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Convention Preview

NRB 2000

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Nonprofit Accountability

Management specialist Peter Drucker recently noted that he sees more similarities than differences between nonprofit and business management.

While both should be accountable for results, sometimes charities must make an extra effort to focus on the core mission and live up to a prescribed standard of performance.

Too many nonprofits believe that good intentions are sufficient. They very often lack the discipline — the imposed discipline — of the bottom line.

Another shortcoming is that nonprofits don't "abandon." It is time that we abandon programs that do not produce results. We seem to have the idea that everything must run forever to please God.

Drucker once described our country, during the days of stagflation, as a sick economy on the back of a healthy society. Today, society is beset by a number of maladies — loss of respect for life, breakdown of marriage, an increasingly vulgar and nihilistic

entertainment industry — which are being carried on the back of a robust economy. May God help us.

Thank you for a marvelous year in the work of your association. We realize we're accountable to you, our members, and look to you for input on everything we do — and everything we don't do. Our lines are always open to hear your comments.

Our 57th Annual Convention & Exposition is near. The convention is a time for warm fellowship, learning, doing business and being encouraged by God for the coming year's work. We'll be looking for you February 5-8 in Anaheim, CA!



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of *NRB* magazine. He may be reached via e-mail at bgustavson@nrb.org or phone 703-330-7000 ext. 507.



Glenn Plummer is president of Christian Television Network in Southfield, MI, and second vice chairman of NRB. He can be reached at 248-559-4200.

The Seventh Millennial Dawn

As we behold the dawn of a new millennium, we should consider a few historical facts. Putting aside the clamor of Y2K, the world economy, the Internet, hurricanes, earthquakes, famine, disease and other global issues and concerns, a more significant pattern has occurred every 1000 years since Adam.

According to biblical timelines, 1000 years after Adam (the dawn of the second millennium), a man named Noah was alive. The events that followed during his lifetime were catastrophic for the entire earth.

At the dawn of the third millennium (2000 years after Adam), there was a man named Abram. His name was soon changed to Abraham and God established a covenant with him that would impact the world for thousands of years.

At the dawn of the fourth millennium, a young lad named David was alive. The covenant God made with him not only established a new kingdom for God's people, but also established a ruling throne among mankind forever.

Almost exactly 1000 years after David (and

2000 years after Abraham), at the dawn of the fifth millennium, a babe was born in a manger in Bethlehem who would rule from David's throne forever. He would become known as King of kings and Lord of lords — Jesus Christ. The covenant God made through Him would bless every generation to follow for hundreds and thousands of years.

Although the dawn of the sixth millennium is somewhat obscured, the world experienced global plagues and the Dark Ages. During the close of the sixth millennium, a generation saw the discovery of the Qumran cave scriptures (the oldest known scriptural documents).

Now, 2000 years after Christ walked the earth, this generation is beholding the dawn of the seventh millennium. With the explosive revolution of technology and communications happening before our eyes, let us seize every opportunity to capture these technologies for the communication of the Gospel. This generation must hear the Gospel. We must move hastily. We may have very little time left.

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						KCIV-FM Fresno/Modesto



- **January 6-9, 2000**
2000 International CES (Consumer Electronics Manufacturers Association); Las Vegas, NV. 703-907-7600.
- **January 8-12**
National Association of Broadcasters (NAB) Board of Directors Meeting; Palm Springs, CA. 202-775-3527.
- **January 24**
Association of Local Television Stations (ALTV) Convention; New Orleans, LA. 202-887-1970.
- **January 24-27**
National Association of TV Program Executives (NATPE) Annual Convention; New Orleans, LA. Nick Orfanopoulos, 310-453-4440.
- **February 5-8**
57th Annual NRB Convention & Exposition; Anaheim (CA) Marriott. Tammy Singleton, 703-330-7000, ext. 503.
- **February 12-15**
NAB State Leadership Conference; Washington, DC. 202-775-3527.
- **February 16-19**
RAB 2000, Radio Advertising Bureau; Denver, CO. 972-753-6740.
- **April 8**
Broadcasters' Foundation Charity Golf Tournament; Las Vegas, NV. 203-862-8577.
- **April 8-13**
NAB 2000, Las Vegas, NV. 202-775-3527.
- **April 12**
5th Annual NRB Media Breakfast; Las Vegas (NV) Hilton. Tammy Singleton, 703-330-7000, ext. 503.
- **July 27-29**
Southwestern NRB Chapter Convention; Barry Thompson, 318-783-1560.
- **September 14-16**
Midwestern NRB Chapter Convention; Maranatha Conference Grounds, Muskegon, MI. Martin Jones, 402-464-6440.
- **September 20-23**
2000 NAB Radio Show; San Francisco, CA. 202-775-3527.
- **September 24-26**
Eastern NRB Chapter Convention; Sandy Cove Bible Conference Center, North East, MD. Bill Blount, 401-737-0700.
- **September 28-30**
Southeastern NRB Chapter Convention; The Cove, Asheville, NC. Joe Emert, 770-229-9267.
- **October 1-3**
Western NRB Chapter Convention; The Queen Mary, Long Beach, CA. Gary Curtis, 818-779-8400.
- **February 10-13, 2001**
58th Annual NRB Convention & Exposition; Wyndham Anatole Hotel, Dallas, TX. Tammy Singleton, 703-330-7000, ext. 503.

PUBLISHER

E. Brandt Gustavson

ASSOCIATE PUBLISHER

Michael T. Glenn

DIRECTOR OF COMMUNICATIONS

Karl H. Stoll

MANAGING EDITOR

Christine L. Pryor

COPY EDITOR

Anne Dunlap

EDITORIAL ASSISTANT

Valerie D. Fraedrich

ART DIRECTOR

Sharon L. Schnell

ADVERTISING MANAGER

Jason M. Cuzzolina

PRINTER

Davidson Printing, Duluth, MN

GENERAL COUNSEL

Wiley, Rein & Fielding

EDITORIAL OFFICE

7839 Ashton Ave., Manassas, VA 20109-2883

Phone 703-330-7000 Fax 703-330-6996

www.nrb.org

EXECUTIVE COMMITTEE

President: E. Brandt Gustavson, **Vice President:** Michael T. Glenn, **Chairman:** David Clark, NAMI/FamilyNet; **First Vice Chairman:** Tom Rogeberg, In Touch Ministries; **Second Vice Chairman:** Glenn Plummer, Christian Television Network, **Secretary:** Wayne Pederson, Northwestern College Radio; **Treasurer:** James Gwinn, CRISTA Ministries; **Members-at-Large:** Sue Bahner, CrossWay Consulting, Stuart Epperson, Salem Communications Corporation, Jerry Rose, Total Living Network; Robert Straton, Walter Bennett Communications.

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NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

FCC to Implement New LPTV, DBS Legislation

Congress ended its 1999 session shortly before Thanksgiving by passing an enormous "omnibus" appropriations bill — to which many unrelated provisions were attached, including several items of interest to broadcasters. The FCC faces the task of implementing lawmakers' directives concerning a new Class A low-power TV (LPTV) service and retransmission of local TV signals by direct broadcast satellite (DBS) operators.

Statutory "Class A" LPTV

LPTV licensees likely were aware that the FCC last fall opened a rulemaking proceeding to establish a new class of LPTV stations that would enjoy increased interference protection. However, Congress stepped into the issue before the FCC could even gather comments on the agency proposal. The statute establishes a Class A LPTV service whose licensees will enjoy the same license terms and renewal standards as full-power TV broadcasters, including permanent protection from interference by other stations.

Lawmakers' action preempted certain elements of the FCC proposal (and so the FCC announced that its previously announced filing deadlines were suspended until further notice). The new statute sets eligibility requirements for Class A status and mandates the process by which existing LPTV stations may obtain their Class A licenses. The law also establishes deadlines by which existing full-power stations must act if they wish to protect a "maximized" DTV service area from interference by the new Class A stations. (The term refers to agency-authorized expansion of a DTV facility's service area; such maximization is permitted under the DTV rules only if it does not pose interference to another full-power TV broadcaster's analog or digital operations.)

Under the legislation, a low-power broadcaster will qualify for a Class A license if it satisfies two criteria: 1) during August-November 1999, the LPTV station broadcast a minimum of 18 hours per day and 2) those broadcasts included a minimum of three hours per week of locally produced programming. LPTV facilities that are commonly owned with full-power TV stations or any other medium of mass communication are eligible for Class A licenses if they are otherwise qualified. The FCC must adopt rules implementing the new service by April 2000.

The new Class A stations will face certain technical constraints. In particular, such LPTV stations may not cause any interference within the Grade B contour of any existing or proposed full-power analog station or to the service area of any DTV allotment, within any granted or proposed DTV service area or within any maximized DTV service area. Should

"technical problems arise" between a DTV station's allotted parameters or channel assignment and an eligible Class A station application, the FCC must use engineering solutions that ensure replication of the full-power digital station's service area and permit maximization of the DTV station's service area. In addition, the new Class A stations must afford protection to all previously licensed, authorized and proposed LPTV or TV translator stations.

LPTV licensees already should have received notices from the agency concerning the requirements for Class A designation. Those who have not received notices should contact their communications counsel promptly.

"Local Into Local" DBS Service Authorized

After heated last minute negotiations in both houses of Congress, lawmakers approved amendment of the Satellite Home Viewer Act (SHVA) to allow for the satellite transmission of local TV broadcast signals into the local markets that they serve. The measure has been considered crucial to DBS development as a strong multichannel video competitor to cable systems. But many legal snarls had to be addressed — including significant copyright issues and a DBS version of mandatory carriage obligations — before the legislation attracted enough support for passage.

While full DBS must carry will not take effect until January 2000, DBS operators already may open negotiations with stations for retransmission consent agreements and may begin the actual retransmissions to subscribers as soon as the FCC completes a proceeding to establish governing regulations. The new law bars DBS operators from entering into exclusive arrangements with broadcasters until the year 2006.

The FCC must devise and implement DBS must-carry rules by January 1, 2002. The statute does not provide as extensive a mandatory carriage regime as that which applies to cable operators. DBS providers must carry all full-power TV stations in a particular market only if the provider opts to carry at least one station in that market. (In response to this provision, the two leading DBS operators — DirecTV and EchoStar — have indicated that they intend to provide local signals only to the top 50 to 60 markets across the country.)

DBS operators will not be required to carry more than one local affiliate's signal for each network in a market; other carriage obligations will be similar to those imposed on cable systems. The new statute also establishes a complaint procedure to allow broadcasters to challenge any DBS operator refusal to provide carriage.

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Trade Talk

Airwave News

JASPER, AL – Purchased by James Lee, WZPQ-AM completed its format change from sports to 24 hours of Christian broadcasting. (Lee, 205-384-3461)

NAPLES, FL – Daystar Television Network, La Familia Television Network and Radio U were added to the Dominion Sky Angel DBS Television & Radio System. (Naney Christopher, 941-403-9130)



MORRIS, IL – New Life Radio staff traveled to Russia with the Book of Hope mission team to distribute *The Book of Hope* (an illustrated compilation of the synoptic Gospels) and to lead a radio seminar for personnel at three radio stations in Izhevsk. (Kerry McGee, 800-520-9235)



WASHINGTON, DC – With one hour remaining and \$80,000 yet to raise in a sharathon, WGTS-FM hosts Bill Scott, Kevin Krueger and Steven Vistaunet worked a countdown of callers needed at the “coffee can” club level. The goal of \$400,000 was met. (ShareMedia@aol.com)



BAKERSFIELD, CA – KAXL-FM exceeded its sharathon goal of \$150,000 in only two days. Hosts were Neil Stavem and Greg Walters. (ShareMedia@aol.com)



MYRTLE BEACH, NC – WMIW-FM's first sharathon netted \$49,090 from 311 donors in two days. Hosts were Dan Beeman and Tim Altman. (ShareMedia@aol.com)

DAVENPORT, IA – EBI Video & Film, Inc., signed a deal with FOX affiliate KLIB-TV18 to produce the channel's local news in the Quad City market. EBI is a Christian-owned and -operated company. (Jeff Lyle, 319-391-0619)



DALLAS, TX – KCBI-FM picked up three 1999 Katie Awards from the Dallas Press Club. “Best Major Market Newscast Award” was presented to news director L.B. Lyon, “Best Scheduled Sportscast Award” went to morning sports anchor Larry Mullins and “Best Serious Feature Story Award” was given to morning news anchor Sharon Geiger. (Troy Kriechbaum, 817-792-3800)



