

NRRB

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July/August 2000

*If God will provide,
why do we have to
ask for money?*



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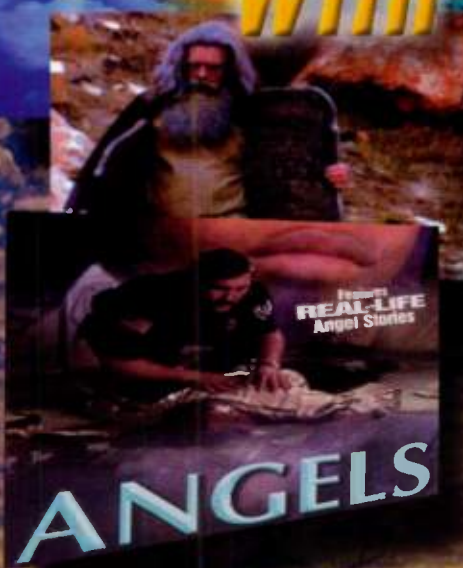
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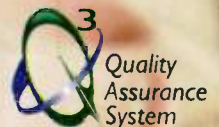


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Christian Booksellers Association; New Orleans, LA. 800-252-1950.
- **July 27-29**
Southwestern NRB Chapter Convention; Dallas-Fort Worth (TX) Marriott.
Barry Thompson, 318-783-1560.
- **July 29-August 6**
Amsterdam 2000; Amsterdam RAI International Exhibition and Congress
Center, Billy Graham Evangelistic Association, 800-247-2426.
- **September 2**
TheCallDC; The Mall in Washington, DC. Kristin Young, 202-371-9580.
- **September 17-19**
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 20-23**
Godsmission.comUNITY; Orlando, FL. Patricia Swindle, 630-752-5015.
- **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.
- **February 10-13, 2001**
58th Annual NRB Convention & Exposition; Wyndham Anatole Hotel, Dallas,
TX. Gina Ebhardt, 703-330-7000, ext. 503.

NRB

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Signing On



Nothing seems to impress followers more than the way leaders respond to situations, particularly emergencies. If our followers see a Spirit-filled calmness in the way we meet unforeseen and difficult crises, they will be inclined to follow our example.

If our regular response to mistakes is, "How stupid can you be!," we should not be surprised if our next tier of managers responds the same way to their subordinates.

I've learned many things during my tenure in management. Let me share two skills of a good leader with you: listening and giving direction.

Listening

Leaders usually talk too much. If we dominate conversations, find it necessary to take the lead in solving every problem that a

Responding Appropriately

group has or quickly define solutions for other people rather than let them discover their own, others will follow our lead. We are impressed by the leader who seems to have the time and ability to hear others out. But listening takes practice, as does learning to respond calmly. If employees perceive that a leader has understood a situation and given each viewpoint careful consideration, they are more likely to accept the leader's choice ... even if it isn't their own.

Giving Direction

The function of leadership is to lead — to understand what needs to be done in the best interest of the organization and how to accomplish it. We can model a "Do it my way!" attitude or one that says, "Here is one way to do it, which I have found useful. Do you see a better way?" The former not only prevents others from jointly owning the goal and having a sense of contribution to the solution, but also misses the opportunity to teach people how to solve problems.

NRB Building Fund

Another facet of leadership is giving. Your association has a unique opportunity for you to participate in a historic project: its permanent headquarters building in Manassas, VA. I know many of you would like to send a gift to the NRB Building Fund. The pledges and gifts stand at \$1,048,000; the goal is \$2.2 million.

Thank you for all the good work you do and the sacrifices you routinely make as a leader. Let's continue to do our best and strive to make our management skills worthy of the One we serve and of the calling He's placed on our lives.



E. Braadt 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.

God Loves You

Imagine this: you want to communicate with 70 percent of Germany, the government leaders of England, a large portion of the rest of Europe, key business leaders of Hong Kong, 80 percent of the U.S. federal workers and a significant percentage of the business world in the United States. According to *Time* magazine, this unprecedented connection occurred during early May with the "I Love You" computer virus.

We would not want to be responsible for recreating the damage and havoc created by the virus, and certainly this communications pinnacle was not worth the cost — estimated to be as high as \$10 billion; however, the impact of the malevolent virus was a powerful illustration of our global village. With cautious observation, we conclude: Much of the geographic world could be reached very quickly and effectively with a focused message through the healthy and proper use of the Internet.

