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February/March 2000

LEADING THE WAY

with
Dr. Michael Youssef

Radio listeners across America are responding enthusiastically to the bold truth of this dynamic program . . .

■ "What a blessing your ministry is to me. **Your willingness to proclaim the Gospel, without fear of what people think, is refreshing.** Please don't change your format. It is hard-hitting, informative, disturbing, thought provoking, encouraging, truthful, inspirational, upsetting, and instructive." —*Illinois*

■ "I cannot begin to tell you the daily impact *Leading The Way* has been in my life. My children and I listen in the car every morning. What a way to start the morning—deep in His Word and His presence. God bless you, Dr. Youssef. **You are the only pastor that I've heard who is not afraid to call sin, sin.**" —*New York*

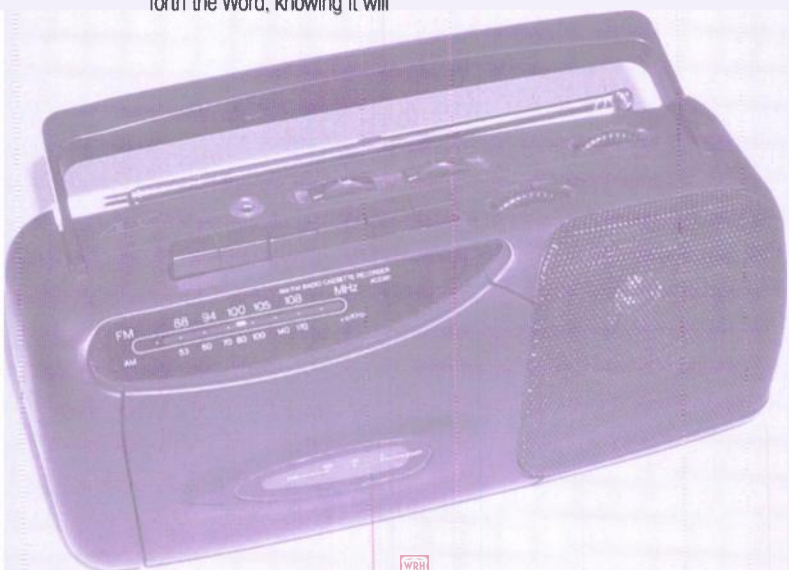
■ "It is a rare and special thing these days to hear a message that pulls no punches but boldly speaks forth the Word, knowing it will

deeply convict and maybe even 'offend' those who hear. We need more preaching like that. *Leading The Way* is a great source of comfort and encouragement, challenge, and conviction—the perfect balance—and always comes across filled with love and compassion. **The added insights about Jewish and Middle Eastern culture bring a new light to so many passages.**"

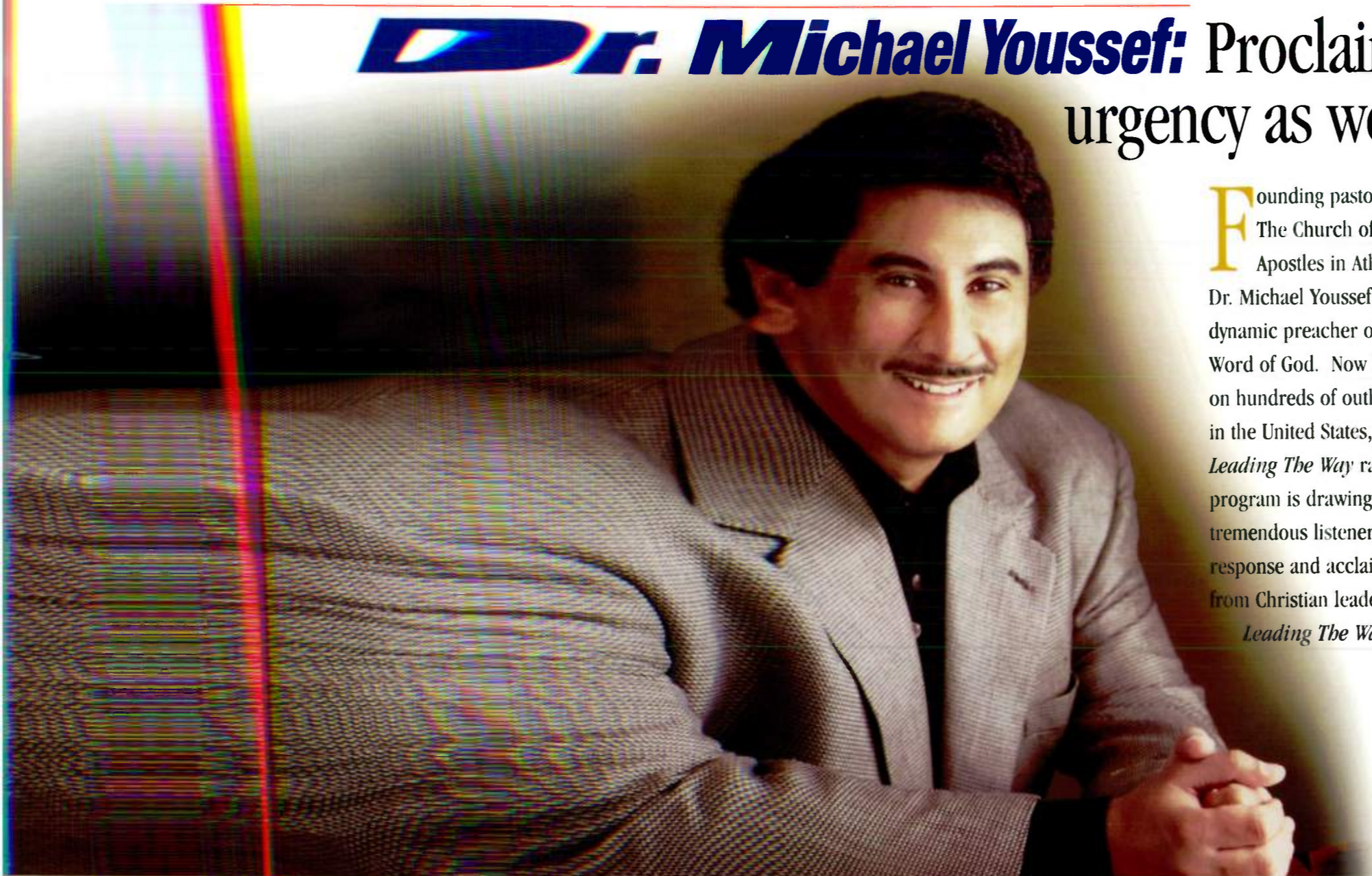
—*New Mexico*

■ "The Holy Spirit uses your messages to refresh me and turn my eyes heavenward to Him. **I so appreciate your candor and your honest, open style of preaching.** Your humor always seems to lighten the burden of the day. Be assured God is using your ministry to reach His children in even the most unexpected places."

—*Vermont*



Dr. Michael Youssef: Proclaiming the Word with power and urgency as we enter into the new millennium.



Founding pastor of The Church of the Apostles in Atlanta, Dr. Michael Youssef is a dynamic preacher of the Word of God. Now heard on hundreds of outlets in the United States, his *Leading The Way* radio program is drawing tremendous listener response and acclaim from Christian leaders.

Leading The Way is

both authoritative and personal. Each daily, 24-minute program connects listeners with an in-studio segment that explains the relevance of Bible lessons to our daily lives and leads us into a deeper relationship with the Lord.

Preaching the whole counsel of God's unchanging Word, Dr. Youssef teaches with authority and a rich understanding of the land of the Bible and its people. Lessons are sprinkled with little-known details of Bible cultures and first-century Christianity, which make

the Scriptures spring to life as never before.

Dr. Youssef pulls no punches to be "politically correct." *Leading The Way* is challenging, thought provoking, encouraging, inspiring, and sometimes disturbing as Dr. Youssef shows how the Word of God applies to today's issues.

His message is consistent and urgent—for both believers and seekers: Jesus Christ is the only way!

Clearly, Michael Youssef is leading the way in the next generation of Christian communicators.

Christian Stations Praise Dr. Youssef's Powerful and Authoritative Impact...

Simply put, *Leading The Way* leads the way. In this, the largest urban market in the United States, Michael Youssef has made a real impact. They say if you can make it here, you can make it anywhere. And you've made it, Michael, into our minds and into our hearts. Most important, you've driven us into God's Word, and for that, we are grateful." —**Joe Davis, WJVA & WWDJ, New York, NY**

I was driving to a lunch appointment the other day, listening to Michael's exceptional message on praise. And I thought to myself, 'You know, this guy is the best preacher/teacher we have on WRBS.'

He's refreshingly biblical in his approach, and he comes with a hint of the intellectual, which is something that I like very much, and something I think we need in Christian broadcasting. *Leading The Way* is 'leading the way!' Michael Youssef is one of our key Christian broadcasters of the future. I believe he's that next generation we've been hoping for, waiting, and praying for, and I wish him Godspeed and God bless." —**Tom Bisset, WRBS, Baltimore, MD**

"Dr. Michael Youssef is one of today's great Bible teachers. He combines tremendous biblical knowledge and insight with a unique ability to communicate his passion for the Gospel, his integrity, and his deep desire to see others come to Christ. We hope that as *Leading The Way* continues to grow its ministry and impacts others for Christ, it will continue to make a

difference in Detroit for years to come." —**Frank Franciosi, Wmuz, Detroit, MI**

What Respected Christian Leaders Say about Michael Youssef

"My friend Michael Youssef is one of the bright, young stars in the Evangelical firmament. I greatly appreciate his teaching, his biblical fidelity, and clarity of thought. Tune in. You will be blessed." —**Charles Colson, Prison Fellowship**

"People are desperate for help in their lives. We know that the help they are looking for is contained in God's Word, and Michael Youssef is preaching it with authority! We need more men like

Michael who are not afraid to be 'politically incorrect!'" —**Donald Wildmon, American Family Association**

"Dr. Michael preaches 'the whole counsel of God' faithful to first-century substance but spiced with 21st-century style. God's Word through Michael's international radio outreach now presents the Gospel to additional tens of millions of people. They listen to a winsome style, devoid of offense—except the offense of the cross." —**John Haggai, The Haggai Institute**

"In every generation God provides gifted servants to articulate truth in a way that compels unbelievers and believers alike to see God and His truth in life-changing ways. Michael Youssef is one of those anointed by God for our day. His

ministry has challenged my own heart. I'm sure it will challenge yours as well." —**Joseph Stowell, Moody Bible Institute**

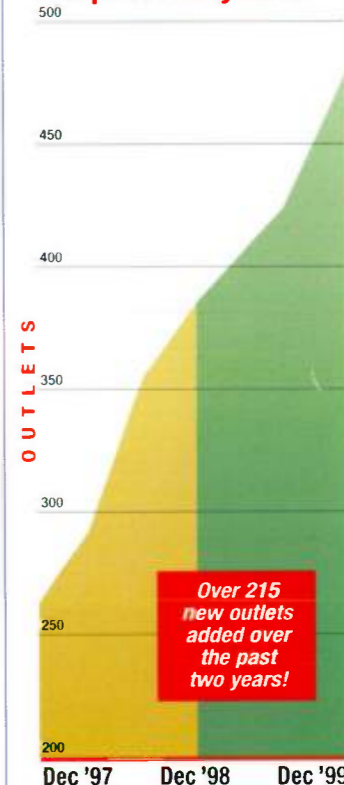
"Dr. Youssef's teaching and radio ministry are beacons that touch the lives of many around the world. His concern and compassion for others help 'lead the way' as he shares the love of our Lord and Savior, Jesus Christ." —**Jay Sekulow, The American Center for Law and Justice**

"Pastor Michael Youssef can best be described as a servant of God. He exemplifies the fact that God is a respecter of committed people, not nationalities. I believe he will be at the forefront of the next generation of evangelists." —**Larry Burkett, Christian Financial Concepts**

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with Dr. Michael Youssef

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Join hands and hearts with Freda Crews, Tim Clinton, and their guests as they provide biblical insight, spiritual guidance, practical suggestions for daily living, encouragement, and sensitivity to people searching for hope and meaning in their lives.

This is the Time for Hope!

Hosts



Freda V. Crews

Dr. Crews, a licensed professional counselor, has a private practice in Spartanburg, South Carolina, where she serves as Director of Truth For Living Ministries. She is also Director of Counselor Care for the American Association of Christian Counselors. A contributor to several publications and author of *Get Off Your Own Back*, Dr. Crews is a frequent speaker at workshops, seminars, and retreats as well as on radio and TV.



Tim Clinton

Dr. Clinton, a licensed professional counselor, is the President of the American Association of Christian Counselors, Pastor of Caring Ministries at Calvary Church in Charlotte, North Carolina, and Co-Founder of Light Counseling, Inc. Dr. Clinton is a much sought-after speaker, a contributing editor to several Christian publications, including *Christian Parenting Today*, and the author of *Before a Bad Goodbye* and the soon-to-be-released *Soul Care Bible*.

There is a time for everything,

and a season for every activity under heaven:

*a time to be born and a time to die,
a time to plant and a time to uproot,
a time to kill and a time to heal,
a time to tear down and a time to build
a time to weep and a time to laugh
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(Ecclesiastes 3)

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Glen Havens

Ron Hawkins

Donna Rice Hughes

Diane Langberg

Michael Lyles

Dawson McAllister

Bobby Miller

Stormie Omartian

Don Poage

Tom & Bev Rodgers

Douglas Rosenau

Mary Manz Simon

Gary Smalley

Pat Springle

David & Jan Stoop

Cynthia Ulrich
Tobias

John Townsend

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Thomas Whiteman

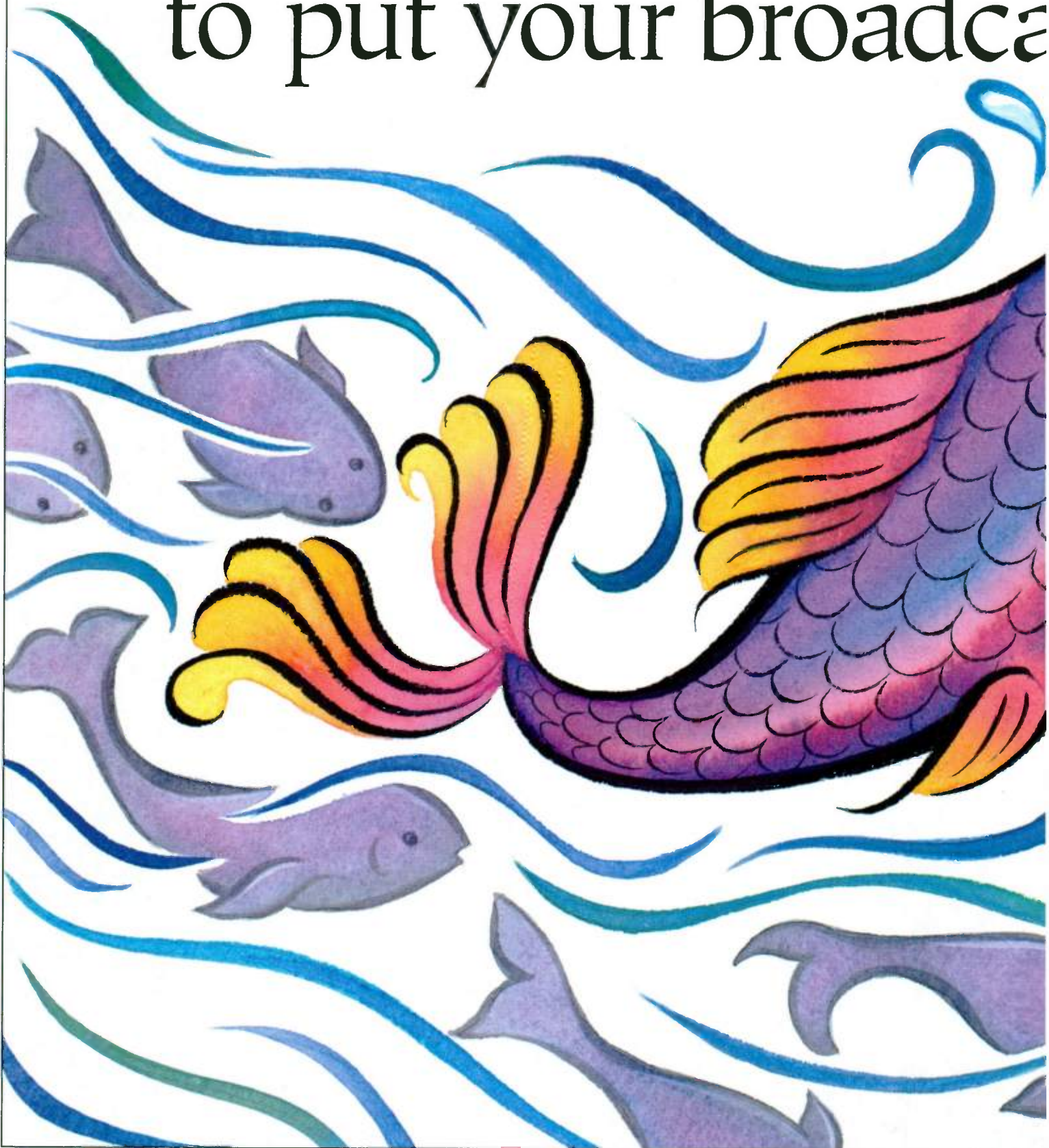
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oneplace.com
Your online Christian community

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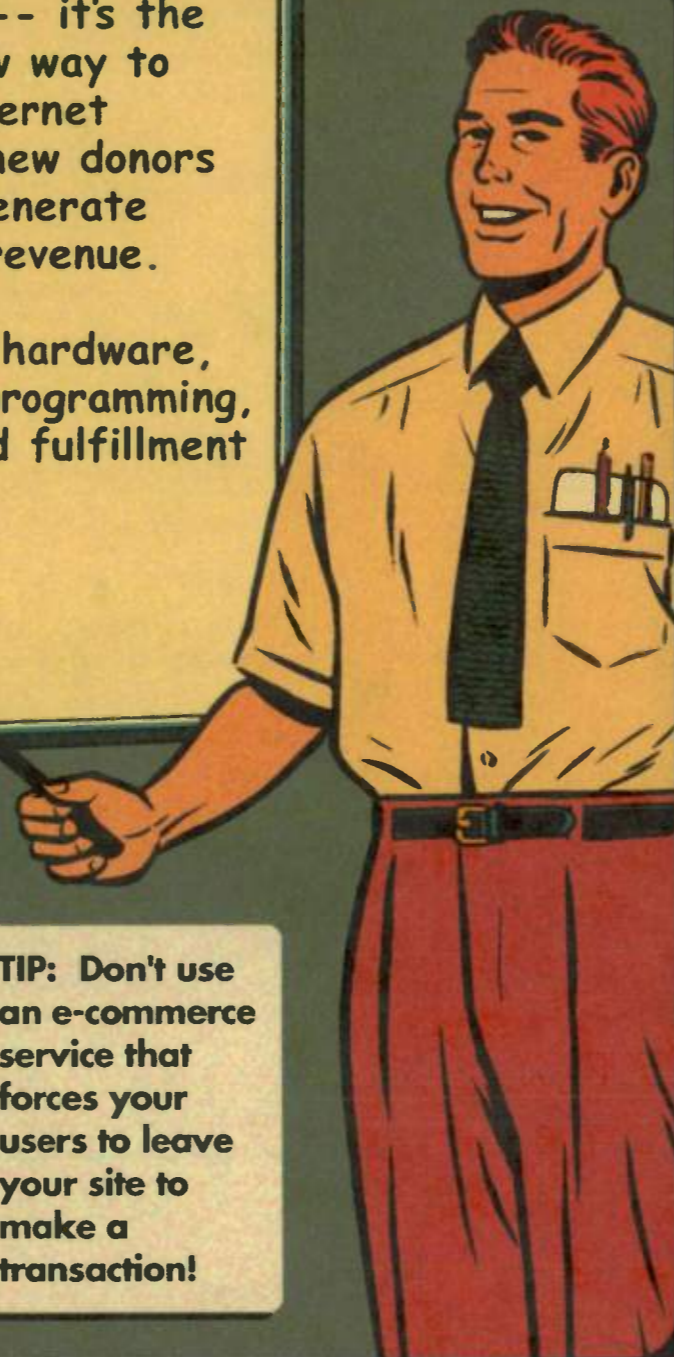
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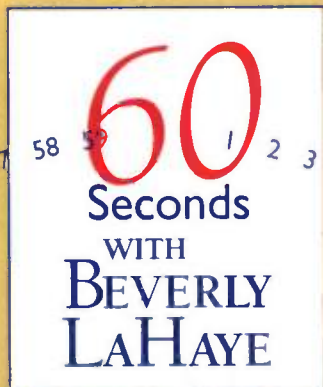
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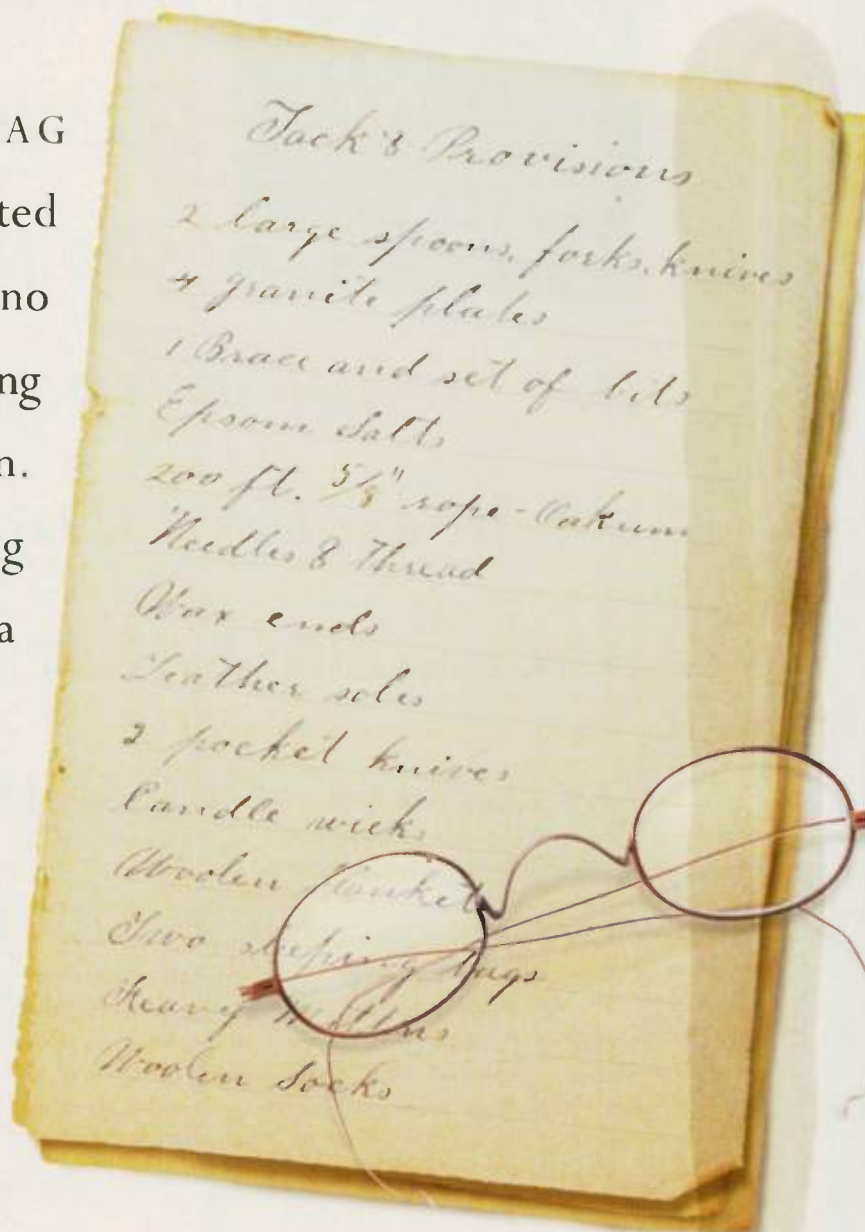


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- **February 12-15**
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- **February 16-19**
RAB 2000, Radio Advertising Bureau; Denver, CO. 972-753-6740.
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- **April 12**
5th Annual NRB Media Breakfast; Las Vegas (NV) Hilton. Tammy Singleton, 703-330-7000, ext. 503.
- **July 27-29**
Southwestern NRB Chapter Convention; Dallas-Fort Worth (TX) Marriott. 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 (Billy Graham Conference Center), 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.
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Signing On



It's convention time, an occasion when we renew acquaintances, develop relationships and chart courses. Any time people get together, conflict can arise. It's easy to allow our personal opinions to come between ourselves and others. We need to be reminded how to handle our differences, especially at convention time. Evangelical Press Association executive director Ron Wilson gave me some excellent suggestions on this subject:

1. Look deep into our hearts. Jack Miller used to say, "Cheer up, you're a lot worse than you think." I think the term "total depravity" is more graphic. Proverbs 10:19 reminds those of us in publishing that "where words are many, sin is not absent."

I believe we'd do well to get a firm grasp on how strong is our bent to sin, how deep is our desire to have our own way and how deceitful is the human heart. I have been astounded in recent months as my penchant for defensiveness has been painfully revealed to me. The self-examination I am recommending may hurt, but unless we look deep into our

Overcoming Conflict

hearts and let the Spirit root out our pride, our hypocrisy and our folly, we will never achieve the oneness for which Christ prayed.

2. Shed tears of remorse. We should never come to such differences with true Christians. Godly sorrow should follow the acknowledgment of our sin, as well as the recognition of the divisions among us. Our factions grieve God, but our remorse and our brokenness greatly speed the process of reconciliation.

3. Love others as we love ourselves. A thorough audit of our hearts may well reveal a shortfall of love toward those who tell us we're wrong. In the pursuit of truth and justice, we overlook compassion, and we sacrifice the integrity of our brothers and sisters.

4. Let it go! Regarding true submission, Richard Foster wrote that we finally "lay down the terrible burden of having to have our own way." Jesus did this. He willingly gave up the privileges of heaven and submitted to accusations, mistreatment and finally death, which, as the sinless Son of God, he in no way deserved. Submission and humility run counter to our culture and our nature. However, God not only opposes the proud, but also gives grace to the humble.

5. Forgive! Forgiving is tough. It's easy to

tell ourselves, "After what they said, we deserve an apology and they deserve to squirm. Well, at least they need to say they're sorry." True, those who have offended us need to ask forgiveness, but we don't need to stand around waiting for it. We can do what Lewis Smedes suggested: "Hold the offense in our hands, take one last longing look at it, and let it spill to the ground like a handful of water." We forgive, of course, because the Lord has forgiven us. The health of the body and the state of our fellowship require it, and there is no reconciliation without it.

During this important, century-opening convention, I challenge you to restore relationships with brothers and sisters; to relinquish bitterness; to reconcile differences; to repair old injuries; and to ring in the century on a chord of compassion, unity and charity toward one another. May God grant us the courage to change and may He be with us during NRB 2000.



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.

Signing Off

As we begin a new millennium it is natural to speculate where the next century may find us in Christian broadcasting. But technology is moving too quickly to discern any kind of clear picture of what even the next decade may bring.

It is wise, I believe, to recall our past. It was the philosopher Santayana who reminded us, "Those who forget the lessons of history are doomed to repeat them." We began as a group of evangelical program producers who were being systematically excluded from network radio. The first meeting in Columbus, OH, launched a membership organization whose primary concern was gaining access to radio to preach and teach the Gospel.

Later, fostering quality and integrity in programming were added to this primary purpose. Eventually, fellowship with other broadcasters was added as the third key component of NRB's mission. Access for the Gospel, program quality and fellowship remain the three pillars of NRB's purpose. Soon radio and TV station and network owners as well as various agencies that serve Christian broadcasting became part of NRB.

Access is far less an issue today than when NRB was formed; yet it remains a constant concern. The recent FCC action to control the programming content of WPCB-

TV/Pittsburgh, PA, as a condition of granting a non-commercial license is a disturbing example. While the Internet appears to be more open at this moment, it is not clear that it will remain that way.

I pray we never forget that it was contending for the freedom to preach the Gospel that brought NRB into existence. The NRB must never be only about the promotion of people or programs or products.

Above all, NRB exists to proclaim the Gospel. Most NRB members believe God has called them to this supremely important task. The Gospel is not inherently entertaining. In fact, it may lead to personal guilt and "Godly sorrow" as part of a process of repentance from sin. The apostle Paul said, "knowing the terror of the Lord, we persuade men."

We must never mistake dramatic programs about angels or other celestial beings, however inspirational, for the Gospel. Nor do so-called "miracle" programs about the unusual convergence of circumstances qualify as ministry. And public policy programs, however informative and motivating, are not inherently Christian.

Such programming may entertain, inspire and even attract large audiences — but unless Christ is proclaimed clearly it is merely part of the "daily fill" needed around commercials. Paul is clear about our task: "We communicate Christ and Him crucified." Let this be the non-negotiable commitment of all who are called to broadcast ministry. If the centrality

of Christ is eroded from our programs, we may be competent and creative program producers, but we will no longer be Christian broadcasters.

It has been my privilege to serve as chairman and CEO of the NRB board of directors for the past three years. This is my second three-year tour as chairman and it has been a high honor and a great deal of fun. I am grateful for your constant support and friendship.

The Board is composed of some of the most gifted leaders I have known. Our president, Brandt Gustavson, has done an excellent job of leading our association and assembling a highly competent and motivated staff to serve us. The prospect of a permanent building fulfills a dream I have had since NRB moved to Virginia. With your help, we can complete this building quickly and without debt.

Let us move boldly and confidently into this new century with a renewal of our commitment to communicate Christ and Him crucified.



David Clark is NRB chairman, executive director of the Media Technology Group and president of FamilyNet. He may be reached via e-mail at clark@familynet.org or phone 817-737-4011.

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God's Word Stands!



Dick Bott, *President*
Bott Radio Network

2,000 years ago God's Word became flesh and dwelt among us. (*John 1:14*)

God's Word is quick and powerful, and sharper than any two edged sword, piercing even to the dividing asunder of

soul and spirit, and of the joints and marrow, and it is a discerner of the thoughts and intents of the Heart. (*Heb. 4:12*)

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That's why . . . at the dawn of the New Millennium, **Bott Radio Network** still features the preaching and teaching of **God's Word** as our **first** priority. We also serve our audience with news, issues and current events from a **Biblical** world view. But our goal is to help people grow in the Lord, and then to apply their Christian faith to their daily lives . . . as well as to their own community service.

At Bott Radio Network, we believe that knowing God's Word, and then applying it to our lives, as well as to the issues of our day, is the *only* way to effect *real* change ... in the hearts and the lives of people in America ... as well as the rest of our world.

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Dennis Rainey
Family Life Today



Woodrow Kroll
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Billy Graham
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Elisabeth Elliot
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Adrian Rogers
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The Alternative



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Jay Sekulow
Jay Sekulow Live



Greg Laurie
A New Beginning



Larry Burkett
Money Matters



Ravi Zacharias
Let My People Think



John Willke
Life Issues



Dick Bott
President

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 38 years many **storms of change** in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us **stay the course**. For us, quality Bible teaching will always be the **anchor** for our format...our anchor holds!

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That Change The World

FCC Restricts Religious Programming on Noncommercial TV



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.

NRB members were alerted last month to a stunning development at the FCC, which used a license application proceeding involving Cornerstone TeleVision, Inc., to establish onerous restrictions on the broadcast of religious programming by noncommercial television licensees. This unprecedented action — taken without an opportunity for public notice and comment — has triggered an outcry from religious broadcasters and their audiences, as well as sparking denunciations from Capitol Hill.

Those who have read NRB president Brandt Gustavson's "Urgent Memo" concerning the case already know that the association, with the help of my law firm, is coordinating with Cornerstone (a prominent NRB member) to determine the best legal means of addressing the FCC's ill-advised decision. But those NRB members who operate noncommercial educational TV (NCETV) stations confront a more immediate issue: what changes, if any, should be made to their program schedules in order to protect their licenses while the legal wrangling is unfolding?

The short answer, unfortunately, is that each NCETV licensee must review its entire schedule to determine whether it meets the new "educational" programming mandate. Furthermore, because the FCC's exercise in line-drawing between qualifying and non-qualifying religious material is so imprecise — as discussed below — NCETV stations would be well advised to consult with their communications counsel as to whether particular programs would satisfy the agency's standards.

The new policy is the product of FCC deliberations as to whether Cornerstone, as a religious broadcaster operating on a commercial station, was qualified to hold a noncommercial license. After an exceedingly long review, the FCC approved Cornerstone's license application but also used the proceeding to establish a content regulation scheme that will burden the nation's religious NCETV stations. (The new policy applies only to noncommercial TV broadcasters at this point, but much of the legal rationale potentially could be applied to noncommercial FM stations in the future.)

As an initial matter, the policy requires that all NCETV licensees, whether religious or secular, devote at least 50 percent of their regularly scheduled weekly broadcast hours to "educational, instructional or cultural" programs. With the exception of religious programs, the definition of qualifying "general educational" or "cultural" broadcast material is quite vague — programs will be deemed to satisfy the standard if their "primary purpose" is to serve "the educational, instructional or cultural needs of the community." (For the most part, the standard for "instructional" programs is clear: they are those aired in conjunction with an institution offering educational course credits.) The agency will defer to licensees' judgment as to whether their non-religious programs meet the standards — although the Commission warns

that "the overall context of the broadcast is important to evaluating the reasonableness of the judgment of the broadcaster."

However, religious fare does not enjoy the deferential latitude accorded to programs on other topics. Instead, the FCC declared that while some such religious programming would qualify as educational, other religious fare would not. In particular, "programming primarily devoted to religious exhortation, proselytizing, or statements of personally-held religious views and religious beliefs generally would not qualify."

The agency's decision appears to imply that such "exhortatory" programs are not educational because they do not "serve the educational and cultural broadcast needs of the entire community" to which the NCETV station is assigned. The FCC repeatedly states that educational TV stations are supposed to be "responsive to the overall public as opposed to the sway of particular political, economic, social or religious interests."

The FCC's own examples seem to indicate that the agency distinguishes between programs that teach about religion, which are deemed to be educational, and programs devoted to religious "exhortation" or personal statements of faith, which are not. The FCC considers the following programs to satisfy its new standards: those which (1) "analyz[e] the role of religion in connection with historical or current events, various cultures or the development of the arts"; (2) "explor[e] the connection between religious belief and physical or mental health"; (3) "examin[e] the apparent dichotomy between science, technology and religious tenets"; and (4) "study religious texts from a historical or religious perspective." The FCC pointed to "church services" as an example of programming that would not qualify as educational unless, perhaps, a service was "part of an historic event, such as the funeral of a national leader."

From a practical standpoint, this "guidance" from the agency is likely to lead only to great confusion among the regulators as well as licensees. Commissioner Susan Ness, who provided a key vote in the case, noted in a separate statement accompanying the decision that some sermons might be educational "depending on their context." She also asked whether a performance of Handel's "Messiah" would qualify if sung in a theater but not if sung in a church. It's a good question — and the Commission provides no answer.

From a legal standpoint, the policy is riddled with serious infirmities, including constitutional ones. Among its other disturbing implications is the notion that the government can disfavor more passionate and emotional expressions of faith over religious speech that is more "intellectual" and drained of human emotion. Readers can be sure that the FCC and Congress will hear more about these legal flaws, from NRB and others, in the weeks to come.

Trade Talk

Airwave News

God listens.