NEW YORK, NY – In October, 1,000 persons attended opening night of the satellite broadcast Millennium of Prophecy Seminar in Manhattan Center Studios. Transmissions were carried by Adventist Communication Network (ACN) and Three Angels Broadcasting Network (3ABN) in North America, with 3ABN also reaching Europe and the north of Africa, and Adventist Global Communications Network extending the signal to the world. An estimated 5,000 sites received the series worldwide. (Ann Cooney, 301-680-6306)



LINCOLN, NE – In December, *Confident Living* launched a new half-hour weekly format. (Mike Maytum, 402-464-7200)



SAN JUAN, PR – Calvary Evangelistic Mission, Inc., hosted nine members of the Evangelism Commission of the Evangelical Association of the Caribbean. The members, from eight islands, are planning for CONECAR 2000, a quadrennial Caribbean conference for leaders slated for May 1-6 in Puerto Rico. (Ruth Luttrell, 787-724-2727)

SAN DIEGO, CA – The *Mike Gallagher Show* began broadcasting live from KCBQ-AM's new studios in San Diego's Golden Triangle. In other KCBQ news, KPRZ-AM entered into a new Local Marketing Agreement (LMA) to provide local programming and marketing services for KCBQ. (www.kprz.com)



DUNN, NC – In October, WLLN-AM's ownership changed. Formerly owned by nonprofit Christian Purities Fellowship, Inc., the station is now a for profit commercial station owned and managed by Estuardo Valdemar Rodriguez of Lillington. (Mark Wilson, 910-892-9322)

LOVELAND, CO – Grizzly Adams Productions, Inc., has produced more than 60 special interest TV documentary shows/home videos having universal appeal. Most TV specials have been produced after extensive in-field marketing studies conducted for their company by The



Airwave Anniversaries

CARY, NC – In November, Trans World Radio's transmitting site in Swaziland celebrated 25 years of ministry, dedicating a 100,000-watt transmitter during the anniversary festivities. (Richard Greene, 919-460-3760)

SAN JUAN, PR – WBMJ-AM, a station of Calvary Evangelistic Mission, Inc., celebrated its 13th anniversary in September. (Ruth Luttrell, 787-724-2727)

NASHVILLE, TN – In October, *Gospel Today* magazine celebrated its 10th anniversary. (Fred Steen, 615-376-5656)



GRAND RAPIDS, MI – In October, the Children's Sunshine Network (CSN) celebrated its 10th birthday. Parent station WCSG-FM hosted a 5-hour on-air party, which included greetings from program producers, testimonies from listeners and reflections of God's goodness over the past decade. More than 750 kids and their families joined CSN on the campus of Cornerstone University to help celebrate. (Dodd Morris, 800-530-9779)



Trade Talk

International Airwaves

Gallup Organization, to determine in advance what viewers want and to give a predictive success rate. Contact Grizzly for domestic/international broadcast licensing. (David Balsiger, 970-667-4509)

CHARLOTTE, NC – INSP – The Inspirational Network has



been added to the Dominion Sky Angel service. In other INSP news, Inspirational Life (I-Life) is expanding its Hispanic block to eight hours, double its current amount, to meet the popular demand of the growing Hispanic market. (Sara Lowe, 704-561-7728)

MINNEAPOLIS, MN –

SkyLight Satellite Network's newest affiliates: WBXX-FM/Stroudsburg, PA; WBIN-AM/Benton, TN; WJYC-FM/Delhi Hills, OH; and satellators W220CO/Carbondale, PA and K220GX/Wishram, WA. (Dale Davis, 651-631-5032)



NASHVILLE, TN – GSF & Associates announced a new agency relationship with June Hunt's Hope for the Heart Ministry. Hunt is an author, speaker and founder of *Hope for the Heart*, a 15-minute daily radio program. Hunt's second broadcast, *Hope in the Night*, is a two-hour call-in counseling program. (GSF, 615-361-1810)



June Hunt

FT. WORTH, TX – In November, FamilyNet premiered its new flagship program, *The Call*, a half-hour TV series highlighting the work of God in the lives of people and revealing the supernatural power of God to change lives. The series is hosted by long-time news anchor and talk show host John Criswell. (Rosser McDonald, 817-737-4011)



SACRAMENTO, CA – For Thanksgiving, K-LOVE Radio and a consortium of 37 rescue missions joined forces for "Feed the Hungry '99" to raise money to feed the hungry across the nation. (Lloyd Parker, 916-282-1400)



SYDNEY, AUSTRALIA – The Christian Broadcasting Association in Sydney launched its "Power Plus Christmas Appeal" in an endeavor to raise \$100,000 between November 9 and 20. The funds were used to replace its 20-year-old equipment and studios as it moves forward with its recently upgraded production of music and announcements. (Ramon Williams, rlgmedia@ozemail.com.au)

CARY, NC – By manufacturing tailor-made studios from converted shipping containers, Trans World Radio (TWR) discovered an innovative means of transporting and building new studio facilities in Mozambique. Four containers were sent to



Mocuba, where TWR occupies two of the four containers: one a studio and one as living quarters. (Richard Greene, 919-460-3760)

DEERFIELD BEACH, FL – GSF & Associates president Greg Fast (left) presents a check of the proceeds of the fifth annual WENO/WNAZ charity golf tournament to Food For The Poor's North American ministry director Russ Russell. The tournament netted nearly \$5,000 for Food For The Poor to build housing in Jamaica. (Food For The Poor, 954-426-6530)



Internet

CHICAGO, IL –

CLTV News camera technician Mark Gambino prepares TLN Interactive general manager David Melvin for an interview with CLTV religion/general assignment reporter LeAnn Trotter. During the interview, Melvin announced the formation of TLN.com. In phase one of completion, the Web site offers Total Living Network viewers inspirational, enlightening and enriching information to enhance their Christian walk. (Corine Branch, 312-433-3838)



LOS ANGELES, CA – Pix Media, Inc., CEO Michael Elliot



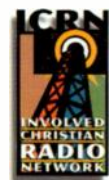
announced the signing of EuroNews to a contract allowing Europe's all news channel to take advantage of Pixelon.com technology and broadcast EuroNews on its Web site, allnewsite.com. (Michael Elliot, 818-901-9804)

CAMARILLO, CA – Salem's OnePlace.com



acquired GospelMedia.com, bringing the number of ministries in OnePlace.com's Ministry Channel to 60. (Doug Young, 336-854-5570)

ICRN's newest program addition is the 15-minute *Renewal Radio* with Dr. Gene Getz, senior pastor of Fellowship Bible Church North in Plano, TX. Access the program at www.icrn.com/Renewal_Radio. (icrnstaff@icrn.com)

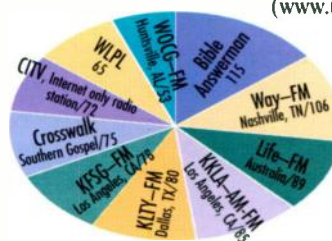


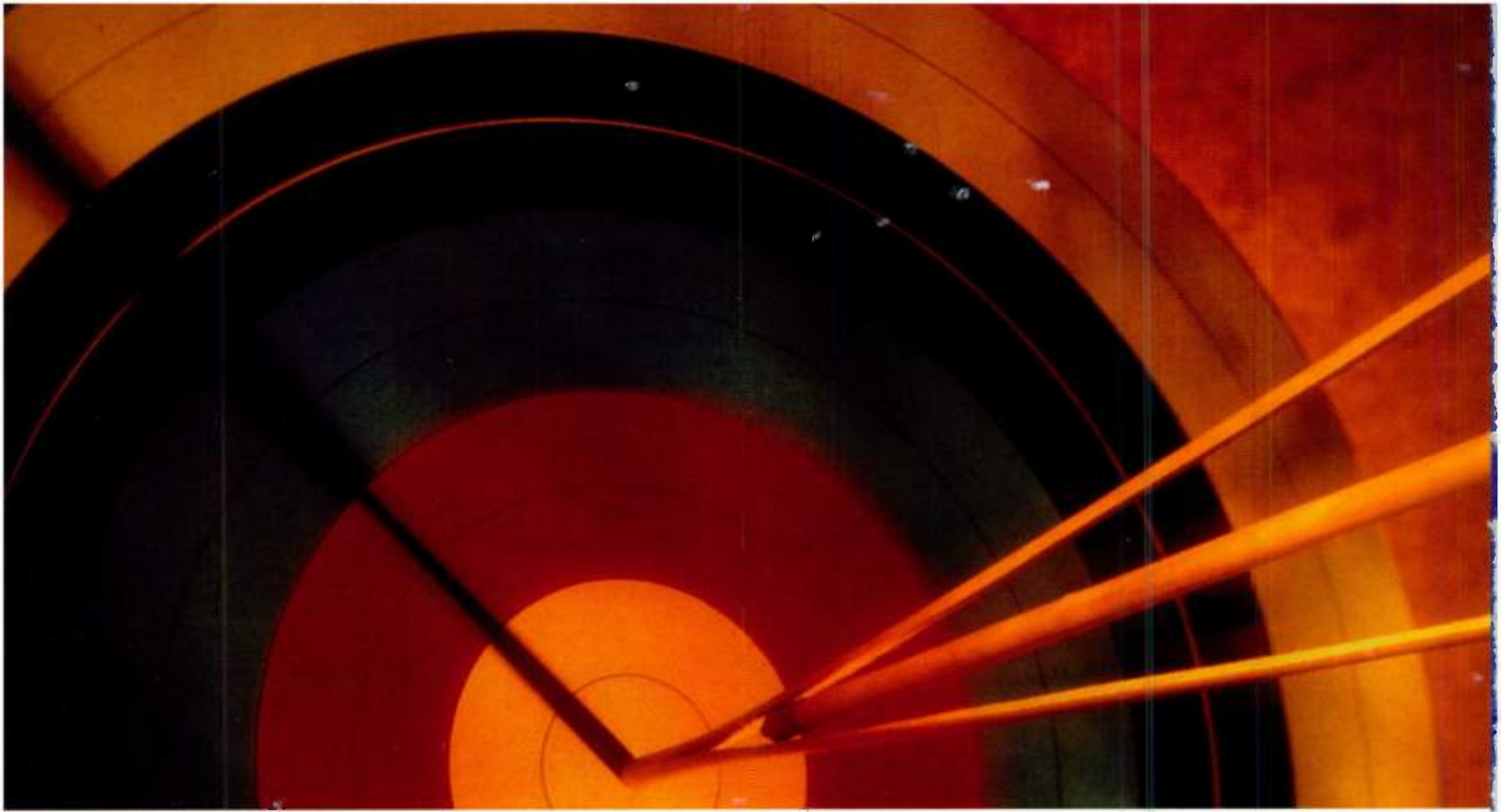
SEATTLE, WA – Central Media Incorporated announced plans to launch SpotTaxi.com, a new radio advertising distribution system, following an investment from The Ackerley Group. Scheduled to launch nationally in January 2000, SpotTaxi.com's Web site will integrate the organization, management and distribution of radio advertising. (Debra Pagan, 516-784-7865)



ORLANDO, FL – Christian Radio Start Panel (CRISP), released its first report on Internet radio and audio usage. View the full report at www.terrycom.net/crisp/oetratings.htm.

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Reader Friendliness A Close Second

It hardly matters how accurate a translation is if it doesn't appeal to buyers. Previous well-intentioned efforts at an accurate modern translation have been rejected in the marketplace as too "stilted" or "clunky." As a part of the development process, draft copies of HCSB™ text were shown to a broad range of prospective readers – everyone from casual Christians to strong biblical conservatives, pastors, denominational groups, Christian bookstore owners, and others, in every region of the United States.

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Taste And See

In the final analysis, the best way to appreciate the Holman CSB™ is to read it for yourself. The following passage is from Chapter 9 of the Gospel of John:

As He was passing by, He saw a man blind from birth. His disciples questioned Him: "Rabbi, who sinned, this man or his parents, that he was born blind?"

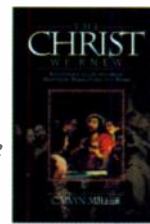
¹"Neither this man sinned nor his parents," Jesus answered. **"This came about so that God's works might be displayed in him. ²We must do the works of Him who sent Me while it is day. Night is coming when no one can work. ³As long as I am in the world, I am the light of the world."**

⁴After He said these things He spit on the ground, made some mud from the saliva, and spread the mud on his eyes. ⁵"Go," He told him, **"wash in the pool of Siloam"** (which means "Sent"). So he left, washed, and came back seeing.

