

## J. C. Battle's Video enhances funeral service

CINCINNATI -- A new way of enhancing funeral service with video has been introduced locally by the J.C. Battle and Sons Funeral Home. Called the Tribute Program, it is a moving, yet dignified presentation of a life remembered, combining sophisticated video technology with a sensitive production style.

"We view the Tribute Program as a way to celebrate the life of someone who has died," says J.C. Battle III of J.C. Battle and Sons Funeral Home. "Families who use the Tribute Program may share a very special remembrance of their loved one's life, both at the funeral ceremony and in private, whenever they wish to do so", Mr. Battle adds.

The Tribute Program combines photographs from the life of the deceased with tastefully presented background scenes. Music, which may be selected by the family because of its association with the departed person, is added to form the sound track. A favorite scripture or other quotation completes the package. The result is a six-minute videotape featuring cherished pictures complemented by respectful audio and visual imagery.

The Tribute Program is based on pictures chosen by the family. "It is not a videotape of the funeral itself", Mr. Battle points out. "Only photos that show the deceased as the family wishes to remember him or her are used", Mr. Battle adds.

Produced by the National Music Service of Spokane, Washington, the Tribute Program is being used across the United States and Canada. It has drawn favorable comments from families and funeral directors. "What a beautiful and lasting

remembrance to pass on to the grandchildren, especially the younger ones, when memories are starting to fade. Yes, we have the picture albums, but there is something very different about the video", says a family member from Cincinnati.

The important role of the Tribute Program can play in facilitating the grief process has been recognized by Dr. Earl Grollman, widely acclaimed authority on the subject. "This is the most exciting new project I've ever heard of in funeral service", notes Grollman.

J.C. Battle and Sons Funeral Home has been serving the Cincinnati community since 1933. "We've always been dedicated to providing meaningful funeral service in line with established traditions", says Mr. Battle. "The Tribute is innovative, yet still well within the bounds of respectful funeral customs", Mr. Battle points out.