89.3 FM KSBJ

HOUSTON, TX – Partnering with area Kroger stores to collect food donations for four area homeless shelters, KSBJ-FM held its first Meals of Mercy. A total of 6650 lbs. of food was donated by KSBJ listeners. (Jason Ray, 281-446-5725)



SACRAMENTO, CA – EMF Broadcasting president Richard Jenkins announced the purchase (pending FCC approval) of WYLT-FM in Memphis, TN. The station began broadcasting the K-LOVE format in November. K-LOVE also announced the following FM translator additions: Mitchell, SD; Williston, ND; Great Falls, MT; Kodiak, AK; and Fairbanks, AK. (Lloyd Parker, 916-282-1400)

NASHVILLE, TN – WAY-FM nighttime personality Ace McKay won an AIR Award for *Friday Night House Party* in the "Best Weekend Specialty Show" category. The AIR Awards are sponsored by the March of Dimes and open to all radio stations in the market. (Christopher Buchanan, 615-261-9293)

CAMARILLO, CA – Salem Communications reported in November that growing same station revenue and the acquisition of new radio stations produced record revenue and broadcast flow results for the third quarter. In a related announcement, the company

reported increasing its investment in OnePlace.com to \$1.5 million for the third quarter. (Timothy Kent, 310-442-0599)



Rodney Scotus
"Discovery Jones"

CHARLOTTE, NC – INSP - The Inspirational Network and its sister digital cable network, Inspirational Life (I-Life) experienced rapid growth in 1999, citing a reduction in the number of networks serving the inspirational market. INSP also announced

new programming. INSP - The Inspirational Network began programming the following this month: *Reel INSP: Movies with a Message*; *Celebration Series* with host Ron Kenoly; and *Gospel's Greatest Performances — 30 Years of the Dove Awards*. I-Life added: *Real Families*, a talk show hosted by Kevin Leaman; *On Main Street*, a talk show hosted by Dale Meyer; *Day of Discovery*, covering social issues; *Making the Most of Your Marriage*; *Communicating To Change Lives*; *Developing the Leaders Around You*, and *How to Develop a Dream*, a series of specials hosted by John Maxwell; and a program from popular children's singer and host Mary Rice Hopkins. *Swamp Critters* joined the INSP for Kidz weekday programming block and its new *Discovery Jones* series begins February 1. (Sara Lowe, 704-561-7728)

Anniversaries

SANTURCE, PR – December, WIVV-AM celebrated 43 years of broadcasting in the Caribbean. (CEM, 787-724-2727)

PRETORIA, SOUTH AFRICA – In November, Trans World Radio (TWR) - Swaziland celebrated its 25th anniversary. A new transmitter was dedicated by King Mswati III, and guests of TWR were addressed by several speakers, including the King and Tom Lowell, international president of TWR. The Swazi King was accompanied by the Prime Minister of Swaziland, Sibusiso Dlamini, several ministers and members of Parliament. They commended TWR for its work in

the kingdom and pledged their support of the broadcaster. (Ramon Williams, rlgmedia@ozemail.com.au)

NAPLES, FL – In December, The Dominion Sky Angel DBS Television & Radio System celebrated its third on-air anniversary. (Nancy Christopher, 941-403-9130)

CHARLOTTESVILLE, VA – The Rutherford Institute celebrated the two-year mark of its public service radio campaign *First Liberties* by distributing Volume 9 to 7417 radio stations worldwide and completing the bilingual phase of the campaign with the final messages of *Libertades Basicas*. (John Whitehead, 703-373-3366)

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Trade Talk

Airwave News, continued



TUCSON, AZ – Family Life Communications, representing a large segment of listeners in seven states, spearheaded a letter-writing campaign expressing deep conviction to advertisers of the *Howard Stern Show* and urging them to withdraw advertising support. (Warren Bolthouse, 520-742-6976)



L-R: WAY-FM station manager Dusty Rhodes and His Caring Place's Clyde & Abby Newsome

WEST PALM BEACH, FL – Approximately 7700 people attended WAY-FM's Boonadducious

'99 Music Festival charity event in November to raise \$7000 for His Caring Place, a home for single women facing unplanned pregnancies. Headliners for the event were Steven Curtis Chapman and Geoff Moore. (Taylor, 561-881-1929)

FT. WAYNE, IN – Making Christmas a little brighter for the children of prisoners in Indiana, Ohio and Michigan, WBCL-FM joined with Prison Fellowship Angel Tree to collect gifts for children ages infant to 16 years. (Terry Foss, 219-745-0576)



NAPLES, FL – Dominion Video Satellite Inc. announced three TV channels earmarked to meet its four percent FCC public interest set-aside obligation. Two contain 24 hours of comprehensive school courses for grades K - 12 provided by HOMESAT of Greenville, SC. The third is Angel One, comprised of more than 130 separate religious, Spanish speaking, minority-oriented, educational and other public interest programs. (Nancy Christopher, 941-403-9130)

HUNTINGTON BEACH, CA – The radio ministry of Alberto Mottesi Evangelistic Association, Inc. now broadcasts its daily program to more than 1000 radio stations. (Alberto Mottesi, 714-375-0110)



Alberto and Noemi Mottesi



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The Holman Christian Standard Bible™ Translation Signals The Victory Of 21st Century Scholarship Over 21st Century Politics.

The Bible is filled with deep spiritual issues that make understanding it challenging enough. The last thing readers should have to worry about is whether it's based on God's thoughts or social engineering. The Holman CSB™ is an all-new translation from the Hebrew, Greek, and Aramaic sources with wording and sentence structure modeled after today's language, not Shakespeare's.

But while the HCSB™ moves away from Elizabethan English to embrace modern speech, it does not embrace modern political correctness. Some newer translations have blurred the biblical relationship between men and women. Others render God as gender-neutral. The HCSB™ is committed to modernizing the grammar of the Bible without being so presumptuous as to "modernize" Scripture.

Wherefore Art "Thou?"

One of the most noticeable, most frequent, and most often parodied characteristics of classic Bible translations is the second person singular pronoun, "thou." Along with its distinctive verb form – thou doest, thou goest, thou thirsteth, and so forth – second person singular was common



when the King James Bible and its English predecessors (such as the Wycliffe Bible) were written. To readers of the day, it was everyday conversational language. But over time, "thou" disappeared from daily speech and was replaced by "you," which in Shakespeare's time was only plural: "you" always referred to a group of people, never an individual. Today "you" is either singular or plural, depending on the context, and the Holman Christian Standard Bible™ reflects this contemporary American usage.

Modernize Without Compromise

Changing "thou" to "you" has no bearing on theology or translational accuracy. But the decision to leave "he" and "she" unchanged is scriptural, because these terms reflect the truth about God and His creation. He ordained that men and women should be complementary yet different. Well-meaning but misguided efforts have produced Bibles that distort the essence of this relationship to align with popular political or social positions. We believe the world should be conformed to the Word of God, not the other way around. The Holman CSB™ is produced by a nonprofit organization with traditional Christian roots. The motivation is not to make money (Bibles are notoriously low-profit books). The motivation is lifting up God's absolute and inerrant truth in a world bent on embracing relativism at every turn.

Scholarly Team

Pronouns and gender are only two of literally thousands of issues the scholars on the HCSB™ translation team have had to examine. In every case, their objective has been to create a translation of uncompromising accuracy that fluidly expresses the original meaning of Scripture.



The Holman CSB™ translation committee represents the broadest range of denominations consistent with our commitment to inerrancy. Team members belong to seventeen different conservative Protestant denominations in the United States and abroad, as well as a selection of non-denominational churches. Although the HCSB™ is being underwritten by a publisher owned by the Southern Baptist Convention, no single denomination has a majority representation on the team, and several key positions (including General Editor) are held by non-denominational Christians.

In A Manner Of Speaking, The Holman CSB™ Took Out Thee And Thou But Left In He And She.

In Accordance With Scripture

To complete their work, the Holman translation team is using a specially enhanced version of Accordance software. Accordance was first developed in 1992 by Dr. Roy Brown, who also produced macBible, and has been steadily improved and upgraded during the years since. The program provides instant access to seventeen different English Bible translations, as well as the original scriptural texts, important foreign language editions, and a host of features that allow translators to compare a wide range of options for every decision.

This valuable tool makes more information available to translators in less time than ever before in history, saving literally years in the process.



Combining this technology with their own experience, knowledge, and commitment to inerrancy, the translation team has produced a new standard of excellence for precision and readability.

Taste And See

After all the explanations and promises, the ultimate success of a translation depends on readers' feelings about the text itself. Following is Matthew 12:18-21, from the text of the four Gospels:

¹Here is My Servant whom I have chosen,
My Beloved in whom My soul delights;
I will put My Spirit upon Him,
And He will proclaim justice to the nations.

²He will not argue or shout,
And no one will hear His voice in the streets.

³He will not break a bruised reed,
And He will not put out a smoldering wick,
Until He has led justice to victory.

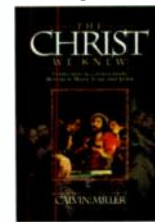
⁴The nations will hope in His name.

Past, Present and Future

Work on the Holman CSB™ began in 1984 under Dr. Arthur L. Farstad (who was also the general editor of the New King James Version). Holman Bible Publishers took up the work in 1998, assembling the current team of more than eighty biblical scholars, english stylists, and editors worldwide and thus dramatically accelerating the pace of translation. The full New Testament is scheduled for release in 2001. The complete Holman Christian Standard Bible™ with both Old and New Testaments, is planned for release in 2004. But fortunately, you won't have to wait until then for the first life-enriching, Scripture-based products based on this historic new text.

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The January 2000 release, *Experiencing the Word Through the Gospels* (\$9.99; 1-55819-857-1),



features the complete text of the four Gospels and devotional notes by Dr. Henry Blackaby. Then in March 2000: *The Christ We Knew* (\$16.99; 0-8054-9415-4), chronologically arranged Gospel accounts of the life of Christ, supplemented with 31 devotions by Calvin Miller, and bound as a handsome gift book.

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Trade Talk

Airwave News, continued

CARY, NC - Trans World Radio (TWR) plans to relocate the ministry from the island of Bonaire to the Miami, FL, area in mid-2000 to lower its overall operational costs while maintaining ease of travel to the Caribbean. The mission's primary goal is to maintain a local flavor in its programming and reach listeners with a familiar voice. (David McCreary, 919-460-3778)

MILWAUKEE, WI - WELS Outreach Resources released a fourth video in its *Mr. Whistle* video series for children, "Mr. Whistle Bakes Bread - Jesus, Good News Forever." (John Barber, 414-256-3280)



COLORADO SPRINGS, CO - Manitou Motion Picture Company, Ltd., and Concept One, Inc., teamed up to produce *DreamQuest*, a video series designed to inspire young people to consider exciting careers while giving them a very clear message of character and values. Produced and directed by Ed Flanagan, the series is already a hit in the public school market and is being distributed by Focus on the Family, Teacher's Discovery, The Center for Youth Issues and Meridian Education Corporation. (Lorraine@calinet.com)



WEST PALM BEACH, FL - From November 30 - December 3, WAY-FM listeners were encouraged to adopt a person from Hope House, a non-profit organization that provides support and care to families who are affected by a terminal illness like cancer or AIDS. Also, WAY-FM's Inner City Impact Christmas Store toy drive

encouraged listeners to purchase new toys and drop them off at any Palm Beach County Fire Station.



(Taylor, 561-881-1929) L-R: Hope House's Patricia, Way-FM's Taylor and Kevin, Hope House's Audrey and Way-FM's Chris.

GRAND RAPIDS, MI - The Audio Pages edition of Christian religious futurist Leonard Sweet's critically-acclaimed book, *Soul Tsunami*, has won the "Crystal Award of Excellence," the highest possible achievement in The Communicator Awards 1999 Audio Competition. (Tony Voetberg, 616-698-3465)

ALBANY, NY - WDCD-FM launched a new daily talk radio program in January with author and conference speaker Virelle Kidder, *Real Life with Virelle Kidder*. The program features interviews with national and local authors, experts and leaders from various fields. (518-862-1540)



CHANDLER, AZ - Bridgestone Multimedia Group released two new videos geared toward teenagers: *Only Once* and *Heroes: A Triumph of Spirit*. *Only Once* challenges teens to find the courage and inner strength to do what is right. *Heroes* chronicles the life and triumph of Dr. Benjamin Carson, detailing how God changed his life and guides his hands during critical surgical procedures. (Jessica Stinson, 480-940-5777)

COLUMBUS, OH - WRFD-AM listeners made the Samaritan's Purse Operation



Christmas Child campaign their November project, gathering 27,000 boxes filled with toys and gifts for children in need in Third World countries. In other WRFD news, the December project was the Toys for Joy campaign with Victory Mission, which distributed toys to needy central Ohio families. WRFD also reported that 75 public transportation buses in the Columbus area displayed signs reading "Jesus is the Reason for the Season." (Anne Rea, 614-885-0880)

BROADWAY, VA - WLTK-FM/WBTV-AM's "Share-a-thon '99" goal of \$95,000 was exceeded and totaled \$108,632 in gifts and pledges including approximately \$35,000 in monthly contributions pledged over the next 12 months. (540-896-9585)



NASHVILLE, TN - FISH TV kicked off its new live performance series *Eclectic Ballroom* with a performance by ForeFront artist BLEACH. The pilot episode was taped at FISH TV's new headquarters at Slingshot Networks and aired on all FISH TV affiliates in January. (Michele Formosa, 615-457-3028)



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Trade Talk

International Airwaves

LOS ANGELES, CA – KKBT-FM's *The Gospel Café* serves up "spiritual soul food" Sunday mornings from 7-9 a.m. Host Kevin Nash takes phone calls and serves the latest in urban, hip-hop, contemporary and traditional gospel music. (Larry Plummer, 310-838-0677)

FT. WORTH, TX – FamilyNet produces five weekly programs, carried in 49 of the top 50 markets: *The Baptist Hour*, *Country Crossroads*, *Master Control*, *Powerline* and *On Track*. (Lisa Young, 817-570-1400)



SCOTTSDALE, AZ – Frank and Kevin Adell, owners and operators of WADL-TV38/Detroit, MI, in conjunction with area clergymen, have teamed up to form a new nonprofit TV service, The WORD Network. Debuting on February 1, the network is dedicated to serving the Christian TV community with a focus on minorities and ethnic TV ministries. (Eldon Wyant, Sr., 480-596-6320)

ZAREPHATH, NJ – WAWZ-FM, serving the New York, New Jersey and eastern Pennsylvania region, experienced a record-breaking share in late fall. More than \$605,000 was promised by faith from 3,327 listeners. Almost 15 percent of all pledges were received through the Internet. (WAWZ, wawz@wawz.org)



CHICAGO, IL - *Victory In Grace*, the radio ministry of James Scudder, signed on with the Bott Radio Network to broadcast its 13:30 program on Bott's nine-station FM network and on three AM affiliates. (Dan Reehoff, media2000@iname.com)

TALLAHASSEE, FL – WCVC-AM's newly syndicated program, *Dynamite Christian Country*, is available for interested stations. The program's host is WCVC operations manager Mark Hunter. View the Web site at www.christiancountry.com/dec. (DecRadio@webtv.net)

CARY, NC – Trans World Radio (TWR) began airing gospel programs in January from a 600,000-watt AM transmitter in St. Petersburg, Russia, assuring the continuation of TWR's Scandinavian block of Finnish, Norwegian and Swedish broadcasts. The new outlet also enabled TWR to increase its Lithuanian programming with the addition of a new *Thru the Bible* language ministry. (Richard Greene, 919-460-3760)

LA MIRADA, CA – Far East Broadcasting Russian Ministries produced a six-cassette drama series, *Twelve Adventures in Staritsa*. The radio drama, which also has been turned into a book, will be broadcast to Russia via shortwave transmitters in Saipan, and eventually broadcast locally from Far East Broadcasting's local AM and FM stations throughout Russia. (Alisa Grace, 800-523-3480)



KEAR SABA, ISRAEL – Orad has been listed on the Neuer Markt, the segment of the Frankfurt stock exchange for high technology companies. The mid-November launch was the first public share offering for Orad. (Lori Lichtblau, lori@orad.co.il)

TORONTO, CANADA – Toronto Star Television (TSTV) announced the purchase of an Orad CyberSet E Virtual Set, Orad's entry-level virtual set based on Silicon Graphics O2 workstation technology. (Carolyn Archambault, 514-288-7779)

HAMILTON, ONTARIO – Galcom International installed a new 30-watt radio station and antenna in Burundi, along with a 250-watt repeater station on a nearby hilltop. (905-574-4626)

3

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Trade Talk

Internet

CHARLOTTE
- INSP -



The Inspirational Network is launching an e-commerce site, InspirationalMall.com, in partnership with dozens of organizations and companies to sell a variety of products covering the Christian retail market. Launching with products nominated for "The 1999 Inspirational Awards," Inspirational Mall has an expansion goal of 3200 products by February, 2000. (Sara Lowe, 704-561-7728)

NASHVILLE, TN -
GETdigitalmedia,

GETdigitalmedia

Gaylord Entertainment's new Internet division, hosted a grand opening celebration to introduce its First Avenue Warehouse, an all-inclusive e-commerce fulfillment and customer service center specializing in Christian CDs. (Michele Formosa, 615-457-3028)

LINCOLN, NE - Back to the Bible expanded its daily devotional Web site. Previously offering one devotion each day, the Daily Devotional page has been expanded, redesigned, renamed and now has its own Web address (www.devotions.org) offering a variety of devotionals and resources. (Chad Williams, 402-464-7200)



CAMARILLO, CA - Salem Communications Corporation announced the acquisition of ICRN.com by its wholly owned subsidiary, OnePlace, Ltd. Formerly owned by The Domain Group, ICRN is a leading Christian streaming media network. (805-987-0400)

OTTAWA, ONTARIO -
Billed as a new Internet
for children,



NicoZone.net provides hundreds of thousands of Web pages of interest and value to children and organizes them in age-appropriate zones guided by an animated surfing computer mouse called Nioo D. Mouse. Through its proprietary NiooD'Fense software, NicoZone.net prevents children from venturing beyond parameters set by parents. (Laura Swickard, 770-813-0000)

QUINCY, IL - Broadcast Electronics, Inc., recently developed a Web page (solutions.bdecast.com/press/press.html) dedicated to press release information and containing downloadable files in jpeg and pdf formats. (Susan Moore, 217-224-9600)

SARASOTA, FL - Taking a cue from recent FCC guidelines on positive programming for teens,



Seekbooks.com has produced *Booked Up*, a new program on the Internet designed to inspire teens and encourage family interaction. Co-hosted by a group of talented teens, the 30-minute program showcases books with a positive message for young adults. Access the program at www.seekbooks.com. (Pamela Beiler, 941-371-9223)

ATLANTA, GA - On
December 1, In



Touch Ministries launched its expanded and improved Web site featuring an online quiz entitled "How Well Do You Know God?" The site also features Charles Stanley's daily radio program, a TV program archive, daily devotionals and an online bookstore. With the new launch, visitors can access Stanley's Bible studies and sermon outlines. (Charles Powell, 770-451-1001)

PHILADELPHIA, PA



SANTIAGO, CHILE -
InterVizion.net
(www.intervizion.net) formed a strategic partnership with ElHogar.com (www.elhogar.com) to bring forth a new Spanish Christian bookstore on the Web, Libreria-Cristiana.com. A key feature is the ability for users to create their own personal bookstore on their Web sites and receive a



commission for every transaction that takes place through their site. (Steve Thurston, slthurston@dplus.net)

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Trade Talk

Music

BRENTWOOD, TN – Ministry Music announces its new headquarters at 7105 Crossroads Blvd., Suite 200, Brentwood, TN 37027, phone 615-221-5111, fax 615-376-0532. (Colleen Hoagland, 615-221-5111)

NASHVILLE, TN – Virgin/FoReFront recording artist deTalk won the award for “Best Video Clip of the Year” in the Contemporary Christian Category for *Consume Me* at the 21st Annual Billboard Music Video Awards held November 12 in Los Angeles. (Annette Reischl, 615-771-4507)

NASHVILLE, TN – FoReFront Records artist Audio Adrenaline, in partnership with the *Extreme Teen Bible*, MusicForce.com and Compassion International, announced extensive plans for the nationwide, 65-city The Underdog Tour, which kicked off January 27 in Anderson, IN. (Jen Boekman, 615-771-4530)

CLEARWATER, FL – Reunion recording artist Michael W. Smith hosted PRAISE TV’s countdown of the top 20 Christian music videos of the decade. *Café Video Presents* aired on PAX TV December 26 and January 2 featuring clips from Amy Grant, Steven Curtis Chapman, de Talk and Kirk Franklin. (Brian Smith, 615-298-5505)



LOUISVILLE, KY – Daywind Music Group president Ed Leonard presented a special award at the 1999 Singing News Fan Awards during the National Quartet Convention. Presented to Maurice Templeton, publisher and CEO of the magazine, and Jerry Kirksey, associate publisher and COO, the commemorative plaque celebrated the 30-year gospel music history of *The Singing News* and a recent album released by Daywind, *Singing News 30th Anniversary Collection* highlighting that history. (Celeste Winstead, 615-822-4524)



David Meece (L)
and producer
Scott V. Smith

GRAND RAPIDS, MI – David Meece joined Discovery House Music to begin recording his 13th release, available summer 2000. (Wendell Gafford, 616-248-4175)

NASHVILLE, TN – The Academy of Gospel Music Arts (AGMA), a branch of the Gospel Music Association (GMA), added two southern gospel regional events: February 4-5 in Nashville, TN, and February 18-19 in Washington, DC. The events will include competitions and seminars directed toward aspiring artists and songwriters. (Celeste Winstead, 615-822-4524)



Academy of Gospel Music Arts

Chicago IL – Sister quartet The Darins recently performed *Take Me By the Hand* on the nationally syndicated *Jenny Jones Show*. (Melissa Hambrick, 615-662-1241)



L-R: Rachelle and Heather Darin, Jones, Stacy and Krista Darin

HENDERSONVILLE/FRANKLIN, TN – Daywind Music Group and Homeland Entertainment announced the release of *NQC Live*, recorded during the 1999 National Quartet Convention (NQC). The project features many of the most respected groups in southern gospel music, including The Cathedrals, Greater Vision, The Hoppers, Gold City, The Bishops, The Steeles, John Hagee Family, The Perrys, Ivan Parker, Brian Free, The Dove Brothers Quartet, Ernie Haase, The Florida Boys, The Nelons, New Harmony and The Freemans. (Celeste Winstead, 615-822-4524)

NQC

ST. LOUIS, MO – Gospo Centric recording artist Kirk Franklin performed at A Concert for the NeXt Generation held recently during the Greater St. Louis Billy Graham Crusade at the TWA Dome. In addition to a message from Graham, the special also featured music from de Talk. (Billy Graham Evangelistic Association, 612-338-0500)





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Trade Talk

Music, continued



NASHVILLE, TN – Mitchell-Jannsen Management, a division of San Francisco-based Mitchell Agency, Inc., announced the signing of pop vocal group Plus One to an exclusive career management agreement. (Melissa Hambrick, 615-662-1241)

NASHVILLE, TN – Sparrow recording artist Michelle Tumes put the finishing touches on her new recording, *Center of My Universe*, which she co-produced with David Leonard. Tumes wrote or co-wrote every track on the album, which releases February 15. (Paula Houlette, 615-371-6889)



Michelle Tumes and David Leonard



NASHVILLE, TN – Sparrow Label Group celebrated Steven Curtis Chapman's *Speechless* and *The Music of Christmas* albums being certified gold. (L-R at Chapman's gold certification) Creative Trust president/CEO Dan Raines; EMI Christian Music Group president/CEO Bill Hearn; Creative Trust vice president of artist development David Huffman; Chapman; and Sparrow Records president

Peter York. Also, during his *Speechless* tour stop in Wichita, KS, Chapman was presented with the 1999 "Family First Ambassador Award" for his commitment to strengthening the family, specifically for his significant role and work on the youth violence issue. (Sparrow, 615-371-6800)

NASHVILLE, TN – Two Sparrow Label Group recording artists were recognized during the 1999 Inspirational Life Awards, which aired on INSP and PAX TV in December. Carman received the "Inspirational Long-Form Music Video of the Year" for *Mission 3:16 The Video* and Kim Hill received the "Inspirational Praise & Worship Album of the Year" for *Renewing the Heart*. (Sparrow, 615-371-6800)

NASHVILLE, TN – Cheri Keaggy will be featured on the Streams In The Desert: Best of Israel Tour, sponsored by the Family Christian Store and open to the public. The trip will run from March 29 - April 7 and will visit major biblical sites and offer unique special events such as a praise and worship session in a boat on the Sea of Galilee. (Sparrow, 615-371-6800)



NASHVILLE, TN – Steve Green contributed to the recording *Sweet Dreams*, a lullaby project inspired by the McCaughey septuplets and produced by Brown Bannister. Also featured were Michael W. Smith, Chris Rice and Cindy Morgan, along with spoken word by Kathie Lee Gifford and Bobbi McCaughey. (Sparrow, 615-371-6800)

NASHVILLE, TN – ForeFront recording artist Audio Adrenaline recently celebrated triple milestones: RIAA gold-certification for its third studio album *bloOm*; re-signed its contract with ForeFront Records; and inked a distribution deal between ForeFront and the band's new label, flickerrecords.com. (Jen Boekman, 615-771-4530)

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Trade Talk

Music, continued

NASHVILLE, TN – Benson recording artist NewSong began its annual January Jam Tour in Macon, GA. Hosted by NewSong and Reunion recording artist Clay Crosse, the tour also features ForeFront recording artist Rebecca St. James, Ardent recording artist Big Tent Revival and Benson recording artist Natalie Grant. In other NewSong news, in December, the group hosted its Xtreme Winter student conferences for the fourth year in Gatlinburg, TN, and the third year in Branson, MO. Other performers included Newsboys, Third Day, Charles Billingsley, Jennifer Knapp and SONICFLOOD. (Brian Smith, 615-298-5505)



recording artist
Big Tent Revival
and Benson
recording artist

Natalie Grant. In other NewSong news, in December, the group hosted its Xtreme Winter student conferences for the fourth year in Gatlinburg, TN, and the third year in Branson, MO. Other performers included Newsboys, Third Day, Charles Billingsley, Jennifer Knapp and SONICFLOOD. (Brian Smith, 615-298-5505)

CLEVELAND, TN – Music Explosion 2000, sponsored by Music Ministries, will be held March 1 - 3 with the theme "Changing Our World." Two new special tracks are being offered: Individual or Master Class study in voice, keyboards, instruments or praise band leadership. (Delton Alford, 423-478-7784)



NASHVILLE, TN – Radio station KLTY-FM awarded two listeners a trip to New York City with Newsboys. Sparrow Records provided the prize in celebration of the gold status of the Newsboys' *Step Up To the Microphone* album and the launch of the new album, *Love Liberty Disco*. (Leanne Mangan, 615-371-4030)

SANTURCE, PR – Gloria Matos Ruiz, 63, passed away October 22. Ruiz was WIVV-AM supervisor of Spanish Bible Correspondence School and served faithfully for 15 years. (CEM, 787-724-2727)

CHICAGO, IL – In December, George Sweeting retired as chancellor of Moody Bible Institute (MBI). First joining MBI's board of trustees in 1969, then serving as president from 1971 to 1987 and as chancellor since 1987, Sweeting is the only Moody president who was also a student. He sought to build on the Institute's foundation of excellence in ministry as well as to expand and firmly establish the Chicago campus. Sweeting's leadership not only saw the physical expansion of the campus from two-and-one-half city blocks to more than 20, but also witnessed the building of the external studies program, the addition of master's and four-year undergraduate degree programs and the creation of Moody Broadcasting Network. (MBI, www.moody.edu)

BILLINGS, MT – In October, Gary Friesen became executive vice president of Peacemaker Ministries, overseeing all outreach ministries. Also promoted was Brian Erickson, now vice president of operations, responsible for all internal operations. (www.HisPeace.org)



SYDNEY, AUSTRALIA – Phillip Randall was appointed general manager of 2CBA-FM effective January 1. He replaces Major Chris Witts, who returned to the Salvation Army. (Ramon Williams, rlg-media@ozemail.com.au)



WASHINGTON, DC – Jim Nelson Black

is executive editor of BreakPoint radio and publishing. Black is a veteran communicator with nearly 30 years' experience in publishing and media. In his new duties, he will oversee writing, researching and recording of the daily programs, the production of the monthly *BreakPoint* magazine and the introduction of an online Christian worldview magazine as well as assist Colson with book



People

contracts, magazine articles and other publishing ventures. (Krista Obitts, 703-478-0100, ext. 567)

AZUSA, CA – Richard Cizik was named vice president for governmental affairs of the National Association of Evangelicals (NAE). For the past 19 months, as interim director of the Washington office, Cizik has led NAE's activities in governmental affairs. (626-963-5966)

COLOMBO, SRI LANKA – International Bible Society presented its 1999 "Golden Word Award" to Dr. Ajith Fernando, citing his outstanding work over the past 20 years in promoting the relevance of Scripture in today's world. A native of Sri Lanka, Fernando has traveled around the world as a Bible teacher and speaker, served as principal translator of the NIV-style Sinhala Bible and is national director of Youth for Christ. (Judith Billings, 719-488-9200)

SAN DIEGO, CA – John Biting was named COO of the Catholic Family Radio (CFR) network. Biting was promoted from market manager at CFR's Chicago affiliate, WYPA-AM. His radio career includes positions as executive vice president with McGavren-Guild Radio Representatives and director of marketing and sales for CBS Radio Representatives. (Sean McCabe, 703-683-5004)



DALLAS, TX – Barry Durman was appointed president of KMA Companies subsidiary KMS Software. The new leadership team for KMS Software also includes COO and chief technical officer Dave Cichy, senior vice president of marketing and sales Greg McCoy and vice president of strategic services and technologies Scott Hefflin. (Melanie Dobson, 804-762-4387)

NEW YORK, NY – With more than 30



years of diverse experience in the broadcast market, Jonathan Klein has joined the board of directors of RTSET (Real Time Synthesized Technology Ltd). Klein was president of CBS Television Stations, and has recently become president and CEO of kasparovchess.com. (Clare, clare@splashpr.co.uk)

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at KMA, now Senior
Vice President of
Client Services at TRG.

Rich Simons
Former VP of Marketing
at Focus on the Family,
now President of TRG.

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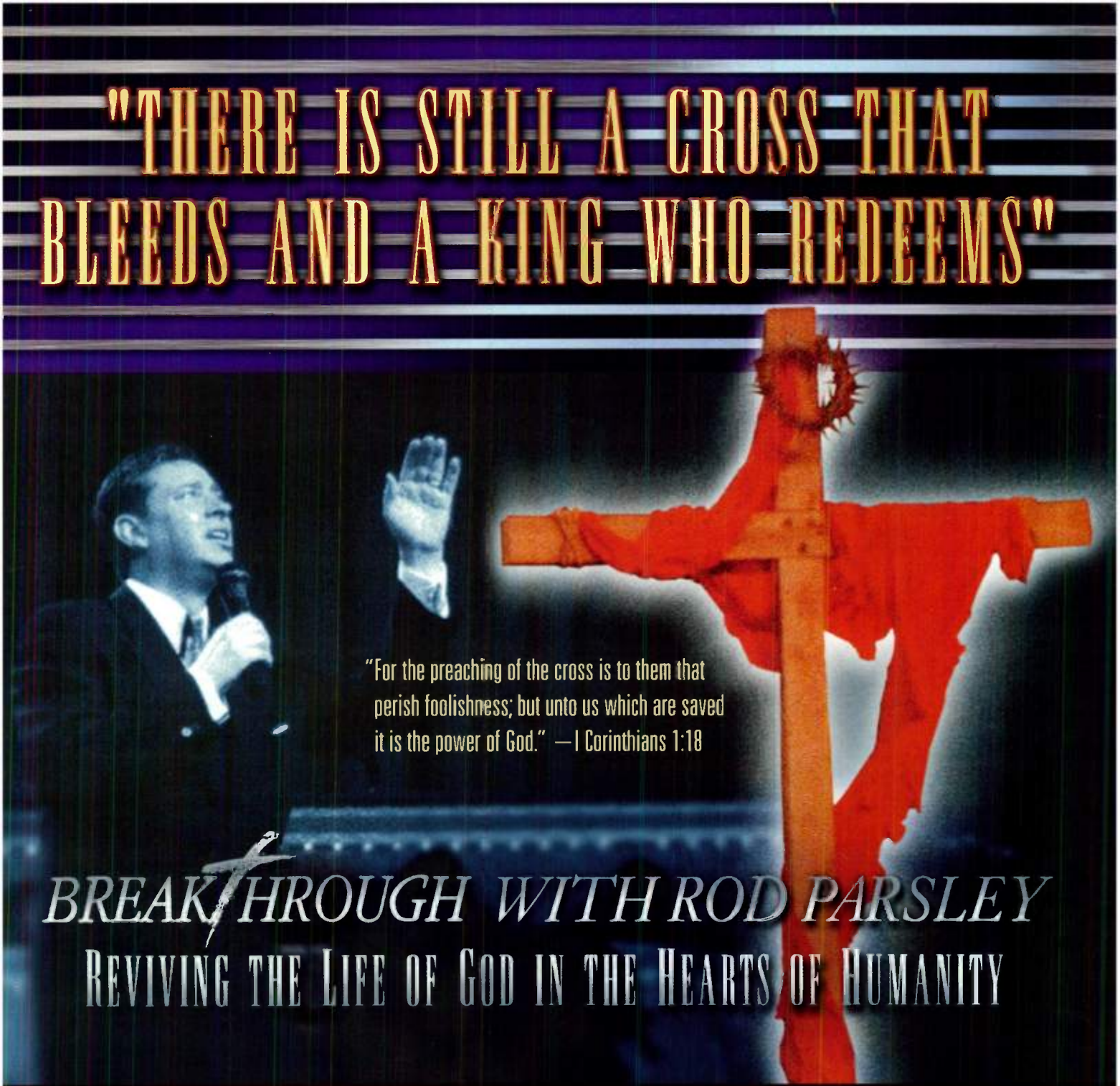
Contact Rich Simons at
(360) 394-4300

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The Raymond Group



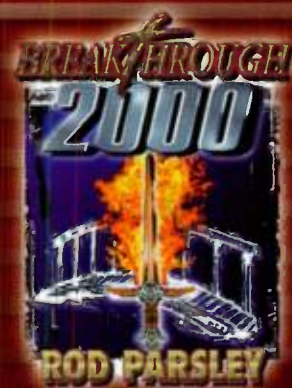
"THERE IS STILL A CROSS THAT
BLEEDS AND A KING WHO REDEEMS"



"For the preaching of the cross is to them that
perish foolishness; but unto us which are saved
it is the power of God." —I Corinthians 1:18

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Trade Talk

People, continued

BALDWIN, NY - Bee-Alive founder/president Madeline Balletta recently received the "Integrity in Advertising" award at the WMCA-AM and WWDJ-AM anniversary celebration. Salem Communications vice president and WMCA general manager, Joe Davis, presented the award to Balletta. (Dawn Masi, 914-268-0960)



CHICAGO, IL - Margaret Croft, a CareForce volunteer for more than eight years, was voted "Volunteer of the Year" by her fellow volunteers and the Total Living Network staff. TLN



ministry department director Mark Smith, Sr., and TLN president Jerry Rose congratulated Croft on her service to the Chicagoland community and network. (Debra Hall, Dhall@TLNMedia.com)

TEMPE, AZ - CE Distribution appointed Jon Bosaw vice president of sales and marketing. Bosaw was director of sales and marketing with Jensen Music Industries and has more than 20 years' experience. (CE, 480-755-4712)

SANTURCE, PR - Janet Luttrell was appointed vice president of Calvary Evangelistic Mission (CEM), Inc.; Les Sowiak was named director of radio. In other CEM news, Jane Herron celebrated 40 years of service, while Janet Luttrell celebrated 25 years. (CEM, 787-724-2727)

NEW YORK, NY - Mark Jeffers was appointed senior vice president of sports sales and

development for Orad, Inc. Jeffers will manage sales and marketing of Orad's array of sports broadcast tools. (Chris Lesieure, 801-533-2669)



COLORADO SPRINGS, CO - Larry Walters, a veteran broadcasting executive, is the new director of station relations for HCJB World Radio. For the last nine years, Walters was the station manager for KTLF-FM. (Jim Ferrier, jferrier@hcjb.org)



CHATTANOOGA, TN - Jay Johnson replaced Dianne Williams as director of Precept Ministries. Johnson formerly worked for the Moody Bible Institute (Chicago, IL), the Family Life Network (New York, NY) and His Radio (Greenville, SC). (Jay Johnson, jk@cdc.net)

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A NEW NETWORK IS COMING IN THE NEW MILLENNIUM

TBN is excited to announce the creation of a new network for the new millennium. The Church Channel is a new digital cable network coming in the spring of 2000.

The Church Channel will feature church programs from a wide variety of denominations and will have a multi-denominational advisory

board. The Church Channel will be promoted on TBN's 87 million broadcast and cable households. It will help drive subscriber interest for digital cable to the religious community.