On The Horizon

Portions of the HCSB™ text are releasing this year. In January, *Experiencing the Word Through the Gospels*

features the full text of the four Gospels with devotional notes by Dr. Henry Blackaby, best-selling author of *Experiencing God*. In March, *The Christ We Knew* premieres, featuring chronologically arranged selections of all four Gospels with 31 days of devotions by Calvin Miller. Publication of Revelation is also planned during the year 2000, with the complete New Testament targeted for release in 2001. By 2004, the entire Bible will be available.



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To provide you with the latest information on the progress of the Holman Christian Standard Bible™ we are now offering a complimentary subscription to our newsletter, *Clearly the Word*, which gives regular updates on the translation work. It also includes sample portions of the text, translator profiles, and more. To order a newsletter subscription, *Experiencing the Word Through the Gospels* (\$9.99; ISBN 1-55819-857-1), or *The Christ We Knew* (\$16.99; ISBN 0-8054-9415-4) contact your B&H sales representative today or call 1-800-251-3225.

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Trade Talk

People

FRANKLIN, TN – Glen Payne, lead vocalist of the Cathedrals, died October 15 at his home in Franklin. Payne was inducted into Gospel Music Association's Hall of Fame, the Radio Music Hall of Fame and the Texas Music Hall of Fame. (Drew Sullivan, Solid Gospel)



ANAHEIM, CA – Hosts of the daily radio program *Discover the Word* will make their debut appearance together at NRB 2000. Haddon Robinson, Alice Mathews and Mart DeHaan will be at the RBC Ministries booth. (Janet Strokoseh, 877-245-0550)

DALLAS, TX – Scott Preissler was named president of the Christian Stewardship Association during its 35th annual conference. Preissler succeeds Brian Kluth, who served for five years. Preissler served as vice president of education and member relations and was appointed COO in January. (414-483-1945, ext. 21)



PARAMOUNT, CA – Jerry Langford was named executive director for *Life at Its Best*. Langford's experience includes a stint as talk show host/program director of KIXL-AM/Austin, TX. (touch-stone@home.com)

Music Notes

NASHVILLE, TN – ForeFront recording artist Eli was awarded a plaque from the Salvation Army after a successful clothing drive in conjunction with TWIM/FM. In other ForeFront news, Rebecca St. James appeared on a special for PAX TV; Bleach's song



STONE MOUNTAIN, GA – Babbie's House TV program producer Greg West and host Babbie Mason receive the "Genesis Award" from the Southeastern Chapter of NRB. (770-300-9828)



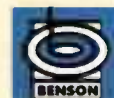
DALLAS, TX – Christian recording artist Billy Crockett visited a Habitat for Humanity worksite in South Dallas and dedicated his newest CD, *Simple Plans*, to the nonprofit's work. (The Dallas Morning News)



NORTH HOLLYWOOD, CA – N-Soul recording artist Deitiphobia signed to Eclectica Music and will be releasing a CD in January. The group released an album last year under the name Massivid. (818-980-9088)



NASHVILLE, TN – Benson recording artist NewSong recently scored its 15th No. 1 single, "Can't Keep a Good Man Down." (Brian Smith, 615-298-5505)



"Super Good Feeling" aired on the TV show *Dawson's Creek*; and FOX TV's *Party of Five* aired Considering Lily's "Real." (Annette Reisel, 615-771-4507)



Trade Talk

ATLANTA, GA – Craig Hahn joined mp3radio.com as director of sales. Hahn, who previously worked for Infinity Radio Group in Charlotte, NC, will oversee all advertising sales across the mp3radio.com network and will build revenues from database marketing and e-commerce. (Marleen Burford, 404-572-1830)




BOSTON, MA – Billy Graham addressed students and faculty of the John F. Kennedy School of Government at Harvard University. Speaking on the relevance of God in the 21st century, Graham received a standing ovation after the question-and-answer session following his remarks. Attendance was determined through a lottery system due to the volume of people who desired to attend. (A. Larry Ross, 972-267-1111)



COLORADO SPRINGS, CO – Michele Tennesen was named publicity manager for WaterBrook Press. Tennesen was previously with Multnomah Publishers. (Terry Walsh, 608-236-0950)




NASHVILLE, TN – Michael Dukes was named coordinator of media relations for Turning Point Media Relations, Inc. Dukes will assist in servicing national print and broadcast media personnel and pursue regional media opportunities for the firm's clients. (Brian Smith, 615-298-5505)

GRAND RAPIDS, MI –  **Zondervan** Publishing House (ZPH) named Paul Engle senior acquisitions editor in the ZPH Book and New Media Group. Engle most recently served as editorial director and acting director of publications for Baker Book House. (800-9-BOOK IT)

COLORADO SPRINGS, CO – In October, three leaders of IICJB World Radio were honored by Azusa Pacific University in conjunction with the school's centennial celebration. The honorees, alumni of APU, include president Ron Cline, executive director David Johnson and board member Glen Adams. (Jim Ferrier, 719-590-9800)



GRAND RAPIDS, MI –  **ibelieve.com** announced that former magazine editors Jeanette Thomason and Brian Peterson joined the Christian Internet company's editorial department. Thomason is former editor of *Virtue* and *Aspire*; Peterson was editor of *Next Man* and *Christian Retailing*. (Sara Lee, 616-554-7365)

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Trade Talk

People cont.



Jennifer Downing presents the "Perey Award" to Joe Battaglia during the Eastern NRB Chapter Convention in Sandy Cove, MD.

Technology

OPELIKA, AL –
Quantegy and
Xytech Systems



Corporation entered into an agreement in which Xytech's software will be the standard inventory application for Quantegy products. The company also entered into an agreement with Imation Corp. to sell and distribute Imation data storage media products worldwide. (Steve Smith, 334-742-7992)

HAUPPAUGE, NY –
GlobeComm Systems,
Inc., was awarded a
\$20 million contract



by CD Radio, Inc., to provide equipment for the terrestrial repeater segment of CD Radio's digital satellite radio transmission system, which will broadcast up to 100 channels of music and entertainment. (David Hershberg, 516-231-9800)

ALBION, MI –
Satellite
Export &
Engineering



expanded its operations into the Latin American market by opening a new sales and distribution office in Buenos Aires, Argentina. Diego Funes is the regional sales manager for Latin America. (517-629-5990)

AMSTERDAM, THE
NETHERLANDS – Sierra
Design Labs
announced its acquisition by da Vinci
Systems, Inc., a subsidiary of Dynatech
Corporation. Sierra
manufactures digital video disk recorders.
(Terese Parrish, 775-831-7837)



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Trade Talk

NEW YORK, NY – Solid State Logic recently introduced the MixTrack 24-bit, 96-track hard disk recording option, designed as a completely integrated option for the Axiom-MT digital multi-track console. (Debra Pagan, 516-784-7865)



HOLLYWOOD, CA – Summit Audio, Inc., announced that Nickelodeon uses its MPE-200 Microphone Preamplifier and 4-Band Equalizer for the audio production of *All That* and *Kenan & Kel*. (Debra Pagan, 516-784-7865)



MONTEBELLO, CA – TASCAM introduced the TL-Sync, a new machine synchronizer, at the 107th AES Convention. The TL-Sync was co-developed with TimeLine Vista, Inc. (Debra Pagan, 516-784-7865)

LOS ANGELES, CA – HHB announced the release of two new re-writable CD-RW disks in its Advanced Media Products range, the CDRW74 and CDRW80. In other product news, HHB developed two new 3.5-inch Magneto Optical disks for professional audio use, the MO 640MB and MO 640MB DOW (Direct Over Write). (Tracey McPherson, 310-319-1111)



QUINCY, IL – Broadcast Electronics, Inc. (BE), announced a deal with South America's largest broadcasting corporation, Caracol, S.A. The agreement brings BE's NewsBoss® system to 75 workstations in the Colombian cities of Bogotá, Cali, Medellín and Barranquilla. (Kim Winking, 217-224-9600)



NEW YORK, NY – Orad disclosed that its CyberSet O virtual set system is being used by Black Entertainment Network (BET) to provide virtual environments for four BET-produced TV series: *Madd Sports*, *Out the Box*, *Entertainment Minute* and *Jam Zone*. (Matthew Straeb, 212-931-6723)



NEW YORK, NY – In the largest remote HDTV production to date, the Discovery Channel and Sony Electronics teamed up to produce this year's *Discovery Channel Eco-Challenge* in digital high definition. (Lisa Young, 408-955-5683)



MINNEAPOLIS, MN – Telex® Communications, Inc., introduced the MS2000 Master Station and Power Supply, designed to provide strength and flexibility for broadcast applications. (Lou Vlahos, 616-695-6831)



NEW YORK, NY – NEUTRIK debuted the EaZyCon® EZ Series of XLR Connectors, reducing assembly time by as much as 60 percent. (Debra Pagan, 516-784-7865)

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Wanda Franz Ph.D.

Pro-Life Perspective

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Trade Talk

Member Profile: Haven Ministries Broadcasts Hope for 66 Years

Charter NRB member Haven Ministries communicates to people through radio, a monthly devotional and the Internet. Haven began with Paul Meyers, who first called the broadcast *The Crew of the Good Ship Grace* and later *Haven of Rest*.

The mission of Haven is to communicate God's love through His Word and music. To reach those who need encouragement, teaching or a personal invitation to know Christ, the ministry has a daily radio program on 250 stations and a one-minute message, *Life Preservers*, which airs on 350 stations.

Haven of Rest's format includes teaching, speaking and music. The ministry also produces original music with Haven's soloists and quartet.

After a 17-year stint as Haven's principal broadcaster, Ray Ortlund passes the host baton to Charles Morris this month. With his

wife, Anne, Ortlund has an international speaking ministry which will continue. To aid in the transition, Ortlund will host *Life Preservers* for six additional months.

Morris worked extensively in secular jobs as an editor, bureau chief, TV/radio broadcast journalist and press secretary to two former congressmen. He says he is "convinced that God's Word is needed by people as we go into the millennium. People need to be real and Christ calls us all to be disciples right where we are."

Morris plans to focus his teaching on how to be courageous and remain God's representative in the face of life's difficulties. Ortlund remarks, "Morris will bring to Haven a fresh perspective with new ideas as we look to the future."

Haven enjoys a powerful prayer ministry with staff and listeners. Ortlund and Morris

agree that praying and waiting on God makes Haven a powerful ministry which reaches out to the unsaved and hurting world.

In 1993, Haven was presented an "Award of Merit" from NRB.

Congratulations, Haven, your broadcast of hope continues to be a model to the Christian community.



Charles Morris

Membership director Anne Tower may be reached at atower@nrb.org or 703-330-7000, ext. 511.

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Trade Talk

Letters to the Editor

Great job with the December issue of NRB. I especially enjoyed the interview with Bud Paxson. Excellent article — I appreciated the positive angle taken on PAX TV and the subject of “inspirational” television.

I am writing to let you know that there is an error in the paragraph written about Far East Broadcasting on page 13 of December's issue.

It was cited that Far East Broadcasting's offices in Indonesia recently received threats as a result of opposition by Buddhist leaders. The reference to Far East Broadcasting programs being condemned by Buddhist leaders is correct, but the event occurred in MYANMAR, not Indonesia. In addition, the threats Far East Broadcasting Indonesia received took place over the span of the past two years as a result of unrest nationwide, not just from the events in East Timor.

Thank you for your time and attention to this matter. I know it's just a small para-

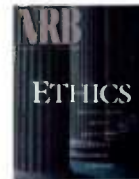
graph, but I felt it was necessary to mention not only for correction, but because you and your staff do such an excellent job with the magazine and I can tell that the integrity of the magazine is important to you.

Melinda Wong
Far East Broadcasting Company
La Mirada, CA

EDITOR'S NOTE: We apologise for the confusion and any inconvenience incurred by Far East Broadcasting Company.

The November issue, editorial on Y2K (Signing On, page 4) and “The Six Pillars of Character” are all superb! I am a great admirer of NRB president Brandt Gustavson and all that NRB does.

