

What is **fish** all about?

The purpose: The overriding goal for **fish** is to expand communication within the Christian community by providing an entertainment magazine offered free to any group wishing to distribute it to the public. No single publication offers one place for area Christians of all denominations to seek events, activities and programs that are likely to appeal to their particular need for wholesome entertainment and diversion. Churches, auditoriums, civic organizations and other groups now have a forum that allows them to communicate with regional Christians about their plans. How often has your church offered a program that would have appealed to other churches and denominations had they known? And businesses in the Tennessee Valley have a place to reach out to this particular segment of the community.

The tool: We believe this enhanced communication leads to a variety of opportunities. **fish** is an *alternative marketing tool* for area businesses seeking a different audience. **fish** is an *outreach tool*, an example to non-Christians of how our lifestyle is a vibrant, rewarding, fun way to live — pass our magazine to a friend. **fish** is a *source of ideas*. Discover what other churches and groups in town are doing to support membership or teach the community about Jesus. **fish** is a *resource*, helping to point small churches to programs at larger ones that can assist them as they grow, helping point Christians to activities that can rejuvenate their spiritual engines and helping families find wholesome events. We are quick to point out, however, that fish was *not* developed to unite denominations or protect boundaries. Simple communication is our ministry.

The name: It's an unusual title for a magazine, but appropriate. What better contemporary symbol is there to help define the contemporary Christian culture than a fish? Jesus' fish swim across the bumpers of thousands of cars in Chattanooga and around the region. Christ taught man to become fishers of men, a fundamental tenet of Christianity. And, like the five loaves and two fishes, we pray this magazine grows beyond the hopes, dreams and prayers of its organizers, readers and advertisers.

The content: Regional groups of all sorts provide numerous events and activities that appeal to families here, such as organized nature hikes, arts and craft festivals, handbell performances, symphony orchestras, gospel programs, revivals, youth camps and much more. So while the entertainment in this magazine is targeted to the Christian community, it is not all necessarily religious in nature. Churches wanting to invite more than its own members to particular programs must regularly send us announcements for our calendar department. Readers who want information about upcoming events must write **fish** to ask our writers to feature their ideas. Each month, **fish** will deliver free copies to area businesses, churches and other groups wanting to distribute the magazine. And, each month, **fish** makes the magazine available online.

The staff: Our staff represents volunteer editors, writers and distributors from around the region. David Hamilton, publisher, began developing **fish** with friends after working for the past 12 years in the newspaper industry. Most recently, he was the assistant managing editor of a small daily community newspaper in Dalton. He graduated from the University of Tennessee at Chattanooga (UTC) in 1993 with a double major in journalism and English and has won numerous newswriting and design awards from the Georgia Association Press, the Georgia Associated Press Association and other groups.

The Credit: We thank God for opening dozens of doors for **fish**. Without His support, we could not exist.

"Him that cometh to me, I will in no wise cast out." — John 6:37