Call 800-735-5542 for details.

The
Church
Channel



TBN

Trade Talk

Technology

CINCINNATI, OH – Harris Corporation announced the acquisition of Audio Broadcast Group, Inc. (ABG), a privately held supplier of products and systems to the U.S. broadcast and recording markets. ABG becomes part of Harris's Broadcast Communications Division, headquartered in Mason, OH. (Martha Rapp, 271-221-7577)



Morning America and ABC News' 20/20. (Debra Pagan, 516-784-7865)

WESTMINSTER, CO – Iteleo provided complete transmission solutions for the Canadian Broadcasting Corporation and private broadcaster DAB services that began airing in Montreal, Quebec, in November. Three Iteleo T713SE transmitters were supplied. In other Iteleo news, two 200-watt transmitters are being used for the new Rogers Broadcasting DAB service which began airing in Vancouver, British Columbia, in early November. (Chris Lesieutre, 801-533-2669)



PHOENIX, AZ – Sheffield Audio Video Productions has installed a Solid State Logic Axiom-MT digital multi-track console in its remote audio truck to upgrade to digital. Also using the Solid State Logic Axiom-MT is rock musician Peter Frampton. (Debra Pagan, 516-784-7865)




NEW YORK, NY – Telex intercom equipment is installed at the heart of the Times Square Studios Ltd. (TSSL) internal communications system. The system centers around a 256-port RTS ADAM Matrix System with 56 KP-96 user stations. TSSL is home to ABC Network's Good



CARMEL, IN – Imagine Products was awarded a U.S. patent for its Auto Capture Technology, a method and apparatus for detecting scene changes in a digital video stream. (317-843-0706)





Norman G. Wilson
Founder and Speaker

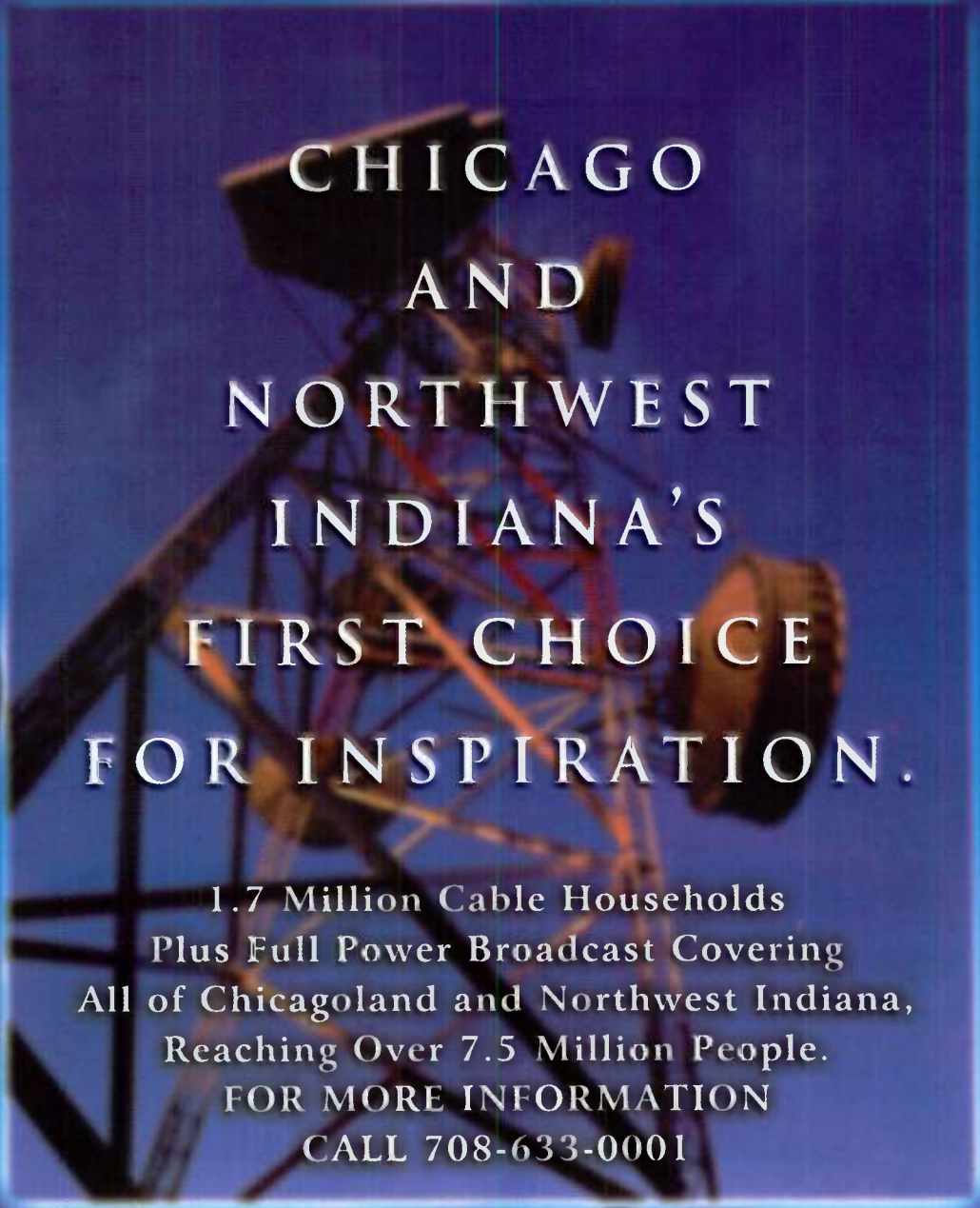
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Isaiah 60:1 (English Standard Version)

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Trade Talk

Technology, continued



AURORA, IL – Superscope Technologies introduced the latest additions to the Marantz Professional line of compact disc players: the PMD330, PMD331 and PMD340. These commercial-grade CD players can play CD-RW discs and offer a high performance CD mechanism and state-of-the-art signal processing, a multi-function programmable cue button, 10-digit keypad, A-B point audio loop playback, audible frame-by-frame search control, single-track play, index searching, 21 preset functions, digital pitch control and scrolling CD-TEXT available in five languages. (David Pratt, 630-820-4800)

ARLINGTON, TX – Orad announced the opening of its Midwest regional office. The Arlington location provides sales and technical support and becomes the company's third U.S. office, with headquarters in New York City, NY, and a West Coast bureau in La Jolla, CA. Orad also announced a new Inserter interface to CyberSet enabling designated

placement of 3-D text and graphics within different layers and depths directly into the virtual set. (Carolyn Archambault, 514-288-7779)

OSSINING, NY – NASDAQ selected SACO SMARTVISION, Inc., to design and manufacture the largest LED video display in the world to follow the curved form of the building it occupies at Times Square in New York. Installation began in September and was completed in time for the year 2000 festivities. (Sean, 212-521-5215)



WHITE HAVEN, PA – EMCEE Broadcast Products, Inc., introduced a new innovation for its digital DS Series broadband wireless transmitter line. The new accessory allows operation of its DS transmitters in either a broadband or single channel configuration. (717-443-9575)



Publishing

COLORADO SPRINGS, CO – *The Tapestry Series: Weaving Wholeness Into Life* is a new series of seven booklets published by International Bible Society. The series addresses seven key areas of emotional stress and attempts to convey the comfort of God's Word to those seeking the professional services of counselors and pastors. (Glenn Paauw, 719-488-9200)



SILVER SPRING, MD – A Spanish language version of Adventist News Network (ANN), a weekly news bulletin, was launched in December to place them directly into the hands of the estimated two and a half million Spanish-speaking Adventists. (ANN, 301-680-6306)



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**(Getting the next 12 million
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Trade Talk

Total Revenues of Large Broadcast Ministries

Ministry Name	Founded	Annual Revenue
Christian Broadcasting Network	1960	\$203 million
Focus on the Family	1977	\$109 million
Trinity Broadcasting Network	1978	\$98 million
Oral Roberts Ministries	1947	\$68 million
Coral Ridge Ministries and Church	1960	\$41 million
In Touch Ministries	1982	\$33 million
RBC Ministries	1938	\$24 million
Insight for Living	1979	\$19 million

Note: Most of the figures are 1996 revenues. Figures for Trinity Broadcasting Network and Oral Roberts Ministries are from "The Philanthropy 400," *Chronicle of Philanthropy 10* (2) (October 30, 1997): 1, 32-48; 33-40. Figures for other ministries are from ECFA Member Profile Directory (Washington, DC: Evangelical Council for Financial Accountability, 1998).

— Michael Hamilton and John Stackhouse

NRB
2000
Anaheim • California

Discover other facts and figures in the educational session "God, Mammon, and Evangelicals: A Report from the Institute for the Study of American Evangelicals" at NRB 2000 in Anaheim, CA. Speakers: Michael Hamilton, Ph.D., University of Notre Dame, Notre Dame, IN; and John Stackhouse, Ph.D., Regent College, Vancouver, Canada.

How have American evangelicals raised, spent and thought about money? This presentation offers some of the fruit of a three-year research project that combined the efforts of historians, economists and theologians to analyze the role of money in two centuries of American evangelicalism. The seminar will outline some recent trends in raising and spending money among evangelicals; discuss the New Era scandal as illustrative of some of these trends; and conclude with reflections on how today's evangelicals can learn from the mistakes and strengths of their predecessors.



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Trade Talk

Intercollegiate Religious Broadcasters Awards 2000

Al Sanders Scholarship

First place: **Sharra Sieminski**, Huntington (IN) College

Second place: **Jesse Malcolm**, Spring Arbor (MI) College

Al Sanders judges: Paul Hollinger, WDAC-FM Lancaster, PA; Norman C. Mintle, Total Living Network, Chicago, IL; Van Mylar, Russ Reid Company, Pasadena, CA

Audio Production Awards

PSA

First place (tie): **Amy Wright**, Mt. Vernon (OH) Nazarene College

First place (tie): **Eric Clouston**, Mt. Vernon Nazarene College

Second place: **Josh Britton**, Spring Arbor College

News

First place: **Linda Tschabrum**, Spring Arbor College

Second place: **Nicole Lane**, Spring Arbor College

Demo

First place: **Steve Reinker**, Spring Arbor College

Second place: **Anne Walcott**, Spring Arbor College

Drama

First place: **Sharra Sieminski and Christine Slagel**, Huntington College

Second place: **Anne Engle and Christine Carson**, Spring Arbor College

Audio Production Award judges: Mike Miller, Morning Star, Nashville, TN; Ron Schneeman and Jim Stanley, WBCL-FM Fort Wayne, IN; Amy Frye, WLAB-FM Fort Wayne, IN; Jeff Anderson, Virginia Beach, VA

Video Production Awards

PSA

First place: **Hans Charles**, Spring Arbor College

Second place: **Mike Woodard**, Spring Arbor College

Music Video

First place: **Joel Salsbury and Jeremy Scott**, Spring Arbor College

Second place: **These Three, Inc.**, Huntington College

Field Production

First place: **Jenny Brads**, Asbury College, Wilmore, KY

Second place: **Julia Meskill**, Evangel University, Springfield, MO

Studio Production

First place: **Joel Salsbury and Jennifer Ambrose**, Spring Arbor College

Second place: **Chris Chambers**, Asbury College

Video Production Award judges: Jon Mills, WZZM-TV/Muskegon, MI; Brian Dumont, WLAI-TV/Lansing, MI; Jim Brian, director/producer; Gerald Blanchard, filmmaker



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Nehemiah 2:20

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Trade Talk



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Dr. Laura Schlessinger

President's Award:

Thomas Kinkade, the "Painter of Light"

Milestone Awards:

Christian Crusaders

Canada's National Bible Hour

Faith for Today

Unshackled!

Southwest Radio Church

KSKY-AM/Dallas, TX

Hope from Above

Voice of Prophecy

Ralph Neighbour

Glenn Jorian

TV Station of the Year Award:

KCHF-TV/Albuquerque, NM

TV Program of the Year Award:

The 700 Club

Radio Station of the Year Award:

KKLA-FM/Los Angeles, CA

Radio Program of the Year Award:

Turning Point

Talk Show of the Year Award:

Life on the Edge Live

News Award:

KIXL-AM/Austin, TX

William Ward Ayer Distinguished Service Award:

Russell Bixler

International Ministry Award:

Vishwa Vani, Trans World Radio
Service to India

Individual Achievement in International Broadcasting Award:

Harvey Thomas

Hall of Fame Awards:

Aimee Semple McPherson

Charles R. Swindoll

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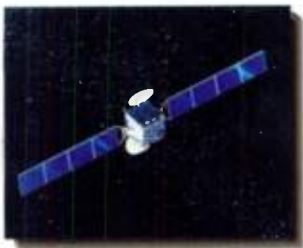


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Trade Talk



Junior Andy Fetter takes an air shift at WSAE-FM.

Member Profile: Spring Arbor College

Over the last 20 years, Spring Arbor (MI) College has built a reputation for excellence in broadcast education by stressing both learning and doing. And from the beginning, NRB has been part of their formula for success.

Someone from the college or its radio station has been a member of NRB since 1965; faculty member Carl Jacobson met with Carl Windsor and others to discuss the formation of the student organization (Intercollegiate Religious Broadcasters — IRB) in 1970.

Since then, Dr. Tom Ball served as both chair and vice president of IRB, and professor Dorie Shelby is the current secretary. “NRB has helped our students stay abreast of what’s current in religious broadcasting, and [has] provided them with many, many contacts and opportunities they would not otherwise have had,” says Shelby.

One of those opportunities is the student award competition. Spring Arbor College students have won something every year for 15 years. “I believe our students are winners because of our

‘hands-on’ approach,” says Michelle Dawson, manager of the campus radio station.

Dawson has been a member of the NRB/IRB since she was a student at Spring Arbor herself. Now she teaches and manages WSAE-FM, the college’s 3900-watt radio station, which has translators in four nearby cities. “Our broadcast students can work on the air at WSAE from the time they are freshmen,” says Dawson. “This gives our students real world experience while still in college — [it’s] the most important thing we give them.”

Shelby agrees. “Students in the video program learn by doing and they do it on real television programs and real projects. It’s an invaluable experience that prepares them for the next step, their first job,” she says.

One of the “real projects” is a faculty-led team of video students that spends spring break producing a video for an overseas mission organization. “The service projects are a valuable part of our program,” says Shelby. “They give stu-

dents a chance to give back as well as get experience working for real clients.


There are about 70 students in the communications program; those whose primary concentration is broadcasting are required to round out their skills by taking a secondary concentration in advertising/public relations, speech, drama, professional writing or film production. An online masters program in communication is under development.

For more information, visit the department’s Web site at <http://www.springarbor.edu/communications>. The Web address for WSAE is www.springarbor.edu/wsaefm. Dr. Wallis Metts is chair of the department of communications at Spring Arbor (MI) College.

For more information on NRB membership, contact Anne Toxer at atoxer@nrb.org or 703-330-7000, ext. 511.

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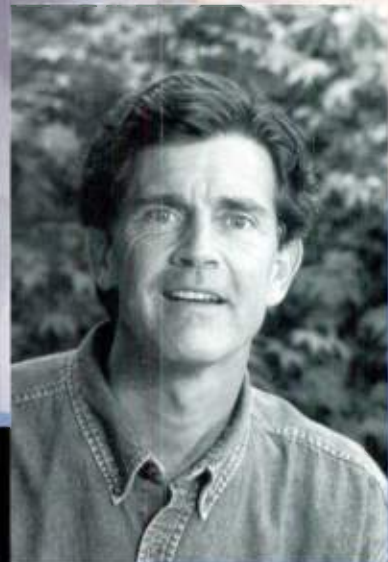
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- ◆ "Every time I tune in, Chip's subject seems to cut to the core of my soul." - A California listener
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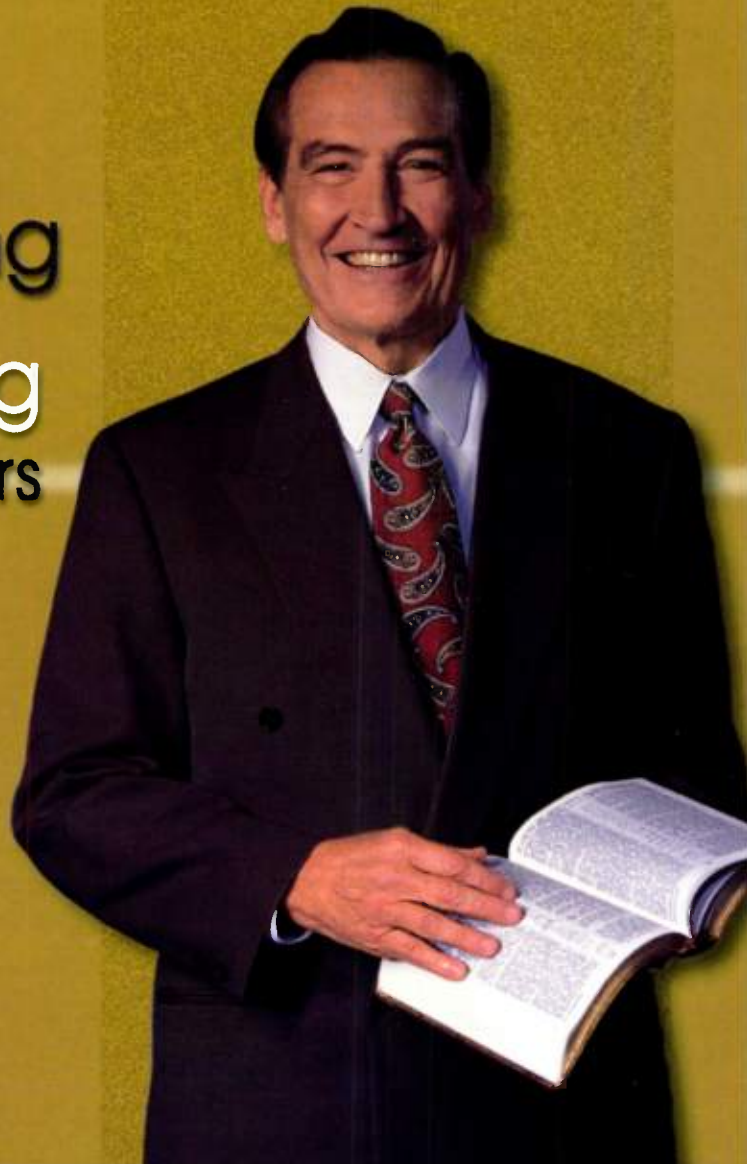
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SUNDAY 11AM



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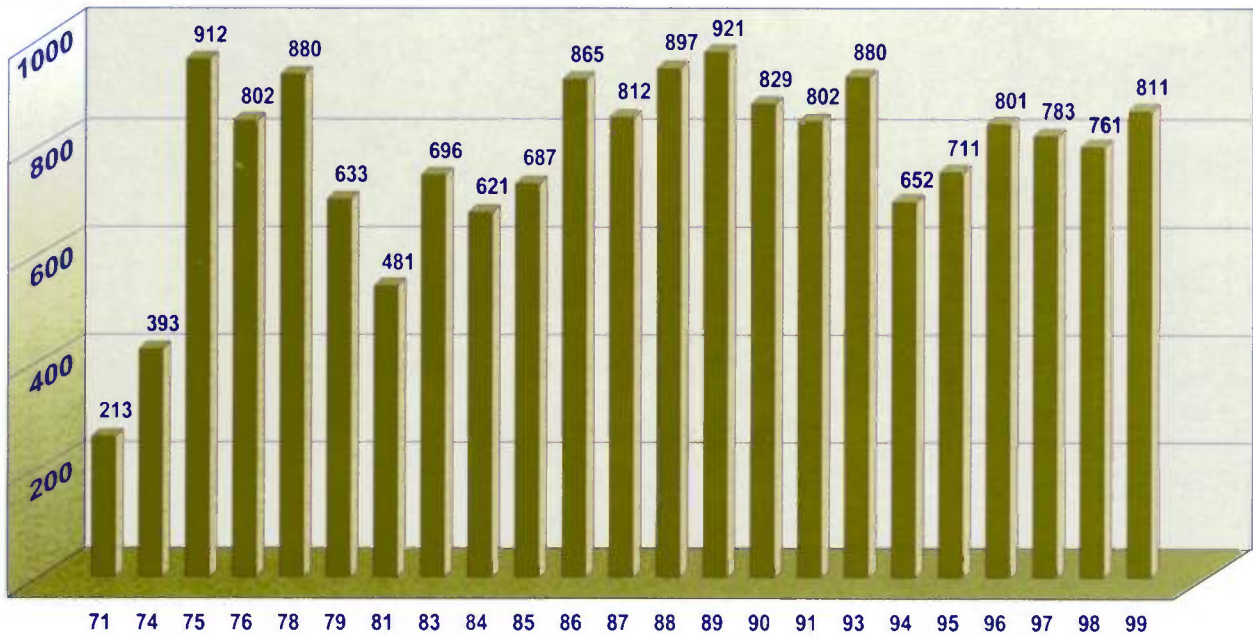


Industry Stats

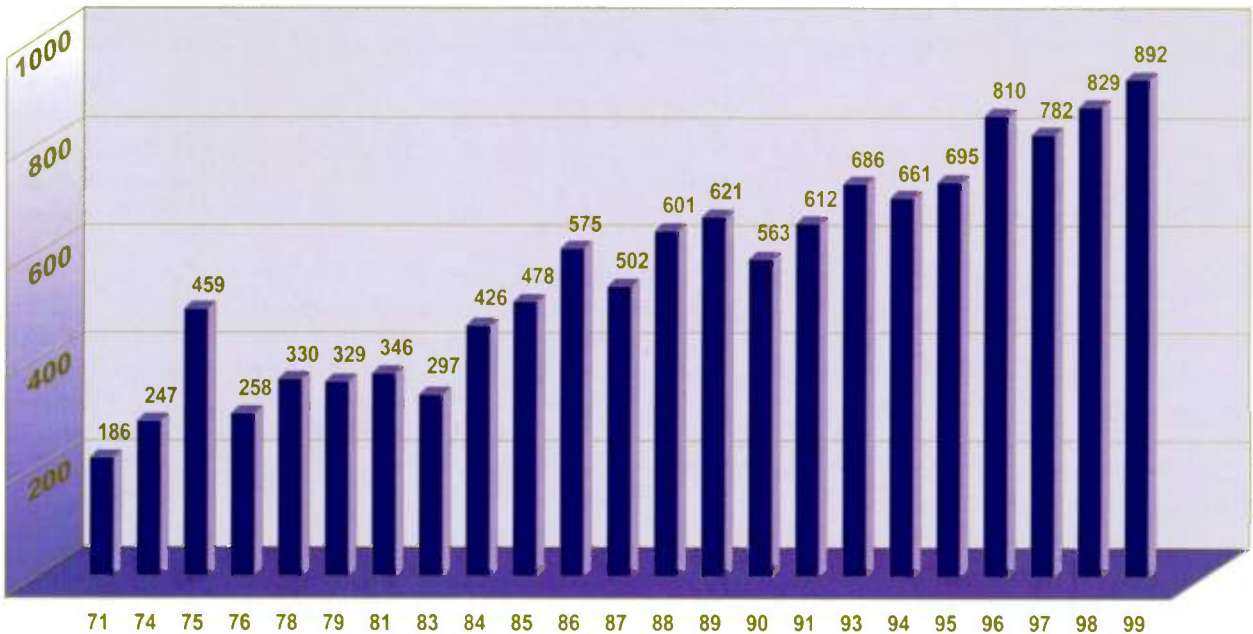
AM and FM Radio Growth 1971-1999

- Statistics are based on the annual *Directory of Religious Media*. Years indicated are the actual years statistics were gathered.
- Fluctuations reflect industry trends and survey response.
- Counts include domestic and international stations, but do not include the 28 shortwave stations.

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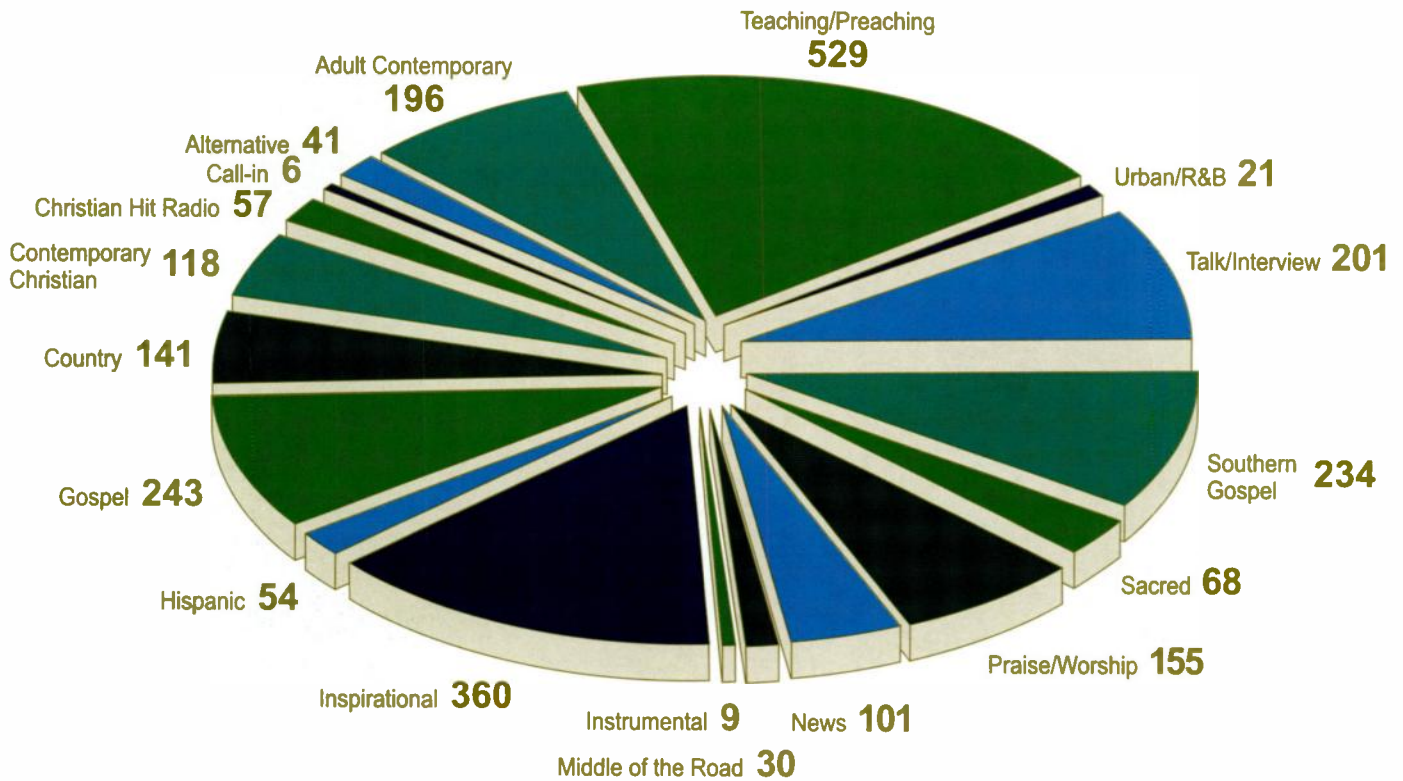
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Industry Stats

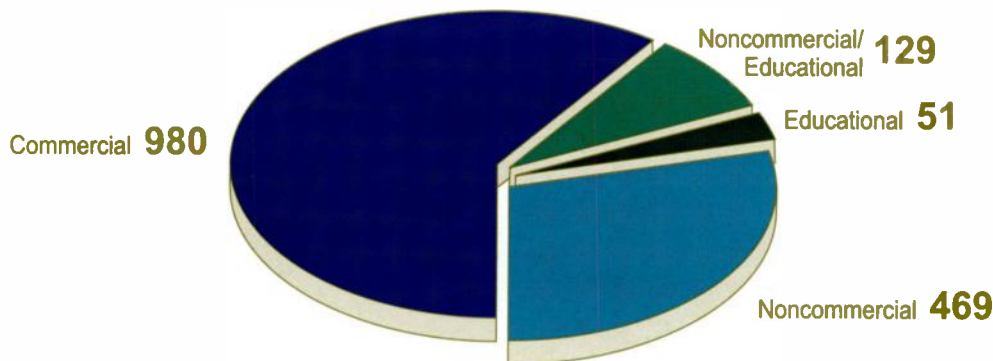
Radio Station Formats and Types

- Statistics are based on the 2000 *Directory of Religious Media*.
- Fluctuations reflect both industry trends and the number of organizations responding to directory surveys.
- Some stations choose more than one format and type.

RELIGIOUS RADIO FORMATS



RADIO STATION TYPES



- Radio
- Television
- Program Placement
- Satellite Distribution
- Internet Audio Streaming
- Program Production
- Advertising

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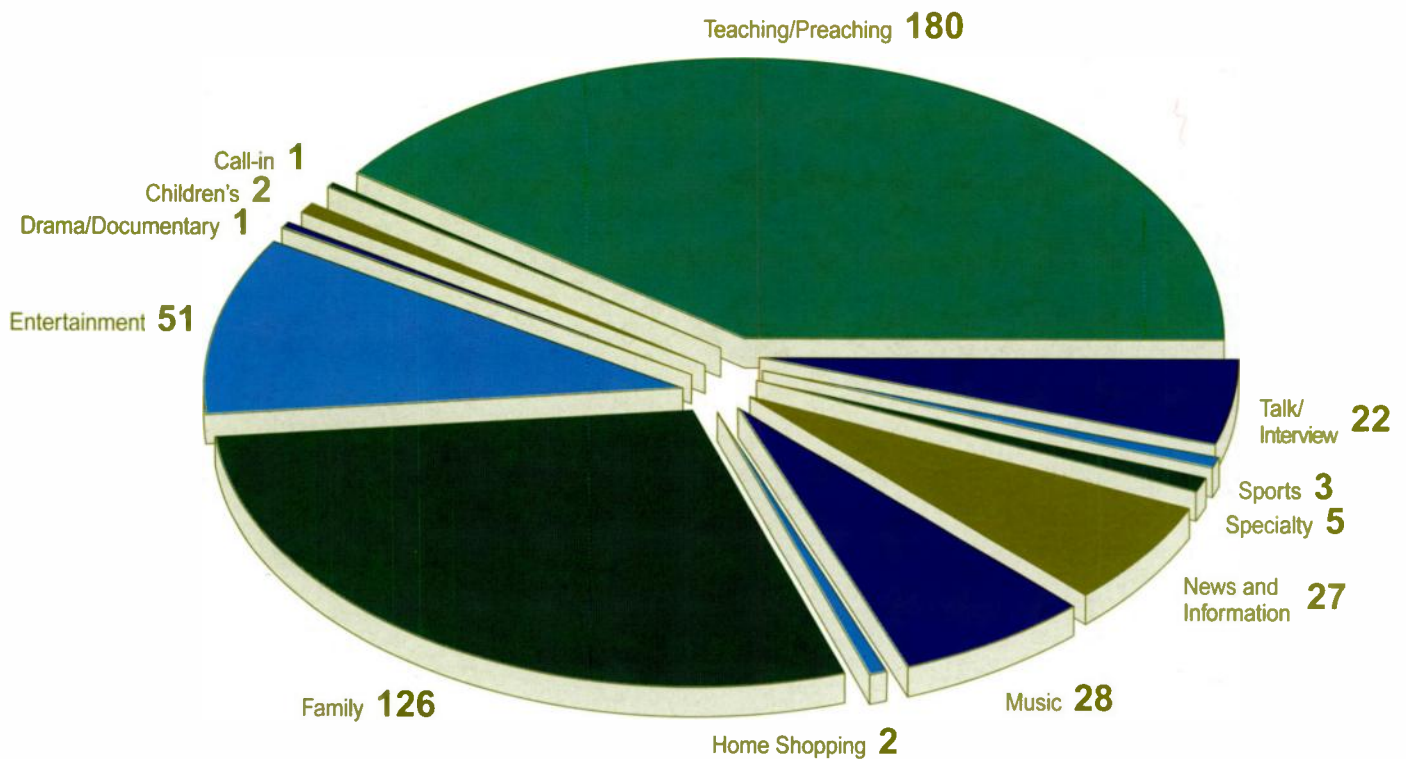


Industry Stats

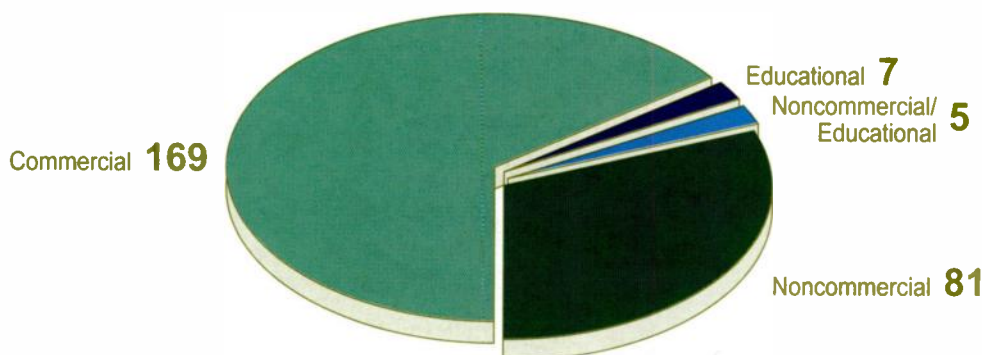
Television Station Formats and Types

- Statistics are based on the 2000 *Directory of Religious Media*.
- Fluctuations reflect both industry trends and the number of organizations responding to directory surveys.
- Some stations choose more than one format and type.