The traditional forms of communication that we Christian communicators depend upon — radio, television, telephone and mail — are rapidly being transformed into partnerships with the Internet or, perhaps more alarming, "replaced" by the Internet.

A significant point to consider is, how does this virus challenge us to become state-of-the-art communicators?

Re-thinking Distribution

Many of us have yet to take seriously the magnitude of this digital revolution. We must re-think how we are currently distributing our message in order to take advantage of the strengths of the new media. Consider the potential for fulfilling the Great Commission: Half of America is now connected to the Internet. China is forecast in 10 years to claim a comparable percentage. In other words, more Chinese will be digitally connected than the entire population of the United States! This kind of demographic phenomenon should superinduce an upheaval in our efforts to

produce and distribute our programs.

The well-advised, forward-thinking communicator anticipates and celebrates change and innovation. We must embrace this frontier aggressively but with caution. For example, radio stations are beginning to "air" on the Internet, which means they no longer will be limited by wattage and frequency but by their ability to market and promote themselves.

Cutting-edge ministries that accept change and are determined to survive are building Web sites with strong content as they use their traditional media outlets to promote the uniqueness of their online material. These pioneers face the challenges and lead the efforts, boldly entering their ministries into cyberspace. A small step, yet a great leap into global exposure.

Some ministries are already taking that big leap: Pastors.com, OnePlace.com, Gospelcom.net, Christianity.com. These efforts feature new ministry opportunities such as chat room counseling, personalized e-mail responses, personality interviews by the consumer, and new program opportunities without the time constraints of "broadcasting" but requiring sensitivity to an audience ready to click to another site.

Although the vast array of "e-options" may bewilder us as we seek the winning strategy for our ministries, sitting still on the sidelines of the Internet revolution is not a luxury we can afford. We have been commissioned to use the Internet (and every other media) to tell the world "God loves you."



NRB second vice chairman Michael Little is president/COO of Christian Broadcasting Network in Virginia Beach, VA. Contact him at michael.little@cbn.org or 757-226-2767.

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Playboy Decision Rests on Other Available Means to Protect Children



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.

A number of religious broadcasters, like many other Americans, have expressed concern over the Supreme Court's recent decision invalidating a restraint on cable carriage of so-called "adult" programming channels. The case, *U.S. v. Playboy Entertainment Group, Inc.*, concerned a provision of the Telecommunications Act of 1996 that required cable systems to either fully scramble channels "primarily dedicated to sexually oriented programming" or to limit their transmission to hours when children were unlikely to be watching cable television. The justices struck down the law on a closely argued 5-4 vote.

From a strict legal standpoint, the *Playboy* decision is not a validation of that channel's programming content. Whether the material was "obscene" was never an issue; all parties to the case agreed — with little time spent on the analysis — that the programming at issue was not obscene but only "indecent." As broadcasters know from their experience with FCC regulation, indecent speech, unlike obscenity, is entitled to some measure of First Amendment protection. Courts have consistently held that protecting children from exposure to such speech cannot justify depriving willing adult recipients of the material.

Given that determination, the government faced a significant constitutional burden in trying to justify the adult channel restriction. The outcome of the *Playboy* case really turned on two points: 1) the law plainly was targeted at suppressing speech because of its content; and 2) the existence of another cable-blocking provision in the statute — which provides that cable operators must "fully scramble or otherwise fully block" any program channel upon the request of a subscriber — seriously undermined the need for the restriction aimed only at adult channels.

The dispute, as well as the legal provision itself, arose because of technical limitations on some cable systems. Virtually all systems offer channels such as *Playboy* and *Spice* only to subscribers who pay an additional fee, transmitting a scrambled signal to those not desiring the channel. But many systems (particularly older ones) cannot fully scramble both the audio and video portions of the offensive signals; certain sounds or images therefore may "bleed" through to the households of non-subscribers.

That signal bleed prompted Congress to devise the targeted restriction, which imposed a duty on cable operators to act, in addition to the generally available blocking provision, which requires action by an individual subscriber. As a result, many cable operators dropped adult channels altogether or restricted their transmission to late-night hours.

The five-justice majority faulted Congress first for imposing a speech restraint that not only targeted particular messages but even particular programmers: "Laws designed or intended to suppress or restrict the expression of specific speakers contradict basic First Amendment principles." The majority noted that equally offensive programming might air on premium movie channels without confronting the restraints imposed on the adult channels.

