

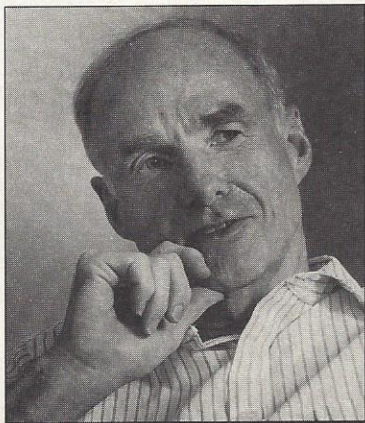
# News and Prophetic Views

BY JAMIE BUCKINGHAM

For years Steve Strang and I talked about the need to produce a magazine that was not ashamed of the gifts of the Holy Spirit for Christian leaders. In 1983, Steve grabbed the vision, and *Ministries Today* was born. Ed Caldwell was the first editor. In 1986 we combined the *Buckingham Report*, which was being published separately, with the magazine. Two years later, with Ed moving on to *CharismaLife*, Steve asked me to take the editor's chair. I agreed, as long as I could work out of my home on the East Coast—80 miles from the Strang Communications offices near Orlando in central Florida. My daughter-in-law Michele, a former congressional publications director, joined me as associate editor. We set out to reshape the magazine.

Our first goal was to define the product. I insisted our role should be prophetic—to inform Christian leaders what God is saying and doing. Michele insisted we be theologically solid, journalistically excellent, yet slightly irreverent and lively. I wanted to report exclusive information in our "Insiders' Report" and give personal insights in my "Buckingham Report." Michele wanted to work with our columnists, handle the features and oversee reviews. We were especially interested in the opinions of our readers. We felt our "Letters" page could become a lively forum for readers to express opinions. Indeed!

We both insisted on high standards of intellectual honesty, prophetic oversight, and a clear



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division between opinion and reporting.

My first job was to contact some of the nation's outstanding leaders and persuade them to write regular columns. They are

the world's best group of Christian columnists.

Each issue carries a "Soapbox" column in which a writer takes an opposite (and sometimes obstinate) view from mainstream thought. We've added a "Next Generation" column, written by selected ministers to children and youth.

Our editorial offices in Palm Bay, Florida, are actually my study and a corner of Michele's bedroom. Fortunately, we live within shouting distance of each other. Between us, we prepare all the editorial material and transfer it to the Lake Mary office, which handles design and layout, typesetting, advertising and circulation.

*Ministries Today* is something new in Christian journalism. We have no denominational interests but are not anti-denominational. We have no political agenda. We try to be objective in our reporting—regardless of whose toes (even our advertisers) we may have to step on. With each issue, we strive to provide our growing audience (now almost 100,000 readers) with news and prophetic views that matter.

Closing out 1991, we raise an Ebenezer: "Hither by thy help we've come." ■

## Ministries TODAY

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