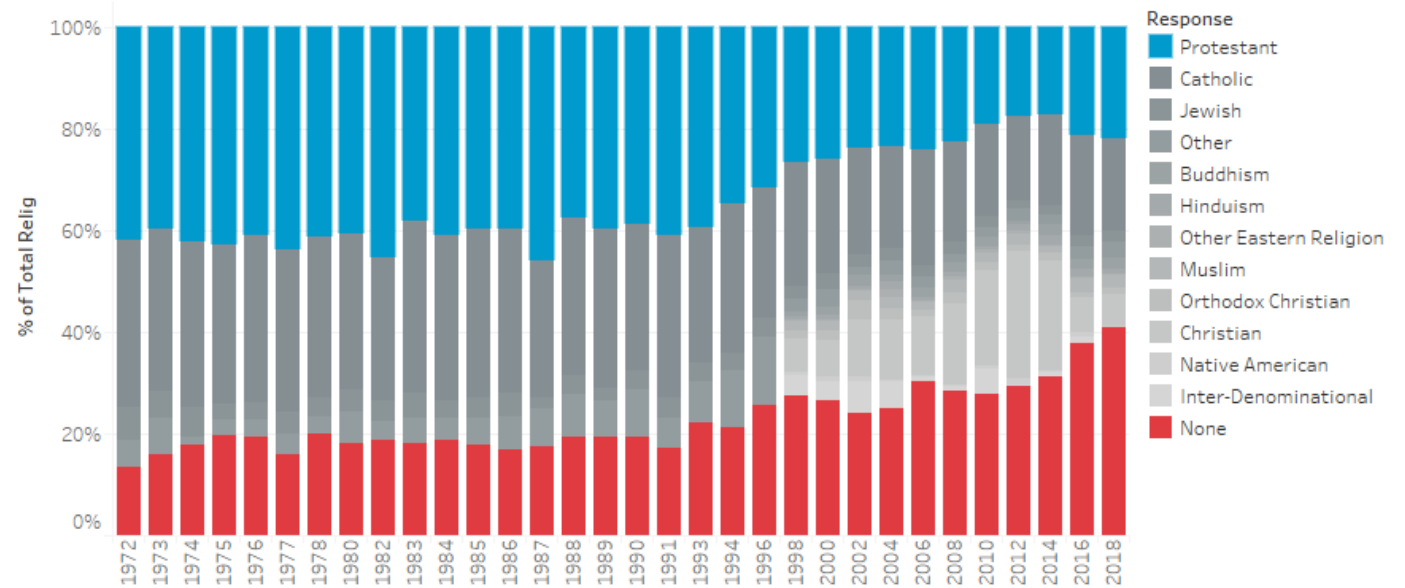
Response

- Strong
- Not very strong
- Somewhat strong
- No religion

According to the GSS data, it is strikingly consistent that, year after year from 1973 to 2018, only one in five people of faith rate their faith as "strong." Conversely, during the same duration, none have been on a dramatic increase.

Religious Identity

"What is your religious preference? Is it Protestant, Catholic, Jewish, some other religion, or no religion?"



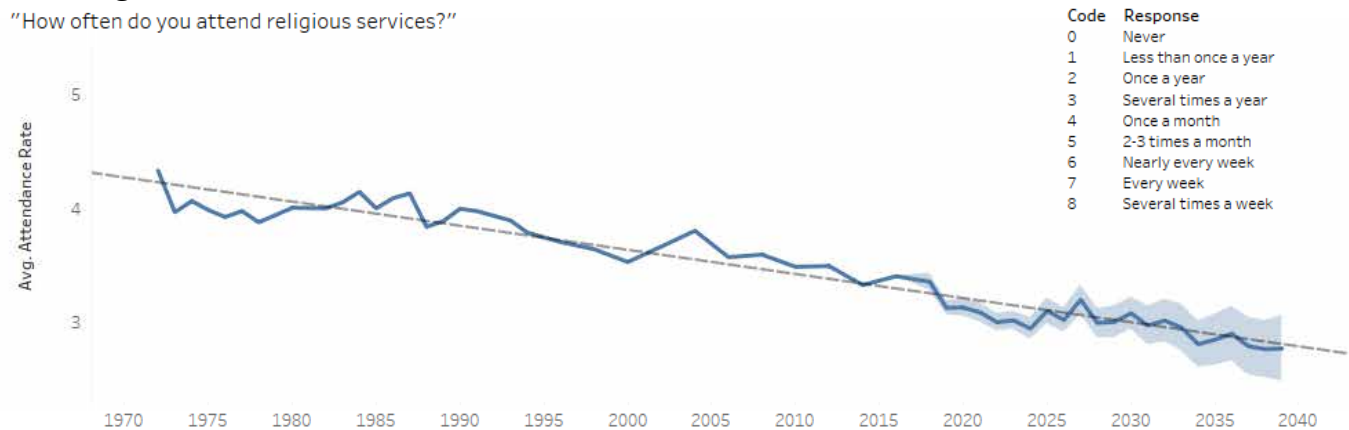
Source: General Social Survey, 1972-2018. The General Social Survey (GSS) is a project of the independent research organization NORC at the University of Chicago, with principal funding from the National Science Foundation. Visualization provided by Nechtan LLC.