RELIGIOUS TELEVISION FORMATS



TELEVISION STATION TYPES

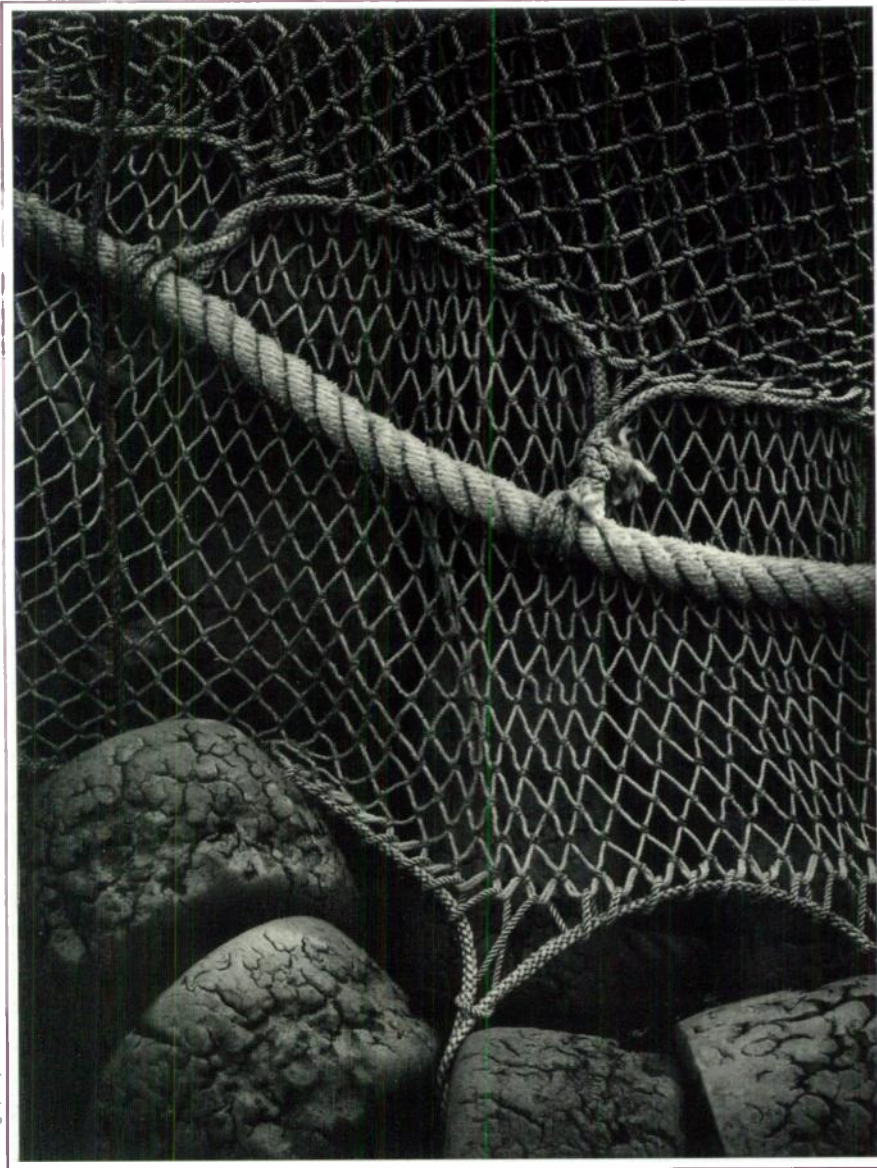


TV STATION CATEGORY

UHF: 156
 VHF: 37
 Low Power: 92

40 Years

Celebrating the Power of God's Word



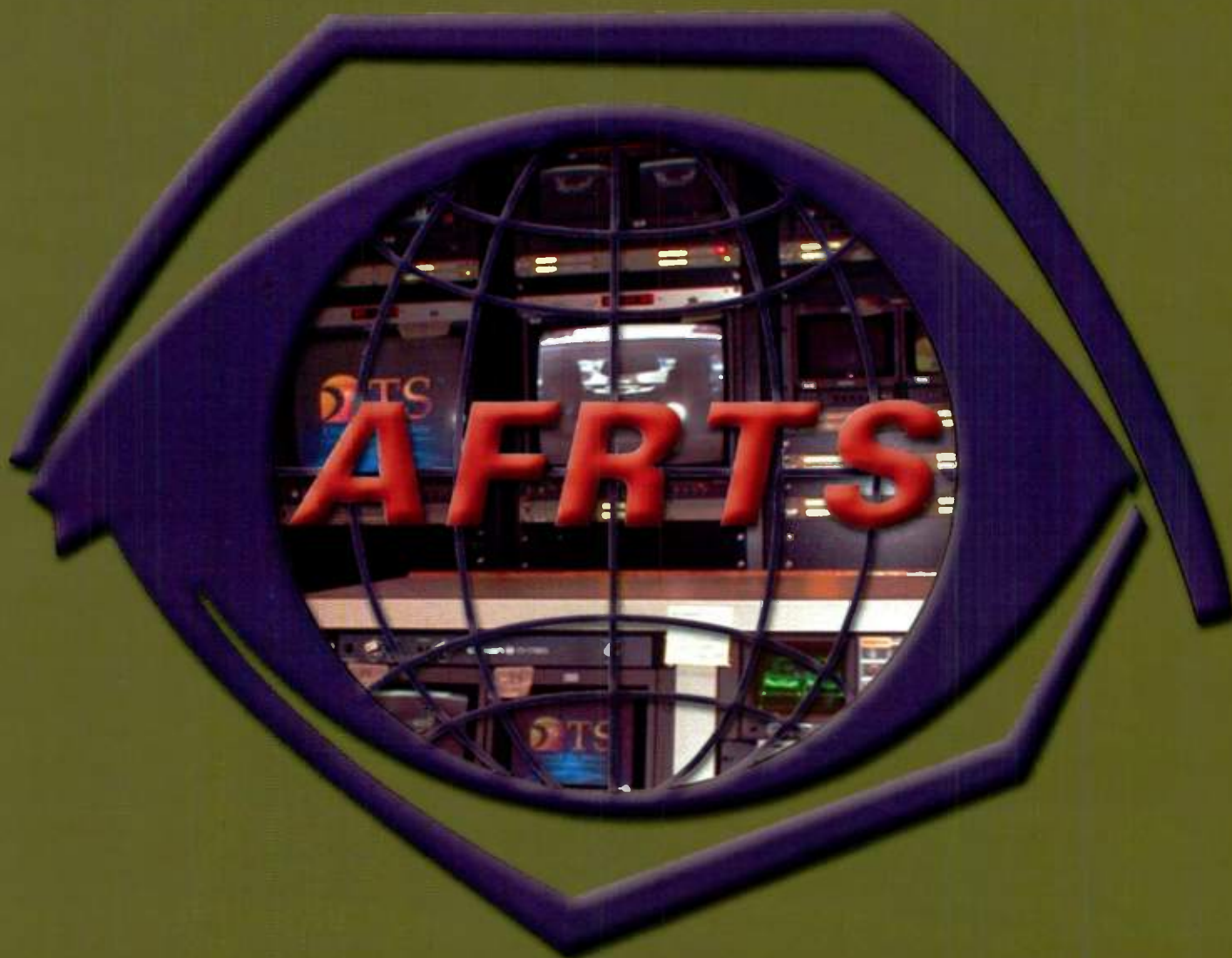
Photograph by John Williamson, Ambassador Account Executive

*"Follow Me and I will make you
fishers of men."*

Matthew 4:19

AMBASSADOR

SALUTING THOSE WHO SERVE



MINISTERING TO SOLDIERS, SAILORS, AIRMEN AND MARINES

by Chaplain Robert C. Stroud, USAF

From WWII's grim battlefields in Europe and the Pacific, across the sheer mountains of the Korean Conflict, through the tangled jungles of Vietnam, to the windswept deserts of Southwest Asia, a unique military organization has brought a "touch of home" to America's armed forces serving abroad. The Armed Forces Radio and Television Service (AFRTS) has uplifted the spirits of the men and women of the United States military in times of war and peace for more than half a century.

On May 26, 1942, the War Department officially established the Armed Forces Radio Service (AFRS — TV was still on the horizon). The mission of AFRS was to provide programming, shortwave service and broadcast equipment for U.S. military locations overseas. The United States created AFRS to provide service members with a concrete connection to home and to combat Axis Sally and Tokyo Rose.

continued on page 62

America's Family Coaches
 Answers for Life Seminars
 Answers with Men's Jam
 Back to Genesis
 Beyond the Call
 BreakPoint
 BreakPoint This Week
 The Church Doctor
 The Church on the Way
 Decision Today
 FamilyLife Today
 FamilyLife This Week
 Grace to You
 Haven
 Joni and Friends
 Joyas de la Vida
 Keep It Simple
 Key Life
 Left Behind—The Radio Series
 Life Issues
 Life Preservers
 The Lighthouse Report
 Living a Legacy
 Living Way
 Mercy Ships
 MomSense
 Portraits of Grace
 PowerPoint
 Precept Live with Kay and Jan
 Precept with Kay Arthur
 Precepts from God's Word
 Promises for the New Millennium
 Renewing Your Mind
 Samaritan's Purse
 Science, Scripture and Salvation
 Scripture as Told by Max McLean
 Steve Brown, Etc.
 Telling the Truth
 Timely Truths
 UpWords
 Women Today
 Bethany House Publishers
 J. Countryman
 Harvest House Publishers
 Tyndale House Publishers
 WaterBrook Press
 Word Publishing



"I am the door; if anyone enters through Me, he shall be saved..."

John 10:9

Partners in Ministry
 Celebrating the Power of God's Word

AMBASSADOR

RECRUITING TV

Armed Forces Television began in 1953 with an experimental station at Limestone AFB, ME. The following year, the TV mission was officially recognized and AFRS transformed into AFRTS.

From its inception, AFRTS was intentionally designed to serve only those military members, Department of Defense civilians and their dependents who are stationed overseas, serving beyond the reach of the programming they could enjoy if stationed "stateside." Military members stationed far from home, often serving in isolated or dangerous settings, are deeply grateful for this lifeline home.

Throughout its history, AFRTS also has enjoyed the support of the broadcast and cable industries. While these ties are particularly strong during times of war, the vast majority of producers have been eager to participate in this singular network. The diverse and top-notch programs provided to the overseas military audience are a testimony to the broad and steadfast support of the industry for service members.

Today the potential audience for AFRTS programming is nearly 800,000. The network's viewers reside in 166 nations around the globe. Some are "stationed" at these locations; others are "deployed" for months at a time in temporary duty status, often in dangerous settings. Meeting their needs for information and providing a meaningful link with home is a daunting challenge, yet it is a task eagerly embraced by the women and men who make up the AFRTS team.

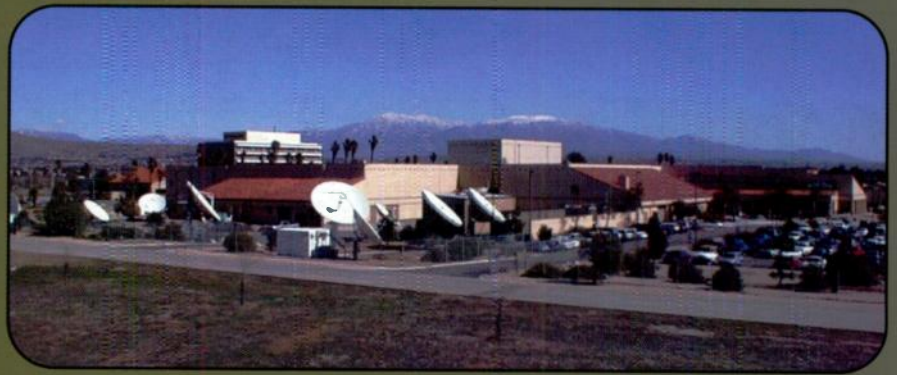
THE BROADCAST BUNKER

Led by the AFRTS Headquarters in Washington, DC, logistics for programming and broadcasting the various AFRTS channels rest on the shoulders of the AFRTS Broadcast Center, located at March Air Reserve Base in California.

The staff of the Broadcast Center consists of both civilians and military members, under the command of Colonel Ray Shepherd. According to Shepherd, "Our job is to bring a touch of home through radio and television services to military men and women and their families serving overseas. We bring them military information combined with news, sports and entertainment that keeps them connected with America. We strive to ensure our audience under-

stands they are not forgotten no matter how far they serve away from home."

Today AFRTS is able to serve this sizeable audience through a variety of channels. While not all are available in every location, many viewers do have access to 100 percent of the program channels generated by the Broadcast Center. The military member overseas finds several radio formats available. Alongside these, three different TV channels blend some of the finest offerings of the major broadcast and cable networks. Popular programs, and even those with smaller audiences which have experienced critical acclaim, find themselves on the line-up.



AFRTS Broadcast Center at March Air Reserve Base, California.



Air Force MSgt. Clayton Edens checks the AFRTS TV satellite receivers to ensure the commercial feeds are coming in to the Broadcast Center and that the AFRTS feed is getting out to the audience.

Army SSG Bryon Armsteed of AFRTS Television Operations ensures TV programs start at their scheduled time by adjusting the play list.



Regina Gillis prepares a daily schedule for the AFRTS Spectrum Channel.



Since a primary goal of AFRTS is to provide programming representative of what would be available to the audience if they were stationed in the United States, one shining facet of the AFRTS gem is naturally its religious programming.

RELIGIOUS PROGRAMMING ON AFRTS

The First Amendment to the Constitution ensures American citizens their right to the free exercise of religion. In recognition of this guarantee, AFRTS dedicates time in its schedule to diverse, high quality religious programming.

Ambassador EXPRESS TABLE

Celebrating the Power of God's Word



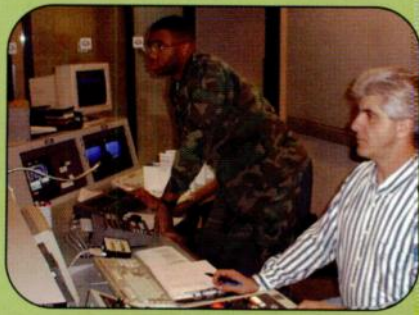
Photograph by John Williamson, Ambassador Account Executive

*"For you will go out with joy, and be led forth with peace;
 . . . And all the trees of the field will clap their hands"*
Isaiah 55:12

DISTINGUISHED GUESTS

- | | | | | |
|-----------------|------------------|------------------|------------------|---------------------|
| Randy Alcorn | Vivette Bright | Franklin Graham | Anne Granam Lotz | Ann Platz |
| Dan Allender | Jill Briscoe | Jack Graham | Mark Lowry | Dennis Rainey |
| Neil Anderson | Stuart Briscoe | Ken Ham | Max Lucado | Arian Rogers |
| Brother Andrew | Steve Brown | Michelle Hammond | John MacArthur | Barbara Rosberg |
| Steve Arterburn | Davis Bund | Jack Hayford | Miles McPherson | Gary Rosberg |
| Kay Arthur | Bob Carlisle | Hugh Hewitt | Marlin Maddoux | Al Sanders |
| William Backus | Ron Cline | Brenda Hunter | Bruce Marciano | R.C. Sproul |
| Wayne Barbe | Henry Cloud | Kent Hunter | Carole Mayhall | Dcn Stephens |
| Emilie Barnes | Sandy Clough | Stan Jaritz | Elsa Morgan | Lee Strobel |
| Lisa Barnes | Chuck Coison | Jerry Jenkins | Charles Morris | Chuck Swindoll |
| Bill Beausay | Judith Couchman | David Jeremiah | John Morris | Joni Eareckson Tada |
| Margaret Becker | Linda Dillow | Barbara Johnson | Bill Myers | Cynthia Tobias |
| Valene Bell | Karla Dornacher | Leisha Joseph | John Nieder | John Townsend |
| Steve Bell | Phil Downer | Patrick Kincade | Karen Connor | John Trent |
| Bruce Bickell | Terry Evans | Thomas Kincade | Lloyd Ogilvie | Susan Wales |
| Ray Boltz | Chris Fabry | Bonnie Knopf | Stormie Omartian | James White |
| Debby Boone | Paul Faulkner | David Kopp | Anne Orlund | Bruce Wilkinson |
| Jeff Bradstreet | Kirk Franklin | Harry Krous | Ray Orlund | John Willke |
| Jerry Bridges | Gloria Galtner | Tim LaHaye | Nancy Pearcey | Bunny Wilson |
| Bill Bright | Elizabeth George | Bob Lepine | Barbara Peretti | Ravi Zacharias |
| | Vestal Goodman | Crawford Loritts | Frank Peretti | |

AMBASSADOR



Army Spc. Ernest Lucas and Brandon Williams prepare to make a switch from a break of AFTRS command information to CNN for a live newscast.

ENLISTING YOUR PROGRAM IN AFRTS

AFRTS welcomes contacts and suggestions from religious program producers. The selection process for the religious programs on AFRTS is not as complicated as one might imagine. Under the auspices of the Armed Forces Chaplains Board, the chaplain assigned to the Armed Forces Radio and Television Service Broadcast Center evaluates programs submitted for consideration. He or she also actively seeks out the best programming available to address unmet needs. This process is not arbitrary, but is conducted under concrete guidelines. Programs selected for broadcast by AFRTS will be:

- Non-prejudicial toward religious preference, ethnicity, gender or nationality
- Free of solicitations for products or invitations for contact
- Inclusive in appeal and not narrowly sectarian
- Relevant to the target audience (18-30, reflecting the military populace)
- Network broadcast quality using Beta SP video and digital audio
- Free — accepted as a free gift to American military members

Direct correspondence to:
 Religious Programming Coordinator
 AFRTS-BC
 1363 Z Street, Bldg 2730
 March ARB, CA 92518-2017

On the radio, three hours (most of it devoted to music) air on Sundays. Between the AFN and Spectrum channels, four and one-half hours of television programming are offered each Sunday. A chaplain, sensitive to the need for fair and representative selection, serves as the Religious Programming Coordinator. Under the auspices of the Armed Forces Chaplains Board, he or she makes every effort to provide service members with some of the finest programming available.

NRB members need not be reminded that an enormous quantity of excellent religious material exists today — and the industry continues to improve each year. The problem with providing elements of this material to the military audience is not in finding it, but due to its very abundance, the challenge lies in determining which of the well qualified shows are most fitting.

Quite possibly, the most difficult task of the Broadcast Center team is determining which — out of so many superb programs — will be able to secure a spot on the finite schedule. For example, on American Forces Network (AFN), the religious block comprises two-and-a-half hours. The approximately 60 percent of the audience also receiving Spectrum have access to an additional two hours. Air time, obviously, is at a premium.

On the radio, three hours of Sunday morning religious programming are uplinked by satellite each week, although the various affiliates are free to modify their particular schedules based on local needs. For example, AFN Europe (located in Frankfurt, Germany) has a full-time chaplain assigned to Broadcast Ministry. Chaplain (Major) Joel Harris initiated a live Sounds of Sunday program, featuring a call-in element. According to Harris, “The response has been phenomenal. Folks love live radio and the chance to call in. I get calls from Italy, Belgium and even Norway.”

Due to the abundance of deserving potential programs and the air time limitation, a unique religious programming philosophy has evolved at AFRTS. With very few exceptions, the programs on AFN and Spectrum are scheduled for limited 13-week runs. Likewise, aside from occasional specials, half-hour programs are the norm.

Combining these two elements, up to eight programs can be made available to the military audience each year within a one-hour slot. The drawback arising from the potential lack of continuity is outweighed by the diversity the approach affords. To minimize the impact of the changes on the audience, every effort is made to provide consistently themed programming (e.g. children’s) throughout the year in particular slots.

PSAs

Another aspect of religious programming is in the arena of PSAs. These spots must meet the same criteria as regular programs, and when approved, become part of the AFRTS spot inventory. They are supplemented by Armed Forces Information Service-produced announcements, designed expressly for the military audience, as well as non-religious PSAs obtained from stateside sources.

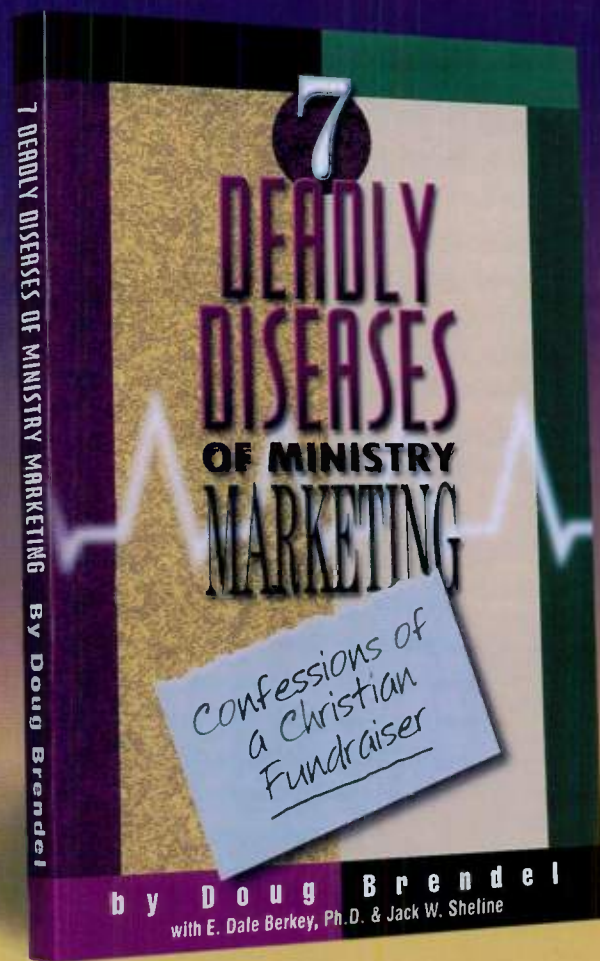
On TV, religious PSAs are aired only during the religious program block. However, because AFRTS is commercial-free, the spot inventory receives a potentially much greater airing rotation. In the radio realm, the spots are available for insertion throughout the schedule as deemed appropriate by the local affiliate.

Most Americans agree that their soldiers, sailors, Marines and airmen, along with their families, deserve the very best we can offer. This is especially true for those stationed far from home. NRB members certainly share this view and have been eager to provide their products for this large audience.

Along with the other material offered to these men, women and children, top quality inspirational programs go a long way toward providing a much-appreciated “touch of home.”

Chaplain (Major) Robert C. Stroud is based in March Air Reserve Base in California. He may be reached at strouc@dodmedia.osd.mil. Visit www.afrts.osd.mil for a detailed picture of AFRTS.

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Signature _____

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Shipping & Handling: \$4 (U.S.) + \$2.50 ea. additional \$ _____

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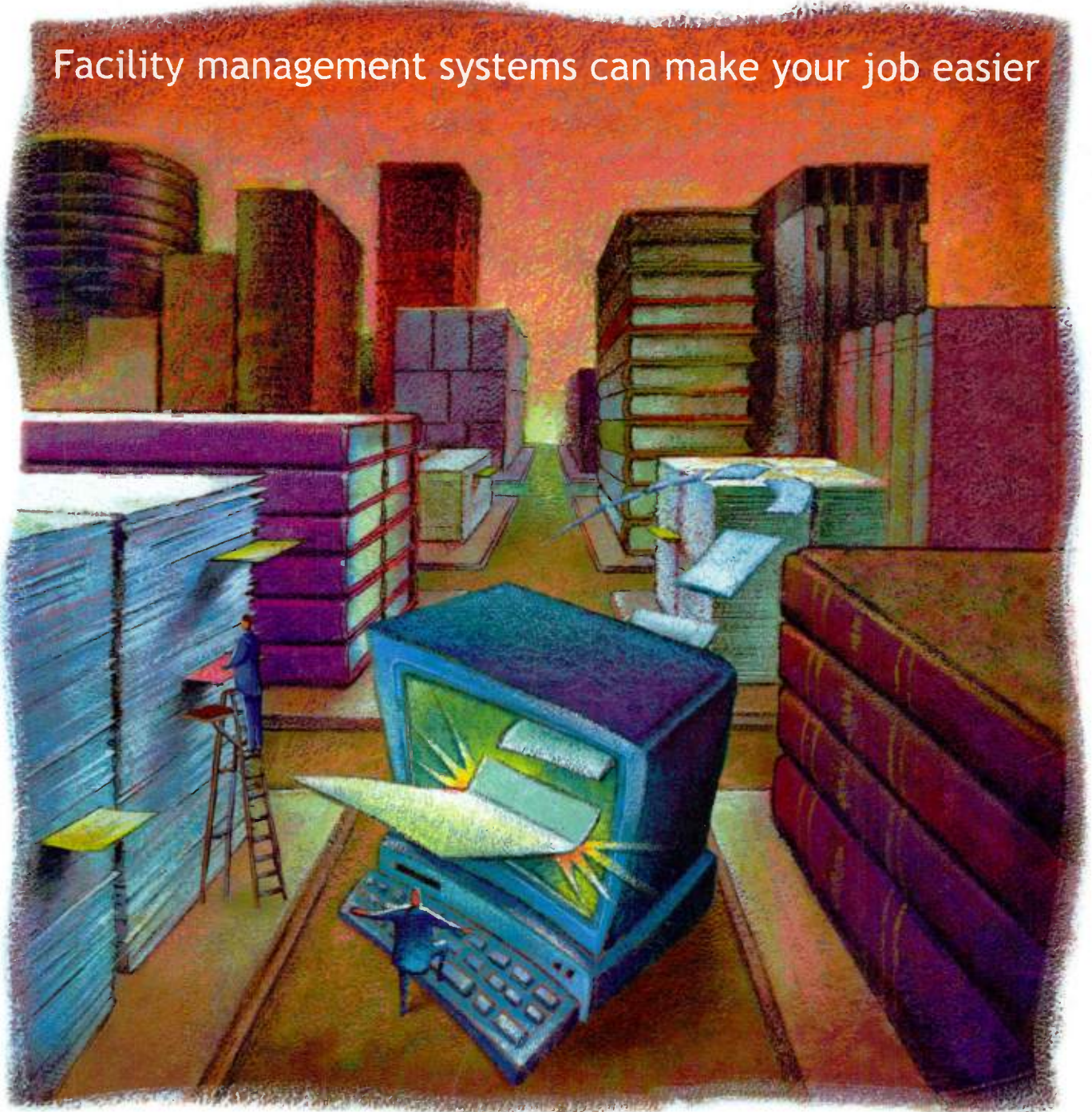
\$20 (International) + \$5 each additional \$ _____

\$12 express shipping (FedEx or Airborne) \$ _____

TOTAL \$ _____

Taking Care of Business

Facility management systems can make your job easier



by Roger Kleckner

There is more pressure for Christian TV stations to deliver a higher quality product on more media outlets at less cost than ever before. Christian TV broadcasters are responding by expanding their facilities and reducing costs at the same time, causing an increase in management headaches, employee tensions, worries about job security and an overall uncertainty of where things are going. The answer is — nobody knows. This conundrum normally results in the decision to implement an integrated scheduling system.

Similarities

Of the several Christian TV stations and post-production facilities, there are many similarities. Christian facilities want an integrated solution that starts with a contact management system, able to generate bids, create and maintain projects, document and track the progress of each project, generate an invoice for the services rendered and integrate with their previously purchased accounting system.

Xytech usually overviews the unique issues of each facility and demonstrates our system currently working for hundreds of similar facilities. In many ways, this might be treating the symptom and not dealing with the real issues of the problem: by what way do we measure progress at a particular facility?

Metrics

Measuring progress calls for metrics, the measurement of measurement. It is based on the premise of how can you improve your performance if you don't know where you are? In dealing with such large accounts outside the Christian arena such as Sony Pictures or Warner Bros., they understand that entertainment is mostly about business and determining the bottom line. Each component must be broken down and analyzed in regard to its efficiency and cost when looking at the big picture. With this concept in mind, Christian facilities must adapt their thinking to reflect the rapid financial and technological changes the broadcast industry provides. Christian facilities need to implement systems that work for them and achieve a way to measure their progress.

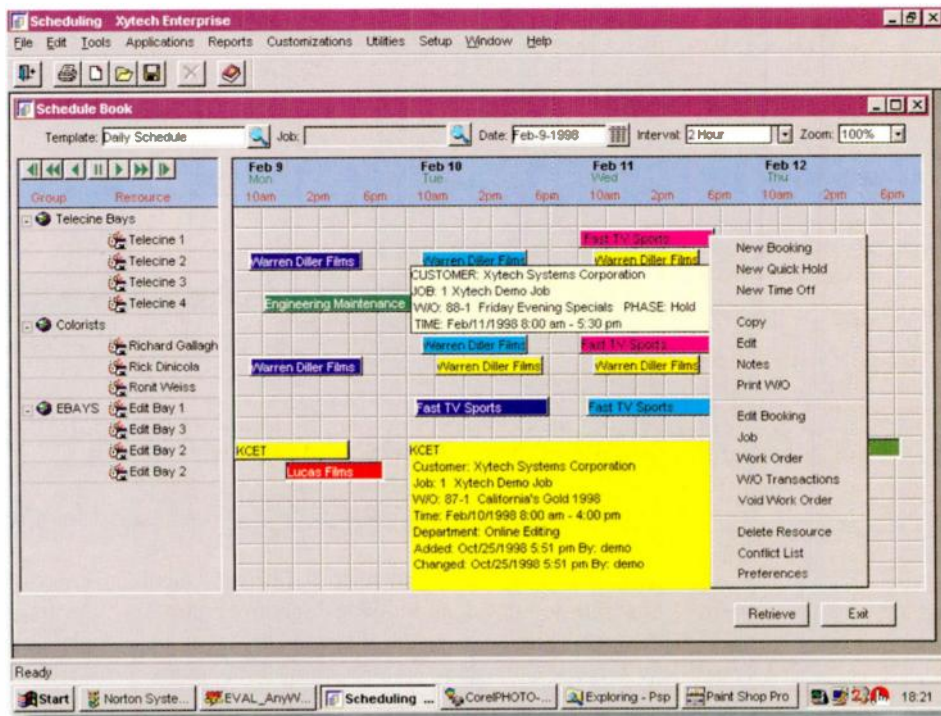
Such progress needs to be measured in different ways: profitability, maximizing the utilization of resources, efficient use of employees vs. freelancers and minimizing costs. This can be done for the facility as a whole, per department, per project or even per person. Most estimates are educated guesses at best and it is always a major worry when projects are bid and when the client receives the bill.

Scheduling System Requirements

With the number of channels expanding rapidly, Christian TV broadcast companies are being overwhelmed with the demand for scheduling systems as never before. Operational costs are up and companies are trying to maximize the use of their employees, freelancers and equipment. This has led to a need for better and more efficient planning.

Manpower Issues

First, there are manpower issues. Christian companies need a comprehensive scheduling sys-



tem that will track employee and freelancer work schedules. They must be able to schedule normal employee work periods, special events and any short- or long-term projects assigned to them.

Employees are more content when their schedules are confirmed in the system so they can plan their time accordingly. Christian facilities finally have a tool that will give them a systematic way of tracking each employee's schedules down to the minute.

Current scheduling solutions can also track information about employees and freelancers such as complete contact information, job functions, equipment and employees and clients they're compatible with. Each employee's personal schedules, shift schedules, personal days, vacation days and company holidays are loaded into the scheduling system and everyone can see instantly any last-minute changes on projects.

Equipment and Maintenance Histories

Second, there are equipment usage and maintenance histories. Christian facilities are looking for systems that will schedule their personnel and the usage of all equipment by barcode used within the company. Many Christian broadcast companies sell their services in packages. Each package may include resources that may be in conflict with other scheduled packages.

Usually, groups of equipment can be scheduled in blocks and each piece may be interchangeable with other groups. A scheduling system should be intelligent enough to understand the relationship and interdependence of these groups and be able to track the usage of an individual piece of gear.

Equipment should be individually tracked by

Such software titles as Xytech Scheduling Module permit online schedules to accurately bid jobs.

Work order transactions are mapped by resource and group. Every entry and line item are accounted for, allowing users the ability to track costs and profitability.

Qty	Group	Resource	Billing	Description	Begin Date	Begin Time	End Date	End Time	Phas
1	Edit Bays (linear)	Edit Bay 2	4 VTR DigiBeta Package	DigiBeta 4 VTR Ed	05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	Editors	Clark Kent	Included in Package		05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	Digital Beta Machine	DigiBeta VT003			05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	BetaSP Machines	BetaSP VT021			05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	BetaSP Machines	BetaSP VT020			05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	D2 Machines	D2 VT054			05/06/99	07:00 AM	05/06/99	05:00 PM	Con
1	Character Generator	Character Gene	Included in Package		05/06/99	03:00 PM	05/06/99	05:00 PM	Con
1	Digital Video Effects	DVE System Or	Not in Package	Digital Video Effect	05/06/99	08:00 AM	05/06/99	02:00 PM	Con
1					05/06/99	07:00 AM	05/06/99	05:00 PM	Con

Scheduling
 Billing
 Equipment
 Template: Edit Add-on
 Load
 Total: \$4,726.00

usage, warranty and repair history. Christian facilities want to know if an individual piece of equipment or equipment type is of low quality or prone for repairs. Companies want to know if it is more cost-effective to replace or repair the unit. If the decision is to repair, then it would be effective if the system would maintain a purchase ordering system to track ordering on all equipment.

Reporting Capability

Third, there is a reporting capability on how smoothly the company is running. The main strength of implementing a scheduling system is that reports can be run and information can be tracked in a systematic fashion. Daily schedules can be run for each employee or monthly schedules can be printed. All equipment can be tracked and capacity planned. This leads to smarter ways to make decisions on the running of a Christian broadcast company.

Digital Technology's Impact

Scheduling was difficult enough when Christian broadcast companies had only one channel to worry about. Now with the advent of HDTV and DTV and the increases in bandwidth, each channel will have to be scheduled in the variety of bandwidth per broadcast feed. Scheduling systems will have to be more dynamic in how they work for a facility.

Digital channels can be spliced up to deliver multiple channels of programming or combined for a single broadcast. The scheduling system must be able to adapt to this changing environment and add a possible third dimension that a lot of scheduling systems have not taken into account. There are a lot of challenges ahead for scheduling systems to anticipate technical changes.

Customizing for Databases

When clients build their own systems, the main difficulty that arises is that they have a

knowledge base of one. Christian companies often try implementing systems that are not always complete; this gets them into trouble with cost issues. Off-the-shelf scheduling software has hundreds or thousands of hours of design and development as well as the advantage of input and the experience of working with hundreds of companies who have similar needs.

Why reinvent the wheel? It is better to work with a company that understands the basic concepts of scheduling for Christian broadcast companies and is willing to work with them to implement any special customizations that may be necessary. It will be less costly in the long run.

Another difficulty in building your own system is that you may be an expert in Christian broadcasting, but may not have the expertise to manage a software development project. Software developers normally create products they know, but may not be the best for the job. The result may have limited functionality and only address the current problem and not anticipate future needs. This may again increase the cost of building a custom system.

Timing to Delivery

Another issue is whether a Christian company can afford the time delay of building its own system. Most scheduling systems take years to develop — if Christian companies decide to design and implement their own, those systems could be obsolete by the time they're finished.

And, if the person who writes the custom system suddenly becomes unavailable either during or after the development project, then all enhancements and updates stop. It can be costly to find new people to maintain systems written by other companies.

In summary, the rule of thumb to determine the best way to calculate the cost of a project is to take the cost of the scheduling software, divide it by the estimated number of hours times two or three and get a per-hour cost.

continued on page 70



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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Post-production companies are using bidding modules to accurately bid jobs.

Billing Description	Billing Code	Bid Unit	Bid Rate	Bid Disc	Bid Mkup	Bid Amt	Act. Unit	Act. Rate	Act. Disc	Act. Mkup	Act. Amt
1 Online Editing Day 1						3,600.00					3,600.00
2 3 machine Digital Beta Edit	EDEN(3)	8.00	450.00	900.00	0.00	2,700.00	8.00	450.00	900.00	0.00	3,600.00
3 Editor (Standard)	EDITOR	8.00	125.00	1,000.00	0.00	0.00	8.00	125.00	1,000.00	0.00	1,000.00
4 Assistant Editor	EDITASST	8.00	35.00	280.00	0.00	0.00	8.00	35.00	280.00	0.00	280.00
5 Digital Betacam VCR/Hourly	VT-DB	8.00	75.00	300.00	0.00	300.00	14.00	75.00	525.00	0.00	825.00
6 Digital Betacam 80min CODED	MDC60C	3.00	200.00	0.00	0.00	600.00	3.00	200.00	0.00	0.00	600.00
7 Online Editing Day 2						6,000.00					6,000.00
8 2 machine Digital Beta Edit	EDEN(2)	8.00	250.00	0.00	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00
9 DigBeta 4VTR Edit package	EDB4VTRPG	10.00	400.00	0.00	0.00	4,000.00	0.00	0.00	0.00	0.00	0.00
10 Other						8.00					458.00
11 Character Generator	CG	0.00	0.00	0.00	0.00	0.00	6.00	75.00	0.00	0.00	450.00
12 Digital Video Effects	DVE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Rating Scheduling Applications

Purchasing scheduling systems is just like purchasing anything else. You get what you pay for and you want to make sure you have the right tools for the job. That is, solve your immediate problem, but don't limit yourself with a system that is currently not being enhanced, cannot interface with other industry-standard products or support industry-standard databases. Look for scheduling software companies that are industry leaders and who are expanding. Look for companies that are implementing products in the latest technologies and have Web interfaces.

Also look for scheduling companies that provide seamless integration between their products. A full solution is better than a partial solution any time. Christian facilities are looking for one-stop shopping that will allow TV studios to link to multiple sites across multiple time zones and have all aspects of their business available 24 hours a day.

Problems arise when people are not available 24 hours per day; scheduling systems should be available to access information so everyone is on the same page. With all this information available to each facility, it allows salespeople to make better decisions in a more timely manner.