But the key to the decision was the alternative blocking provision available upon a subscriber's request. That alternative, the majority determined, "enables the Government to support parental authority without affecting the First Amendment interests of speakers and willing listeners."

It remains to be seen what action, if any, Congress or the FCC may take in the aftermath of the case. Regulators have options, which include requiring cable operators to better inform parents of their individual rights to demand blocking of objectionable channels.

Revised Method for Awarding New NCE Licenses

In separate action, the FCC recently amended its procedures for choosing among rival applicants for a new non-commercial educational (NCE) station. After five years of consideration — during which time the FCC froze action on all pending cases involving competing applicants for NCE radio and television stations — the agency decided to use a point system to replace the old comparative hearing process. The Commission believes the new system will replicate the best aspects of its traditional comparative analyses (by favoring those with local ties, among other attributes) without the time and expense of the old method.

The new procedures call for the FCC to open publicly announced "filing window" periods during which the agency will accept applications proposing new NCE facilities. If any applications prove to be "mutually exclusive" from a technical standpoint, the agency will employ a point system to determine the eventual licensee. Points will be awarded to those applicants that 1) are an "established local entity"; 2) own no other local radio or TV facility; 3) are part of a qualified "statewide network"; or 4) make the best technical proposal. In cases of a tie, the applicant with the fewest broadcast stations will be selected.

NRB participated in this rulemaking and succeeded in defending its members' interests on several points. Perhaps most significantly, NRB helped convince the Commission to award points to applicants that operated any statewide educational network of stations, regardless of whether the educational institutions at the heart of the network were public or private. The original proposal would have limited this credit to governmental entities, thus disfavoring religious institutions.

NRB also successfully fended off a proposal to award points to applicants who secured public facilities grants — funding for which religious NCE licensees are not eligible.

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

Steve Woodworth
Former VP of Marketing
at World Vision,
now CEO of TRG.

Vicky Gallop
Over 8 years of
non-profit media
experience.
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Director at KMA,
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Trade Talk

Airwave News

SAN DIEGO, CA - KGTV weatherman and environmental expert Loren Nancarrow joined San Diego's new KCBQ-AM for *Captain Compost*, a live weekly radio program. (858-535-1210)

**AM1170
KCBQ**

MARION, IL - WGGH-AM launched *K & J Morning Show*, a Top 40 program featuring southern gospel music. Veteran announcer Joe Howerton and newcomer Kreighton Green will broadcast live from the studio's front lawn or remote locations where they will distribute free music, publications and doughnuts and coffee as part of casual Fridays. (618-993-8102)

WGGH.com MSB

DAYTON, OH - WFCJ-FM launched *Kaleidoscope*, a monthly Christian variety show, hosted by Bill Nance and Melody Morris. Taped at a local mall before a live audience, the program features the seven-piece band Joshua's Jazz and regular vocalists Connie Ryan and Lee Behnken. (Nance, 937-866-2471)



Bill Nance (left) and Calvin Hunt

WARRENTON, MO **Today's Child Radio** - As of March 1, *Today's Child*, a 90-second daily radio program produced by Child Evangelism Fellowship (CEF), was being carried by 1.170 stations and translators, providing listeners with encouragement and advice for reaching children with the

Gospel. Now in its 63rd year, *Today's Child* is recorded in a newly constructed audio/video studio at CEF's international headquarters near St. Louis. (Stephen Johnson, 314-456-4321)

DEERFIELD BEACH, FL - Earlier this year, several media representatives toured Jamaica, visiting ministry sites of *Angels Of The Poor*, the radio outreach ministry of Food For The Poor. Since 1982, Food For The Poor has distributed more than \$433 million in food, medical, educational, building and small business supplies to 27 countries in the Caribbean and Latin America. (954-427-2222)



Jim East, general manager of WOLC-FM/Princess Anne, MD, visits a family whose home his station helped to finance.