Cary Humphries, Edina, MN



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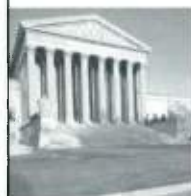


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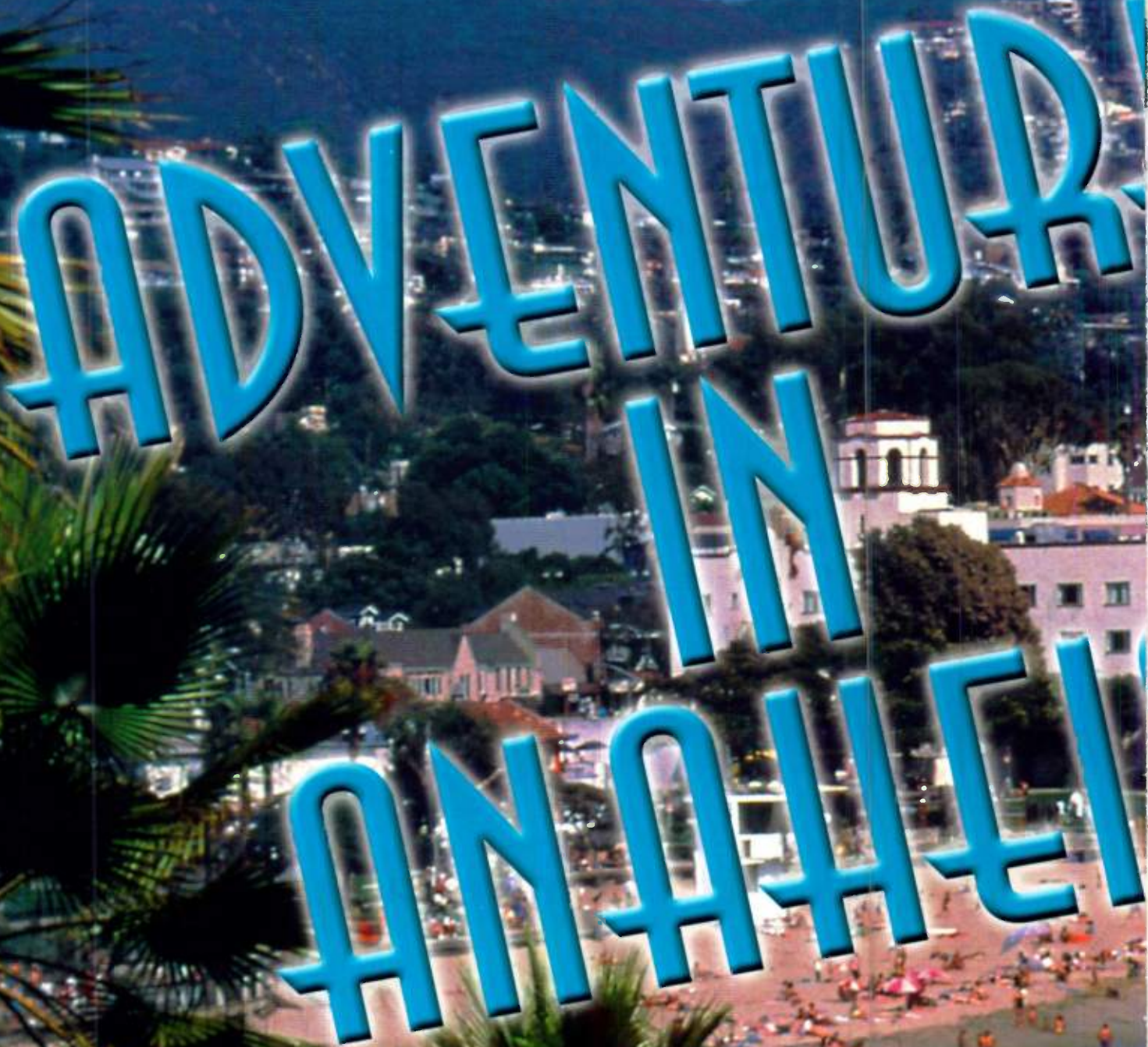
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by Valerie Fraedrich



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There is a lot of construction going on in Orange County. Up-to-the-minute freeway conditions are provided by Caltrans and from the OCTA. Call the transportation help line for up-to-date construction and detour information at 714-724-2077. Free commuter assistance and bus information/route planning are available by calling 714-636-7433.

If your car breaks down on the freeway during rush hour, use the nearest emergency call box or look for the Orange County Freeway Service Patrol. The Service Patrol dispatches a roving team of tow trucks during peak hours.

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1339 E. Katella Ave., Suite 327
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714-637-5009, fax: 714-637-5009

Provides a professional coach operator for safety and a knowledgeable tour guide for service.

- **Tour 1 - Premium Tour - City Tour plus Universal Studios.** Adult \$66, child (3-11) \$52.
- **Tour 2 - Tour L.A. - City Tour L.A./Hollywood/Beverly Hills/Burbank.** Adult \$42, child (3-11) \$30.
- **Tour 3 - Legoland/Outlet Stores.** Adult \$46, child (3-11) \$46.
- **Tour 4 - Carlsbad Outlet Stores.** Adult \$30, child (3-11) \$20.
- **Tour 5 - Sea World Adventure Park/San Diego.** Adult \$64, child (3-11) \$49.
- **Tour 6 - San Diego Zoo.** Adult \$56, child (3-11) \$46.

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190 W. Cerritos Ave.
Anaheim, CA 92805
714-956-2252, fax: 714-956-8569

Guaranteed daily departures from Anaheim to Las Vegas on state-of-the-art luxury motor coaches with full service, which includes movies.

- **Tour 1 - Las Vegas Flyer Passenger Service**
Travel to Las Vegas, one way or round trip. Adult \$83, child (3 to 11) \$68.
- **Tour 2 - Grand Canyon National Park**
Same-day tours and a two-night package include a fully escorted day tour of the Grand Canyon. Other canyon tours include land/air combinations. Adult \$179 - \$298, child (3-11) \$169 - \$263.
- **Tour 3 - San Diego Express Passenger Service**
Deluxe service departs daily. The easiest way between Anaheim and San Diego - one-way or round trip. Adult \$59, child (3-11) \$50.

Destination Information

Anaheim/Orange County Visitor & Convention Bureau

800 W. Katella Ave.
Anaheim, CA 92802
714-765-8888, fax: 714-765-8864
E-mail: mail@anaheimoc.org
To request information or publications,
888-598-3200
Event information line: 714-765-8899, ext. 9888
Special NRB Wed site: www.anaheimoc.org/nrb/

Attractions

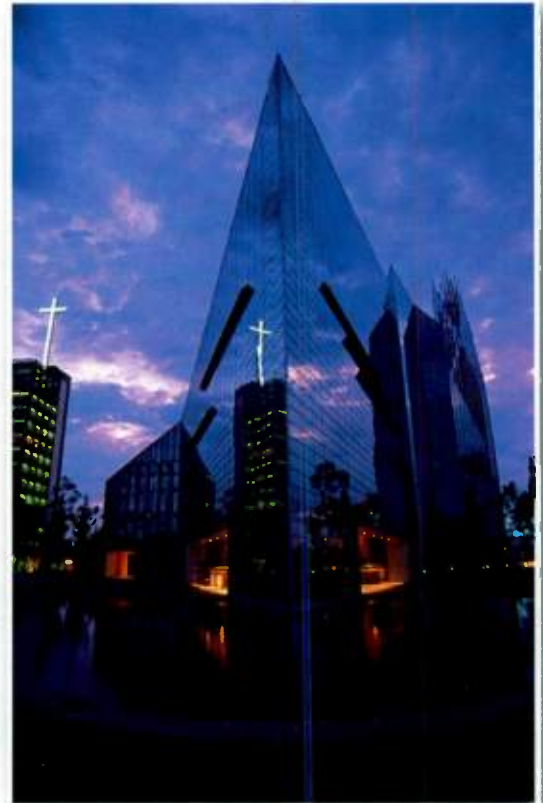
Aquarium of the Pacific

100 Aquarium Way
Long Beach, CA 90801
562-590-3100, fax: 562-590-3109
Admission: adult \$14.95, child (3-11) \$7.95,
senior (60+) \$11.94

World-class aquarium celebrating the astonishing treasures of the planet's largest, most diverse and spectacular body of water, the Pacific Ocean. The Aquarium of the Pacific explores three regions of the Pacific Ocean: the Southern California/Baja Pacific, the Northern Pacific, and the Tropical Pacific. The aquarium is a milestone in design, architecture, and technology for the 21st century.

Crystal Cathedral

13280 Chapman Ave.
Garden Grove, CA 92840
714-971-4069, fax: 714-750-3836



Crystal Cathedral

Designed by famed architect Philip Johnson, the Crystal Cathedral has been hailed as "the most spectacular religious edifice in the world." The cathedral resembles a four-pointed star with 10,000 panes of glass covering the web-like translucent walls and ceiling. It is home to the annual "Glory of Christmas" and "Glory of Easter" pageants. The cast includes live animals, flying angels and incredible special effects, all performed inside a 2,890-seat cathedral. Visitors are welcome

Continued on page 36

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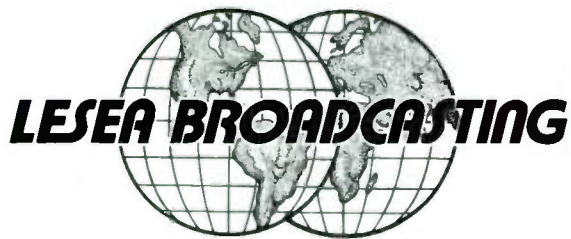
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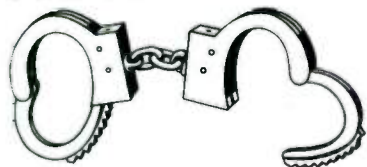


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Continued from page 26

for tours Monday – Saturday, 9:30 and 11 a.m., campus closes at 4:30 p.m. Sunday worship hours are 9:30 and 11 a.m. with Spanish service at 12:45 p.m.

Discovery Science Center

2500 Main St.
Santa Ana, CA 92705
714-542-CUBE,
fax: 714-542-2828

Visitors experience “Science — Southern California Style” at Discovery Science Center. The 59,000-sq. foot facility is filled with fun, hands-on exhibits for children and adults.

Visitors experience an earthquake in the “Shake Shack,” lie on a bed of 3,500 nails, walk through a tornado, engage in live science demonstrations, watch a 3-D laser show and more. Look for the giant tilting cube! Open daily; call for hours and admission prices.

Disneyland

1313 Harbor Blvd.
Anaheim, CA 92803
714-781-4565, fax: 714-781-1341
Admission: adult \$38, child (3-11) \$28,
senior (60+) \$36

Disneyland Resort in Southern California is home of the original Disney theme park filled with classic attractions and spectacular entertainment. Explore the new Tomorrowland, featuring attractions based on imagination and beyond! Favorites such as Space Mountain and Star Tours remain, but are joined by a new 3-D adventure, “Honey, I Shrunk the Audience”, “Innoventions” and “Rocket Rods,” a breathtaking new attraction which is the longest — and fastest — thrill ride in Disneyland history! Located in the heart of Southern California, the resort also features two hotels: the Disneyland Pacific Hotel and the Disneyland Hotel. Both properties offer a number of exclusive Disney benefits, including early admission into the theme park. Disneyland is open 365 days a year. Please call the Guest Relations office 714-781-4560 for operating hours.

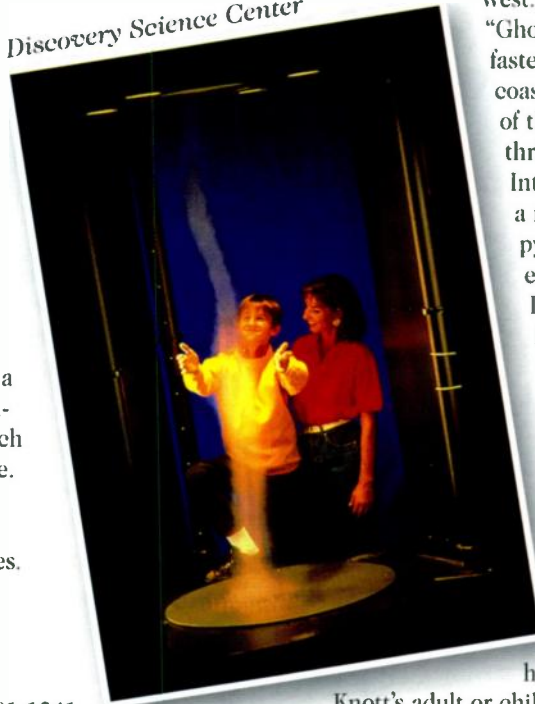
Knott's Berry Farm

8039 Beach Blvd.
Buena Park, CA 90620
714-220-5200, fax: 714-220-5124
Admission: adult \$36, child (3-11) \$26,
senior (60+) \$26, non-ambulatory \$26,
after 4 p.m. (all ages) \$16.95

America's first theme park, Knott's is 150 acres of rides, live shows and family attractions celebrating California and the American Wild West. New attractions include “GhostRider”, the West's tallest, fastest and longest wooden roller coaster; “Supreme Scream”, one of the world's tallest descending thrill rides; and Edison International “Electric Nights”, a multimedia laser and pyrotechnic extravaganza exploding every night.