What You Actually Purchase

Scheduling systems are purchased by the number of concurrent users on the system. That is, a 10 concurrent user system allows 10 people or stations to be logged on at the same time. The 11th

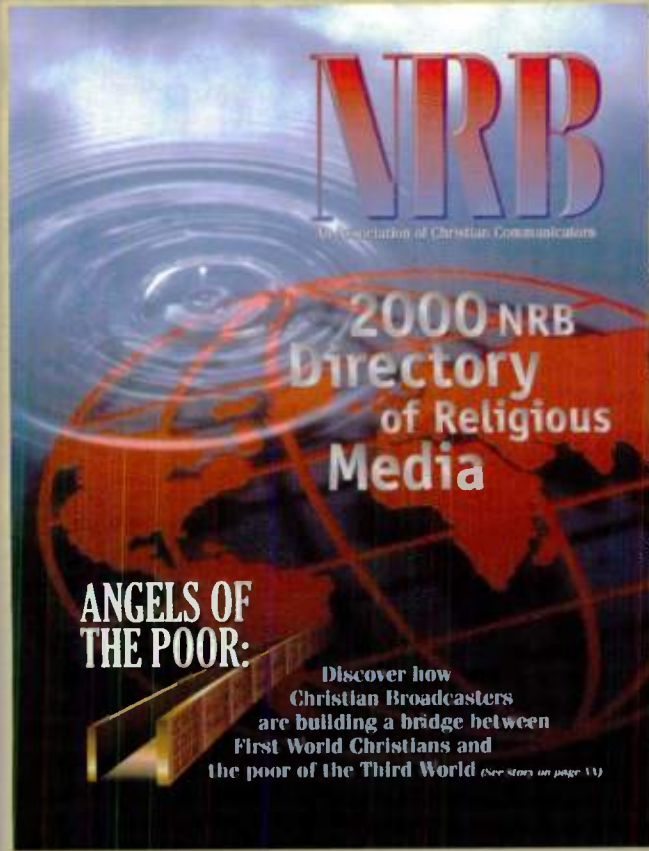
person to log on will be blocked until one of the first 10 logs off. Many Christian broadcasting companies purchase a standard system of bidding, scheduling, job management, vault library and possibly an integrated accounting system.

Broadcast Applications

Christian companies use scheduling software in a variety of ways. Most want to take full advantage of all the features of the system and then some. Including the normal issues in running a broadcast facility, some clients have taken advantage of systems by tracking transponder costs relative to reservations or inquiries made. Clients can accept a client request and, as the job is put on hold, can have a predetermined client rate card compared to any direct costs. This gives the salesman the ability to see how much pricing flexibility she may have in order to make fast decisions.

Roger Kleckner is president of Xytech Systems Corporation. He built Gentech FMS 95, the first Windows-based scheduling product on the market, and won several awards when working as a pre-sales technical representative for Oracle. Xytech Systems Corporation provides facility management software to a wide variety of industries. The company's products are installed in hundreds of commercial teleproduction and corporate industrial facilities, satellite broadcasting corporations and Fortune 500 companies around the globe.

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Creating Windows of Opportunity

Media organizations unite to build a ministry

by *Christin Ditchfield*

Rain, mud and 90-degree weather couldn't keep Christian media organizations from building "The Christian House," a Habitat for Humanity (HFH) home in Sarasota, FL. WSMR-FM, WKZM-FM, Hearth and Home Christian Living Store, Family Christian Bookstore, *The Lighthouse Press* and *Koinonia* magazine built the home for a local family.

In a worldly sense, the organizations would be considered "competitors" — they compete for listeners, customers and readers in the Sarasota area. By working together with HFH, they hope to reaffirm that they are co-laborers in the kingdom of God. Too often the church has been criticized for paying lip-service to the poor — offering plenty of advice, but little practical assistance.

"At the heart of the Christian media is the desire to effectively share the love of Jesus with as many people as we can. That's what it's really all about."

— *Koinonia* editor Vicki Lyons

Why Build It?

These organizations believe that building a Habitat House is an excellent opportunity to demonstrate the love of Christ to the people of Sarasota in a real and tangible way. As WKZM station manager Lowell Brubaker observes, "It's important for local ministries to be sensitive to the needs of the community they serve."

WSMR general manager and HFH project coordinator Doug Poll says, "Our goal is to promote unity and harmony in the Body of Christ and to be a witness to our community of what Christians can do when we work together."

"We're all on the same team," agrees Jim Adeock, editor of *The Lighthouse Press*. *Koinonia* editor Vicki Lyons points out that in spite of the different styles and formats and approaches to ministry, all of the cooperating organizations have the same focus. "At the heart of the Christian media is the desire to effectively share the love of Jesus with as many people as we can. That's what it's really all about."

Calling All Builders

Over the summer, each media organization began doing its part to round up volunteers for the construction of the home. *Koinonia* and *The Lighthouse Press* ran a series of articles on the effort.



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At Hearth and Home, store manager Jon Troyer put up posters and volunteer sign-up sheets. "We also included an article about it in our newsletter, which goes out to everyone on our mailing list — about 7,000 people — not only in Sarasota, but around the country," he says. "We even received a check from someone in Alaska. Somehow they had gotten on our mailing list. They couldn't come and volunteer, but they wanted to help with a donation."

WSMR and WKZM featured on-air interviews with representatives from HFH. They ran spots announcing the details of the project and made it the focal point of their respective newsletters.

Poll says educating the Christian community about HFH was a far bigger challenge than coordinating all the media ministries. "Most people say 'Habitat for Humanity? Oh yeah, that's with Jimmy Carter. I've heard about that,' and that's the end of it. They really don't know what it's all about."

About HFH

Few realize that HFH is an interdenominational Christian organization, taking its cue from I John 3:18: "Our love should not be just words and talk; it must be true love which shows itself in action."

Since 1976, with the help of volunteers and sponsors, HFH has given more than 60,000 underprivileged families a sense of safety and security, self-esteem, peace of mind and something they never dreamed possible: the opportunity to own a home.

Vice president of the Sarasota HFH chapter Richard Treuman explains, "It's not a handout. It's a hand up." A family's eligibility for a Habitat House is based on need, ability to meet the minimal mortgage payment on a regular basis and willingness to partner with HFH in future projects.

The construction of each home begins with a two-day "building blitz" in which the basic structure — floor, walls, roof — is completed. Over the next few months, volunteers continue to gather on Thursdays and Saturdays to work on everything from painting and plumbing to electrical wiring and landscaping.

Work Day

The Sarasota project was scheduled to begin on Friday, August 6, with a special concert featuring Christian recording artist Fernando Ortega. On

"It's important for local ministries to be sensitive to the needs of the community they serve."

— WKZM-FM station manager Lowell Brubaker

Saturday, the basic work would be completed.

But things didn't go exactly according to schedule. Torrential rains washed away any hope of starting construction on Friday. Organizers were worried it might also have dampened the enthusiasm of the volunteers who were scheduled to work on Saturday.

Not so. To their amazement, more than 125 people — three times what was expected — showed up the next morning, eager to get to work! Kathy Barr, staff writer for *The Lighthouse Press*, describes the atmosphere: "It was great! You could tell the love that people had for God and for the family they were building the home for. You could sense a spirit of cooperation and self-denial."

The rain made for muddy conditions at the site, and temperatures soared well over 90 degrees. But thanks to the flexibility and organization of the HFH staff and the determined enthusiasm of the volunteers, the main construction of "The Christian House" was completed on schedule.

Finishing Up

Since then, the media organizations have remained involved with the project, alerting volunteers to the ongoing work being done. Through articles and interviews, newsletters and radio spots, they will encourage the Christian community to complete the work they helped to start. They will also continue to raise the \$40,000 it takes to sponsor such a project.

That in itself is a challenge, especially for the radio stations, which are dependent on listener support.

"For me it comes down to remembering that God owns the cattle on a thousand hills," says Poll. "When we partner with other ministries, He blesses us. He's the one who will provide for each of us. I've seen the hearts of the people who worked on the project. I know we've crossed denominational barriers [and] ministry barriers. We're breaking down walls in our community and sharing the love of Christ. It's well worth it!"

Christin Ditchfield is a freelance writer, author and conference speaker living in Sarasota, FL. She may be reached at cditchfield@home.com.

"Our goal is to promote unity and harmony in the body of Christ and to be a witness to our community of what Christians can do when we work together."

—WSMR-FM general manager and HFH project coordinator Doug Poll

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Brian Kluth is a frequent presenter for NRB and is the former national president of the Christian Stewardship Association. Today he is the Senior Pastor at the 1st Evangelical Free Church of Colorado Springs and the founder of Kingdom Seekers (a public ministry dedicated to advancing biblical generosity). In 1999 Brian spoke for Promise Keepers in Kansas City and New York City/New Jersey area. Brian's national financial teaching ministry has been endorsed by Ron Blue, Larry Burkett, George Barna, Lyle Schaeffer, Paul Nelson, Tony Evans and Howard Dayton.

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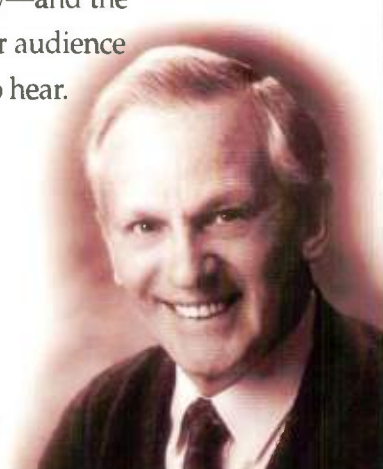
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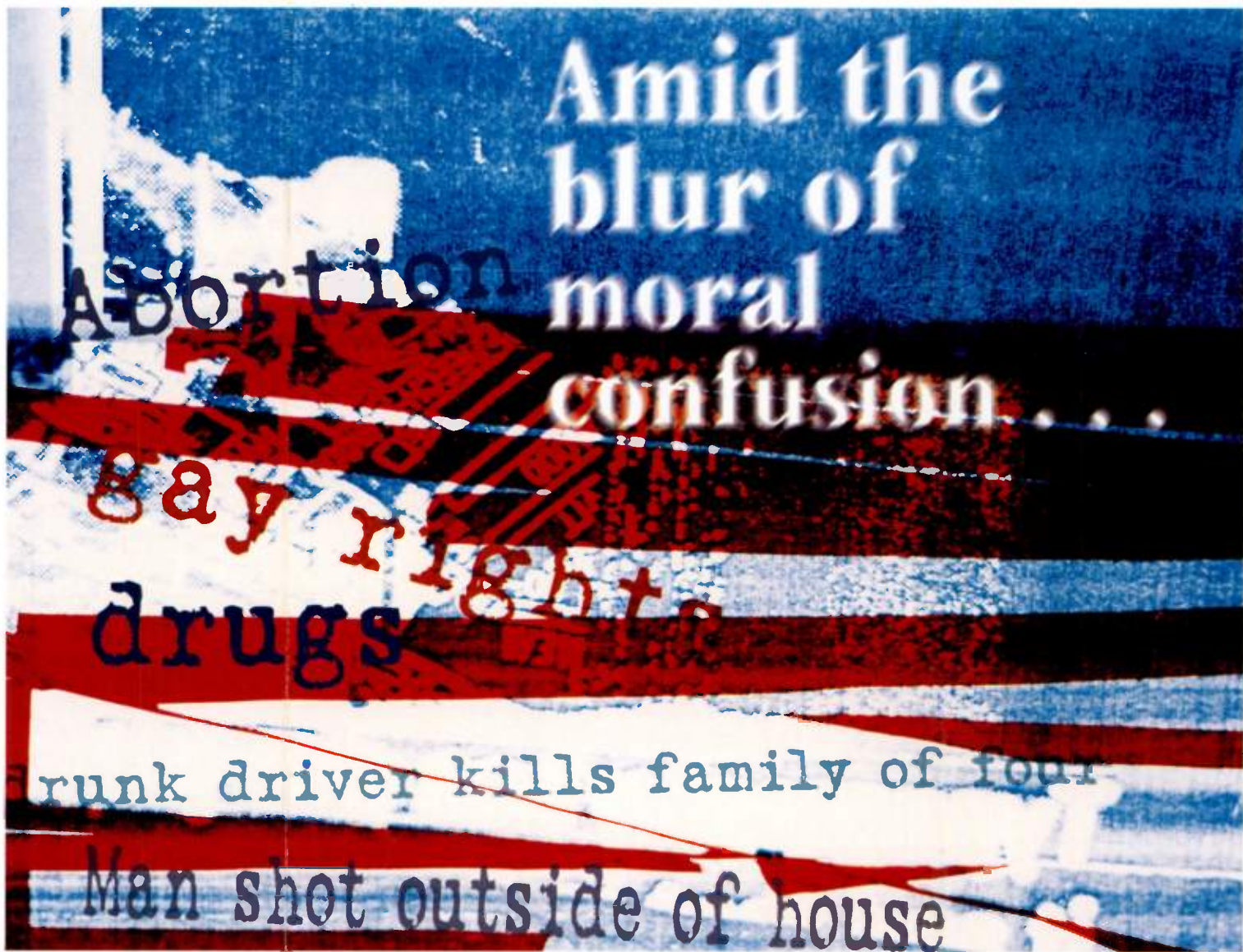
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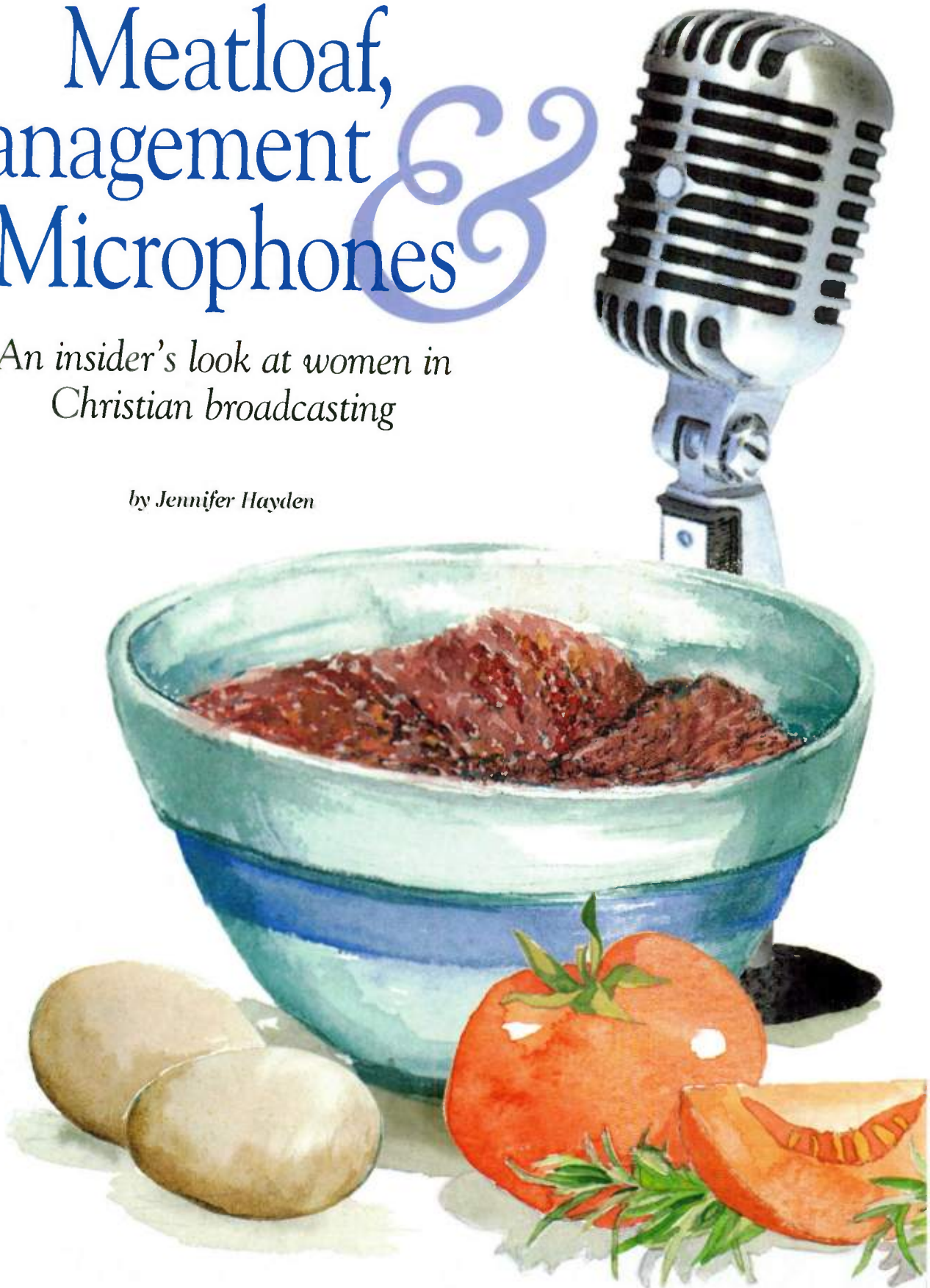
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Building Relationships That Change The World

Meatloaf, Management & Microphones

*An insider's look at women in
Christian broadcasting*

by Jennifer Hayden



Okay, I'll confess. Cooking is not my forté. In fact, I've had more than my share of Apple Jacks for dinner. Not long ago, I took a course shamelessly titled, "Boiling Water and Other Mysteries of the Kitchen." I hoped to spark some latent interest in the culinary arts. Try as I might, no spark ignited, but I did come away from the class with a pretty decent recipe for meatloaf.

While cooking may not light my fire, Christian radio does. Over the years, I have heard countless stories of how lives have been changed as a result of the transmitted Word of God. Sometimes the soul who is touched is the one seated behind the microphone, which was true in my situation. During my radio experience, I have been given many opportunities to expand my horizons and I am grateful.

As a Generation X child, it is easy to forget that such opportunities have not always been available for women. There was a time in broadcast history when my meatloaf recipe may have been my only ticket into the studio!

Bake for One Hour at 350°

In the early days of radio, career options for women at the station level were limited. If you had gotten your high-heels over the threshold of a broadcast facility, more often than not you would find yourself taking dictation or banging out the pitch line for a local store. Like smaller, modern radio stations, counterparts of the past often found

Women behind the microphones, in front of the cameras, and those who pull it together behind the scenes comprise 35.9 percent of all broadcast professionals.

themselves wearing several hats. For example, it was not uncommon for the secretary or copywriter to double as the station's on-air cooking show host! Management, sales, technical and announcing positions were generally a man's job. In Jane Woodfin's humorous autobiography, *Of Mikes and Men*, she illustrates what it was like for a woman entering the radio workforce during the Great Depression era.

"The ad said: 'Wanted, experienced continuity writer. Female. Apply station KUKU, between 9 and 11 a.m.' It was the only insertion in the Help Wanted-Female column, for since Wall Street had crashed jobs had been getting [scarce].... Through the glass door, I could see KUKU's lobby crowded with women. There were so many that there was no place for them to sit down, and they stood, jostling and glaring at each other....As Miss Millikin called our names, we came forward, took the seat opposite her, and read a few paragraphs from a women's magazine.

"I was a little nervous...and did not do too well...but my competitors did not do as well either. [Mr. Woolen, Manager of the station] said, 'Miss Woodfin, not that she's good, but at least she's no soprano. Can't stand a squeaking soprano.... [Miss Woodfin], you start tomorrow. You go on the air at nine o'clock. You're Nancy Lee, our Better Homes Girl of the Golden West Network. You give cooking talks. Half-hour. Six days a week. Rest of the day you write continuity. Salary's \$25 a week...' I had a job! I had a job in one of the newest, most glamorous industries in the whole country! I was in radio!" (pp. 1, 10).

Back to the Present

Today, women can be found in every area of broadcasting. According to the FCC's 1997 "Equal Employment Report," women account for 41 percent of the nearly 150,000 employees included in the study. Some job categories that have been traditionally staffed by women, such as office and clerical positions, maintain an 87.3 percent female workforce. Conversely, those involved in technical work, such as audio and video engineers, tend to be men. This trend continues in the technical field, with only 15.2 percent staffed by women.

The number of women involved in sales has not only increased, but more often than not, a broadcast sales representative is female.

Women outnumber men in this category, claiming 54.1 percent of the workforce.

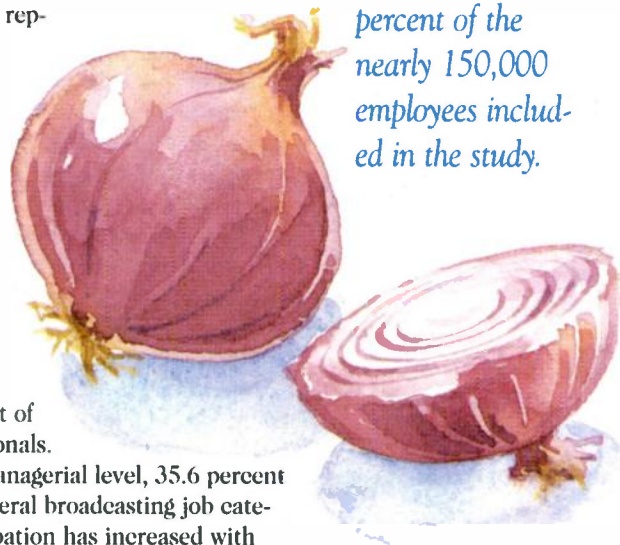
Women behind the microphones, in front of the cameras, and those who pull it together behind the scenes comprise 35.9 percent of all broadcast professionals.

Of those at the managerial level, 35.6 percent are women. In all general broadcasting job categories, female participation has increased with the exception of office/clerical work, which has shown a decrease of 1.8 percent since 1993. Statistics for the religious broadcast industry are not currently available.

"I Permit Not a Woman to..."

While the window of opportunity for women has opened wider, there are still areas in the workforce where women encounter challenges. One such obstacle is known as the Glass Ceiling. This "is the phrase used to describe the artificial barriers, based on attitudinal or organizational bias, that prevent qualified individuals from advancing

According to the FCC's 1997 "Equal Employment Report," women account for 41 percent of the nearly 150,000 employees included in the study.



Women outnumber men in broadcast sales, claiming 54.1 percent of the workforce.

within their organization and reaching their full potential” (The Glass Ceiling Commission, U.S. Department of Labor).

In the Christian workplace, there is another challenge dubbed the “Paul-ine Wall.” Some organizations, including media ministries, still exclude women from certain positions. From what I understand, the rationale behind this

exclusion is neither rooted in chauvinism, nor in a belief that a woman is not capable of performing certain tasks. Rather, it is a sincerely held conviction that the ministry is an

arm of the Church and therefore, biblical mandates excluding women from positions of authority apply.

I respect those who hold this view and admire their fidelity to their understanding of the Scriptures. My understanding, however, is different. Managers do provide direction for the station and leadership for the staff. However, appointment to a managerial position in a media ministry does not mean that exercising spiritual authority is a part of the job description. That task remains with local church leadership.

Opinions on this issue are diverse and discussions on the topic can be heated. In non-essential matters of the faith, those with opposing views should refrain from anger as time and ministry opportunities are too precious to become mired in divisive internal battles. Women seeking ministry employment who find themselves faced with such a hurdle must also measure their response. In so doing, it is important to remember that the Lord who gives good gifts is able to provide a position with an organization that values skills and experience, regardless of gender.

Can't Happen Here...

This is not to say that chauvinism in the ministry does not exist. A fellow Christian station manager once admitted to me that he could never work for a woman. He acknowledged that his attitude was immature, and yet it was an attitude he chose to retain. Of more concern was how his tolerance of his personal immaturity affected the treatment of his female employees.

Gender-related irritations can vary from mildly inconsiderate to patronizing to degrading.

Harassment occurs when a hostile atmosphere is created because an individual is a member of a certain group. The director general of the International Labor Organization of Geneva, Switzerland, states, “Research findings in 23 industrialized countries around the globe demonstrated that sexual harassment is a pervasive problem affecting a considerable proportion of working women.”

None of us like to think that something as distasteful as sexual harassment occurs within the ministry. In all probability, many Christian women broadcasters will never face such a situation in the workplace. Nevertheless, it is vital to be proactive in ensuring that a Christlike environment is maintained, even if there has never been an incident involving sexual harassment.

One way to accomplish this is to develop and distribute a sexual harassment policy to all employees. Such guidelines clearly communicate that proper behavior is expected and unacceptable behavior will not be tolerated. Workers also learn that there is value placed on the matter, causing them to think through different aspects of the issue. Finally, formulating a sexual harassment policy demonstrates the organization’s commitment to a fair and equitable workplace for all.

To Thine Own Self Be True

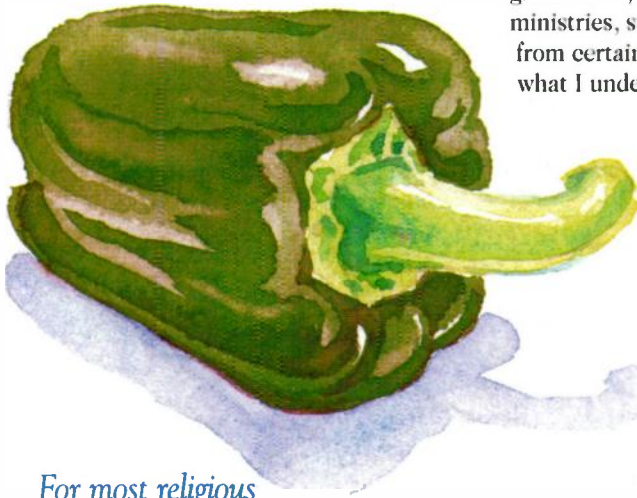
On my desk at work, I have a china cup filled with cut, pale purple mums, along with other tell-tale signs which whisper, “A woman works here.” Like many others of my gender, I enjoy wearing skirts and scarves, pearls and perfume. Femininity, however, goes beyond outward appearances.

For women in management in particular, maintaining feminine authenticity while competently

In a recent study of senior managers, female executives outscored their male counterparts in [certain] management criteria: team-oriented management style, organization, willingness to take charge, giving direction and feedback and being decisive and direct.

exercising authority is a delicate balance. In freshman psychology class I was introduced to the “witch” and “mother” stereotypes, self-explanatory terms used to describe early attitudes toward women in management. As the feminist movement gathered momentum, women were told that differences between the genders are purely physical and do not extend into areas of thought and behavior.

continued on page 82



For most religious broadcasts, the greater part of listeners/viewers is women. By virtue of their gender, women who program a station's lineup are innately prepared to make decisions meeting the needs of the majority of religious broadcast consumers.

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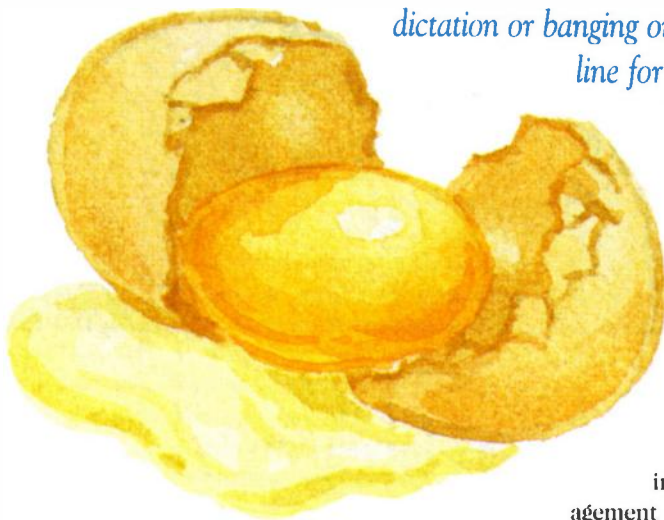
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Research has indicated otherwise. Recent studies in neuroscience support that there are innate differences between the genders. Because women think differently, they bring certain strengths to the working environment that would not be pres-

In the early days of radio, career options for women at the station level were limited. If you had gotten your high-heels over the threshold of a broadcast facility, more often than not you would find yourself taking dictation or banging out the pitch line for a local store.



ent otherwise.

In a recent study of senior managers, it was found that female executives outscored their male counterparts in [certain] management criteria. The

report says women executives

have a more appropriate style of managing that's much more team-oriented, where they're more likely to be focused on organizing, and more likely to step up to the plate and be willing to take charge. They also rated better at giving direction and feedback, and were more decisive and direct (*Marn's Memo*, published by business futurist Marlene Brown, August 10, 1999).

In addition, neuro-scientific research seems to confirm that women are more relational and better

The most worthy assignment a woman can receive is God's special purpose for her life. For some women, this may mean ministry behind the microphone. Others have sound-slicing savvy. Some are more at home with a soldering iron in hand, pitching spot ads or signing the checks.

equipped to detect others' feelings. Because they are more likely to be sensitive to relational issues, women are generally tuned in to human workplace dynamics, such as employee morale and job satisfaction. For most religious broadcasts, the greater part of listeners/viewers is women. By virtue of their gender, women who program a station's lineup are innately prepared to make decisions meeting the needs of the majority of religious broadcast consumers. For generations, men and women have puzzled at understanding the language of the opposite sex, but clearly, gender differences translate into a balanced workforce.

A Woman's Place Is in the...

One of the helpful pieces of information I learned in my cooking class is to stick with what you know. There is nothing wrong with creatively altering a recipe or trying to whip up a new, unsampled culinary delight. But if company is coming to dinner, it's better not to add stress to the situation by experimenting with something untried. Always prepare what you know you can do well.

This simple rule has applications that extend beyond the kitchen. As servants of the Lord Jesus Christ, we have all been given gifts, talent, training and experiences that enrich and fortify our personal ministry endeavors. While the primary objective of being a good and faithful steward remains the same, God's plan for our personal lives varies.

I have heard it said on national Christian radio programs that the highest calling a woman can have on her life is that of a wife and mother. This simply is not true.

The most worthy assignment a woman can receive is God's special purpose for her life. For some women, this may mean ministry behind the microphone. Others have sound-slicing savvy. Some are more at home with a soldering iron in hand, pitching spot ads or signing the checks.

As for me, I'll stick with my day job and continue to develop my culinary ability off the clock. In the meantime, if you have any great recipes to add to my meatloaf dish, send them along ... I'll take 'em!

Jennifer Hayden holds a Master's degree in Broadcast Management and is station manager of Life Changing Radio, WFIF-AM/Milford, CT, owned by Blount Communications Group. Hayden can be reached at wzff@juno.com.



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The Top 10 Ways People Get in Their Own Way

by John C. Maxwell

Many people possess blind spots when it comes to knowing about themselves. Sometimes the blind spots apply to strengths, but more often people fail to see their weaknesses. And that causes trouble. If you don't know you have a problem, then you can't work to fix it.

I'd like to acquaint you with what I have observed to be the top 10 reasons people fail.

1. Poor People Skills

The greatest single obstacle to success that I see in others is a poor understanding of people. A while back the *Wall Street Journal* printed an article on the reasons that executives fail. At the top of the list was a person's inability to effectively relate to others.

Authors Carole Hyatt and Linda Gottlieb indicate that people who fail on the job commonly cite "office politics" as the reason for their failures, but the reality is that what they call politics is often nothing more than regular interaction with other people.

Hyatt and Gottlieb assert, "You can have great academic intelligence and still lack social intelligence — the ability to be a good listener, to be sensitive toward others, to give and take criticism well. If people don't like you, they may help you fail ... on the other hand, you can get away with serious mistakes if you are socially intelligent. ... A mistake may actually further (your) career if the boss thinks (you) handled the situation in a mature and responsible way."

**"The most important single ingredient in the formula of success is knowing how to get along with people."
— Theodore Roosevelt**

How are you when it comes to working with people? Are you genuine and authentic? Do you listen carefully to others? Do you expect everyone else to conform to your wishes, your schedule and your agenda?

If you haven't learned how to get along with people, you will always be fighting a battle to succeed. Making people skills a strength will take you farther than any other skill you develop. People like to do business with people they like. Or to put it the way President Theodore Roosevelt did: "The most important single ingredient in the formula of success is knowing how to get along with people."

If your circumstances constantly get you down, then maybe it's time for a change — not in your situation, but in your attitude.

2. A Negative Attitude

Your reaction to the circumstances of your life has everything to do with your well-being and your success. W. Clement Stone tells a story about a young bride who traveled with her husband to the California desert during World War II.

Because she had grown up in the East, the desert seemed remote and desolate to her. Where they lived didn't make it any easier. The only housing they could find was a shack near a village of Native Americans, none of whom spoke English. She spent a lot of time there alone, waiting out the sweltering heat each day.

When her husband was gone for a long period, she wrote her mother to say she was returning home. A few days later, she received this reply: "Two men looked from prison bars, one saw mud, the other stars."

Those words helped the young woman to see things more clearly. Maybe she couldn't improve her circumstances, but she could improve herself. She made friends with her Native American neighbors, she began working with them on weaving and pottery and she took time to explore the desert and discover its natural beauty. All of a sudden, she was living in a new world — and the only thing that had changed was her attitude.

If your circumstances constantly get you down, then maybe it's time for a change — not in your situation, but in your attitude. If you can learn to make the best of any situation, you can remove a formidable obstacle that stands between you and your dreams.

3. A Bad Fit

Although we should always first examine our attitudes when we don't enjoy our circumstances, sometimes a change in situation is also in order. Sometimes a case of mismatched abilities, interests, personality or values can be a major contributor to chronic failure.

A good example can be seen in the life of film producer David Brown. He started out in corporate America and was fired from three jobs before he realized that corporate life was not for him. After becoming the number two man at Twentieth Century Fox, he was fired after recommending a film that turned out to be a flop. Then he became an editorial vice president at the *New American*

Few things in life are more frustrating than being stuck in a profession or organization that doesn't suit you. It's like always having to wear shoes that are two sizes too large or too small.

Library, but he was fired when he clashed with a coworker. Later he was rehired by Twentieth Century Fox, but six years later was fired again, along with Fox's president, Richard Zanuck.

Brown determined that his outspoken, risk-oriented ways didn't fit well in the settings where he had been working. He was too much of an entrepreneur to work in jobs with confining expectations.

Although he had failed as a corporate executive, he was extremely successful when he pursued his own ideas with his former boss, Zanuck. He and Zanuck went on to produce many popular films, including the huge box office hit *Jaws*.

Few things in life are more frustrating than being stuck in a profession or organization that doesn't suit you. It's like always having to wear shoes that are two sizes too large or too small. Are you a salesperson stuck in an accountant's job? Are you a corporate executive who would rather be home raising your children? Are you an engineer who would rather be pastoring a church? Are you an entrepreneur working for an organization whose idea of progress is moving backward slowly? Evaluate yourself and your situation. If there is a poor fit, think about making a change.

People lacking focus have trouble not because they're too busy, but because their priorities are out of whack. If you go from task to task without making any progress, or you can't seem to reach a goal no matter how much effort you give it, examine your focus.

4. Lack of Focus

Bad things happen when a person doesn't focus. One day a businessman visited a small-town florist shop to order flowers for a friend who was opening a new business. The floral shop owner was unusually busy and was scrambling to fill orders while she took the businessman's information.

Later that day, the man arrived at his friend's grand opening and saw a big floral wreath with his

name on it that said, "With Deepest Sympathy During This Time of Sorrow." The businessman was irate. He called the florist to complain and asked, "What in the world happened? Do you have any idea how stupid you made me look?"

"I'm so sorry," the shop owner said. "I was a little scrambled when you came by. But your situation wasn't nearly as bad as it was at the funeral home. That card said, 'Best Wishes in Your New Location.'"

Anybody can make an honest mistake when things are hectic. But people lacking focus have trouble not because they're too busy, but because their priorities are out of whack. And that wastes their time and resources. If you go from task to task without making any progress, or you can't seem to reach a goal no matter how much effort you give it, examine your focus. No one can move forward without it.

If you're committed, a failure doesn't mean that you'll never succeed. It just means you will take longer.

5. A Weak Commitment

For a long time, it seemed that apathy was chic. But effort and commitment seem to be coming back into style. And that's good because without commitment, you cannot accomplish anything of value. Johann Wolfgang von Goethe addressed the importance of commitment: "Until one is committed, there is hesitance, the chance to draw back, and always ineffectiveness. ... The moment one definitely commits oneself ... a whole stream of events issue from the decision, raising in one's favor all manner of unforeseen incidents and material assistance which no man could have dreamed would come his way."

The last time you failed, did you stop trying because you failed, or did you fail because you stopped trying? What was your level of commitment? Did you give the task everything you had? Did you go the extra mile? Did you put enough of yourself on the line to guarantee that you would give your very best?

If you're committed, a failure doesn't mean that you'll never succeed. It just means you will take longer. Commitment makes you capable of failing forward until you reach your goals.

continued on page 88



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6. An Unwillingness to Change

Perhaps the most relentless enemy of achievement, personal growth and success is inflexibility. Some people seem to be so in love with the past that they can't deal with the present.

Not long ago, a friend sent me "The Top 10 Strategies for Dealing With a Dead Horse." I thought the list was hilarious:

1. Buy a stronger whip.
2. Change riders.
3. Appoint a committee to study the horse.
4. Appoint a team to revive the horse.
5. Send out a memo declaring the horse isn't really dead.
6. Hire an expensive consultant to find "the real problem."
7. Harness several dead horses together for increased speed and efficiency.
8. Rewrite the standard definition of "live horse."
9. Declare the horse to be better, faster and cheaper when dead.
10. Promote the dead horse to a supervisory position.