NASHVILLE, TN - The Southwest NRB convention will be held July 27-29 at the Dallas-Fort Worth (TX) Marriott. Speakers include James Robison of Life Outreach International, Crawford Loritts of Campus Crusade for Christ, Charles Morris of Haven Ministries, Sid Roth of Messianic Vision and pastor Dan Betzer of First Assembly of God in Fort Myers, FL. Highlights include practical workshops and free legal advice from FCC attorneys. (918-747-9464)

VIRGINIA BEACH, VA - *Christian World News*, a television news program produced jointly by the Christian Broadcasting Network and Regent University College of Communication and the Arts, is now being carried by Trinity Broadcast Network. (Baxter Ennis, 757-226-4093)

ST. LOUIS, MO - KFUC Radio, owned and operated by the Lutheran Church-Missouri Synod, won a Gold Angel award at the 23rd annual International Angel Awards earlier this year. (David Strand, 314-965-9917)



HOUSTON, TX - KSBJ-FM has been chosen "Radio Station of the Year" by the Gospel Music Association and the National Christian Radio Alliance. In other news, the station awarded to a listener an all-expense paid trip to Nashville to attend the Dove Awards in its "Dove BACK-Awards" promotion. (Jason Ray, 281-446-5725)

SCOTTSDALE, AZ - Swiss America Trading Corporation announced the release of its daily *Market News Update* simulcast, debuting on KKLA-AM-FM/Los Angeles, CA, as a five-minute live radio and Internet broadcast. (Matt Thomas, 480-443-3050)



LOS ANGELES, CA - Riding the crest of the game show revival, *Genesis: The Family Bible Game Show* (www.genesisbiblegameshow.com) premiered Easter Sunday. Focusing on the history and literature of the Old and New Testaments, contestants receive prizes on behalf of their congregations' community outreach programs and local charities. (Lanny Sher, 310-659-0380)



CHARLOTTE, NC - INSP's new program, *Changing the World with David Cerullo*, shares the host's vision of implementing change through praise worship and ministry. (Sara Lowe, 704-561-7728)



Airwave Anniversaries

LANCASTER, PA - *The Gospel Greats*, a nationally broadcast southern gospel music radio program, celebrated its 20th anniversary in February. (717-898-9100)



HARRISON, AR - *Alive! With Ron Hutchcraft* recently celebrated 15 years of ministering to youth through contemporary Christian music, drama and biblical straight talk. Originally known as *Saturday Night Live*, the program began at Moody Broadcasting Network in 1985. *Alive!* twice was named NRB's "Radio Program of the Year." (Rick Whitmer, 870-741-3300)



L-R: Pastor Alistair Begg, Sue Begg, Heidi Butts, TFL director Bob Butts

CLEVELAND, OH - *Truth For Life* (TFL), the radio ministry featuring the Bible teaching of Alistair Begg, celebrated its fifth anniversary in February. TFL began daily broadcasting in 1995. (Bob Butts, 440-708-2119)

NRB Advertiser Connection

"Great job, NRB magazine! We really appreciate the high standards you set for editorial content and your commitment to exceptional print quality."

— Nick Stawars, senior vice president - Marketing, InfoCision

Place your ad today! Contact Steve Cross at scross@nrb.org or 703-330-7000, ext. 518

Trade Talk

Airwave News, Continued

DES MOINES, IA - A live one-hour family counseling radio talk show was launched in April by conference speakers and authors Barb and Gary Rosberg. *America's Family Coaches LIVE* began daily broadcasts from newly constructed studios. The Rosbergs regularly speak at Life on the Edge, Promise Keepers and Family Life conferences. (Christianne Lange, 714-738-1501)



Barb & Gary Rosberg

COLORADO SPRINGS, CO - *Renewing the Heart*, which began in 1997 as a women's conference, is now a weekly radio program, thanks to the teaming of Focus on the Family with Moody Broadcasting. The live, one-hour, women's call-in aired on local Moody Broadcasting stations beginning in May. Hosted by radio personality Janet Parshall, the show will be available on the Internet. (Lisa Anderson, 719-548-5883)

FLORENCE, KY - Mortenson Broadcasting Company acquired WSCW-AM and WJYP-FM in South Charleston, WV, from CLW Communications Group, Inc., for \$1 million in cash. With these sales, CLW Communications Group exits radio ownership, but will continue its nationwide ministry. (John Pierce, 606-647-0101)

DAYTON, OH - The board of trustees of WFCJ-FM unanimously approved building a permanent studio at The Legacy Center in Xenia, OH. The facility, which will be large enough to host a studio audience, will be available to the proposed Legacy Vocational School for training purposes. The studio will be in addition to WFCJ's permanent broadcast center in Montgomery County. (Clair Miller, 937-866-2471)