Immediately adjacent is the free-admission California MarketPlace, home of Mrs. Knott's Chicken Dinner Restaurant, a Southern California dining institution since 1934. Located 10 minutes from Disneyland. Pacific Coast Sightseeing offers free round-trip transportation from Anaheim hotels with purchase of Knott's adult or child admission ticket.

Discovery Science Center

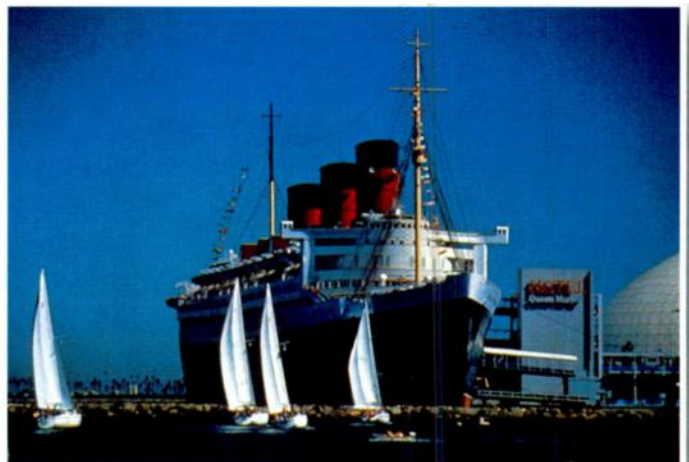


Queen Mary/RMS Foundation, Inc.

1126 Queens Hwy.
Long Beach, CA 90802
562-435-3511, fax: 562-437-4531
Admission: adult \$13, child (4-11) \$8,
senior (55+) \$11

The Queen Mary historic hotel and attraction offers a variety of activities and fun. Tour the luxurious Queen Mary on your own or with a guide,

Queen Mary





shop at the Main Hall, eat at one of its award-winning restaurants or stay aboard in your own original first-class stateroom. In addition, visit the authentic Cold War-era Russian Foxtrot-class submarine, code name "Scorpion," moored next to the Queen Mary.

San Diego Wild Animal Park

15500 San Pasqual Valley Rd.
Escondido, CA 92027

760-747-8702, fax: 619-675-7911

Admission: adult \$21.95, child (3-11) \$12.95

The 2,200-acre San Diego Wild Animal Park is like an expedition to some of the world's most exotic places without leaving North America. Varieties of animals roam together in herds and flocks, in vast expanses, similar to their native homelands. The new Heart of Africa walking safari is a journey past unusual animals including giant eland, okapis, warthogs, colobus monkeys and cheetahs, and offers guests the opportunity to hand-feed giraffes and visit an authentic research station. Nairobi Village features include Lorikeet Landing, where guests may feed these colorful Australian birds; Hidden Jungle; Mombasa Lagoon, an interactive play area for kids; the Petting Kraal; animal

shows; and boarding for the Wgasa Bush Line Monorail.

San Diego Zoo

2920 Zoo Dr.

San Diego, CA 92103

619-231-1515, fax: 619-675-7911

Admission: adult \$22, child (3-11) \$12

Hours: 9 a.m. - 6 p.m.

Gates close at 4 p.m.

The world famous San Diego Zoo is home to more than 4,000 rare and exotic animals representing more than 800 species of birds, mammals and reptiles. Animals include giant pandas from China, koalas from Australia (and the world's only albino koala in a zoological facility), pygmy chimpanzees from Central Africa and Komodo dragons from Indonesia. Unique, natural habitats include Polar Bear Plunge, Hippo Beach, Gorilla Tropics, Tiger River and Sun Bear Forest. Other highlights are the guided bus tour, Skyfari Aerial Tram, the Children's Zoo and the Reptile House. San Diego Zoo is world-renowned as a botanical garden with more than 6,500 species of plants.

SeaWorld Adventure Park - San Diego

500 Sea World Dr.

San Diego, CA 92109

619-226-3901, fax: 619-226-3952

Admission: adult \$36.95, child (3-11)

\$28.95, senior (55+) 10 percent off

Hours: 10 a.m. - 5 p.m.

At SeaWorld Adventure Park - San Diego, you'll discover a 150-acre adventure park filled with new and ever-changing attractions, shows, aquariums and more. New Manatee Rescue is the only display of these rare animals outside Florida. Manatee Rescue recreates the river-like setting these gentle animals



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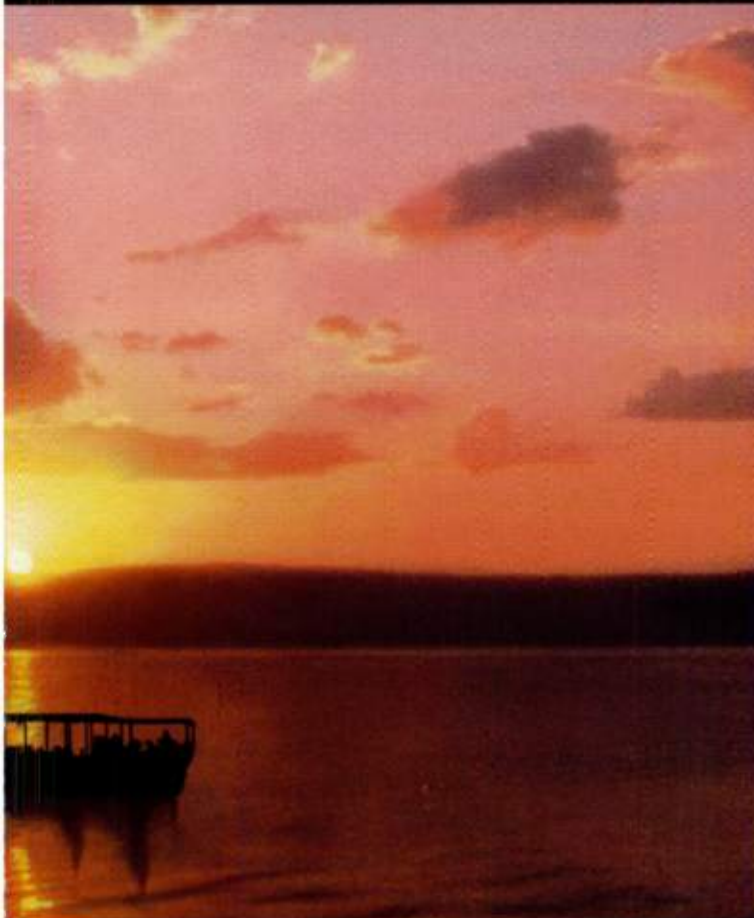
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inhabit in the wild. Wild Arctic, an extreme adventure, takes you on a simulated jetcopter ride. Touch down at Base Station Wild Arctic and come face-to-face with polar bears, beluga whales, walruses and seals. The new Shamu Adventure show features spectacular killer whale behaviors and audience participation segments. Other adventurous attractions include Penguin Encounter, Shark Encounter and Rocky Point Preserve.

Universal Studios Hollywood

100 Universal City Plaza
 Universal City, CA 91608
 818-622-3036, fax: 818-622-0171
 Admission: adult \$38, child (3-11) \$28
 Hours: 9 a.m. – 7 p.m.

In Universal Studios Hollywood theme park, the greatest moments from movies and TV come to life, putting you in the middle of all the excitement. Thrill to live-action stunts with the sophisticated digital image technology of "Terminator 2 3-D". Imagine riding to the moon with E.T., or seeing a live sea war in "Waterworld". You'll speed through time on "Back To The Future...The Ride" and go "Totally Nickelodeon" in the place where kids rule. Have your worst nightmare come true when a man-eating T-Rex attacks you on "Jurassic Park – The Ride".

Long Beach Aquarium

100 Aquarium Way, Long Beach, CA
 562-590-3100
 Admission: general \$14.95,
 senior (60+) \$11.95, child \$7.95
 Hours: 9 a.m. - 6 p.m. 7 days a week

See one of the largest, most comprehensive and technologically advanced marine exhibitions. The exhibits focus on the broad spectrum of sea life in the Pacific Ocean's three regions: Southern California & Baja Pacific, the Northern Pacific and the Tropical Pacific.

Fightertown USA

20521 Teresita Way,
 Lake Forest, CA
 949-855-8802
 Admission: Prices vary from \$15 to \$60
 Hours: 9 a.m. – 5 p.m.

Fightertown is an authentic jet fighter simulation center that gives civilians the opportunity to pilot a jet fighter from actual cockpit simulators. Fightertown requires no prior experience and provides flight gear, training and in-flight instruction to ensure an entertaining and challenging aviation-themed adventure.

Children's Museum of LaHabra

301 Euclid St., La Habra, CA
 562-905-9793
 Admission: \$4
 Hours: 10 a.m. – 5 p.m. Monday –
 Saturday; 1 p.m. – 5 p.m. Sunday

Explore this hands-on learning facility for children of all ages.

LEGOLAND California

1 LEGOLAND Drive, Carlsbad, CA
 760-438-LEGO
 Admission: adult \$32, senior (60+) \$25,
 child (3-16) \$25
 Parking: \$6
 Hours: December 31 – March
 10 a.m. – 5 p.m.

LEGOLAND opened March 1999 and is the first LEGOLAND in the United States. Nearly every one of the 40 rides and attractions at the park is somehow "kid powered." Clustered about a 1.73 acre man-made lake are six major theme areas, or "blocks," in LEGOLAND language: Miniland, Village Green, The Ridge, Fun Town, Imagination Zone and Castle Hill.

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Dana Point Harbor Association: 949-496-1094

Davey's Locker: 949-673-1434

Hook Sportfishing Charters: 800-583-8133

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Cruises: 949-675-0550

Sportfishing is an exciting sport that promises an unforgettable thrill for the novice fisherman or the seasoned angler. The coastal waters of California and offshore islands provide the perfect habitat for a wide variety of fish. Choose from luxury sport-fishers that customize your fishing excursions or larger vessels that offer planned itineraries.

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Theater, 949-553-2422

Orange County

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Center, Costa Mesa,

714-556-ARTS

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Theater, Orange Coast

College, Costa Mesa,

714-432-5640

Sports

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February 12-13

Arrowhead Pond of Anaheim

2695 Katella Blvd.

Anaheim, CA 92806

714-704-2500

Call for ticket prices.

Hockey

Anaheim Mighty Ducks vs. Dallas Stars

February 9 at 7 p.m.

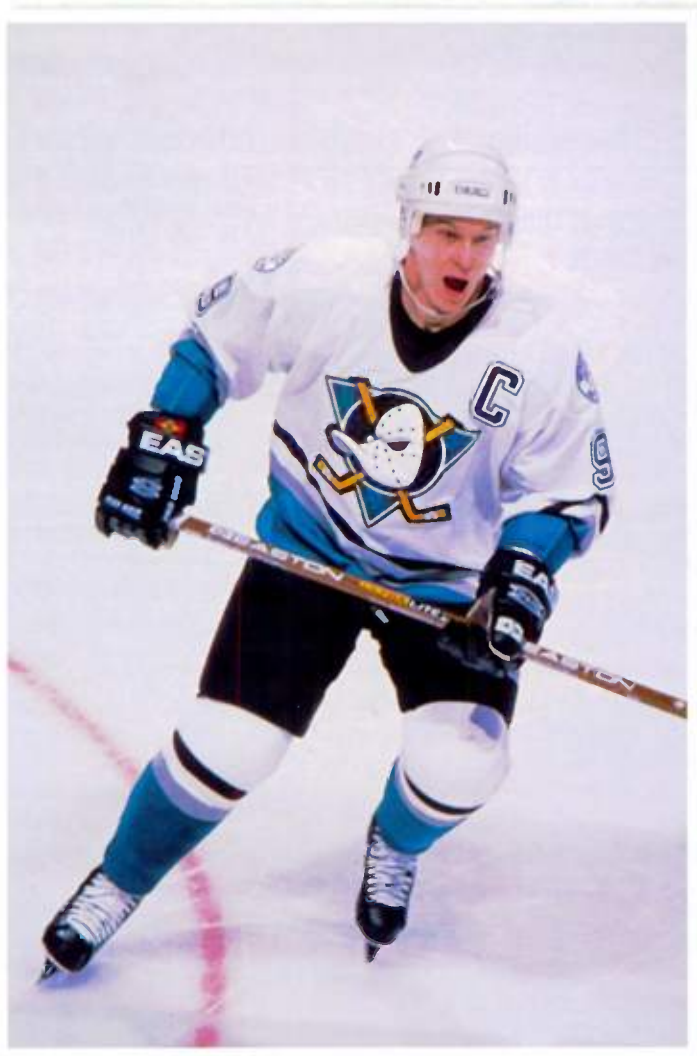
Arrowhead Pond of Anaheim

2695 Katella Blvd.

Anaheim, CA 92806

714-704-2500

Call for ticket prices.