I bet you've seen just about every one of these "solutions" enacted in your place of work. But there's really only one effective way to deal with that problem: When your horse is dead, for goodness' sake, dismount.

You don't have to love change to be successful, but you need to be willing to accept it. Change is a catalyst for personal growth. It gets you out of a rut, it gives you a fresh start and it affords you an opportunity to reevaluate your direction. If you resist change, you're really resisting success. Learn flexibility, or learn to like living with your failures.

"The common denominator of success lies in forming the habit of doing things that failures don't like to do." — Albert Gray

7. A Shortcut Mindset

A common obstacle to success is the desire to cut corners and take the short road to success. But shortcuts never pay off in the long run. As Napoleon said, victory belongs to the most persevering.

Most people tend to underestimate the time it takes to achieve something of value, but to be successful, you have to be willing to pay your dues. James Watt spent 20 years laboring to perfect his steam engine. William Harvey labored night and day for eight years to prove how blood circulated in the human body. And it took another 25 years for the medical profession to acknowledge he was right.

**"Truly successful people have learned to do what does not come naturally. Real success lies in experiencing fear or aversion and acting in spite of it."
— Joseph Mancusi**

Cutting corners is really a sign of impatience and poor self-discipline. But if you are willing to follow through, you can achieve a breakthrough. That's why Albert Gray says, "The common denominator of success lies in forming the habit of doing things that failures don't like to do."

If you continually give in to your moods or impulses, then you need to change your approach to doing things. The best method is to set standards for yourself that require accountability. Suffering a consequence for not following through helps you stay on track. Once you have your new standards in place, work according to them, not your moods. That will get you going in the right direction.

Self-discipline is a quality that is won through practice. Psychologist Joseph Mancusi noted, "Truly successful people have learned to do what does not come naturally. Real success lies in experiencing fear or aversion and acting in spite of it."

8. Relying on Talent Alone

Talent is overrated. Not because it doesn't have value, but because talent alone isn't enough to take a person through the multiple failures that life brings. Adding a strong work ethic to talent is like pouring gasoline on a fire. It's explosive!

Great artists understand this, though some non-artists mistakenly believe that talent alone carries them through. David Bayles and Ted Orland explain, "Even at best, talent remains a constant,

continued on page 90

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The greater your talent, the more likely you are to lean heavily on it and skip the hard day-to-day work of improving it. Put yourself on a growth plan to make the most of your God-given talent.

and those who rely upon that gift alone, without developing further, peak quickly and soon fade to obscurity. Examples of genius only accentuate that truth. Newspapers love to print stories about five-year-old musical prodigies giving solo recitals, but you rarely read about one going on to become a Mozart. The point here is that whatever his initial gift, Mozart was also an artist who learned to work on his work, and thereby improved. In that respect he shares common ground with the rest of us.”

The greater your talent, the more likely you are to lean heavily on it and skip the hard day-to-day work of improving it. If you possess this negative tendency, put yourself on a growth plan so that you can make the most of your God-given talent.

9. A Response to Poor Information

Successful executives have in common the ability to make weighty decisions based on limited amounts of information. But they also have in common the ability to gather reliable information to use as they evaluate issues. General Douglas MacArthur knew this. He asserted, “Expect only five percent of an intelligence report to be accurate. The trick of a good commander is to isolate the five percent.”

As the pace of life and business increases, the difficulty of being able to collect and evaluate information will increase. In fact, Bill Gates’s best-selling book *Business @ the Speed of Thought* was written specifically to address this issue.

An example of what can go wrong when decisions are made on the basis of poor information is evident in the purchase of Rolls-Royce Motor Cars. Volkswagen and BMW battled each other to purchase Rolls-Royce from Vickers PLC. Volkswagen won, paying \$780 million for the luxury auto-making company. But after the purchase was finalized, the buyers made a shocking discovery: Volkswagen owned the company, but not the rights to the name Rolls-Royce, which is synonymous with luxury cars around the world.

The license for the name belonged to Rolls-Royce PLC, an aerospace company. Even worse, Rolls-Royce PLC had ties to BMW. Guess who received permission to use the name? BMW — not Volkswagen. And it all happened because of poor information gathering.

10. No Goals

The last major cause of failure is an absence of goals. Don Marquis perceives that “ours is a world where people don’t know what they want and are willing to go through hell to get it.”

“Ours is a world where people don’t know what they want and are willing to go through hell to get it.” — Don Marquis

Joe L. Griffith believes, “A goal is nothing more than a dream with a time limit.” Many people don’t have goals because they haven’t allowed themselves to dream. As a result, they don’t possess a desire. If that describes you, then you must look deep within yourself and try to determine why you’re on this planet. Once you’ve discovered that, you’ll know what to shoot for.

If you can discover the weakness that weakens you, then you can start doing something about it. And that can change your life.

John C. Maxwell is founder of The INJOY Group, based in Atlanta, GA. The INJOY Group — dedicated to helping people maximize their personal and leadership potential — can be reached at www.injoy.com or 800-333-6506.

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YE SHALL HAVE A SONG, AS IN THE NIGHT AND THE LORD SHALL CAUSE HIS GLORIOUS VOICE TO BE HEARD. - ISAIAH 30:29A,30A

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Does Character Count?

by Adrian Rogers

Our nation is in crisis. But I want to address not so much the crisis in government, but the bigger and more disturbing crisis at the level of everyday American life.

Whenever charges are brought against someone in high office, as we are continually witnessing in our nation these days, people respond three ways: "The charges are true," "The charges are untrue," and "So what? Who cares? Guilty, innocent – what difference does it make?"

The third category is what I am most concerned with. These people are the ones who argue that there is no connection between personal life and political abilities. And according to all indications, this response to scandal and serious charges is the most common response among Americans.

In a newspaper article, a sociologist made this observation: "Character has been slowly bred out of many Americans, especially baby boomers and their children." He argued that decades of pampering and organized activities and "feel-good" approaches in which participants do not have to take personal responsibility have made character almost passé.

But make no mistake. It makes every difference what a person in leadership believes and does in his personal life. Character counts with God, and it must count with us if we want to stay the judgment of God on this great nation.

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Website in the World in 1999**

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www.gospelcom.net
the Internet ministry of



Richard M. DeVos
CHAIRMAN OF THE BOARD

Billy Zeoli
PRESIDENT

Is it really possible for a few people to impact an entire media? You'd better believe it is!

In 1995 we were busy in our 45th year of operation as the largest Christian film and video distributor in the world. But our board, a godly group of successful businessmen, felt that God wanted Gospel Films, as we were then known, to bring the message of salvation to a largely unproven new media called the World Wide Web. "What is that?" Some of our board members hadn't even heard of it before. But, thank God, those men were willing to take a chance. They stepped out in faith and followed the Savior's leading.

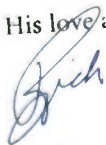
A presentation by Christian media expert Dr. Quentin Schultze enlivened the excitement of this room full of entrepreneurs. They didn't understand the technicalities of the Internet, but they could quickly see that a huge opportunity to spread God's Word was before them. Finally, a vote was taken and the board unanimously committed to launch the new Internet outreach. We had our marching orders!

Our staff, which knew almost nothing about the Internet, gave up countless lunch hours and late evenings to learn and to strategize. If Christians were to have a presence on the Web, we wanted it to be a significant site that pointed millions to Christ. We did not feel that we could or should do that alone. Ten key ministries were invited to join us on the Web and, to our surprise, all ten said yes! The site that was born is called www.Gospelcom.net. In 1999, Gospelcom.net once again was the most-visited religious Web site on the entire Internet. To God be the glory!

Only five years have passed since this amazing Alliance was launched in 1995. Now, on its fifth "birthday" Gospelcom.net has grown to a remarkable state -- more than 225 organizations. God has used Gospelcom.net to reach more people in more countries than any other religious site on the Internet! And God has made it possible for Gospel Communications International (the 21st Century Gospel Films!) to host the ever-growing Web sites of its Alliance members at NO CHARGE. Our board, and our donors, make this service to the Christian community possible.

Much has happened on the Internet in the five years that Gospelcom.net has been there. New sites and proposed sites have captured the imagination of investors and ministry leaders with many promises. We are grateful to God for the promises fulfilled by our board, for the original ten organizations that helped form the Gospelcom Strategic Alliance, and for people like you who help us to spread the Gospel at www.Gospelcom.net!

In His love and ours,



Richard DeVos, Chairman of the Board



Billy Zeoli, President

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An Enabling Ministry... Equipping Others

Who is Gospelcom.net?

Gospelcom.net, launched in 1995, is a not-for-profit strategic alliance of over 225 Christian organizations focusing on the word of God, and working together to spread the Gospel of Jesus Christ...into all the world. According to Media Metrix, a leading Internet measurement company, Gospelcom.net has more "unique visitors" than any other religious site on the Net!

What We Do...

Gospelcom.net is an inter-denominational alliance of evangelical organizations dedicated to evangelism and discipleship using the most cutting-edge mass media tool available today...the World Wide Web. Here are just a few of the resources that we provide to enable worldwide evangelism via the Web:

- **Site Hosting** - As part of the donor-sponsored ministry of Gospel Communications International (GCI), Gospelcom.net member sites are hosted at no charge on the Gospelcom.net servers. This free service allows ministries to concentrate on content rather than worrying about downtime, bandwidth, and other areas not directly related to their core ministry.
- **Expert Training** - Gospelcom.net hosts semi-annual training conferences to constantly equip and update the men and women responsible for the Internet outreach of their ministry. Our conferences feature presentations by developers and strategists from Fortune 500 and other leading companies, plus experienced Web experts from Gospelcom.net and its alliance ministries.
- **Valuable Tools** - Gospelcom.net provides Threaded Discussion Software, Chat Software, E-Mail Lists, E-Mail Accounts, E-Commerce Capabilities, RealAudio™ and RealVideo™ technology, and a generous amount of related bandwidth to any Gospelcom.net alliance member, at no charge.
- **Technical Support** - Every member organization is given free access to our staff of Web technologists and experts for site programming questions, code debugging, strategy consultations and much more.
- **Internships** - Gospelcom.net offers paid internships to select college students. Our interns have been subsequently placed in key Web positions within alliance member ministries and at leading high-tech companies.
- **Maximize Ministry Outreach** - Through cooperative ministry agreements with Salem Communications, a OnePlace.com, and others, Gospelcom.net is able to provide additional ministry resources and opportunities to the strategic alliance members at free or significantly reduced rates.

The Amazing Strategic Alliance...

- 1 Accrediting Association of Bible Colleges, Inc.
- 2 ACTS (American Chaplaincy Training School)
- 3 ACTS International
- 4 ACTS (Assisting Churches & Theological Schools) International Ministries, Inc.
- 5 African Enterprise
- 6 American Bible Sales
- 7 American Scripture Gift Mission
- 8 American Tract Society
- 9 America's Keswick
- 10 America's Nat'l Prayer Committee (Formerly National Prayer Committee)
- 11 AMG International (AKA AMG Publishers)
- 12 Answers in Genesis
- 13 Apologetics Index
- 14 Apologia Report
- 15 APM Ministries
- 16 Arab World Ministries
- 17 The Art House
- 18 Assoc. of Christian Fighter Pilots (formerly Viper Drivers for Christ)
- 19 Assoc. of Exchanged Life Ministries
- 20 Audio Scriptures International
- 21 Aurora Ministries
- 22 Back to the Bible (Good Life Association)
- 23 Back to the Bible (Caribbean)
- 24 Barnabas Financial Ministry
- 25 Bethany College
- 26 Bethany House Publishers
- 27 The Bible League
- 28 Biblical Literature Fellowship
- 29 Big Rock Missions
- 30 Billy Graham Training Center at the Cove
- 31 Brier Patch Music
- 32 Broken Records
- 33 Calvary Church Grand Rapids
- 34 The Calvinist Cadet Corps
- 35 CAM Mexico
- 36 CAM International
- 37 Campus Leadership Network
- 38 Capin-Crouse Technology
- 39 Care Foundation
- 40 Cartoonworks
- 41 The Center for Student Missions
- 42 Child Evangelism Fellowship
- 43 Children of Promise, Int' (formerly COP and BALL)
- 44 **CBH Ministries (Children's Bible Hour)**
- 45 Children's HopeChest
- 46 Children's Sunshine Network
- 47 Christ in Culture
- 48 Christian Camping Int'l/USA
- 49 Christian Career Center
- 50 Christian Computing, Inc.
- 51 Christian Counseling Center
- 52 Christian History Institute
- 53 Christian Information Foundation
- 54 Christian and Missionary Alliance
- 55 Christian Quotation of the Day
- 56 Christian Schools International
- 57 CSIS (Christian Students in Science)
- 58 Christian University GlobalNet
- 59 The Circuit 'Riter (In His Steps)
- 60 Cloud Townsend Communications
- 61 Club 121
- 62 Columbia International University
- 63 Come Alive Ministries, Inc. (AKA Creation Festival 97)
- 64 Concern Ministries
- 65 Consistent Computer Bargains, Inc.
- 66 Cornerstone Baptist Educational Ministries
- 67 Cornerstone Center for World Missions
- 68 Council for Christian Colleges and Universities
- 69 Covenant Hills Camp
- 70 CRC Publications
- 71 Denver Seminary
- 72 Dictionary for African Christian Biography
- 73 Phil Driscoll Ministries
- 74 Dynamic Youth Ministries
- 75 Editorial Caribe
- 76 Editorial Portavoz
- 77 Electronic Bible Society
- 78 EMI Christian Music Publishing
- 79 The Equip Foundation
- 80 Evangelical Press Association
- 81 Face to Face Ministries
- 82 Face to Face International
- 83 Family Life Ministries
- 84 Fellowship of Christian Athletes
- 85 Fellowship of Christian Magicians
- 86 Forest Home Christian Conf. Center
- 87 GEMS Girls' Clubs
- 88 Global Mapping International
- 89 GlobalNet Publishers
- 90 Global Resources (formerly CoMission II)
- 91 God's Love In Action (Sammy Tippett)
- 92 Good News Broadcasting Assoc. of Canada (Back to the Bible - Canada)
- 93 Good News Broadcasting Assoc., Ltd. (Great Britain)
- 94 **Gospel Communications Int'l, Inc.**
- 95 Grace Ministries, Inc.
- 96 Greater Europe Mission
- 97 Hartland Christian Camp and Conference Center
- 98 Bob Hartman Int'l Ministries
- 99 HBI Ministries Int'l (Hindustan Bible Institute Ministries Int'l)
- 100 High/Ground
- 101 Highlands Study Center
- 102 The Highway
- 103 Hockey Ministries International
- 104 Hollywood Jesus
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- 106 Ron Hutchcraft Ministries, Inc.
- 107 The Illustrated Word
- 108 Enjoy
- 109 Institute for Biblical Community
- 110 Institute of Theological Studies
- 111 **International Bible Society**



"The Gospelcom.net alliance is an amazing, and as far as I know, unprecedented collaboration among Christian ministries who aren't content with the technological status quo."

Quentin Schultze, Ph.D.
Special International Coordinator for Gospelcom.net

- 112 The Int'l Centre for Leadership Development and Evangelism
113 International Child Care
114 ICTA (International Christian Technologists Association)
115 International Conference on Computing and Missions (ICCM)
116 **Inter Varsity Christian Fellowship**
117 **InterVarsity Press**
118 John Garrick Evangelistic Assoc.
119 John Stott Ministries for Biblical Preaching and Scholarship (formerly Langham Foundation)
120 Jumonville
121 Kregel, Inc.
122 La Biblia Dice (Back to the Bible-Spanish)
123 Latin America Mission
124 Lausanne Committee for World Evangelism
125 LifeBranch Institute, Inc.
126 LifeSteps Foundation (formerly Precepts International)
127 Lifetime Guarantee Ministries
128 Literature Ministries International
129 Lockman Foundation
130 Luis Palau Evangelistic Association
131 Lutheran Bible Translators
132 Lutheran Hour Ministries (The Lutheran Hour)
133 Maranatha Bible and Missionary Conference Center
134 Marriage Makers
135 Mastering Life Ministries
136 MasterWorks
137 Media Complete Corporation
138 Al Menconi Ministries
139 Middle East Christian Outreach
140 Ministry Computing Resources
141 Ministry to Eastern Europe
142 Ministry of Helps (Division of Wilderness Ministries)
143 Mission Network News
144 Mission Possible
145 MOPS, International
146 Motor Racing Outreach
147 Mount Hermon Association
148 Movie Morality Ministries
149 Muskoka Baptist Conference
150 Narramore Christian Foundation
151 National Association of Christian College Admissions Personnel
152 **Navigators**
153 **NavPress**
154 Need Him Nat'l Media Outreach, Inc.
155 Nehemiah Ministries, Inc.
156 Network of Single Adult Leaders
157 New York Evangelical Seminary
158 North Atlanta Coalition of Men's Ministries (NACMM)
159 Northern Lights Youth for Christ (Part of YFC)
160 Olford Ministries, International (formerly Encounter Ministries)
161 Open Doors International
162 Overseas Ministries Study Center (OMSC)
163 PACE (Professional Association of Christian Educators)
164 PastorsNet.Org
165 Peggies Place
166 Pillar of Fire
167 Portantorchas Bible School
168 Presbyterians for Renewal
169 Project TeamWork, Inc.
170 **RBC Ministries**
171 Ravencrest Chalet Bible School and Conference Center
172 Reach Out Ministries
173 Real Gold
174 Reasoning From the Scriptures Ministries
175 Rec-FX
176 Redeemer Presbyterian Church
177 The Reformed Ecumenical Council
178 Regent College
179 **Renewing Your Mind With R. C. Sproul (Ligonier Ministries)**
180 Resurrection Life Church
181 re:think
182 Road to China
183 ROX35 Media, Inc.
184 The Sam & D Group
185 Scripture Union, Inc.
186 Send, International
187 Servants, Inc.
188 The Shepherd's Staff Conf. Center
189 Shofar Communications
190 Mike Silva Evangelism
191 Int'l, Inc. (MSEI)
192 Sky Media
193 SOON Gospel Literature
194 Spanish Evangelical Publishers Association (SEPA)
195 Starburst Publishers
196 Stonecroft Ministries (Stonecroft Conference Center is subsidiary of Stonecroft Ministries)
197 Strang Communications
198 Tabernacle Church of Norfolk
199 Taylor Univ. World Wide Campus
200 10 to 20
201 Torchbearers Headquarters-USA
202 Trans World Radio
203 Tammy Trent Ministries
204 Truth for Life
205 Turning Point Productions (Discovering God's Best)
206 Twin Pines Camp
207 University of the Nations
208 Unsigned Records
209 Uplook Ministries
210 Vela Ministries International
211 Village Schools of the Bible
212 Westminster Theological Seminary
213 William Carey Library
214 Winning Run Foundation
215 Word of Life Fellowship, Inc.
216 Words of Hope, Inc.
217 World Help
218 World by Radio
219 Worldwide Christian Schools
220 Worldwide Leadership Council
221 WWJD
222 **Youth For Christ**
223 Youth Ministry International
224 **Youth Specialties**
225 Youth Unlimited
226 Youth With a Mission International Communications
227 YouthFront (Kansas City Youth for Christ)
228 Ravi Zacharias Int'l Ministries

Red colored ministries denotes charter members.

Celebrating 5 Years of People Reaching People Reaching People...Online

Gospel Communications International is a non-profit ministry. Gospelcom.net is its Internet World Wide Web outreach. Donations to GCI have underwritten the cost of this ministry for these 5 years.

We're constantly amazed at the moving of the Holy Spirit upon this cost effective ministry outreach. We give God the glory for this pioneer venture, and we are grateful to our visionary Board of Directors, our dedicated staff, our alliance members and to our donors...all who helped make it possible.

Gospelcom's alliance member sites are hosted at no charge on the Gospelcom.net servers. This free service encourages fellow ministries to concentrate on content, rather than being concerned about downtime, bandwidth and other areas not related directly to the core of their ministry.

Year	1995	1999
Gospelcom Costs	\$676,661	\$2,251,083
Gospelcom Hits	10,454,739	780,950,833
Cost Per Hit	Nearly 7¢	to less than 1/3 of 1¢

5 Year Summary	Hits	5 Year Total Costs
1995-1998	698,846,851	\$6,639,946
1999	780,950,833	
5 Year Total	1,479,797,684	

[Gospelcom.net] consistently ranks in the Media Metrix list of the 500 most-visited Web sites, which is otherwise short of religious sites.

E-WORLD by Thomas Weber

WALL STREET JOURNAL, November 29, 1999

A Few of the Tens of Thousands of Email Responses We Have Received

“My word will not return to Me empty, but will accomplish what I desire and achieve the purpose for which I sent it.” Isaiah 55:11 (NIV)

“Hi! My name is Stephanie. I’m 15 and I live in Nashville, TN. I found your Web site through a search engine. I was mainly interested in the daily Bible messages, but then I went on to read about “The Most Important Book” and I asked Christ to come into my life. Thank You. ”

“I always knew I had an emptiness and I always knew how I tried to fill it was wrong. Over time it grew worse and so did I. My heart got so hard. After visiting your site it finally got through to me that I had to fully let go of my life and give it completely to Jesus. Thank you for reaching out in a way that finally sank into this very thick head of mine to truly let go and fully accept Him into my life. Thank you for saying it in words I understood. ”

“I have accepted the Lord through material found on your Web site, and every day I come here to strengthen my faith and to grow closer to my Savior. The information here on Gospelcom.net is my source of knowledge and I thank the Lord for having led me to it. ”

“Thanks. It is great to have a prayer of salvation on the Web, and I just prayed it. I just prayed with you asking Jesus to be in my heart and to know Him. Thank you. ”

“I’m 19 years old, working in a computer store in Australia. Thank you for such a great site - dedicated to my Creator and Savior. It’s in a format that I’m actually more comfortable with than the printed Word. ”

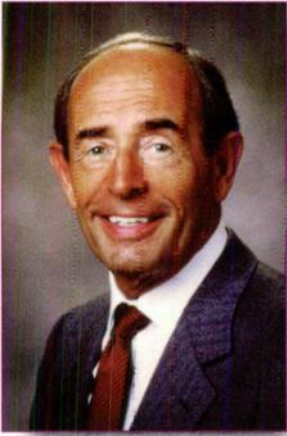
“I have been very anxious, and someone told me about your website. Yesterday I found it and read what you said about deeds not being the reason we are saved, but acceptance of Jesus in our lives and knowing that His death for us and resurrection are the basis for our salvation....I have been thinking the wrong way.....Yes, I do accept Jesus into my life and acknowledge His act of redeeming me through His death and resurrection...I love Jesus. Thank you for this wonderful Website. ”

“I need guidance from the Bible - the Bible Gateway is the answer to my prayers. Thank you Lord Jesus. from: Indonesia ”

Obeying Christ's Command...

- 1 **Afghanistan**
- 2 Albania
- 3 **Algeria**
- 4 American Samoa
- 5 Andorra
- 6 Angola
- 7 Anguilla
- 8 Antarctica
- 9 Antigua & Barbuda
- 10 Argentina
- 11 Armenia
- 12 Aruba
- 13 Australia
- 14 Austria
- 15 **Azerbaijan**
- 16 Bahamas
- 17 **Bahrain**
- 18 Bangladesh
- 19 Barbados
- 20 Belarus
- 21 Belgium
- 22 Belize
- 23 Benin
- 24 Bermuda
- 25 Bhutan
- 26 Bolivia
- 27 Bosnia – Herzegovina
- 28 Botswana
- 29 Bouvet Island
- 30 Brazil
- 31 British Indian Ocean Terr.
- 32 Brunei Darussalam
- 33 Bulgaria
- 34 Burkina Faso
- 35 **Cambodia**
- 36 Canada
- 37 Cayman Islands
- 38 Chad
- 39 Chile
- 40 **China**
- 41 Christmas Island
- 42 Cocos (Keeling) Islands
- 43 Colombia
- 44 Comoros
- 45 Cook Islands
- 46 Costa Rica
- 47 Cote D'Ivoire (Ivory Coast)
- 48 Croatia (Hrvatska)
- 49 **Cuba**
- 50 Cyprus
- 51 Czech Republic
- 52 Czechoslovakia (former)
- 53 Denmark
- 54 Djibouti
- 55 Dominica
- 56 Dominican Republic
- 57 Ecuador
- 58 Egypt
- 59 El Salvador
- 60 Equatorial Guinea
- 61 Estonia
- 62 Ethiopia
- 63 Faroe Islands
- 64 Fiji
- 65 Finland
- 66 France
- 67 French Guiana
- 68 French Polynesia
- 69 Gabon
- 70 Gambia
- 71 Georgia
- 72 Germany
- 73 Ghana
- 74 Gibraltar
- 75 Great Britain
- 76 Greece
- 77 Greenland
- 78 Guadeloupe
- 79 Guam
- 80 Guatemala
- 81 Guinea-Bissau
- 82 Guyana
- 83 Honduras
- 84 Hong Kong
- 85 Hungary
- 86 Iceland
- 87 India
- 88 Indonesia
- 89 **Iran**
- 90 Ireland
- 91 Israel
- 92 Italy
- 93 Jamaica
- 94 Japan
- 95 **Jordan**
- 96 **Kazakhstan**
- 97 Kenya
- 98 Kiribati
- 99 Korea (South)
- 100 **Kuwait**
- 101 Kyrgyzstan
- 102 Lao People's Democratic Republic
- 103 **Laos**
- 104 Latvia
- 105 Lebanon
- 106 Lesotho
- 107 Liberia
- 108 Libyan Arab Jamahiriya
- 109 Liechtenstein
- 110 Lithuania
- 111 Luxembourg
- 112 Macau
- 113 Macedonia
- 114 Madagascar
- 115 Malawi
- 116 Malaysia
- 117 **Maldives**
- 118 Mali
- 119 Malta
- 120 Marshall Islands
- 121 Martinique
- 122 Mauritania

...Going Into All the World



"I am convinced that Gospelcom.net is one of the most effective methods of fulfilling Christ's command to '...go into all the world, and preach the Gospel.' I'm thrilled that God allows me to be part of this incredible outreach ministry."

Rich DeVos

Chairman of the Board,
Gospel Communications
International, Inc.

- | | | |
|----------------------------|---|---------------------------------|
| 123 Mauritius | 153 Philippines | 181 Suriname |
| 124 Mayotte | 154 Poland | 182 Svalbard & Jan Mayen Is. |
| 125 Mexico | 155 Portugal | 183 Swaziland |
| 126 Micronesia | 156 Puerto Rico | 184 Sweden |
| 127 Moldova | 157 Qatar | 185 Switzerland |
| 128 Monaco | 158 Romania | 186 Taiwan |
| 129 Mongolia | 159 Russian Federation | 187 Tajikistan |
| 130 Montserrat | 160 Rwanda | 188 Tanzania |
| 131 Morocco | 161 Saint Helena | 189 Thailand |
| 132 Mozambique | 162 Saint Lucia | 190 Togo |
| 133 Myanmar | 163 Saint Vincent &
the Grenadines | 191 Tonga |
| 134 Namibia | 164 Samoa | 192 Trinidad/Tobago |
| 135 Nauru | 165 San Marino | 193 Tunisia |
| 136 Nepal | 166 Sao Tome & Pincipe | 194 Turkey |
| 137 Netherlands | 167 Saudi Arabia | 195 Turkmenistan |
| 138 Netherlands Antilles | 168 Senegal | 196 Turks & Caicos Islands |
| 139 New Caledonia | 169 Seychelles | 197 Tuvalu |
| 140 New Zealand (Aotearoa) | 170 Sierra Leone | 198 Uganda |
| 141 Nicaragua | 171 Singapore | 199 Ukraine |
| 142 Niger | 172 Slovakia (Slovak Republic) | 200 United Arab Emarites |
| 143 Nigeria | 173 Slovenia | 201 United Kingdom |
| 144 Niue | 174 Solomon Islands | 202 United States |
| 145 Norfolk Island | 175 Somalia | 203 Uruguay |
| 146 Norway | 176 South Africa | 204 USSR (former) |
| 147 Oman | 177 South Georgia & the
Sandwich Islands | 205 Uzbekistan |
| 148 Pakistan | 178 Spain | 206 Vanuatu |
| 149 Panama | 179 Sri Lanka | 207 Vatican City State |
| 150 Papua New Guinea | 180 Sudan | 208 Venezuela |
| 151 Paraguay | | 209 Vietnam |
| 152 Peru | | 210 Virgin Islands (British) |
| | | 211 Virgin Islands (U.S.) |
| | | 212 Wallis & Futuna Islands |
| | | 213 Yemen |
| | | 214 Yugoslavia |
| | | 215 Zambia |
| | | 216 Zimbabwe |

The Countries in Red are normally "Closed" areas to the Gospel.

The Countries in Purple are normally considered "Difficult" areas to the Gospel.

Focused on the Word of God

The Bible Gateway

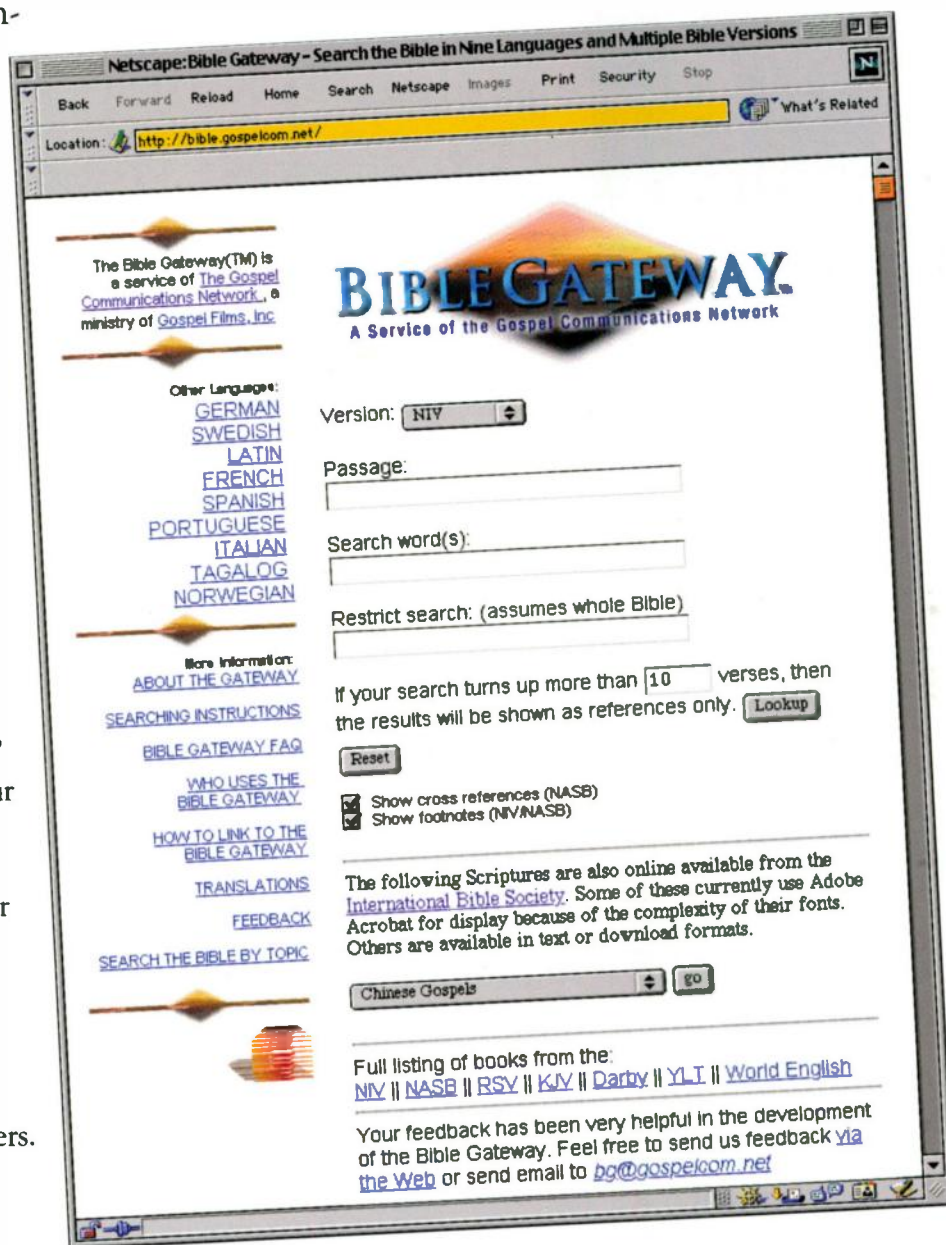
Our “*Bible Gateway*” to online scriptures is the most accessed collection of free, digitized Bible translations and versions on the entire Internet. Any ministry, church or individual in the world can include an interface to the Bible Gateway on any page within their site for instant scripture searches or to display verses or passages on their site. They can also simply provide a hypertext link from any scripture reference on their site to the Bible Gateway for instant access. Currently available in nearly 20 languages and translations, we are committed to adding numerous translations and languages as financial resources become available.

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Online “*Devotionals*” include more than 25 separate devotionals for all ages and tastes, including; “Keys for Kids” from Children’s Bible Hour, “Our Daily Bread” from RBC Ministries, Back to the Bible’s “Devotions.org,” “My Utmost for His Highest” by Oswald Chambers, “A Word With You” by Ron Hutchcraft, “The NIV Quiet Time Bible” devotionals from InterVarsity, Luis Palau’s “Healthy Habits” and many others.

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The Character God Requires

What does God say about the kind of leadership a nation needs? America desperately needs the blessing of God. And God says, "If you want My blessings, here are some things that are necessary." Here are five biblical characteristics God requires of leaders before His blessing can rest on a nation.

1. Righteousness

The Bible says, "It is an abomination for kings to commit wickedness: for the throne is established by righteousness" (Proverbs 16:12). This is God speaking. We don't have a king in this country, but God is talking about leadership and stewardship. The Bible calls the political leader "a minister of God" (Romans 13:4). The leader is acting for God, and therefore should be godly.

An unrighteous person is unfit for leadership, whether it be in the church, home, business or government. The worst kind of leadership is hypocritical leadership that carries a big black Bible but does not live a righteous and a holy life.

Back in the '60s, young people were strumming guitars and singing songs promoting God, country, patriotism and other themes. They were not part of a "right-wing conspiracy" but one line that they sang seems to be especially relevant: "You can't live crooked and think straight, whether you are a chauffeur or a Chief of State."

If a throne of iniquity is one that uses the law to commit evil, then what we have in America today is a throne of iniquity. ... nothing is politically right that is morally wrong.

2. Wisdom

A leader must also possess wisdom. The Bible says, "I wisdom dwell with prudence. ... By me [wisdom] kings reign and, princes decree justice. By me princes rule and nobles, even all the judges of the earth" (Proverbs 8:12, 15-16).

Here is an example of how little our nation understands true leadership. We say we want our leaders to be skilled. But God says, "I want My leaders to be wise." It is far better for a leader to be wise than to be intelligent or gifted.

That's the reason a nation cannot be governed by the taking of popularity polls. Beware of polls! A person who takes a poll to find out what people want and then pampers them and promises things, regardless of being able to deliver them, is an opportunistic politician and not a godly leader.

President Harry Truman wisely observed the difference between leadership and poll-taking: "I wonder how far Moses would've gone if he had taken a poll in Egypt?" What would

God may allow us to make an ungodly choice, but He never relinquishes control. ... You didn't vote Him in, and you won't vote Him out.

Jesus Christ have preached if He had taken a poll in Israel to find out what the people wanted to hear? Where would the Protestant Reformation have gone if Martin Luther had taken a poll?

It isn't the polls of momentary public opinion that count. What counts is wise leadership from people who know right from wrong and follow the right. God requires that His leaders possess fortitude and honesty. It is leaders like this who shape epochs in the history of the world.

Wisdom is better than a strong economy. "In the light of the king's countenance is life; and his favor is as 'a cloud of the latter rain. How much better is it to get wisdom than gold! and to get understanding rather to be chosen than silver'" (Proverbs 16:15-16).

This idea that the economy is all that matters is ridiculous! There is no other way to say it. God values wisdom and understanding more than gold or silver.