FLORENCE, KY - Atlantic Broadcasting, headed by J.J. Jeffrey, acquired Maine stations WLOB-FM and WLLB-AM in Rumford and WLOB-AM in Portland from Carter Broadcasting Stations for \$3.5 million. (John Pierce, 606-647-0101)

DAVENPORT, IA - JoAnna Lund's *Healthy Exchanges* and EBI Video, Inc., are joining forces to produce a new series of shows for PBS, which will be produced, filmed and edited in the Quad Cities. (Mike Davis, 319-391-0619)

CARY, NC - Trans World Radio (TWR) recently expanded its ministry by airing a block of Spanish gospel programming on a commercial AM station in Miami. In addition to the new broadcasts, TWR pioneered LanguagesPLUS (Providing Language Understanding Sources), a ministry initiative aimed at reaching people in North America who do not speak English at home. (David McCreary, 919-460-3778)

BACK TO THE BIBLE



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25-minute daily radio
that teaches:

- what the Bible says
- what it means
- how it applies to life



Chonda Pierce

NRB 2001 Update: Opening General Session

"I believe that we should all aspire to impact the world with what we do," states Chonda Pierce. After wowing the NRB 1999 Women's Luncheon audience, the comedian is back to emcee and perform during the Opening General Session. From hilarious comments about bad hairstyles to heart-warming stories of love and loss, Pierce will energize the session.

Pastor, evangelist, author, speaker, broadcaster ... all define Greg Laurie, speaker for the Opening General Session and host of the national radio program *A New Beginning*. Laurie founded Harvest Crusades in 1990 and has preached to 2.3 million people in a decade of meetings, resulting in more than 193,000 decisions for Christ. His humorous, practical and understandable teaching will be a perfect complement to Pierce's style.



Greg Laurie



Tony Beckett
Associate Bible
Teacher



Woodrow Kroll
Senior Bible Teacher

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Trade Talk

Airwave News, Continued

CHICAGO, IL - Total Living Network (TLN) is now on Wedgewood Communications' Channel 51. Also,



Jerry Rose, president and CEO of TLN, announced the addition of 604,000 households

to the television and cable network. The increase consists of 585,000 households and 19,000 subs from Wedgewood Communications. In other TLN news, KTLN-TV 68 is airing *Bridges*, a weekly talk show hosted by Dave Scott. (Debra Hall, 312-433-3838)

WALL, PA - Cornerstone



TeleVision won the following awards for regular programs and specials: one Silver Angel at the 23rd International Angel Awards; three Crystal Awards of Excellence, one Award of Distinction and one Honorable Mention at the 1999 Communicator Awards; and one Award of Excellence, one Award of Distinction and one Honorable Mention at the 2000 Videographer Awards. Cornerstone also was a two-time bronze finalist at the 21st Annual Telly Awards. (Paul McDonald, PmcDonald@ctv.org)

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NASHVILLE, TN - Nationally syndicated radio show



Live from the Lambs! recently aired a special on the upcoming Squint Entertainment multi-artist release *Roaring Lambs* during Gospel Music Week in April. Aired live over 150 stations on Salem Radio Network and Morningstar Radio Network, the *Roaring Lambs* special is also available on Christian Internet site Crosswalk.com. (Lynn McCain, 615-262-1727)

CAMARILLO, CA - Salem Communications Corporation announced the acquisition of eight top market radio stations in agreement with Clear Channel Communications: KEZY-AM and KXXM-FM in Los Angeles, CA; KDGE-FM in Dallas, TX; KALC-FM in Denver, CO; WKNR-AM and WRMR-AM in Cleveland OH; and WBOB-AM and WYGY-FM in Cincinnati, OH. Salem paid \$185.6 million in cash for the stations. The acquisitions were subject to regulatory approval and consummation of a planned merger between Clear Channel and AMFM, Inc. (Tricia Whitehead, 615-254-0575)

WASHINGTON, DC - Chuck Colson, founder of Prison Fellowship Ministries, and Franklin Graham, first vice chairman of the Billy Graham Evangelistic Association and president of relief organization Samaritan's Purse, launched "Operation Starting Line," a collaboration of more than a dozen Christian ministries, on Easter Sunday at Sussex Correctional Institution in Delaware. The event kicked off a five-year evangelistic program aimed at reaching every one of the nation's two million prisoners. (Jennifer Sheran, 770-813-0000)



Franklin Graham

CHARLOTTE, NC - The Bible Broadcasting Network announced the sale of Texas stations KYFT-FM/Lubbock and KYFA-FM/Amarillo and the translator in Plainview due to insufficient financial support. (Harold Richards, hrichards@bbrradio.org)