Anaheim Mighty Ducks



Dining & Entertainment

Wild Bill's Wild West Dinner Extravaganza

7600 Beach Blvd.
Buena Park, CA
714-522-4611

Wild Bill's offers two hours of the wildest entertainment with Wild Bill, Miss Annie, trick roper Bonnie West, and the Wild West Indian Dancers, plus an all-you-can-eat chicken and rib dinner.

Comedy Mystery Dinner Theater

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Anaheim Plaza Hotel
714-826-4730

On Saturdays at 7 p.m., this comedy mystery dinner theater features audience participation as guests follow the characters from room to room. The evening includes champagne, hors d'oeuvres, dinner, wine, dessert and dancing.

Anaheim White House Restaurant

887 S. Anaheim Blvd.
Anaheim, CA 92805
714-772-1381

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700 W. Convention Way
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714-740-4412

Attire

Casual sportswear goes along with the comfortable weather. Some restaurants may require a jacket and tie for dinner. Evenings can be a bit cool, so pack a sweater or a light jacket.

Gratuities

Although tipping is voluntary, waiters are customarily given a gratuity of 15-20 percent of the bill. Taxi drivers are tipped 15 percent of the fare. Bellhops receive \$1-2 per bag to carry luggage to your room. Airport skycaps are tipped 50 cents per bag or generally a \$1 minimum.

Sales Tax

Sales tax is 7.75 percent in Orange County on all items except food for preparation and purchases for out-of-state delivery.

Valerie Fraedrich is editorial assistant for NRB magazine. Reach her at vfraedrich@nrb.org or 703-330-7000, ext. 516.

Photos courtesy of Anaheim/Orange County Visitor & Convention Bureau.

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- Radio Station Sales Managers
- Radio Syndicators
- Recording Artists
- TV Program Directors
- TV Program Producers
- TV Station General Managers
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**NRB
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Preview**

NRB's third venture into California promises to be an exciting gathering of the industry and a thrilling start to a new decade in communications. The National Religious Broadcasters 57th Annual Convention & Exposition is heading for the beautiful West Coast and landing at the Anaheim Convention Center & Anaheim (CA) Marriott Hotel February 5-8.

Plan now to make the sunny scene with your peers and discover the latest big things in the Christian communications industry.

International Events

International Reception
Saturday, 5:30 p.m.

World Fellowship Luncheon
Monday, 12 noon

“NRB pioneered the way, broke down the first barriers and set the standards and pace for Christian Broadcasters

around the world. The Fellowship of European Broadcasters is grateful for our close relationship with NRB, as together we work to extend Christ’s Kingdom through broadcasting.”

—Harvey Thomas, Chairman,
Fellowship of European Broadcasters,
Hertfordshire, England

General Sessions

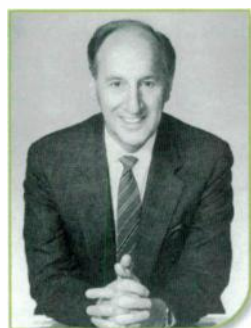
Awards Night/Opening Session

Saturday, 7 p.m.

Emcee: Dennis Swanberg, Lasting Impressions, Ft. Worth, TX.

Music: The Pasadena Tabernacle Band; Bob Carlisle, Provident Music Group/ Diadem Records.

Awards: Radio Station of the Year, Radio Program Producer of the Year, TV Station of the Year, TV Program Producer of the Year, Talk Show of the Year, Milestone, News, Distinguished Service, Chairman's Award and President's Award.



Jack Hayford

Speaker: Jack Hayford, pastor of The Church on the Way, the First Foursquare Church of Van Nuys, CA.

Worship Service

Sunday, 9 a.m.

Music: Haven Quartet, Haven Ministries.

Dramatic Presentation: Max McLean, actor/ storyteller/communicator.

Music: Dámaris Carbaugh, Discovery House Music.

Speaker: Ron Cline, president, IICJB World Radio.



Dámaris Carbaugh

Evening Celebration

Monday, 7:30 p.m.

Emcee: Jerry Jenkins, author, Tyndale House Publishers.



Jerry Jenkins



Michael W. Smith

Music: Chris Rice, Rockettown Records/Word Distribution; Kathy Troccoli, Reunion Records/

Provident Music Distribution; and Michael W. Smith, Reunion Records/ Provident Music Distribution.

Live Broadcast:

Unshackled!

The longest running radio drama series in history celebrates its 50th year with a live broadcast from the Anaheim Marriott.



Unshackled!

NRB 2000: 10 BENEFITS for YOU and YOUR MINISTRY

- 1 Explore **new technology**.
- 2 **Network** with more than 4,000 communication professionals.
- 3 Enhance your broadcasting **skills**.
- 4 Find **new clients**.
- 5 Choose from more than 40 dynamic **educational sessions**.
- 6 Advance your ministry **goals**.
- 7 **Recharge** your spiritual batteries.
- 8 Gain new and **useful ideas** through innovative workshops.
- 9 Develop **leadership** skills.
- 10 Keep up with the latest **developments**.

BOOT CAMPS



These full-day Saturday sessions (8 a.m. – 2:30 p.m.) feature information and instruction by industry experts who show you how to make an immediate impact on your work.

TELEVISION BOOT CAMP

For the first time, the TV boot camp will be divided into separate “Educational Tracks” so that each participant can specialize in a particular area. The tracks include:

Church Media – This will focus on producers and media leaders involved specifically in church ministry situations. Selecting the right equipment, working with volunteers, training your staff, creative production techniques and other important issues related to church media ministry will be featured.

Independent Producers – This track will focus on producing Christian programming independently, and will include raising money, finding distribution, selecting the right projects and discussing cutting edge production techniques.

TV Stations – If you work in a TV station, then this is the right class for you. Subjects of particular interest to producers, directors, managers and other positions will be dealt with. How do we break the financing barrier? What’s going to happen with digital TV? What’s the future for Christian broadcasting?

RADIO SALES BOOT CAMP

Competing in the marketing and advertising world has changed more dramatically in the last two years than in the previous 20 years. The advent of the Internet will create both problems and opportunities for religious radio stations. Now, here is your chance to understand what marketers want today, how to talk their language, how to grab attention with presentations that work and how to bring valued business to your radio station. This boot camp will examine new and exciting opportunities and challenges in increasing revenues in the new century.

INTERNET BOOT CAMP

The Internet Boot Camp is designed to be a full-spectrum introduction to the world of effective ministry Web sites. During this intensive one-day seminar, you will be introduced to the following topics:

Strategic Planning and Development. You’ve made the decision to move into the online world of the Internet. Or maybe you’ve had a Web site for some time, but you have never felt that it was accomplishing all that it should. How do you lay the foundational work necessary to determine how a Web site fits into the strategic purposes of your ministry? What are the key areas that must be thought through in order to make sure that you run your online presence rather than your online presence running you?

Technology and Staffing. Once you’ve laid the proper strategic foundations for a world-class Web site, what are the tools and technologies that are available to help you accomplish your purposes? And what type of people will you need to hire in order to carry out your strategic vision?

Advertising and Promotion/Content Management. You have thought through the issues ... you have built your site ... now will they come? And if they do, will they find what they are looking for and make the decision to return to your site again? Learn how to let people know you are there and how to tailor your site to what your audience needs.

STEWARDSHIP BOOT CAMP

Could you better serve the cause of Christ with additional funding? Would you like to know the eight ways God typically provides for ministries? Would you like some new ideas on how to fund your work? Would you like to be more efficient in your fund raising? This practical boot camp will give you biblical foundations and practical ideas to help take your ministry funding to the next level. Ideas also will be presented and discussed on how you can encourage your listeners to be more generous to your work and their church. By the end of the day, you’ll be equipped to develop a 12-month action plan to better fund your ministry. Major donors, direct mail, special events, sharathons, gifts-in-kind, matching grants, etc., will be covered in this exciting teaching.

QUESTION HOTLINES

TOPIC	CONTACT	PHONE	EMAIL
Auxiliary Events, Internet Ads	David Keith	703-330-7000 x 501	dkeith@nrb.org
Exhibits, Convention News Ads	Bill Kilchenstein	703-330-7000 x 513	bkilchenstein@nrb.org
Sponsorship	Michael Glenn	703-330-7000 x 502	mglenn@nrb.org
Press	Karl Stoll	703-330-7000 x 517	kstoll@nrb.org
Registration	Tammy Singleton	703-330-7000 x 503	tsingleton@nrb.org
Membership	Anne Tower	703-330-7000 x 511	atower@nrb.org
Magazine Advertising	Karl Stoll	703-330-7000 x 517	kstoll@nrb.org

“All’s Well That Begins Well.”



Once the flag has been planted and the medals pinned, no one remembers those long months of preparation. Yet painstaking planning is the heart and soul of a successful expedition.



“An expedition starts long before the first stage of the actual journey begins. An extended period of planning and organization is necessary to turn a dream into a reality.”

*— Sir Edmund Hillary
From the Ocean to the Sky*

That’s why The Domain Group emphasizes strategic planning more than any other fundraising and direct response agency. Our research and analysis tools are the talk of the industry. More important, they work — yielding remarkable results for many of the world’s leading broadcast ministries and non-profit organizations.

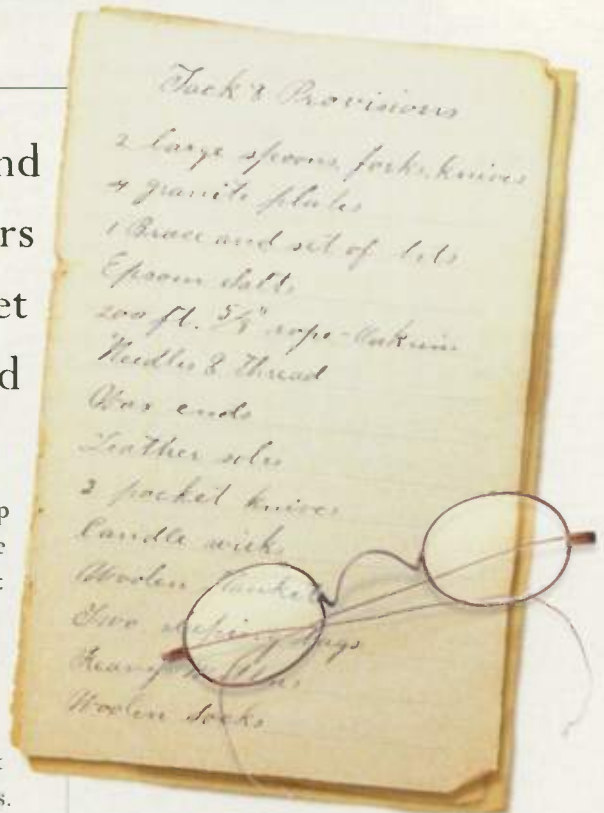
GUIDES AND OUTFITTERS FOR GOOD CAUSES.

Clients tell us it’s unusual. But when The Domain Group meets with you, we listen first — and talk later.

What’s your most pressing challenge? Launching new programming? Converting listeners into new donors? Webcasting?

Are you getting the most from your database? Is your message integrated across all media?

From careful listening to meticulous research, we leave no strategic stone unturned — doing whatever is necessary to create a plan that is specific, thorough,



and customized to your needs.

We like to think that when a strategy is properly conceived, the results will be far from surprising.

They’ll be inevitable.

To discover more, call Jeff Nickel at 206-834-1402, or visit us at our Web site. Together, we’ll make big plans.

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Educational Sessions

Executive Management

- **The Three Seasons of Dynamic Teams, Part A** Monday, 10 – 11:15 a.m.
- **The Three Seasons of Dynamic Teams, Part B** Monday, 3 – 4:15 p.m.
- **Ezra: A Biblical Model for Leadership** Tuesday, 10 – 11:15 a.m.
- **Find 'em, Get 'em, Keep 'em — Smart Hiring Choices for Smart Managers** Tuesday, 3 – 4:15 p.m.

International

- **Using Research Strategically in Management Decisions** Monday, 10 – 11:15 a.m.
- **Using Research Strategically in Programming Decisions** Monday, 3 – 4:15 p.m.
- **What Can U.S. Ministries Do to Reach the 10/40 Window With Models of What Is Being Done Already** Tuesday, 10 – 11:15 a.m.
- **Effectively Communicating the Gospel to Your Own Culture** Tuesday, 3 – 4:15 p.m.

