



ADULT

Lesson 5 / June 29, 2014

# The Importance of the Message

By Diana M. Stucky

for use as  
**STEP 1**



## Lesson 5

### Focus:

Don't confuse the message with the messenger.

## Lesson 5

### Bible Basis:

1 Corinthians 1:10-17

## Lesson 5

### Memory Verse:

I appeal to you, brothers, in the name of our Lord Jesus Christ, that all of you agree with one another so that there may be no divisions among you and that you may be perfectly united in mind and thought.  
—1 Corinthians 1:10

**Students will discuss how the Gospel message is more important than the messenger.**

### OPENING ACTIVITY: *Who I Watch*

Ask your students to give the name of the person(s) on TV they usually watch to give them their local news. List the names on a board or sheet of newsprint. Also ask how important it is to them which person (anchor) they listen to—for example, will they only watch certain people because they like or trust them more than other anchors?

The media is a personality-driven business. This week we will look at the latest “likeability” rankings of people who give the national news on TV. Among the several people who give the news, usually there is one we want to watch, and others we don’t, as this article points out.

**OPENING STORY:** [read it aloud to your class, or make copies and pass it around]

### THE MOST LIKED, AND DISLIKED, NEWSCASTERS

Every day, dozens of TV networks and newscasters give the same news, but we prefer certain messengers over others to give us that news. The latest “likeability” or “Q” scores for TV newscasters and morning show hosts were released earlier this year. Those scores are based on a survey of more than 1,800 viewers that asked them to identify each of 24 newsmen and say whether or not they liked him or her.

No anchor had as high a Q score as actor Tom Hanks, whose constantly scores a 50 or better on surveys of most-liked persons overall. However, at the top of the “likeable” list for TV news anchors was Scott Pelley, the anchor of the *CBS Evening News*, with a Q score of 21, followed closely by CNN’s Anderson Cooper, just one point behind him.

The most-liked female news anchor was Lara Logan of *60 Minutes*, who scored a 17, just ahead of the 15's of NBC News' Brian Williams and CNN's Chris Cuomo. The next-most-liked female anchor was CNN's Kate Bouldan, also with a score of 15.

Also in the top 10 were Diane Sawyer of ABC, Ann Curry of NBC, Morley Safer of CBS, and Rachel Maddow of MSNBC, all with Q scores of 13.

At the very bottom of the Likeability list was MSNBC's *Hardball* host Chris Matthews. His "recognizability score" was fairly high (31). That score shows how well people taking the survey recognized the anchor's picture or name—the higher the number, the higher the recognizability. However, Matthews's Q score was the lowest out of his peers, at a 6. MSNBC's Alex Wagner was hanging on just slightly above Matthews with a Q score of 8, but she was ranked the least recognizable face among the 24 anchors.

When people are looking for the news and weather in the mornings, they like *Good Morning America* most. It takes love to want to wake up to the same face every morning—and TV executives know that better than anyone. That is why they do so much research, like Q surveys, into choosing morning talk show hosts.

Robin Roberts, whose cancer fight last year was a major focus of *GMA*, scores the best in the morning with a Q score of 29. No. 2 is her former colleague Sam Champion, who recently left *GMA* for The Weather Channel. He has a 25 Q score. Third on the list is another *GMA* personality, Josh Elliot.

The highest-rated non-*GMA* personality is journalist Norah O'Donnell from *CBS This Morning*, who earned a 19 and fourth on the list.

In fifth is Al Roker, who has a 14 and is the highest *Today Show* personality on the list. He's tied with colleague Willie Geist, who has been mentioned as a possible, eventual replacement for Matt Lauer—who now scores a lowly 7, far below his scores in the 20s years ago.

One of the hosts of *Today 9 A.M.*, Kathie Lee Gifford, has a very high recognizability score on the morning list. But to know her isn't necessarily to love her. She scores a 5, well behind the 12 score of her co-host, Hoda Kotb.

Though they didn't give Q scores years ago, scoring highest in the 1960s and 70s might have been newscaster Walter Cronkite, who was rated in some surveys "the most trusted man in America." The anchor of the *CBS Evening News* from 1962–1981, he covered such significant events as the assassination of President John F. Kennedy, the Vietnam War, and the first moon landing. Cronkite is well known for his departing catchphrase each evening, "And that's the way it is," followed by the date on which the program aired.

[Now form small groups to answer these questions.]

- **Which of the people mentioned in the article do you have strong feelings about, positive or negative? Why is that?**
- **How does likeability affect your acceptance of a person's message?**
- **If we like one person delivering the Gospel message better than another, what could happen to the message?**

(When you are finished with the questions, go on to Step 2 in your *Adult Teacher's Guide*.)

### **News Sources**

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Here Are the Most- and Least-Liked TV News Anchors

<http://www.theblaze.com/stories/2014/03/28/here-are-the-most-and-least-liked-tv-news-anchors-you-can-probably-guess-which-network-claims-the-bottom-three/>

The Most and Least Liked Morning TV Hosts

<http://www.thewrap.com/q-scores-morning-tv-robin-roberts-kathie-lee-gifford-matt-lauer/>

Walter Cronkite Biography

<http://www.biography.com/people/walter-cronkite-9262057#awesm=~oGE168BQxJOnzS>

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# The Importance of the Message

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**STEP 4**



## Lesson 5

### Focus:

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### Bible Basis:

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## Lesson 5

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—1 Corinthians 1:10

## FOCUSED ON JESUS

There are many who claim to be messengers of the Gospel. That is not a bad thing as long as we don't confuse what is being said with who is saying it. The Gospel is always about Jesus and His sacrifice on the Cross. An engaging messenger is always easier to listen to, but we have to listen carefully to the message. Is it focused on Jesus? He is the only one who can save us, not a pastor or a TV evangelist we happen to like.

As the Christians in Corinth illustrated, focusing on anything other than Jesus can lead to divisions in the church and seriously affect the proclamation of the message—the Gospel of Jesus Christ.

*(Activity)*

Ask students to return to the groups they formed in Step 1 and to respond to the following:

- **Think of the people who are teaching you about Jesus, both inside and outside your church. Are they putting Jesus and His message ahead of themselves? Are you in any way making them more important than the message? Resolve to focus not on any worldly words and wisdom but on “Jesus Christ and him crucified” (1 Cor. 2:2).**

Close the session in prayer. Thank Jesus for His sacrifice and pray that you and your church family will keep Him and the Cross the center of everything you say and do.

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**THE BIBLE IN THE NEWS**

An American tourist has been arrested in North Korea for leaving a Bible in a hotel room:  
<http://www.christianpost.com/news/american-tourist-arrested-in-north-korea-for-hostile-activities-after-leaving-bible-at-hotel-121089/>