Increase in Nones began in the 1990s and had a much more dramatic trajectory in 1993 and 1998. Nones have added, on average 1 - 1.5 percentage points every year for the last 10 years.

Overall church attendance is down and continues to decrease. Mainline Protestant churches in America have decreased from a high of 50MM to lower than 20MM.

Strength of Dedication

"How often do you attend religious services?"





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In my career as entrepreneur, communicator, consultant, university vice president/professor and media specialist, it has been my privilege to speak to millions of people. I have spoken face-to-face to over 3MM students at 2,500 public schools, colleges and universities. I have also appeared on hundreds of media programs, and at 1,200 events in churches and other venues. I have authored thirteen books with over half a million copies in circulation. Cristie Jo and I have scripted and produced 17 documentaries filmed around the globe.

EDUCATION

- **Acadia University-Acadia Divinity College**
Wolfville, Nova Scotia, Canada, DMin (2012)

- **Midwestern Baptist Theological Seminary**
Kansas City, MO, MDiv (2009)

- **Midwestern Baptist College**
Kansas City, MO, Bachelor of Arts (2007)

- **Liberty Baptist Theological Seminary**
Lynchburg, VA, HonDD (1997)

CAREER EXPERIENCE

- **Vice President, Innovation & Strategic Marketing
Professor of Theology**
Houston Baptist University: October 2014 – Present

- **Director of The Christian Thinkers Society, March
2014 – Present**

- **Co-Executive Producer of “This Is Christian
Strong”™** June 2013 – Present

- **Managing Partner, I.G. Transmedia, LLC**

- **TV Host & Documentarian Crossroads Christian
Communications**
Toronto, Canada: May 2012 – February 2014

- **Church Planter/Pastor**
September 1996 – September 2011

- **President of Jerry Johnston Ministries Association**
1979 – 1996

When my father ordered me to run around the block as a kid to blow off some of that extreme hyperactive energy I possessed, it forecast, for me, a life of the exciting and exhilarating things to come. However, if you measured my potentiality by the failed challenges of my first job as a newspaper delivery boy (I couldn't convince anyone to pay me), I was lacking. In my early teenage years, I was always the life of the party and made some relatively unfortunate choices leading me to question the validity of life and then contemplate suicide. Through a series of supernatural events, my life turned around, and that experience filled me with a passion for helping young people facing similar challenges. That desire opened doors for me to speak in over 1,200 events across North America and throughout the world and to present motivational and inspiring talks that addressed vital issues to young people on over 2,500 campuses. I spent time with these young people learning their stories and earning their trust, and ultimately authoring several books to help others face their unique cultural and personal struggles. I continued to study this demographic as they moved into adulthood.

At the heart of great media is great emotion, and I have always loved utilizing various media platforms to communicate with people. Over my career, the documentary space is one I have specialized in, producing several for national organizations.

My kids recently introduced me to the Enneagram® personality test, and I am a #7 — The Enthusiast. The results came as no surprise to any of us. We are bold and vivacious and look at “life as an adventure.” So, the teasing and fun at our home is almost continuous. As a connoisseur of old books, I would love to spend my days at rare bookstores looking for books to add to my library. I love to run and bike. Traveling and sampling gourmet coffees are a treat for me. The single most celebrated work of art I've ever collaborated on along with my wife is my children. My grandchildren remind me of what is essential in life, and not a week goes by that they don't inspire me to be a better person.

A portrait of Cristie Jo Johnston, a woman with blonde hair, wearing a pink blazer, with her hands clasped in front of her.

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I made a conscious decision early on to invest my life in building strong children and adults. It began with parenting and training my own children in their formative years and then continued with various groups I was privileged to mentor.

“Strong” is defined as “able to withstand great force or pressure; well-built; powerful, and indestructible.” The ever-changing culture we live in presents parents and grandparents with a considerable opportunity to invest in strengthening children and making a difference in the lives of family members and friends.

“Cristie Jo Johnston is one of the most dynamic, passionate and clear presenters that I’ve been around. She connects with people and has an innocence about her that motivates others to follow.”