Internet

- **The Care and Feeding of a Web Site** Monday, 10 – 11:15 a.m.
- **Using the Internet for Friend Raising/Fund Raising** Monday, 3 – 4:15 p.m.
- **Integrating E-Commerce into a Ministry Web Site** Tuesday, 10 – 11:15 a.m.
- **Real NOW** Tuesday, 3 – 4:15 p.m.

Management

- **Don't Pay Commissions — Plus 9 Other Ways to Improve Your Agency Relations** Monday, 3 – 4:15 p.m.
- **Managing Contractors Involved in Tower Work** Tuesday, 3 – 4:15 p.m.

Marketing

- **New Marketing for the Millennium** Monday, 10 – 11:15 a.m.
- **Information and Product Fulfillment** Tuesday, 10 – 11:15 a.m.

Media Strategy

- **Creating News, Making Headlines** Monday, 10 – 11:15 a.m.
- **Salt & Light: Reaching the World from L.A.** Monday, 3 – 4:15 p.m.
- **Raising the Standard of Christian TV and Video** Tuesday, 10 – 11:15 a.m.

Media Technology

- **DVD** Tuesday, 3 – 4:15 p.m.

Radio

- **FCC Update** Monday, 10 – 11:15 a.m.
- **Non-Traditional Revenue: The Financial Future of Christian Radio** Monday, 10 – 11:15 a.m.
- **The Future of Radio** Monday, 3 – 4:15 p.m.
- **"You Want to Do What?!" — Practical Guidelines for Successful Promotional Events** Monday, 3 – 4:15 p.m.
- **Commercial Radio Open Forum: Achieving Balance in Pivotal Times** Tuesday, 10 – 11:15 a.m.
- **The Role of News in Broadcast Ministry** Tuesday, 10 – 11:15 a.m.
- **Non-Commercial Radio Open Forum ... Open Heart ... Open Mind** Tuesday, 3 – 4:15 p.m.
- **General Principles of Research** Tuesday, 3 – 4:15 p.m.

Stewardship

- **Seven Deadly Diseases of Ministry Marketing** Monday, 10 – 11:15 a.m.
- **If God Will Provide, Why Do We Have to Ask for Money?** Monday, 3 – 4:15 p.m.
- **God, Mammon, and Evangelicals: A Report from the Institute for the Study of American Evangelicals** Tuesday, 10 – 11:15 a.m.
- **Direct Mail and the Telephone** Tuesday, 3 – 4:15 p.m.

TV/Visual Communications

- **Ministry Promotion: From Your Church to the Community** Monday, 10 – 11:15 a.m.
- **Can a Christian Show Ever Get a Green Light from the Networks?** Monday, 10 – 11:15 a.m.
- **Church Media Producers: What You Need to Know!** Monday, 3 – 4:15 p.m.
- **What's Our Future in the New Millennium?** Monday, 3 – 4:15 p.m.
- **Non-linear Editing** Tuesday, 10 – 11:15 a.m.
- **Convergence to DTV: It's Here — How to Make It Work** Tuesday, 10 – 11:15 a.m.
- **From Brain to Screen** Tuesday, 3 – 4:15 p.m.
- **Branding, Relationship and One-on-One Marketing** Tuesday, 3 – 4:15 p.m.

"As a new media company, GSF has greatly benefited from the NRB Convention. We use a suite to meet with our station friends throughout the event, an effective means to introduce our new communicators to them one on one. I use the convention as the ultimate 'classroom' experience for my staff, allowing them to interact with contacts and clients. I was in this same classroom over 20 years ago when I attended my first NRB. It is as invaluable to our company now as it was to me personally then!"

— Greg Fast, President,
GSF & Associates, Nashville, TN

Exhibit Hall Hours

Opening and ribbon cutting: Jim Sundberg, former Major League baseball player — Sunday, 12 noon
Sunday: 12 noon – 6 p.m.
Monday: 9:30 a.m. – 6 p.m.
Tuesday: 9 a.m. – 4 p.m.

Meetings, Receptions & Showcases

Board Meeting Saturday, 8 a.m.
Annual Business Meeting Saturday, 2:30 p.m.
Radio Reception Saturday, 9:30 p.m.
TV/Visual Communications Reception Saturday, 9:30 p.m.
TV Program Showcase Sunday, 1 – 2:30 p.m.
International Reception Sunday, 5:30 – 6:30 p.m.

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Dramatic True Stories of Sinners Set Free!

***Real stories ... compelling drama ...
tough issues ... with Biblical solutions!***

“UNSHACKLED!” captures and holds an audience with gripping, relevant, and powerful dramas...clearly presenting the Gospel message of salvation through faith in Jesus Christ! A favorite worldwide on over 1,100 radio outlets in 147 countries and in 4 languages. **“UNSHACKLED!”** ... the longest running radio drama in the history of broadcasting...now available on CD, Cassette, or Reel.

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Meal Functions

Public Policy Breakfast

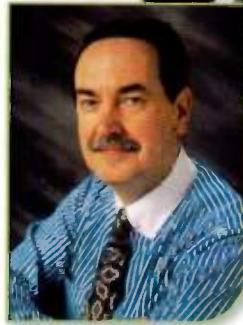
Monday, 7:30 a.m.

Music: Steve Amerson, Amerson Music Ministries.

Point/Counterpoint: Religion & Politics — Speakers: M.G. "Pat" Robertson, founder of The Christian Broadcasting Network and host of *The 700 Club*; and Cal Thomas, news commentator and columnist.



Pat Robertson



Cal Thomas

World Fellowship Luncheon

Monday, 12 noon

Awards: "Individual Achievement in International Broadcasting," Harvey Thomas; "International Ministry Award," Vishwa Vani, Trans World Radio Service to India.

Music: Jaime Jorge, Jaime Jorge Ministries International, Lincoln, NE; India Children's Choir, Bibles for the World.

Speaker: Billy Kim, president, Far East Broadcasting Company in Korea.

Women's Luncheon

Tuesday, 12 noon

Host: Stormie Omartian, Harvest House Publishers.

Music: Babbie Mason, Spring Hill Music Group/Chordant Distribution, Inc.

Speaker: Jill Briscoe, author and host of TV program *Bridges*.



Babbie Mason

Anniversary Banquet

Tuesday, 7 p.m.

Awards: NRB Hall of Fame.

Music: Jaime Jorge, Jaime Jorge Ministries International, Lincoln, NE; The Ralph Carmichael Big Band, Light Records/Platinum Distribution; and The Martins, Spring Hill Music Group.

Speaker: Tony Evans, co-founder and senior pastor, Oak Cliff Bible Fellowship, Dallas, TX.

IRB Events

"Good Friend Hunting" Lunch Saturday, 12:30 p.m.

Industry Panel: "So That's How You Do That" Saturday, 3 - 4 p.m.

Industry Panel: "Media & Messages: Communication That Works"

Saturday, 4:15 - 5:15 p.m.

Awards Sunday, 3:30 - 4:30 p.m.

Reception Sunday, 5 - 6 p.m.

Concert: Big Tent Revival Sunday, 7 - 9 p.m.

Job Fair Tuesday, 8 - 10 a.m.

Official Sponsors of NRB 2000

All American Network
Ambassador Advertising Agency
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Bott Radio Network
Campus Crusade for Christ International
The Central Message/CenterPoint
Christian Brotherhood Newsletter
Christianity.com

Cornerstone TeleVison, Inc.
Encore Productions, Inc.
FamilyNet
Intereristo
Israel Ministry of Tourism
KMA Companies
KMA Media Group
Lanier Worldwide
Lightsource.com
Nelson/Word
RBC Ministries
Salem Communications

Acknowledgements

Mark Craig, Mark Craig Productions: Convention Music Coordinator
Christian Television Network & Total Living Network: Awards Video
Eneore! Productions: Ballroom Production
Harvest Media: Video Production
LightSource on Broadcast.com: Live Internet broadcast of NRB 2000 general sessions and meal events
Quince Imaging, Inc.: Video Enhancement

Artist Support

Ardent Records
Bibles for the World
Chordant Distribution
Daywind Records
Diadem Records
Discovery House Music
Forefront Records
Harvest House Publishers
Haven Ministries
Jaime Jorge Ministries International
Light Records, Platinum Distribution

Pamplin Music
Provident Music Group
Reunion Records
Rockettown Records
Salvation Army
Spring Hill Music Group
Turning Point Media Relations
Tyndale House Publishers
Word Records

Registration Hours:

Friday — 9 a.m. - 5 p.m.

Saturday Boot Camps — 7 - 8 a.m.

Saturday General — 9 a.m. - 7 p.m.

Sunday — 9 a.m. - 6 p.m.

Monday — 9 a.m. - 6 p.m.

Tuesday — 9 a.m. - 3:30 p.m.

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Like you, we see our work as a ministry...
...a way to impact lives for eternity.

You might not expect a telemarketing firm like InService America to have much in common with your ministry, but we share at least one very important value.

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think that it's still the most important form of on-line communication. That is why we handle every phone call with utmost care.

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means that every caller will find a caring and compassionate voice. Someone who is willing to even pray over the phone.

Find out how InService America can partner with you to impact lives and make a positive impression for your ministry—and do it affordably. Call us and you'll see how we touch the lives of those searching for an answer.

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It's not just a call... It's our calling.

50 New Year Resolutions for NRB Members

by Richard G. Ensman

Make 2000 a banner year for NRB by following these New Year resolutions. When you avidly support your association, great things happen: you grow professionally, you advance the well-being of the industry and you generate renewed enthusiasm for your own job.

1. Display the NRB seal, membership plaque and decal at your place of business, along with any association awards you've received.
2. Drop a note to vice president Michael Glenn offering ideas for the next conference.
3. When colleagues make the news, drop them congratulatory notes (if the news is good) or notes of encouragement (if the news is bad).
4. Pass along copies of relevant newspaper or periodical articles to other members.
5. Schedule lunch with a nearby member every once in a while.
6. Call your colleagues to discuss mutual problems.
7. Invite other local members to accompany you to association events.
8. Call the association headquarters in Manassas, VA, when you need information on a topic of interest: 703-330-7000.
9. Volunteer to serve your regional chapter.
10. Mention NRB's work in conversations with colleagues or business people outside the industry.
11. Renew your annual membership promptly.
12. When criticizing association practices or activities, give your comments to the appropriate leaders.
13. Keep the names of association officers and headquarters staff handy. When you meet someone who might be a prospective member, pass the names along to the office.
14. Host an open house for local or regional members.
15. Get an extra copy of *NRB* magazine to put in your lobby or waiting area.
16. Keep in touch with colleagues who have left the association. Be sure to spread the good word about NRB's work.
17. Let NRB's leaders know how you've applied the hints you've picked up at conferences and meetings.

18. Write a "letter to the editor" of NRB magazine on a topic near and dear to your heart.
19. Ask colleagues outside of the industry about their association activities and pass what you learn along to NRB leaders.
20. Display photographs of NRB activities in your office or home.
21. Encourage employees or acquaintances in the field to become members.
22. Offer to serve as a mentor to an NRB newcomer.
23. Send news releases and other positive information about yourself or your business to NRB magazine's "Trade Talk" section.
24. Keep in touch with retirees who used to be active in NRB. Pick their brains for ideas every once in a while.
25. Mention NRB's needs and principles whenever you speak in front of civic or business groups.
26. When hiring employees, keep other association members in mind and don't forget to check out the classifieds on NRB's Web site: www.nrb.org.
27. Present a program about the industry (and the work of NRB) to schools.
28. When customers ask, always speak fairly about your competitors.
29. Check NRB's Web site (www.nrb.org) periodically for current information.
30. Include NRB's name and logo on stationery products.
31. Let members who live at a distance know they have a standing invitation to visit you when they're in town.
32. Keep tabs on what's happening by listening carefully to other members.
33. Publicize NRB and the industry in the local media through events, opinion pieces and news releases.
34. Observe commemorative dates of the industry with special sales or thank you promotions.
35. When you have occasion to meet legislators, speak about the needs of the industry.
36. Schedule upcoming dates for association activities — chapter meetings, national convention, committee business meetings, even blocked-out time for professional reading and study.
37. When you're starting a new project or happen upon a new idea, run it by an out-of-area member and get some objective advice.
38. Let your customers or clients know why NRB helps you to help them.
39. Keep the Code of Ethics in mind always.
40. Pass along *Inside NRB* newsfax to your staff and employees.
41. Evaluate your participation in association activities from time to time. What have you done well? Where can you improve?
42. Let other NRB members know about continuing education opportunities available in the field.
43. Let your family know why your commitment to NRB business is important. Include family members in NRB activities when possible.
44. Place the NRB decal on your vehicle window. (Call membership director Anne Tower for information: 703-330-7000, ext. 511.)
45. Suggest activities or initiatives to NRB leadership.
46. Add your membership to your biography or resume.
47. Ask your local mayor or chief municipal executive to issue a proclamation in honor of the association's work.
48. Make a contribution to Intercollegiate Religious Broadcasters, NRB's student members. And participate in the annual IRB Job Fair at NRB 2000.
49. Distribute promotional products with the NRB logo to your clients. Imprint companies offer many inexpensive items: pens, pencils, golf balls and magnets.
50. Enjoy yourself ... and spread your enthusiasm about your NRB membership to friends within and outside of the industry!

