

all becoming digital. Radio, television, recorded music—like watches—began their lives as analog media. Every note the listener heard was a smooth direct transform of the music in the studio. Now everything has become digitalized—which means computerized.

The same is true with today's reader and viewer. Reading, listening and viewing patterns have all changed over the last decade. Our minds have become digitalized. The books of tomorrow will be written with short chapters, units to themselves. It's the difference between magazines and books—and one of the reasons magazines are more influential than books. In magazines each article is a unit, a digit.

In one issue of *Charisma* I reach more than 500,000 readers every month with my column. Sure, I only reach them with 950 words instead of 75,000 words in a book. But it's digital versus analog. Once I realized I'm a communicator, not just a book writer, then it was apparent I needed to learn the language people were speaking. The Christian publishers of this nation also need to think this way.

The American Revolution was fanned into flame by the printed word. Tom Paine's pamphlet "Common Sense" sold 120,000 in three months. No wonder our forefathers insisted on freedom of the press as a necessity to keep this country free.

Adolf Hitler, along with Joseph Goebbels, took Germany and literally changed its mind for evil using one medium—radio. Ayatollah Khomeini's revolution in Iran was spread by audiocassettes, copy machines and telephones. When Philippine rebels overthrew Ferdinand Marcos in February 1986, the tide turned when they gained control of the government-owned Channel 4 television station in Manila.

Revolutions—political, social, economic and spiritual—ride the winds of those who have control of the information processes.

We can foster spiritual revolution in this world, but only by using the media the people are using—movies, radio, television, videocassettes—as well as the printed page.

The future is ours because God, who is without tense, not only empowers us with His Spirit, but calls us to Him. ■

Jamie Buckingham is editor-in-chief of *Ministries Today* magazine. He has authored more than 40 books. His latest is titled *The Truth Shall Set You Free...But First It Will Make You Miserable*.