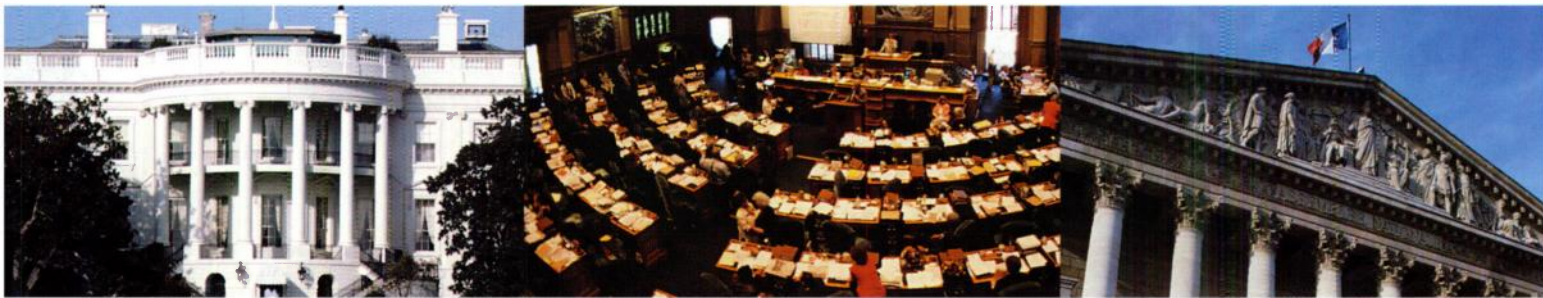
3. Honesty

Another aspect of the character God requires a leader is absolute, impeccable honesty. Proverbs 17:7 tells us, "Excellent speech becometh not a fool: much less do lying lips a prince." According to Proverbs 20:28, "Mercy and truth preserve the king."

Liars and leaders are not the same. If a man is a liar, he has a character flaw that goes all the way to the core of his being. People are not liars because they tell lies; they tell lies because they are liars.

A person is never more like the devil than when he lies, for Jesus said in John 8:44 that Satan is a liar and the father of lies. Conversely, a person is never more like the Lord Jesus than when telling the truth, because Jesus Himself is the truth (John 14:6).

A leader is known by the helpers chosen to serve alongside and must be wise when making these choices. Any leader who chooses consultants and political operatives with the morals of an alley cat is not fit to lead. Proverbs 29:12 says, "If a ruler hearkens to lies, all his servants are wicked."



It makes every difference what a person in leadership believes and does in his personal life. Character counts with God.

4. Sexual Morality

A leader must be a person of high sexual morality. We've come to a sad day when parents have to turn off the news when children come into the room because the news is X-rated. The stand-up comics love it. However, if the nation laughs off the sexual sins of our leaders, should we be surprised if our children treat immorality lightly?

A leader's moral character is so important because if a man cannot control his own desires, what might he do in a time of national crisis? If a leader cannot keep his most sacred promise of all, the promise he made to his wife before Almighty God, how can he be trusted to keep any other promise? A leader must be, therefore, a man of sexual morality.

5. Protect the Weak

A leader must protect the weak and the helpless. In Proverbs 31:8-9, God says to King Lemuel, "Open thy mouth for the dumb in the cause of all such as are appointed to destruction. Open thy mouth, judge righteously, and plead the cause of the poor and needy."

A leader must speak up for those who can't speak up for themselves, those who are about to be destroyed. When a president is inaugurated, he takes a pledge to defend the nation. We have a lot of defenseless people in America today who depend on the government to defend them. The president should be standing up for the unborn, the most defenseless of all those who cannot speak for themselves.

If a throne of iniquity is one that uses the law to commit evil, then what we have in America today is a throne of iniquity. Laws are passed to shed innocent blood. But nothing is politically right that is morally wrong.

God's Allowance

Even though God requires character of leaders, He respects a people's choice of a leader who doesn't possess character. Not that God approves of the choice, but He respects human will. He allows us to choose our leaders.

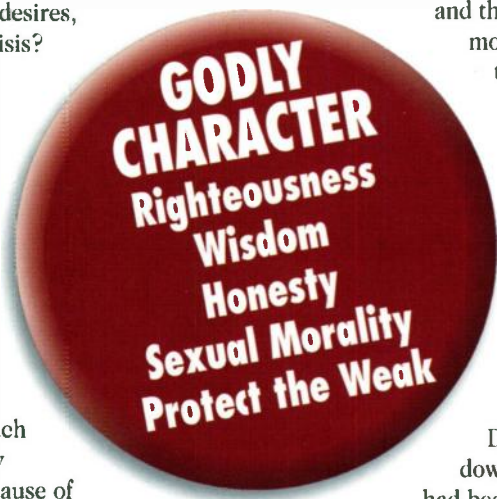
In Hosea 8:4, God says, "They have set up kings, but not by Me: they have made princes, and I knew it not." The people did not seek God in their choice of leaders, so they didn't have God's will to guide them. He was not part of the process. Wicked rulers are God's reward for wicked people.

One of the most chilling verses in the Bible is 1 Samuel 8:18: "Ye shall cry out in that day because of your king which ye shall have chosen; and the LORD will not hear you in that day." In other words, your evil king was your choice. Don't expect God to come to your aid when that king leads you into disaster!

We have come to a place as a nation where we have said, "Let the good times roll! The stock market is setting records and things are fine, so don't get shook up over a few moral lapses." However, when war breaks out in the Middle East and fearsome biological weapons are let loose on the world or some other scenario of judgment unfolds, no one will care about the economy.

America will then cry out to God, and God will not hear. God have mercy on America! Do you see what happens when we say that character makes no difference? It's a way of saying that God makes no difference!

People say, "But God must be blessing America. Look how prosperous we are. The Dow Jones is up and unemployment is down." I want to tell you something. If there had been a Dow Jones average in Sodom, it would have been up too. Sodom had the bloom of prosperity on it just before the fire of God fell. Consider this description of Sodom: "Behold, this was the iniquity of thy sister Sodom,



***A*n unrighteous person is unfit for leadership, whether it be in the church, home, business or government.**

continued on page 96

Enabling Ministry by Working With Others

International Bible Society

“Our partnership with Gospelcom.net has been phenomenal. Our heart is to reach people for Christ using the Internet and to advocate the truth and centrality of God’s Word in our lives. Without the partnership with Gospelcom.net, IBS would not have been able to do this. Gospelcom.net’s commitment to IBS and to over 200 other evangelical ministries is invaluable.”

RBC Ministries

“In their generosity, Gospelcom.net has given RBC Ministries access to a new generation of people who need our materials. The ability to use the Internet and the Gospelcom.net site has allowed us to communicate with people from all walks of life and from all areas of the world. Thanks to the technology that brings RBC Ministries onto the computer superhighway, we can help individuals come to know God better through our resources.”

Back to the Bible

“Back to the Bible is grateful for the ministry of Gospelcom.net. We realize that Internet technology is the medium for the new millennium. Gospelcom.net is playing an important role with their hosting and training services which allows us to utilize this medium much more effectively than we thought possible.

In the three years of our association with Gospelcom.net over 3,400 individuals have indicated their response to the Gospel message through our Web Ministry.

We feel that this is just the tip of the iceberg for what God wants to do through Back to the Bible on the Internet. Gospelcom.net will continue to be the primary link in enabling us to reach this emerging audience.”



“It is astounding to me that, while the motive and the message of the Gospel never change, the method of delivering it has changed immensely. We at GCI, in partnership with our alliance members, are totally committed to use the Internet to take the Gospel message to the uttermost parts of the world!”

Billy Zeoli
President,
Gospel Communications Int’l, Inc.

Youth Specialties

“Youth Specialties is forever indebted to the visionaries at Gospel Communications International. If it wasn’t for their keen foresight nearly five years ago, we may just be getting into the Internet today. But their generous offer of free site hosting and training was more than we could pass up. That offer allowed us to enter an arena that has significantly changed our organization. It has increased our effectiveness in training and resourcing youth ministers all over the world.”

Children’s Bible Hour

“We at CBH Ministries are so grateful for the wonderful relationship that we enjoy with Gospelcom.net. Through your skillful expertise coupled with your generous hearts, you have allowed CBH Ministries to touch the lives of thousands of young people and their families world-wide with the Gospel of Jesus Christ.

As we look ahead to making changes at CBH Ministries, we are pleased with the knowledge that you will be available to assist us in reaching even wider audiences with new products and a fuller range of ministry resources that will do even more for the Kingdom of Christ.”

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pride, fullness of bread, and abundance of idleness was in her and in her daughters, neither did she strengthen the hand of the poor and needy. And they were haughty, and committed abomination before me: therefore I took them away as I saw good" (Ezekiel 16:49-50).

We are free to choose, but we are not free to choose the consequences of our choice. First we choose and then the choice chooses for us.

God's Control

God may allow us to make an ungodly choice, but He never relinquishes control. Do you think God has lost control just because He allows a nation to choose against His will? God still rules in the heavens.

The worst kind of leadership is hypocritical leadership that carries a big black Bible but does not live a righteous and a holy life.

It is God who "bringeth the princes to nothing; he maketh the judges of the earth as vanity" (Isaiah 40:23). God is still the King of kings. "He ruleth by his power forever" (Ps.66:7). You didn't vote Him in, and you won't vote Him out. He is God, and where He does not rule He overrules.

You may ask, "Then how can God let the wicked get away with their wickedness?" They don't get away with anything. Put down this incredible verse: "The scripture saith unto Pharaoh, Even for this same purpose have I raised thee up, that I might shew my power in thee, and that my name might be declared throughout all the earth" (Romans 9:17).

Pharaoh was a great and mighty king of ancient Egypt. He kept getting greater and mightier and his approval rating in the Egyptian polls kept going up. But God said, "I am the one who raised you up, and I am the One who is going to bring you down." Romans 9 discusses what happened to Pharaoh and his armies when they drowned in the Red Sea. Pharaoh was great, but God was infinitely greater. He will always reserve control for Himself.

God's Coronation

We come now to the final point: any earthly king or president is here only for a little while. One of my favorite psalms is Psalm 2, which speaks of how the people of the world want to throw off the restraints of Almighty God. The kings of the earth say, "Let us break their bands asunder, and cast away their cords from us" (v. 3).

A leader also must be wise in the choice of leaders who serve alongside. A leader is known by the helpers he chooses.

But I love Psalm 2:6. In spite of their ranting, in spite of their arrogance and pride, Almighty God says, "Yet have I set my king upon my holy hill of Zion..."

There is a coronation coming! The King of kings, the Lord Jesus, is going to rule and reign. Are you discouraged by the course of current events? Take heart: "Keep this commandment without spot, unrebukeable, until the appearing of our Lord Jesus Christ: which in his times he shall shew, who is the blessed and only Potentate, the King of kings, and Lord of lords" (1 Tim. 6:14-16).

Our Response

Does character count? It does if there is a God in glory — a God who helped our founders establish this nation, who has sustained this nation and brought us thus far.

But if our people are willing to say, "God, we don't need You any-

continued on page 98

**Pray for revival
Prepare for survival
Get ready for arrival**



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more. We don't want Your rule anymore. We know what we are doing. Our skill and ingenuity will see us through." God will say, "You don't need Me? Then don't call on Me when judgment falls."

Do you remember what happened when Peter preached his great sermon on the Day of Pentecost? The people of Israel "were pricked in their heart, and said unto Peter and to the rest of the apostles, Men and brethren, what shall we do?" (Acts 2:37).

This is the question God's people need to ask today. Let me suggest three answers to that cry:

1. Pray for revival. When God sends revival, He is not going to send it through Washington! The White House cannot bring revival, and the White House cannot stop revival. We had better stop looking to the White House and start looking to God's house!

2. Prepare for survival. I don't know what's going to happen to America in the days ahead. But we must insulate our children against the hard times that may come. You and I need to be building into the hearts of our young people some bedrock biblical truths that will sustain them and keep them true to God in any situation, because rebellion and immorality permeate the air around us like a dangerous microbe.

3. Get ready for arrival. Jesus is coming! God's eternal plan goes beyond the shores of America. Jesus is coming back to this earth and He will show who is the King of kings and the Lord of lords. The most patriotic thing any of us can do is to get right with God and to help others to get right with Him.

Adrian Rogers is president of Love Worth Finding Ministries in Memphis, TN. Contact the ministry at kzfmmedia@kzf.org or 901-352-7900.



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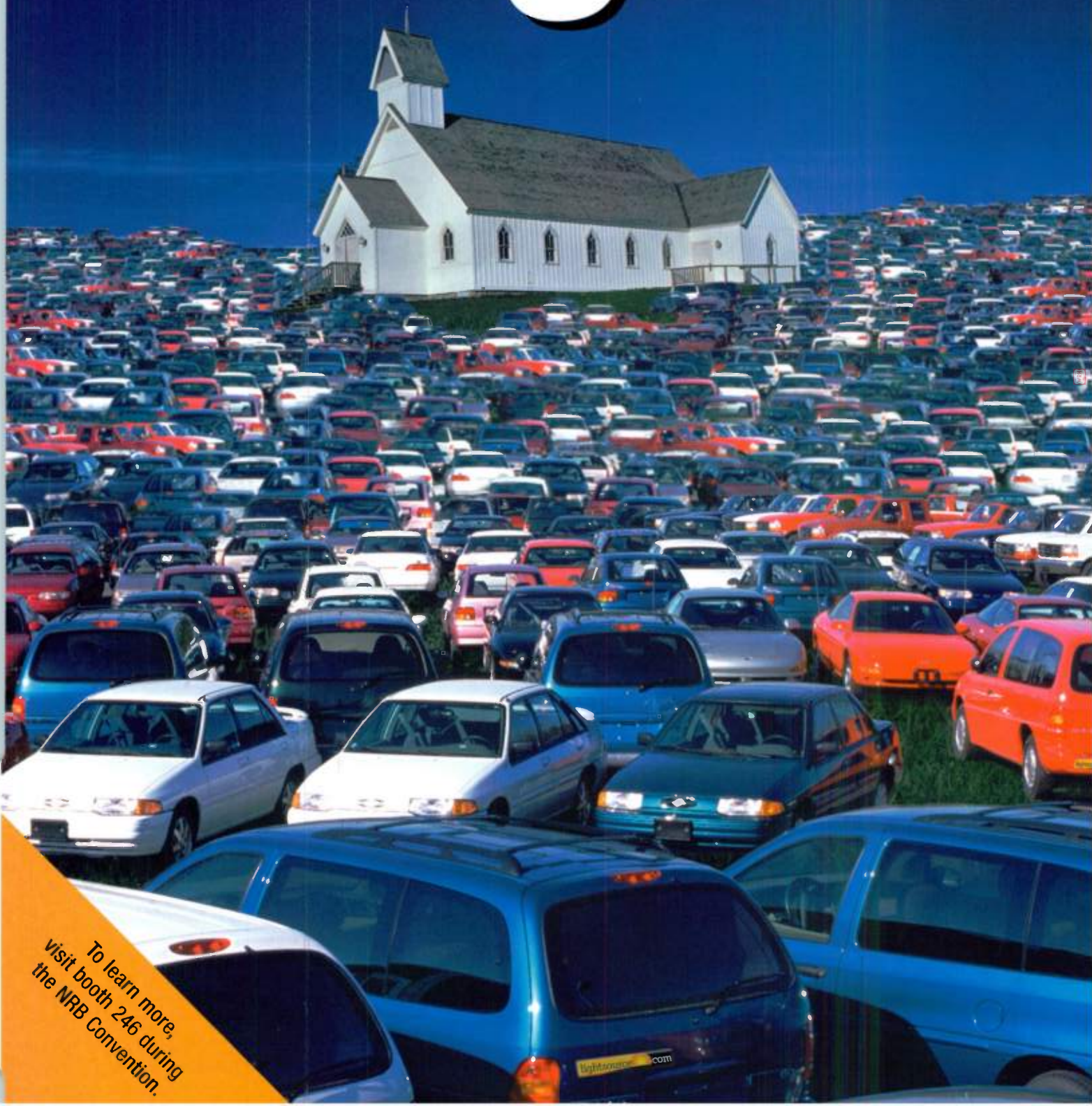
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The Second Digital Revolution

by Jim Sanders



A friend of mine recently passed along a copy of *Blurr*. The book's message states that the pace of life is increasing, not decreasing. And it's dead on.

As a culture, we've collectively abandoned the idea that technology is going to make life simpler. In fact, life has become more invaded. Cell phones, pagers, the Web — these tools mean we can reach people and they can reach us with more information in a shorter period anywhere, any time.

Not only is the pace of life getting more rapid, changes in communication technology are occurring at an increasing rate as well. The digital revolution is just hitting the power curve and the primary catapult now is the Internet.

No one would question the impact it has had on the way we interact and work. Access at the office, school, library and home now give slightly more than one-half of all Americans access to the Internet. "Free" computers are making it feasible for more users from a broader variety of income levels to reach the Web from their home.

A few illustrations of this proliferation:

- In 1987, phone calls outpaced e-mail messages by 100 to eight. Today, there is virtually the same number of e-mails sent via the Internet as there are telephone calls.
- From June 1998 to June 1999, the percentage of online users who listened to radio via the Internet jumped from 18 to 30 percent.
- Of those online, 37 percent say they are watching less TV due to their Internet usage. For radio, 16 percent say they are listening less.
- As rapidly as things are changing, hold on to your hat! In a real sense, the best and fastest years for the Internet are ahead. And, just as the secret word in the '60s was "plastics," the secret word for the year 2000 and beyond is "broadband."

What is Broadband?

Broadband refers to the widening of the data pipeline from the Web to an individual user. Broadband's high-speed connection allows users to surf at the velocity of a click. Watching video and listening to full-bandwidth audio online is a reality.

Research has confirmed that consumers want audio and video on-demand. Say goodbye to the day when someone "caught" a program on radio or TV. Welcome the day your audience watches or listens when it's convenient for them. In the days ahead, you'll see an increasing number of program delivery systems based on store-forward and consumer-oriented platforms. MPEG3 players for audio and hard-disk based video recorders are readily available to end users.

Missed your favorite sitcom because of a PTA meeting? No problem — catch it on line during your break at work. Missed the second part of a Bible study from the radio? Just click when you're ready to hear part two.

Convenience is not the only driver of broadband. Research confirms that broadband Internet users are spending more money on line and more time on line. High speed Internet users spend 2.5 times as much in purchases on line as those who connect to the Internet over traditional modems. (This also means less time watching TV and listening to radio. The impact on broadcast facilities is alarmingly obvious.)

Dial-up modems have reached the limitation of transmission speeds. This is a result of the design boundaries of the switches which interconnect phone lines at home or work to that of an Internet Service Provider (ISP).

So what are the broadband options for connecting to the Internet today? Five have come to the surface:

1. Cable
2. DSL/ADSL
3. Fiber-wired Broadcast
4. Satellite
5. Wireless LMDS

Most analysts agree which one succeeds is a combination of cost, service, competition and technology. It appears a combination of this list will ultimately be the method for broadband Internet access. Here's an overview of the potential systems:

Cable

Background: The cable industry has been the first to aggressively attack broadband service with the serious testing of high-speed Internet access starting just four years ago. In most major metropolitan areas, broadband service is available — now representing more than one million cable subscribers.

Just as the secret word in the '60s was "plastics," the secret word for 2000 and beyond is "broadband."

How it works: Cable connections work via a special cable box with a high-speed modem that handles signaling and data transfer between your computer and a distributive hub in your neighborhood. That hub is typically connected via fiber optic cable to the cable company's head-end. Although no new wiring into your home occurs, cable operators must install the fiber network and distribution hardware to control digital traffic.

Advantages:

- 1) Uses existing cable wiring (lower installation cost)
- 2) Speeds up to 100 times faster than dial-up modems
- 3) Available 24 hours a day
- 4) Works with more than one PC in the house or office
- 5) Has built-in security, firewall, and encrypting
- 6) Is the only hybrid system for adequately providing television, voice and data access to the Internet

The digital revolution is just hitting the power curve and the primary catapult now is the Internet.

Disadvantages:

- 1) The cost to install new hubs and cable boxes will be paid for by subscription services; as the cost of hardware drops, the service will become more competitive with other ISPs
- 2) Cable companies are local monopolies — there are no other cable access providers to keep the market competitive
- 3) Internet access bandwidth is shared among other cable modem users on the same distribution/neighborhood hub; if you and your neighbor are using the system, the bandwidth is split between you two (or more)

DSL/ADSL

Background: Telephone lines, because of the network of interconnecting switches which route a phone call, have a natural limitation of bandwidth (the amount of data that can travel down a telephone line “pipe”). In 1948, Claude Shannon identified the limitation of our telephone system to be about 3KHz. That remains true today.

By the early '90s, several companies were demonstrating high-speed (broadband) digital transmissions over existing telephone wires. This service came to be known as “Digital Subscriber Lines” or DSL. Since much of the application had an eye toward entertainment, emphasis was placed on the download or receive portion of the line rather than the transmit end.

Telephone lines, because of the network of interconnecting switches which route a phone call, have a natural limitation of bandwidth.

For example, it takes very little information to send the command, “Tune over to CNN.COM where I can watch the news” and a tremendous amount of data to actually do the watching. This unbalanced or asymmetric design became known as ADSL. The technology depends on new, broadband digital-ready switches in the telephone network.

How it works: A special splitter and modem is connected to the phone line coming into your home or business. The splitter sends dial tone to your telephone and the data stream to a computer modem.

Advantages:

- 1) Installation is inexpensive — uses existing phone lines without affecting your telephone service

- 2) Faster per-user access rates than cable modem networks — signal isn't shared with other users as it is with cable modems
- 3) Available 24 hours a day
- 4) Market availability is exploding — numerous service providers are going into the market, which drives down service and installation costs. Projections are that DSL users will surpass the number of cable users within the next year, even though cable had a two-year head start
- 5) Download speeds as much as 1.5Mb

Disadvantages:

- 1) Not capable of “broadcast quality” video
- 2) Slower upload speeds (.2 – .3Mb)
- 3) Must be within about 2.5 miles of telephone company central office

Fiber-Wired Broadcast

Background: Experimental fiber-optic networks (FON) have been in successful operation for 20 years. Traditional FON run fiber to each home from the network head end. However, recent technology minimizes the amount of cable required. In the past two decades, the cost, efficiency and size of laser optics and fiber itself have improved dramatically.

How it works: This passive optical network (PON) configures similar to cable: a single fiber runs to a neighborhood hub from the ISP head end. An ISP sends broadband data (35+Mb) to the neighborhood passive optical splitter. These low-cost devices are easier to install and don't require electrical power to operate. From the hub, single fibers run to the home.

Advantages:

- 1) Ten times (or more) faster than copper
- 2) Can handle tremendous bandwidth: telephone, TV, movies-on-demand, data, video conferencing
- 3) Not distance sensitive
- 4) Hardware continues to come down in cost
- 5) Cheaper to install passive devices
- 6) Passive devices are less likely to fail than active hubs
- 7) Successfully tested internationally

For many sites, where the cost of laying cable is prohibitive (or impossible), satellite connectivity is the only answer. This is particularly true for rural sites in the third world.

Disadvantages:

- 1) High installation cost — estimated at \$1500 per home (\$5000 per home 10 years ago)
- 2) Expensive for network-in-the-home application (smart appliances)

Satellite

Background: Satellite technology has grown from Sputnik's simple "ping" to a broad range of applications: TV, radio, telephone, GPS, weather, military and government information gathering. For many sites, where the cost of laying cable is prohibitive (or impossible), satellite connectivity is the only answer. This is particularly true for rural sites in the third world.

How it works: A consumer sends a request via cable or phone modem to an Internet Service Provider. The ISP responds by transmitting the requested signal to a satellite which relays that signal to another satellite or directly to the receive antenna on the roof of a house. This is also an asymmetric design — the upload and download speeds are different.

Advantages:

- 1) Able to reach sites around the world
- 2) Same cost for one site as a million on download
- 3) Reaches rural sites easily
- 4) Three to six times faster than cable modems; up to 12 times faster than DSL

Disadvantages:

- 1) High cost of launching satellites — \$4 - \$10 billion
- 2) Requires roof-top antenna — approximately \$500 - \$1000
- 3) Architectural objections of antennas
- 4) Interference from buildings and trees — must be line-of-sight to satellites
- 5) Geostationary satellites (orbiting at 22,600 miles) are able to "see" greater areas, but have .25-second delay in transmission time; low earth orbit (LEO) satellites require more spacecraft and sophisticated antennas to track the satellites

Wireless LMDS

Background: One of the significant barriers to bringing broadband to the home is the "last mile" — the connection between the home itself and a distributive hub. One solution offered suggests a local multipoint distribution service (LMDS). The FCC has allocated significant bandwidth (1.3 GHz) for this wireless service that operates at very high frequencies (28 GHz).

How it works: Similar to satellite systems, a request is received by the ISP. The response is sent via fiber to a base station operating at the 28 GHz frequency band. The line-of-sight signal is received at an antenna within 2 - 3 miles which feeds a network interface device. This device sends the data to the appropriate computer on the network.

Advantages:

- 1) Wireless means easier to install and deploy
- 2) Technology has driven down the cost of transmitters and receivers
- 3) Prime advantage for business applications — wide area networks (WAN) within a city
- 4) Supports a broad range of applications

Disadvantages:

- 1) Because of the high frequencies, the signal is subject to "fade" from rain
- 2) Buildings, walls and trees can cause multi-path signal scattering
- 3) Less likely to serve suburban and rural homes
- 4) Limitation of the size of cells — could be as large as 2 - 3 miles and use cell phone towers; as small as the coverage from a single telephone pole of 50 - 100 yards

It's not likely that any one single broadband connection type will be the cure-all. Look for a combination of types of services: satellite for rural areas, 28GHz for urban and ADSL for suburban.



Although content providers will always be in demand, the means of delivery is headed for a change.

It's not likely that any one single broadband connection type will be the cure-all. Look for a combination of types of services: satellite for rural areas, 28GHz for urban and ADSL for suburban.

There's no question, broadband is here! It's the future for program delivery to consumers. As a consequence, broadcasting takes on a whole new meaning.

So what does all this mean to Christian communicators?

- 1) If you're not on the Web now, streaming audio or video, get there!
- 2) The method of program delivery to consumers is changing. Look for opportunities for delivering your information directly to users.

- 3) If you're a local station, focus on what you do best — deliver local information. Radio listeners and TV viewers want information from the Internet. Specifically, they want local information and community news.
- 4) Consider expanding the information you offer via the Web: classifieds, church information, local news, games, etc.

Although content providers will always be in demand, the means of delivery is headed for a change. High Definition TV, Digital Audio Broadcasting and Digital Satellite Radio are a few of the other changes in our distribution system.

"Broadcasting" is taking on a whole new meaning. It may be, someday, NRB is known as the National Religious "Broadbanders"!

Jim Sanders is vice president of technical services for Ambassador Advertising Agency and may be reached at aaasanders@compuserve.com or 714-738-1501.

Christian Radio Consortium Update

The Christian Radio Consortium (CRC) has announced the imminent completion of a two-year conversion from FM² to DVB for the delivery of radio broadcasts. February 29, 2000, is the last day for satellite networks to use FM² as the sending system for Christian radio.

The process began at the 1998 NRB Convention when the demise of current satellite technology was announced. The group formed to find a common means by which to deliver radio programming with an eye to simplifying hardware required at the radio station.

A lengthy technical review by the seven CRC member networks (Ambassador Inspirational Radio, Focus Satellite Network, Moody Broadcasting Network, Salem Radio Network, SkyLight Satellite Network, USA Radio Network and VCY America) yielded a delivery platform that has now extended to several additional satellite program delivery networks. These include: IRN, Faith Communications/SOS Network, Research Educational Foundation, SongTime and American Family Radio. As a result, radio stations will have a vast array of programs available for their use.

The Consortium remains committed to continuing this unprecedented discussion of technical issues facing the broadcasting industry. On the CRC agenda: automated delivery and receipt of programs stored on computer, digital audio broadcasting and the influence of streaming audio and the Internet on communicators.

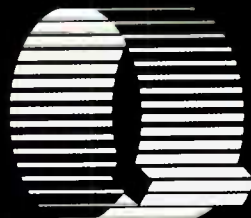
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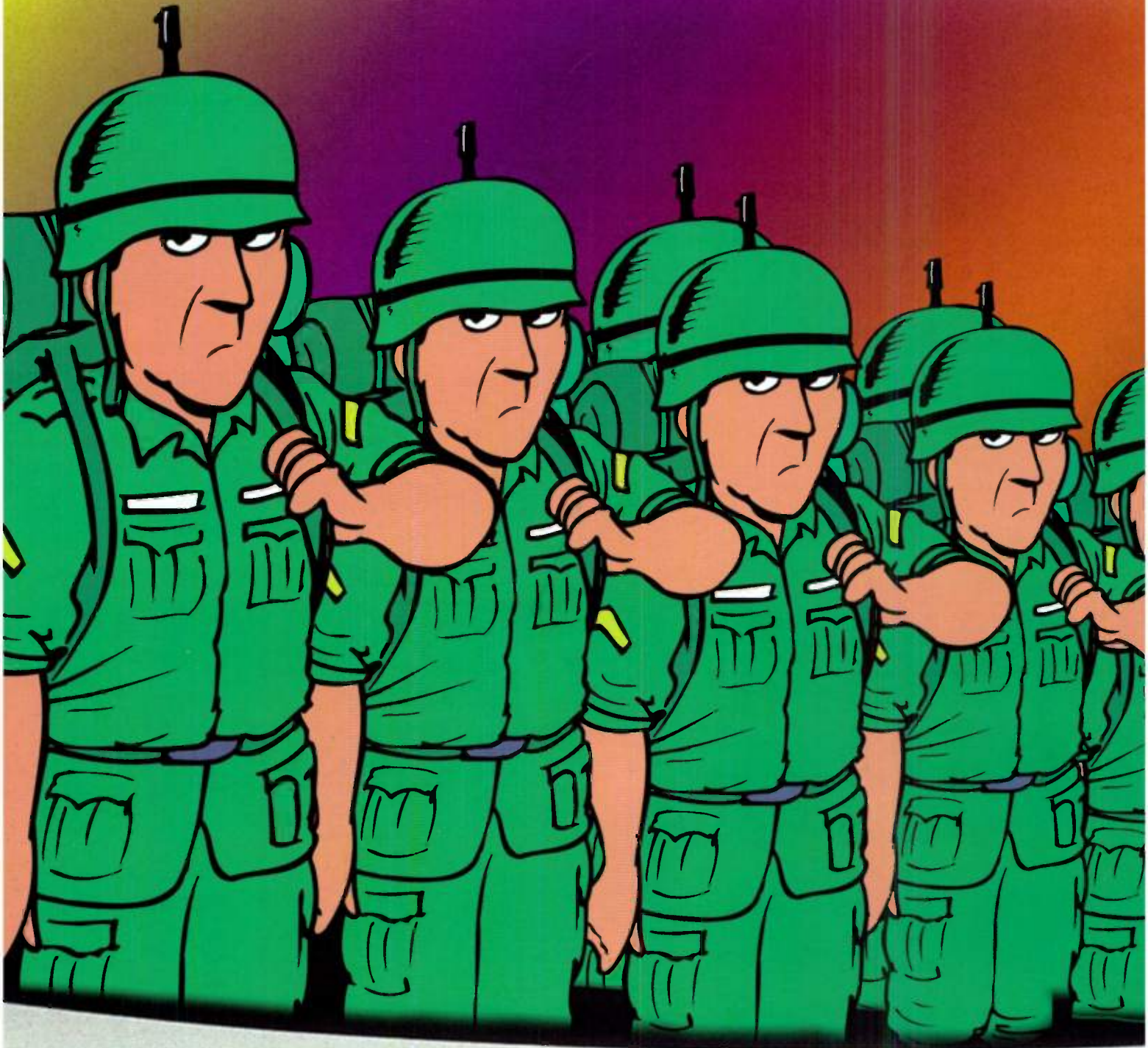
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REVOLUTIONARY

by Barry Whitlow



BEHAVIOR:

THE VISUAL CHURCH LEADS THE CHARGE IN COMMUNICATING CHRISTIAN CONTENT IN THE 21ST CENTURY

The great need for new broadcast content is as apparent as it is elusive. High-five attempts have been made by religious broadcasters to package God in a way that today's society can relate to — with little overall success. Hollywoodites continue to move society farther to the left while we wonder how to steer it back to the right.

As Christians become more saturated with the world, Christian communicators find it more difficult to connect with their more worldly audience. After all, how do broadcasters craft messages for people who really love God and really like watching a dozen R-rated movies every year?

“BANDWIDTH, FRONT AND CENTER!”

There has never been a more exciting or opportunistic time for Christian broadcasting. Until now, the production of new Christian programming has been held in check by a few keepers-of-the-airwaves. Although “my way or the highway” was not stated in so many words, all content producers knew you either produced what was liked by the few or you didn't play.

The Internet has changed the rules and is leveling the playing field. Steven Spielberg recently commented that before long we'll all be tuning into the world's most popular show coming from some place in Iowa. For those of us wanting to have a greater impact on our world, that's an exciting observation.

The global broadcasting platform of the Internet, combined with affordable production tools available to the masses, equals an enormous content creation machine. Never in the history of broadcasting has there been a more powerful content combination. No longer must the people of the world depend on a handful of people to make every programming content decision.

**NEVER IN THE HISTORY
OF BROADCASTING HAS
THERE BEEN A MORE
POWERFUL CONTENT
COMBINATION.**





THE CREATOR'S CREATIVE ARMY

The Christian community contains some of the world's most frustrated creative people. Although we claim union with the One who stretched the neck of the giraffe, created the colors of the rainbow and designed the human eye to see millions of colors, we still manage to bore millions of people every week.

Get ready for some good news: There's a huge army of talent out there just waiting for a chance and a platform to produce. For the first time this army's creative voice is about to be released into a world filled with despair and confusion, a world that has waited anxiously for God's hope to be communicated in new ways that they can relate to.

A POWERFUL CONTENT MACHINE

The stated mission of The Visual Church (TVC): To introduce new ways of communicating God's message in churches through the formation of The Visual Church — America's First Multimedia Church — while simultaneously launching a new global Web-based religious broadcast company that will help revolutionize Christian broadcasting through the introduction of new short programming.

**“STARTUPS HAVE A DIFFERENT
ROLE. THEY ARE ABOUT
BREAKING THE RULES AND
TRYING NEW THINGS THAT
MIGHT FAIL OR MIGHT CHANGE
THE WORLD.” — MARC
ANDREESSEN, CO-FOUNDER
OF NETSCAPE
COMMUNICATIONS CORP.**

If we want our life changing message to find its mark in the 21st century human heart, then we must stop using 19th century communication techniques and develop new content that is relevant to today's audience. Christian TV can't do it; they have their hands full keeping their lights on and serving niche markets. Family TV can't do it.

**“THE PIPES THAT ARE BEING
BUILT ARE HELPING TURN THE
FOCUS BACK TO CONTENT...
THE QUESTION NOW IS JUST
WHAT KIND OF CONTENT WILL
BE PUT ON THESE INTERACTIVE
CHANNELS.” — CORY SMITH,
CEO OF WEBCAST SOLUTIONS**

They have their hands full serving a broader market and satisfying national advertisers. I believe the Christian content revolution will begin in the very same place Christian broadcasting began — the local church.

However, the revolution will not start with the traditional local church, but a new local church model. A 21st century church. A church designed to communicate to the masses using the power of multimedia. A church that has the right tools to re-purpose their local multimedia content for global broadcast.

TVC was founded on the assumption that the local church has something not only to offer our local community, but also to offer the world. That something is new programming. If we can do a better job of creatively communicating to our local congregations, then we can re-purpose that content — and in the process launch mini production studios in churches all across the world. Seem far-fetched? Believe it or not, the revolution has already begun.

Churches across America are realizing the necessity of multimedia. Many are purchasing high-powered production and broadcasting tools with foreign names like Avid, BARCO, XL-1 and G4. These high-tech tools are capable of producing broadcast-quality programming, streaming Web shorts and in-church broadcasting. Our goal is to develop TVC into a working lab where what we learn can be passed on through our “We-Learn-You-Learn” network.