Richard G. Ensmen is a freelance writer who resides in Rochester, NY.



Concerts of Prayer

Uniting Communicators, Reviving a Nation

by David Bryant

In the January 1993 issue of *Religious Broadcasting*, I reported on the exploding national prayer movement, hinting at its future and describing its implications for Christian broadcasters. It's time for an update.

What I predicted in '93 falls far short of where God has brought the Church in prayer as we enter the 21st century. With the century rollover, the moment is pregnant with unprecedented partnership opportunities amid a changing national atmosphere.

Last month, a video was mailed to every church in America — more than 300,000. Underwritten by Promise Keepers and featuring insights from a broad spectrum of nationally-respected Christian leaders, *Hope For A New Millennium* captured the prophetic call for prayer and revival emerging from every part of Christ's body. Millions are watching it.

The video project was preceded by a full-page ad placement in an April 1999 issue of *USA Today*. The announcement, "A Nationwide Call To Prayer To The Church In America," was signed by Billy Graham and more than 100 other members of Mission America. This widely circulated, unified summons to extraordinary intercession carries the same spirit of urgency as the video.



Ephesians 6:13

Washington, DC[®]
May 19 - 21, 2000

**“God is calling a massive rally in Washington, DC
to get prayer back into public schools.”
Will you help spread the Good News?**

Linda Furr,
Event Director

“I believe that the removal of prayer was
the beginning of ‘the end’ in regards to
America’s moral decay.”

- Gary DeVeau
Christian Life Times

“What has happened to us as a nation? We
have refused to honor God and in doing so, we
open the doors to hatred and violence.”

- Darrell Scott
Father of Columbine High School
shooting victim Rachel Scott

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Urgency

What is the urgency? Five reasons come to mind:

1. America is at a crossroads between God's judgment and revival.
2. Hope is growing for a massive spiritual awakening to Christ.
3. God-given revival must begin in the Church, because much of what is wrong with the nation arises from spiritual paralysis within God's people.
4. The most strategic step any of us can take is to pray — to pray together, to pray according to the great biblical promises for revival and to get others praying with us.
5. Prayer must saturate the body of Christ, reinforced in every way possible.

Consider the implications of this for those of us in communications. We can make a difference. The river of revival may not be here yet, but the feeder streams are active. And if God is stirring up all this praying, filling the riverbed with the prayers of the saints, surely the river itself cannot be far behind. At such a moment, Christian communicators have the unique opportunity to help intensify the streams and to dig trenches that allow them to flow together with greater effect.

Concerts of Prayer

Many of you know that for more than 15 years, Concerts of Prayer International has produced a daily two-minute program, *National Concert of Prayer (NCOP)*. Airing on nearly 300 stations, it unites believers from coast to coast in regular, substantive revival praying.

Seven years ago, the effort was enhanced by the annual *Nationally Broadcast Concert of Prayer (NBCOP)*, on the National Day of Prayer in May. A project of America's National Prayer Committee (NPC), *NBCOP* is a three-hour live prayer rally. It is aired by more than 1000 radio and 700 TV outlets nationwide; streamed over the Internet; received via satellite by thousands of churches; and simulcast in Europe and throughout Latin America in Spanish.

Known as the "world's largest prayer meeting," the *NBCOP* is complemented by *NCOP* and keeps Christians praying in the same direction all year.

Last month, a video was mailed to every church in America. Underwritten by Promise Keepers, Hope For A New Millennium captured the prophetic call for prayer and revival emerging from every part of Christ's body ... and millions are watching it.

In October 1999, *NCOP* ceased to be an exclusive service of Concerts of Prayer International and became a full-time production of NPC (a coalition of 400 leaders committed to strengthening the national prayer movement). Although I continue to host it, the program now features many familiar voices from the NPC roster of leaders. The goal is to have NPC's *National Concert of Prayer* accessible to every believer in America by year-end 2000.

What if ...?

What if ... on a daily basis, across all segments of the Church, with a single-minded focus, seeking what is most on God's heart and led by godly Christian leaders, millions of saints joined in prayer for revival? What wonders might God perform for our generation?

Or what if ... once every 24 hours, Christians were reminded to pray for revival and were exposed to exciting visions of revival from Scripture and current developments, while feeling connected with a multitude of others committed to the same kind of praying and being offered — at no charge — ministries and resources to help them grow in prayer as well as mobilize others in prayer? What warriors might God raise up within our churches in this critical hour?

Wonders, warriors, worship — these are gifts awaiting a partnership between NRB and NPC in co-promoting the daily National Concert of Prayer.

And what if ... 1700 NRB-related radio stations across America cooperated in daily blanketing the nation with a mini prayer meeting that raised up kingdom-sized prayers, changing those praying and their churches and resulting in a national spiritual awakening to Christ? What worship might God receive in our unity, in our prayers and in the impact of the answers?

Wonders, warriors, worship — these are gifts awaiting a partnership between NRB and NPC in co-promoting the daily *National Concert of Prayer*.

Successful Format

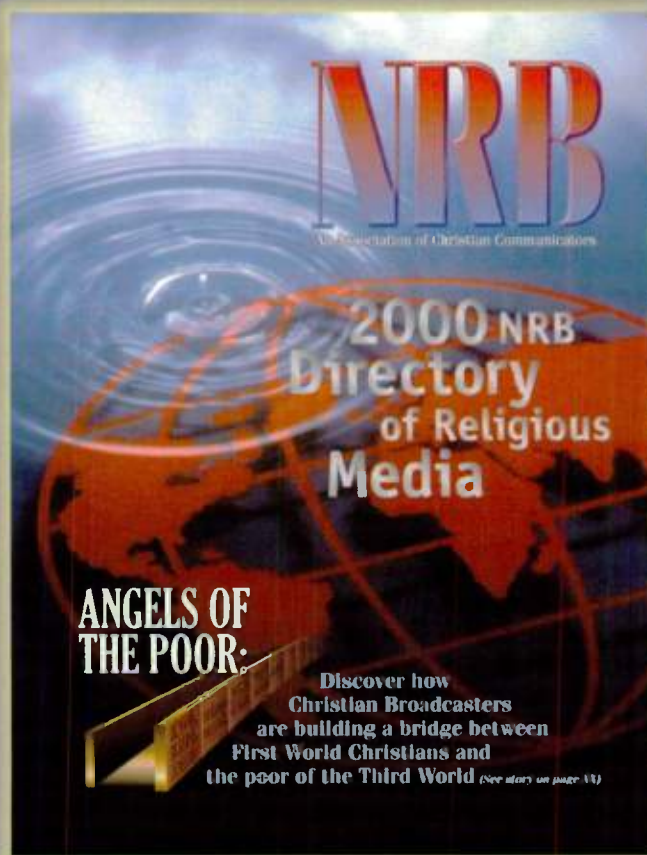
Years of testing have given us a proven, powerful format: An opening question, followed by a call to prayer; then a special focus on a strategic revival concern (including reports of how God is currently moving), a speaker-led prayer for that focus, concluding with a brief suggestion of how to contact key prayer ministries (one highlighted per day) that can help the listeners and their churches.

Interested in a partnership with America's National Prayer Committee? Contact Northwestern Productions (distributors), the National Prayer Committee (natpray@aol.com) or the NRB offices (kstoll@nrp.org or 703-330-7000, ext. 517).

In my 1993 article, I wrote that revival historian Richard Lovelace observed that possibly the greatest single human factor in the spread of the past revivals has been "communications" — whether by letter, preacher on horseback or newspaper accounts. That being so, in A.D. 2000, the potential service to Christ that this proposed partnership between NRB and NPC offers should cause all of us to stop and pray.

David Bryant is chairman of America's National Prayer Committee and founder/president of Concerts of Prayer International. He also hosts the daily National Concert of Prayer. Listen to the program at www.nationalprayer.com.

Christian Media's Contact Sourcebook



- Radio Stations
- Radio Programs
- Television Stations
- Television Programs
- Print & Music
- Agencies & Services
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Chuck Baldwin is a radio talk show host based in Pensacola, FL.

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They say, "A picture is worth a thousand words."

That is probably true. Certain photographs are indelibly sketched in our minds. They reach deep into our souls and leave a lasting impression.

Many of us will forever remember the picture of that little Vietnamese girl walking naked down a dusty road as her hometown smoldered in the background during the Vietnam War. More recently, our hearts were stirred as

we saw the picture of that Oklahoma City fireman as he carried the burned body of a little child out of the remains of the Murrah Federal Building. The picture I am talking about leaves the same kind of impression.

The picture appeared in the November 16 edition of *The National Enquirer*. It should be "The Picture of the Year" or perhaps "The Picture of the Decade." It won't be. In fact, unless you obtained a copy of the paper, you probably will never see it.

The picture is that of a 21-week-old unborn baby named Samuel Alexander Armas, who is being operated on by a surgeon named Joseph Bruner. The baby was diagnosed with spina bifida and would not survive if removed from the mother's womb. Little Samuel's mother, Julie Armas, is an obstetrics nurse in Atlanta, GA. She knew of Bruner's remarkable surgical procedure. Practicing at Vanderbilt University Medical Center in Nashville, TN, he performs these special operations while the baby is still in the womb. In the procedure, a C-section removes the uterus and the doctor makes a small incision to operate on the baby.

During the surgery on little Samuel, the little guy reached his tiny, but fully developed, hand through the incision and firmly grasped the surgeon's finger. The photograph captures this amazing event with perfect clarity. The editors titled the picture, "Hand of Hope." The text explaining the



PHOTO CREDIT: ANNE RAYNER, VANDERBILT UNIVERSITY

picture begins, "The tiny hand of 21-week-old fetus Samuel Alexander Armas emerges from the mother's uterus to grasp the finger of Dr. Joseph Bruner — as if thanking the doctor for the gift of life."

That picture should be shown on every television newscast and run in every newspaper in America. It won't be. Why? Because it is a graphic reminder that growing in the womb of his or her mother is a baby. It is not a "glob of tissue," or "product of conception." That pre-born baby is a human being with all the emotions, will and personality of any human being. That picture says it in a way that a thousand words cannot.

Little Samuel's mother said they "wept for days" when they saw the picture. She said, "The photo reminds us my pregnancy isn't about disability or illness, it's about a little person."

That's what it's always been about. That's what the media elite wants us to forget. And, that's why they don't want you to see the picture.

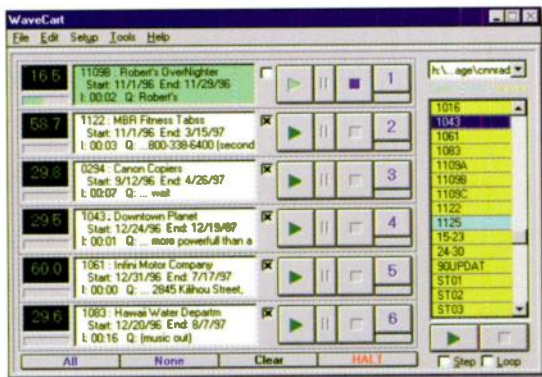
Editor's Note: Since the writing of this column, the photo has been shown by the national media in relation to a controversy between TV host Matt Drudge and the FOX News Channel. The author's point is well made; without the controversy, the photo would not have received its present degree of exposure.

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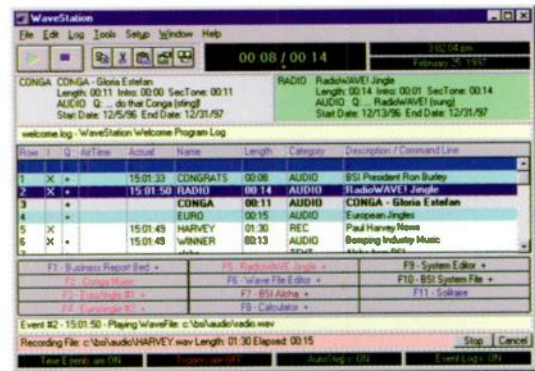


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