- Dayton Moore, General Manager,
Kansas City Royals Baseball Team

EDUCATION

- **Acadia University-Acadia Divinity College**
Wolfville, Nova Scotia, Canada, DMin (2012), Faculty of Theology.
- **Midwestern Baptist Theological Seminary**
Kansas City, MO, MDiv (2009), Christian Education. Awarded with Highest Honors
- **Midwestern Baptist College**
Kansas City, MO, Bachelor of Arts (2007), Biblical Studies. Awarded with Highest Honors
- **Liberty University (LHBI)**
Lynchburg, VA, Advanced Biblical Studies (2005)

CAREER EXPERIENCE

- **Executive Producer & Screenwriter, Department of Innovation & Strategic Marketing**
Professor of Theology in School of Christian Thought
Houston Baptist University: October 2014 – Present
- **Author/Content Creator, Lil Cristie Chronicles™,**
2019-present
- **Managing Partner I.G. Transmedia, LLC,** 2015-Present
- **President-CEO, Intentional God, INC.,** 2015-Present
- **Founder, Content Creator, and Researcher**
“This Is Christian Strong”™
June 2012 – Present
- **Church Planter/Pastor,** September 1996 – September 2011
- **Co-Founder of Jerry Johnston Ministries Association**
1979 – 1996

I began my professional career in cosmetology. I loved the idea of combining my creative and artistic talents with serving people. Then unexpectedly, I met this high-energy, very passionate guy. Five months later, we married and began our adventurous partnership. Forty years later, we are even more committed to each other, to our family, and to serving those around us with the gifts and opportunities God has given us. Our partnership has multiplied to include three married children and nine grandchildren, with tenacious triplet boys among that crew. Cherished moments with my grandchildren planted seeds for a plan to add “children’s picture books writer and storyteller” to my list of undertakings. And so, the Lil Cristie Chronicles™ book series was born.

Our parenting and years of presenting strategic, life-changing messages have taken us across the globe, opening doors on diverse platforms to help assist, mentor, and educate various groups. Always a life-learner, in 2003, I joined the rising demographic of moms who made a conscious decision to go back to school and finish my education. My love and appreciation for higher education enabled me to earn the degrees necessary to add “Dr.” to my name as well as “Professor” in the university where I currently serve. At the heart of everything I do is that innate creativity, utilizing it to innovate new ideas, project, and programs. I delight in creating culturally relevant content for both media and publishing to use on multiple platforms.

My most significant contribution in life, however, is my family. They give me the best ideas through their zeal and zest for life. Drinking coffee with my husband from the fresh beans he grinds is a daily favorite. A close second is riding bikes together with him while he Marco Polo video chats with the kids. Yes, it’s hazardous, and we are an accident waiting to happen—but we are enjoying the ride. I appreciate the outdoors and love taking quiet walks to communicate with God. When my kids or grandkids connect with me on Facetime, it stops my world. My parents are European, so cooking elaborate German meals for my peeps has always been a staple in our home. If I retire one day, I envision a life where I am on a beach under an umbrella with my hubby, a good book in hand and a horizon of blue waves in view. Oh, and, a beautiful sunset would add nicely to the mix.

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Our heart is that place inside us that defines who we are, what we believe, how we decide and which direction we take others. It is where wisdom is birthed and the ability to enjoy life begins. Our heart is where our deepest passions reside and most meaningful dreams originate. Our best performance tends to flow from the heart” (Authentic Leadership Inc., 2014).

At the HEART of all our endeavors is an intentional desire to give back to our communities and the world through our nonprofit charitable organization, Intentional God. For years, we considered ourselves great givers, and then Hurricane Harvey would add a more personal dimension. We were one of the 13 million people affected by this devastating disaster and one of 135,000 homeowners whose properties were flooded. Evacuated through high waters during the early hours of August 28, 2017, with only the clothes on our backs, we had no idea what we would experience upon our return. As we pulled up to our home five days later, more than 40 neighbors and strangers stood on our front lawn, with sledge hammers in hand, ready to demo and support us in any way possible to tackle the big job ahead. This personal disaster and the love and support we experienced opened an even more strategic door allowing us to increase giving opportunities in our own community and around the world. Giving, supporting, and serving in areas of human need truly does change lives, the nation, and the world. Intentional God concentrates its support in joining with other charitable organizations around the world in meeting the needs of people everywhere.

Footnotes

1. Twenge, Jean M. *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy – and Completely Unprepared for Adulthood*. New York: Simon & Schuster, 2017.
2. <https://news.gallup.com/poll/187955/percentage-christians-drifting-down-high.aspx>.
3. <https://archive.gordonconwell.edu/ockenga/research/documents/ChristianityinitsGlobalContext.pdf>.
4. <http://worldreligjournal.com/pdf/ijrr12003.pdf>.
5. <http://www.youtube.com/watch?v=iTw0gzn633k&feature=youtu.be>.
6. www.givinginstitute.org/page/GUSA2015Release.
7. <https://www.pewforum.org/2015/05/12/americas-changing-religious-landscape/>.
8. <https://www.pewforum.org/2015/05/12/americas-changing-religious-landscape/>.
9. <https://www.christianitytoday.com/ct/2016/october-web-only/most-college-students-are-leaving-church-heres-how-this-con.html>.
10. Twenge, Jean M. *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy – and Completely Unprepared for Adulthood*. New York: Simon & Schuster, 2017.



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