MOBILIZING THE LOCAL CHURCH

TVC functions like a traditional church by utilizing small groups, youth ministry, children's ministry and prayer ministry. The main difference is that the weekly message will be communicated

using multimedia instead of a lecture-based sermon. The TVC objective is to get more of God's important message into the heart of the audience.

TVC also will serve as a next-generation ministry that distributes video shorts, animations and digital content to a broad range of traditional and new Christian media outlets, including the local TVC service, TV, the Internet, broadband services, DVD and home video. TVC's Web site (www.TheVisualChurch.com) will work to become

“THE DANGER OF THE CHURCH TODAY LIES WITH ARMOR AND BRAKES. THE BENEFITS LIE WITH RISK AND SPEED.” — LEONARD SWEET, WWW.LEONARDSWEET.COM

the Internet's largest destination for quality Christian programming. Thirty minutes of new programming will be produced weekly for the local church service and then re-purposed for global distribution.

For Christian filmmakers and producers, TVC means they can now afford to produce because of the exposure and revenue opportunities made available to them through the TVC Web site. For media companies, TVC means an opportunity to deliver new programming that is relevant and makes a difference. For the viewing masses, it means an opportunity to see meaningful entertainment that isn't available anywhere else in the world. For the cause of Christ, it means the amount of biblically based programming in the world will increase exponentially, thus producing a greater positive influence on the world.

RECONNOITER THE WAY WE LEARN

The discussion on whether to use multimedia or lecture-based presentations to communicate God's message should go deeper than mere traditional preferences. It should ask, "How does our contemporary society learn?"

From elementary school to college, from corporate America to entertainment, people today gather information and learn from well-crafted multimedia presentations. Interactive TV, Web Radio, Web Video, DVD, Video On Demand and video games are words associated with today's exciting, fast-paced and visual learning environment.

And yet, for the most part, we still expect the church and TV audience to stay tuned into a 30-minute lecture-based sermon! My brother and I used to say we'd rather take a beating than have to listen to a lecture from Dad. That communication "clue" is more relevant today than it was then.

ENGAGE THE AUDIENCE

When people criticize TVC's pioneering communication tactics, I often bring up the challenges D.L. Moody and Ira Sankey encountered when they pioneered the use of congregational singing from bound hymn books. They were deeply criticized for breaking tradition, yet the tradition they broke ended up being a positive thing for the Church as a whole.

A great illustration to the effectiveness of multimedia-based communication comes from two different places that often have similar audiences: churches and movie theaters. In church, if you were to observe an audience during the sermon you'd see that approximately every 30 seconds the person in the audience looks away from the speaker. In a movie theatre the opposite occurs; people almost never look away. That's the power of multi-



“THE AUDIENCE HAS CHANGED. THE AMERICAN PUBLIC IS LOOKING FOR SOUND BITES OF INFORMATION.”

**— TOM CURLEY,
“USA TODAY”**

**PUBLISHER/PRESIDENT,
ON THE PAPER'S STATUS
OF BEING THE MOST-
READ NEWSPAPER IN
THE NATION**



media-based communication. The combination of a good story, moving images and carefully selected audio creates an exciting learning environment where more of the human senses are engaged, causing people to pay closer attention.

The logical conclusion is that if we can develop ways in the Church to keep our audience engaged with the message, then they will receive more, understand more, learn more and grow more.

AWOL SOLDIERS

According to a recent George Barna survey (www.barna.com), people between the ages of 18-24 who used to be regular church attendees are dropping out of church at record numbers. Nearly two out of three of these unchurched call themselves Christians.

WHEN “MAXIM” MAGAZINE SURVEYED ITS READERSHIP WITH THE QUESTION, “WOULD YOU RATHER GO TO CHURCH OR WATCH PRO FOOTBALL?” EIGHTY-THREE PERCENT OF THOSE AGE 18-34 CHOSE FOOTBALL.

The wrong response to this startling statistic is, “They must be uncommitted and unspiritual.” Research proves that people are just as spiritually minded today as they were 10 years ago. A better response is, “Why are they dropping out?”

The younger the person, the better they relate to multimedia. Young people today grow up surrounded by multimedia. From elementary school through college they are communicated to through multimedia. The average kid now watches 35 hours of TV per week ... and uses the Internet and plays video games. Yet most churches still commu-

**“WE’RE NOT SKATING TO WHERE THE HOCKEY PUCK IS, WE’RE SKATING TO WHERE THE HOCKEY PUCK WILL BE. TVC IS ABOUT MINISTRY-MODEL INNOVATION RATHER THAN MESSAGE INNOVATION. GOD’S WORD IS CONSTANT; THE WAY IT’S COMMUNICATED IS NOT.”
— BARRY WHITLOW, FOUNDER, THE VISUAL CHURCH**

nicate using lecture-based sermons that average 40 minutes in length. For those who grew up on multimedia, that 40 minutes can be torture!

“How do we craft our message so our media-tuned audience gets it?” is the question that drives TVC.

TVC hopes not only to use multimedia to evangelize, but also to recapture much of the Christian unchurched population. Barna places the number of born again adults who are unchurched at 10 million individuals. That’s one out of three adults and represents a huge part of the Christian army that is out of service.

CREATIVE ALLIES

TVC is one approach to developing new content and communication techniques. Hopefully, there will be many more. Reaching the 21st century audience will take a significant creative collaboration between the newest, the new and the traditional. By recognizing that none of us are as smart as all of us, we’ll reach the largest possible audience. There’s plenty of need and plenty of opportunity for all — and then some.

“TO IMPROVE IS TO CHANGE — TO BE PERFECT IS TO CHANGE OFTEN.” — WINSTON CHURCHILL

We believe 2000 will be the “Year of Creativity” for Christian media. God’s creative army is suiting up to take Media Hill. This new effort won’t be easy, and it won’t be without some very loud critics. But that’s okay. In the words of a sage, “If you aren’t living on the edge, you’re taking up too much room!”

Barry Whitlow is founder of The Visual Church in Colorado. Visit the TVC Web site at www.TheVisualChurch.com or contact Whitlow at Barry@TheVisualChurch.com or 303-587-4419.

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by Karl Stoll

STREET HOPKINS MOVIES EQUINE

After spending more than 16 years in TV, I continue to be fascinated by production technology. As director of communications for NRB I sometimes miss "pushing the buttons," so I took an afternoon to update myself by attending an equipment trade show in Greenbelt, MD, sponsored by Pro Products. Although I am not an engineer, my experience as a technician, producer and manager have given me some engineering understanding.

The number of new products at the show was overwhelming. I'll just hit a few highlights that grabbed my attention.

Clip Mail Pro

This toy could be a news director's best friend — and a new revenue source for video producers sitting on miles of archive tape. Clip Mail Pro by Telestream offers a new way to distribute video clips by eliminating shipping costs and expensive satellite time without compromising quality. They promise you'll never ship a tape again. It's really as simple as sending e-mail.

Using MPEG-2, store and forward technology, the Clip Mail system separates video/audio quality from transmission rate and allows you to choose the video quality, the network connection (including Internet) and the transmission speed that suits your needs.

The system comes with a 4GB hard drive capable of handling program length material, roughly 45 minutes of broadcast quality video and up to six hours of approval quality (a notch down from VHS quality). Of course, you can expand capacity with a larger drive at the send and receive sites.

On the down side, as with the advent of the fax machine, e-mail and other technologies, a Clip Mail system is required by both sender and receiver. So, while it might not be worth the \$10,000 investment until a lot of people are using it, all major U.S. broadcast news networks are either using the system or are in the evaluation process. The system is also popular with advertising agencies and the motion picture industry. (It is not yet compatible with DTV/HDTV formats.) Get more information from www.telestream.net or call 1-877-CLP-MAIL.

The Sony digital portable editor (DNW-A225) is a lightweight (28 lbs.), full-service edit system the size of a laptop.

ClipMail^{pro}



Clip Mail Pro by Telestream offers a new way to distribute video clips by eliminating shipping costs and expensive satellite time without compromising quality.

Sony Digital Portable Editor

The Sony digital portable editor (DNW-A225) is a lightweight (28 lbs.), full-service edit system the size of a laptop. This technology has been around for a couple of years and I still am amazed that an entire editing system has been condensed into such a small package. The unit gives field producers portability never before possible and the lithium-ion battery pack allows you to edit anywhere for up to 90 minutes.



Portability is the feature I admire most about this unit, but a closer look reveals other features that make it a winner. The player and recorder are identical and detachable, giving users and engineers added flexibility. With the right interface connectors, the DNW-A225 editor is also compatible with Sony's consumer DV and professional DVCAM formats, adding budget flexibility.

This machine is so compact, at first glance I couldn't figure out where to load the tapes! It can playback Betacam, SX and SP tapes and can record up to 62 minutes using S-size Betacam SX cassettes. International travel is no problem; this unit has the versatility of switching from 525/60

(NTSC) to 625/50 (PAL). The recorder and player include a four-channel mixer with the ability to mix or swap digital or analog audio channels.

One added bonus that caught my eye on the Sony system is the ability to support Good Shot and REC start marks generated in the Betacam SX camcorders. The system scans the tape for marks entered by the shooter, giving the editor a quick list of the best shots on the LCD screen. The operator also has the option of entering "virtual marks" to identify useful footage. It's a handy feature for such a compact unit to include.

For more information visit Sony's Web site: www.sony.com/professional.



Optibase specializes in video streaming technology and serves three areas: video publishers and content providers; application developers and system integrators; and networking system integrators.

Optibase Video Streaming

The day is coming when the ability to digitize, encode and transmit video/audio signals will turn the broadcast world upside down. Futurists point to the so-called "information appliance," a unit that combines a home entertainment system with the computer — and probably the kitchen sink, too. If this is where technology is driving us, Christian communicators need to be ready, willing and able to participate.

A company that can help the TV/video professional step into the future is Optibase. It specializes in video streaming technology and serves three areas: video publishers and content providers; application developers and system integrators; and networking system integrators.

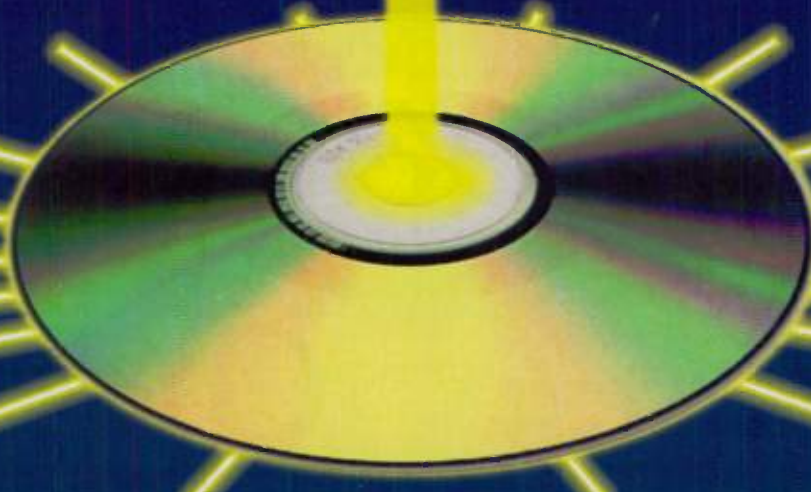
Optibase offers several products in each category. The trade show demo involved a DVD player routed through a computer performing the MPEG

encoding routed in turn to a computer viewing the program with Windows media player. Apply that set-up on a larger scale — perhaps on a corporation's intranet or on the Web — and suddenly an antenna tower, transmitter and FCC regulations become less important. Our strength is in our message.

The industry is experiencing an exciting time of convergence and exploration. Don't let it pass you by. Visit trade shows in your area and don't forget to walk the expo floor during NRB 2000 in Anaheim, CA. Chat with the vendors exhibiting there and find out where the future can take you!

NRB director of communications Karl Stoll has worked as a TV production technician and producer for 16 years (that's 112 in dog years). He has assisted in building two TV stations. He may be reached at kstoll@nrb.org or 703-330-7000, ext. 517.

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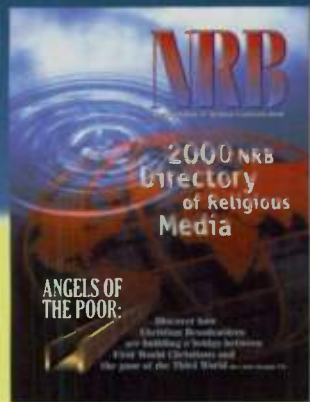


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DVD:

Ready

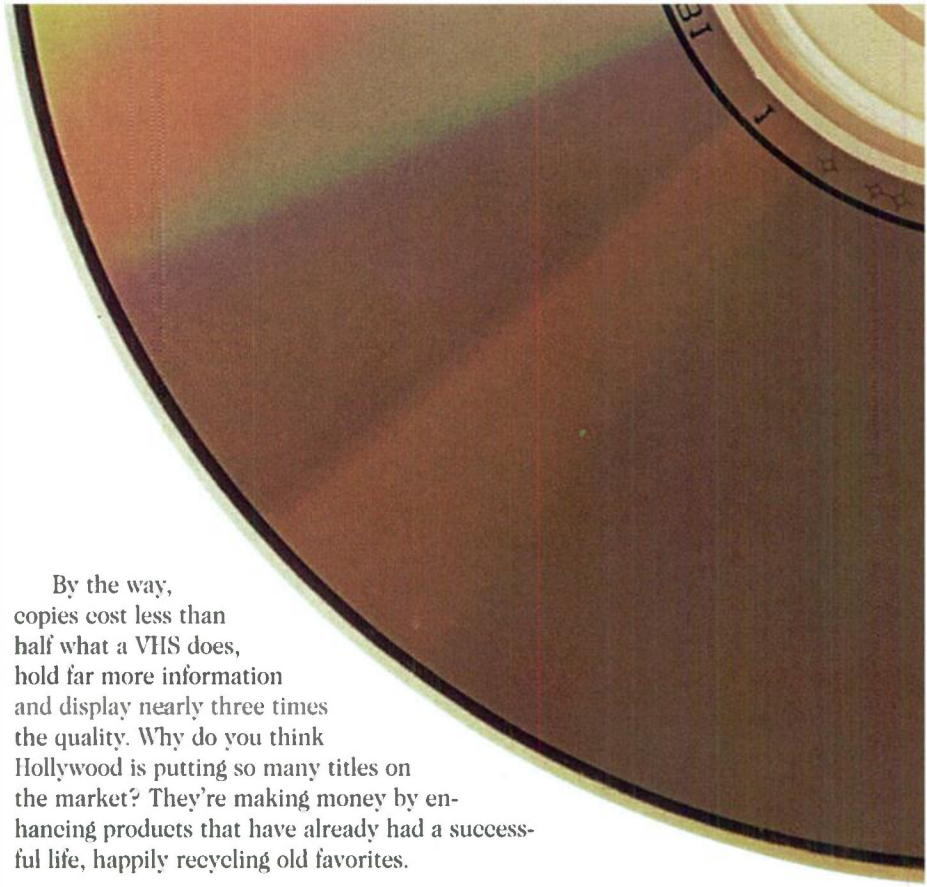
or

not,

It's

Here!





DVD format is here and the only real question remaining is how to put it all into perspective and get excited about it.

DVD is a family of distinct formats designed to work together with standards particularly designed to enhance the work it is to do. For instance, DVD-ROM is 10 times more stable than CD-ROM through internal design checks and balances. But I get ahead of myself. All following discussions will involve DVD-Video; for brevity we will refer to it as DVD.

What – Exactly – Is DVD?

Some puzzling questions exist: “Will there be any good burger joints in Heaven?” “Will the Boston Red Sox ever win the World Series again?” and “Will the heavenly choir really sing *Jesus Freak?*”

Although we have to wait for these answers, we can really sink our figurative teeth into questions like, “What is DVD?” “What do the letters stand for?” and “Do DVD and Christianity really go together?” In fact, this is the reason for holding a special NRB 2000 workshop on February 8 in Anaheim, CA. That’s when we get specific, have a chance to quiz leading industry experts for 90 minutes and figure what we should bring home and put to practical use.

DVD has raised a lot of questions. Is it Digital Video Disc or Digital Versatile Disc? Do the letters really stand for anything at all? Current wisdom says that the letters really don’t need to stand for anything anymore because these little discs are becoming just what they are, DVD.

A DVD is about the same size physically as a CD-ROM but the similarity stops there. To start with, a single layer DVD holds about 4.7 billion bytes (GB) of information versus some 650 megabytes or MB of usable space on a CD-ROM. There’s a little confusion here because DVD is based on multiples of 1000 while computer standards are based on 1024. So a single-layer DVD, also called a DVD-5, actually has a capacity for 4.38 GB. All of that means you can have about 2 hours of high-quality video on a single layer.

The format goes all the way to a DVD-18 with two layers on each of two sides. Other features include eight audio tracks, each of which can be 5.1 digital surround sound with five separate speaker channels plus a sub-woofer (that’s where the .1 comes in) channel. There are 32 full-page graphic tracks (not just for subtitles), and nine angles to allow you to be your own director as long as the tracks are laid in.

By the way, copies cost less than half what a VHS does, hold far more information and display nearly three times the quality. Why do you think Hollywood is putting so many titles on the market? They’re making money by enhancing products that have already had a successful life, happily recycling old favorites.

Interactive Medium

A good DVD requires a different way of thinking. DVD is an interactive medium that lets viewers choose what they want to experience. They can interact with a player using a remote control or with a computer equipped with DVD-ROM as are many new computers. Those DVD-ROM units are backward compatible so you can play that favorite CD or CD-ROM if you want.

The thought of letting the viewer have this much control to pick and choose may not be something people in our business like. It seems a bit loose to let people wander through our work at their whim, using menus to dash from one spot to another, depending on their particular interest level at the time.

Enough already. Let’s get back to “Why me?” “How much does it cost?” and “How do I do DVD if I decide I want to?”

We usually want to bring that viewer to some decision point, whether it is to trust in Christ or to change a lifestyle or to buy a product. So we sequence things toward bringing people to a point of making a decision. And it’s a good thing to do.

Bad quality can be particularly devastating when it bursts onto a large screen in front of an unsuspecting audience.

Short Attention Span Theater

The dilemma is that we have a culture with a very short attention span, a wide range of interests and not much spare time. We need to capture the attention of viewers, hold their focus and press them toward a decision. With DVD there is the possibility of losing control over the elements they are willing to experience. On the flip side, there is also the opportunity to give viewers so much more to experience because we now have a variety of ways to help them make a decision or even a variety of decisions.

The DVD Mindset

Interactive DVD presentations require thinking differently than planning for a controlled linear presentation. It's a mindset. DVD allows the ability to enhance some central theme far beyond anything you might have done in the past, eclipsing most if not all of what has been previously introduced to the public.

This is large-screen, wide-vista, high-impact, surround-sound in an easy to use format that works well on the family TV. It's high quality and intricate access made easy with the simplicity of menu selection. It follows the same principle that brought us the automobile. It's technology designed by engineers to be operated by people who really don't care what takes place under the hood or behind the screen ... just get me there, or in this case, give me the information.

How long is a DVD?

This is a tough question since DVD is not linear. It's better to think of the size of a project in terms of how many segments need to be presented. How long are the sentences and how much of the information is graphical? How interactive do you want the project to be? How much stuff do you need to include? The question really is not how long but how big.

How much project time can be put onto a single layer single side DVD?

The answer usually is just barely enough. The rule of thumb is about two hours of BetaSP quality material. You could put about nine hours of VHS quality material on it, but why bother?

A key to DVD quality is MPEG-2 encoding and encoders come in a wide variety of flavors. Encoding is a primary factor in allowing the best quality of video to be inserted onto the 4.7 GB single layer disc. Since not all MPEG encoders are created equal, you usually get what you pay for. The cheaper the encoder, the poorer the quality of picture. The more you pay, the better the quality.

How many segments can you have?

The DVD format specifications allow 99 chapters in 99 titles. The possibilities seem endless but most projects run out of relevant material before they exceed the potential for variety.

How much does it all cost?

You need to consider the cost of producing the original materials plus the cost of designing the layout and authoring the final DVD. There is a wide range for design and authoring, from as little as \$5000 to a heavy six figures. Here's the good news. Once the authoring is done, the duplicated discs cost much less than a VHS. One of the projects we recently completed had the contents of 46 VHS tapes on a single layer DVD which was duplicated for less than \$3 per disc.

Let the buyer beware bargain basement prices on authoring and encoding. Some low-cost shops can have a low-quality authoring system, which may not be able to handle your project. They may also have an inexpensive encoder, which would not provide the video quality you need. Ask for a sample of their work before you entrust them with your project. Bad quality can be particularly devastating when it bursts onto a large screen in front of an unsuspecting audience.

continued on page 122



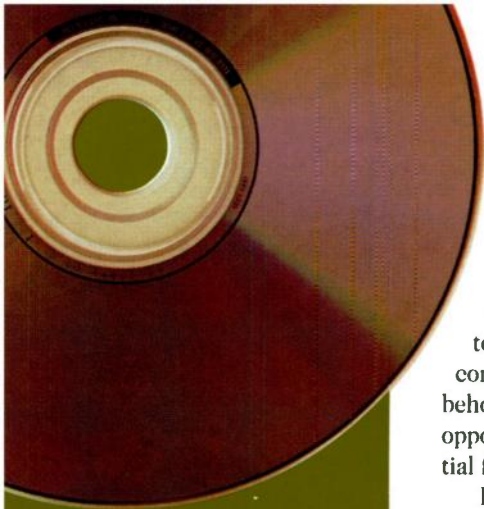
THINGS TO DO AT NRB

- Listen to KKLA-FM 99.5...
WOW what a radio station
- Find a buyer for my three-year supply of dried food.
- Be part of the live audience for Duffy and Co., Live From LA Monday from 4-7pm, on the exhibit floor, KKLA booth #1236.
- Find out if the boycott is still on.
- Attend the Jane Chastain Show; Monday 3-6 pm on the exhibit floor, K-Light booth #1236.
- Call friends back home from the beach and tell them the temperature.
- Check with Roger Kemp about avails on KKLA and K-Light. (Yes there are a few!)
- Say ahoy to a pirate at the Christian Pirate Radio Booth #1236.
- Tell Brandt how much I love NRB.

Welcome to our Home!

THE KKLA COMMUNICATIONS GROUP





DVD at NRB 2000

On Tuesday, February 8, Sam B. Wagner will moderate the media technology workshop on DVD. Panelists include: Brian Hurst, media production coordinator for the Florida Baptist Convention; Larry Johnson, president of Rise International, a top production facility; Linda Cormican, West Coast sales representative for Pioneer New Media Technologies; David Habiger, vice president of sales for Sonic, a leading DVD authoring system; and Des Farrell, director of sales for CINRAM, a top U.S. DVD duplication facility.

The dilemma is that we have a culture with a very short attention span, a wide range of interests and not much spare time. We need to capture the attention of viewers, hold their focus and press them toward a decision.

Can I put my already produced project on DVD now?

Yes, but beware of shovelware. It really is a waste of the medium and for those who have been exposed to good DVD work it has the potential for leaving them with a sour experience. Hollywood is our biggest competitor. They are well known for their advances in communication, technology and processes. It behooves us to see what they are doing — take the opportunity to use the medium to its fullest potential for your project.

People tend to be afraid of thinking and moving outside of convention or tradition or historic precedent. This is sometimes referred to as “thinking inside the box.” There is a good deal of common acceptance that the box no longer works. Certainly, DVD is one way of thinking outside the box.

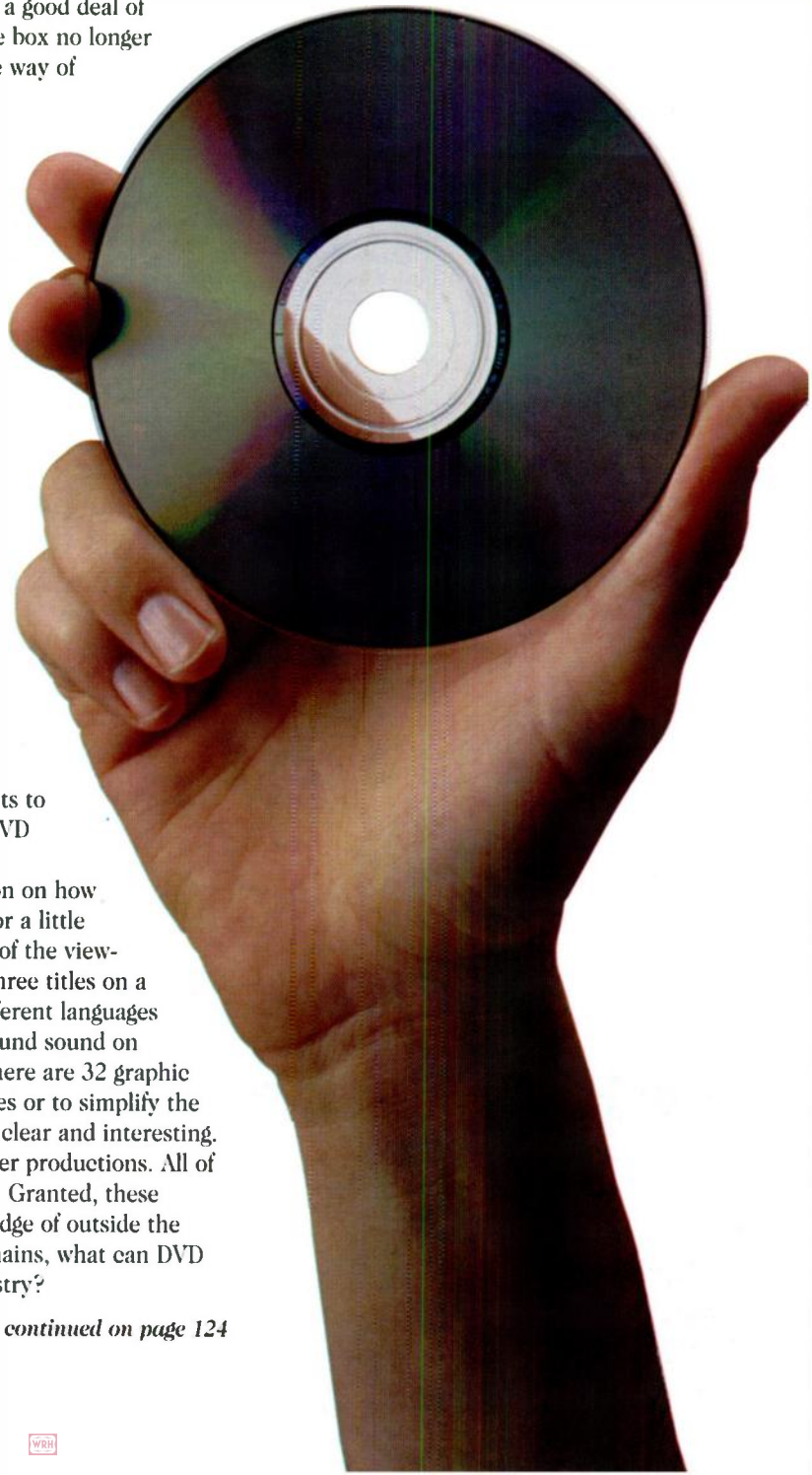
As an example, think of a video project that is marketed for sale in a bookstore. The only thing that can be done with this project is to place it in a VCR and watch it from beginning to end with maybe a bit of fast forward or rewind to check out the good parts again. DVD, on the other hand, offers instant access to specific points of interest within the presentation, all of it menu driven. Viewers can select what they see; yet they are subtly guided from scene to scene.

Other Helps

Here are a few more points to consider in preparing for a DVD presentation:

Perhaps insert information on how the project came into being or a little game to check the retention of the viewer. Consider putting two or three titles on a disc or inserting up to 40 different languages or eight languages with surround sound on your feature presentation. There are 32 graphic channels available for subtitles or to simplify the presentation while making it clear and interesting. Also, consider promoting other productions. All of this can be done on one disc. Granted, these points are still on the outer edge of outside the box. So, the big question remains, what can DVD do for you and for your ministry?

DVD allows the ability to enhance some central theme far beyond anything you might have done in the past, eclipsing most if not all of what has been previously introduced to the public.



continued on page 124



FIVE LOAVES, TWO FISH

Just imagine the astonishment
of those that were fed...

Just imagine their reaction...

Just imagine what they must
have thought...

Just imagine what more can
happen with a walk of faith

WE HAVE!

Isaiah 54:2

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Contact: Belarmino (Blackie) Gonzalez
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The thought of letting the viewer have this much control to pick and choose may not be something people in our business like. It seems a bit loose to let people wander through our work at their whim.

Approaches to DVD

Think about how the medium itself can reach others, especially the young, dynamic and progressive. How much farther can Christians go with the creativity of the Lord to push this medium to reach people? Just how far are you willing to invest your God-given talents to own the capability to impact lives through one of the newest and most successful technologies to hit mainstream America and the rest of the world?

The answers lie with those who are willing to take a chance and spend the resources to reach their audiences with messages that are memorable and inspiring, presented in a manner worthy of their time. In the end, it's God's work we do. Let's do it with the quality and creativity worthy of our calling.

Brian Hurst is media production coordinator for the Florida Baptist Convention in Jacksonville, FL, and spent eight years working with the Southern Baptist Radio and Television Commission. He also has worked with Video I-D, where he has produced several major DVD projects for clients such as Caterpillar and Moody Bible Institute.

Sam B. Wagner is president of Video I-D, Inc., and has worked with film, video and interactive media in broadcast and industry for more than 50 years. Based in Peoria, IL, Video I-D has been heavily involved specifically with DVD and its production since 1997. Sam has been a member of the NRB Television and Visual Communications Committee for many years, serving as secretary, elec chair and chairman. This year he serves as moderator for the first NRB workshop on the practical aspects of DVD production. Contact Wagner at sbw@videoid.com.

Ten Reasons Why DVD Is Special

1. Quality of picture. While it is hard to put a number comparison between VHS, CD-ROM's MPEG 1 and DVD's MPEG 2 quality, the untrained eye has no problem seeing the difference ... sometimes as much as three times the quality of a standard VHS.
2. Eight channels of audio per video clip are available at the press of a button. We use these channels for different languages, but there is nothing to prevent them from being used for director's comments, special instructions, featured materials, enhanced audio for the hearing impaired and more.
3. Each audio channel will support the 5.1 digital surround sound format with its five distinct channels of audio. It is possible to place 40 language versions with each video selection.
4. There are 32 full-page graphics tracks available for each video selection. These are usually used for subtitling, however as these are true graphics tracks, there is nothing to prevent highly imaginative graphic enhancement.
5. Child protection allows "yellow brick road" progression. Most of us produce things that the whole family can watch. Using the code allows viewers to move sequentially through the DVD. By inserting the code at the end of a segment, viewers line up for the next segment, leading them to the next portion of the DVD you would like them to see when you want them to see it.
6. Bar codes are cool. Some professional players are equipped with this feature, which provides great flexibility. Once the presentation material is placed on the DVD and referenced with barcodes, information can be presented in a wide variety of ways with single-button advancement. These presentations can be designed to fit the audience and are easily modified in less time than it takes to talk about it.
7. Nearly everyone likes to play games, especially younger people. Because this is an interactive medium, games can be responsive with great depth of plot and graphics. Real video allows navigating through streets, moving through doors, entering levels and getting answers to life's questions while enjoying the action. It's a proven way to touch the hearts and minds.
8. Menus are the keys to unlock doors. Carefully developed menus allow the viewer to navigate through the entire piece and help control the route by subtle placement of content. Menus provide the buttons for maneuvering. However, these need not be just buttons next to a table of contents. DVD buttons are targeted areas on the screen, which allows them to be concealed behind layered activity on the screen. Menus can be moving video, graphic stills, animation and much more. The menu opens the door to the whole project.
9. Yes, friends, count them, nine camera angles. This allows viewers to choose what specific angles they want to watch. Concert viewers can concentrate on the drummer, lead singer or audience. Businesses can hold on a particular function of a piece of equipment, viewers can pick and choose to match their mood and available material. You can tell your story in a variety of ways, to a variety of audiences, with a variety of interests, with age- and gender-specific video. Custom viewing at its best.
10. Copy protection ranges from access codes to geographic regional codes to encryption levels and computer copy denial so you can reasonably protect your original work. That being said, there are still ways around encryption devices so continue to guard against theft.

— BH & SBW

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Sound Spectrum Management and Low-power Radio



Rep. Mike Oxley (R-OH) is vice chairman of the telecommunications subcommittee.

When I was a boy growing up in Northwest Ohio in the 1950s, I became a die-hard fan of the Detroit Tigers, because those were the games I was able to pick up on the portable radio in the bedroom I shared with my brother. Most of the folks in my hometown of Findlay followed the Tigers in the days before satellite broadcasts and cable TV, because you just couldn't get a reliable signal from the Cincinnati or Cleveland stations. Even when TV arrived on the scene, the *Game of the Week* usually featured the New York Yankees or the Brooklyn Dodgers, so for me, broadcast radio continued to be, literally, the only game in town.

I am still a Tigers fan today and I am still a believer in the power of broadcast radio. Whether in the case of a commercial broadcaster providing local sports and weather or a religious broadcaster nurturing a gospel ministry, radio communicators develop a special relationship with their listeners. A lot of time, love and financial capital goes into building those relationships, and as a telecommunications policy maker, I believe I have a responsibility to carefully weigh the pros and cons of any change in federal broadcast policies that might adversely affect those relationships.

As everyone in the broadcasting business knows, the FCC has proposed the creation of a new low-power FM radio service. The problem is, the establishment of this service is contingent upon the relaxation of current interference standards, meaning increased interference with existing radio services. Of course, increased interference translates into fewer listeners for existing broadcasters, all of whom have worked hard to build their audiences.

I do not believe it is fair of the FCC to take an action which would devalue the investment of current FM license holders. And it isn't just unfair to broadcasters. Some experts predict that eliminating adjacent channel safeguards to make room for low-power stations will lead to increased interference much like that present on today's AM dial. We've all experienced the frustration of trying to tune in a ball game or an inspirational radio personality as the signal fades to static. Is it fair to listeners to deny them clear reception of their favorite stations? Inexpensive and older radios are

particularly vulnerable to increased interference, meaning low income and elderly listeners especially would be hard hit.

I also am concerned that the proposal unnecessarily jeopardizes the planned conversion to digital radio. At a minimum, adding a large number of low-power stations to the already congested FM radio band would make the transition to digital broadcasting more problematic.

Alarmed that low-power radio poses a real threat to the viability of existing broadcast stations, and concerned about the impact on digital radio, I recently introduced legislation with four of my colleagues to prevent the FCC from authorizing its new low-power FM service. H.R. 3439, the Radio Broadcasting Preservation Act, would repeal any prescribed low-power FM rules and revoke any low-power FM licenses which may be issued by the time of enactment of the measure.

While Congress is unlikely to act on my legislation before the FCC takes up its rulemaking, I wanted to send the message that if the FCC goes too far and allows significant new interference with established broadcasters, there are members of the House of Representatives who are prepared to take action to undo the damage. I would encourage NRB member stations that share my concerns to contact their federal representatives and urge them to consider becoming a cosponsor of H.R. 3439.

While the FCC's stated desire to provide new public forums for community groups is laudable, a multitude of alternatives already exist. Groups may obtain existing commercial or noncommercial licenses, use public access cable, purchase broadcast or cable air time, publish periodicals and utilize Internet Web sites and e-mail, among many other options.

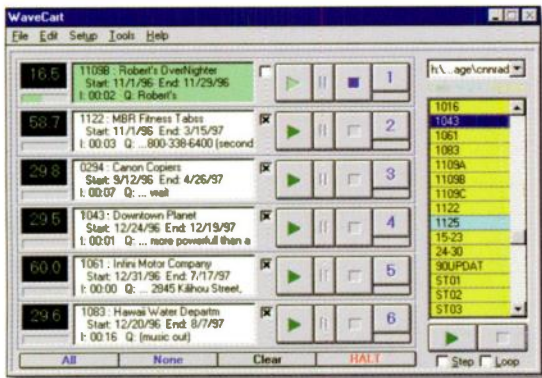
In my opinion, it isn't possible to add a new radio service of any significance to the already crowded FM band without creating additional interference with today's broadcasters and complicating the transition to digital radio. The FCC can't change the laws of physics. All the FCC can do is change the rules under which broadcasters operate. I believe Congress has a responsibility to ensure that those rules are fair to broadcasters and listeners, present and future.

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