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Trade Talk

Airwave News, Continued

LOS ANGELES, CA - Truth Soul Armor (TSA) hopes to transform Hollywood by producing films that positively impact society and share the Gospel. TSA's *Extremedays*, distributed through Providence Entertainment, releases in theaters this fall. ForeFront Records will release the soundtrack. (Dennis Disney, 615-287-9215)



ALPHARETTA, GA - Former Olympic gymnast Mary Lou Retton's *Flip Flop Shop* is a recent addition to FamilyNet's fall program line-up. An entertaining and educational program designed to reach young children with simple truths, *Flip Flop Shop* is sponsored by LifeLine. (Melany Ethridge, 972-267-1111)

MINNEAPOLIS, MN - *A Vow To Cherish*, the 1999 release from World Wide Pictures, won Angel Awards for "Artistic Excellence and Value" in video, national TV and international TV. Excellence in Media presented the awards. (Tim Morgan, 612-338-0500)




NASHVILLE, TN - WAY-FM and The Christian Hit Radio Satellite Network hosted Dove Award-winning Essential Recording artist Jars of Clay on its morning show in May to discuss the group's date with the Billy Graham Crusade. Dove Award-winning song "Unforgettable You," latest release *Collide* and latest gold album. (Kortland Fuqua, 615-261-9293)

MEDFORD, OR - The National Translator Association Technical Conference and Convention was held May 3-6, with key FCC staff members invited to participate, along with experts representing the legal and technical areas of broadcasting and translators. The effects of digital television on the translator industry was the subject of several presentations, including results of field tests of DTV on channel boosters and transmitters. (Stacie Austin, 541-779-6500)

CHICAGO, IL - Quentin Road Ministries released *The End of Time*, a new teaching series by James Scudder. Packaged in 16 audio messages, the teaching provides a simple and practical understanding of biblical prophecy. (Dan Reehoff, media2000@iname.com)

ATLANTA, GA - Charles Stanley, featured teacher for *In Touch* radio and television programs, spoke at *In Touch* rallies in Puerto Rico in March; Worcester, MA, in May; and Philadelphia, PA, in June. The next *In Touch* rally will be held August 8 at the Charlotte Coliseum in Charlotte, NC. Admission is free. (888-730-4211)

CHANDLER, AZ -  Bridgestone Multimedia Group released the *Character Builder Storybook* video compilation. Recommended for ages 2 to 6, the video contains 16 episodes filled with songs, stories and animation and includes important lessons on character and virtue. (Jessica Stinson, 480-940-5777)

Internet

NASHVILLE, TN - The Black Gospel Network (BGN) recently launched on the World Wide Web, playing 24 hours of black gospel music. BGN began with the on-air personalities of Cavell Phillips and Dorenda Johnson. The site can be accessed from two sources — www.blackgospelnetwork.com and www.one-place.com. Dave Terry is station manager for BGN, as well as account manager for OnePlace.com, the Internet company which launched the site. (Tricia Whitehead, 615-254-0575)



TAMPA, FL - www.liveprayer.com launched eight months ago as the first non-adult Web site to broadcast live 24 hours a day, seven days a week. More than 50 pastors from various denominational backgrounds



connect with and pray for people. The live video prayer and a daily devotional are available free to Web visitors. (William Keller, bkeller@liveprayer.com)

NASHVILLE, TN - With the launch of laruepetition.com, Reunion Records brother/sister duo LaRue aims to gather 250,000 signatures in agreement that sex education classes in U.S. schools must teach abstinence as the most effective method in preventing pregnancy and sexually transmitted diseases for unmarried teenagers. Phillip and Natalie LaRue will present the signatures to the secretary of education. Petitions are also distributed at concerts. (Valorie Buck, 615-261-6486)

A photograph of Pat Boone, a middle-aged man with short, wavy brown hair, smiling broadly. He is wearing a white dress shirt with a lace front, a black bow tie, and a black vest. He is holding a black jacket with white polka dots over his left shoulder. His right hand is raised, pointing towards the camera. The background is a solid blue color.

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Trade Talk

Internet, Continued

NASHVILLE, TN - FlickerRecords.com is taking the A&R process to the Internet, allowing fans to vote online for favorite new artists. Artists may upload their music to www.flickerrecords.com via an MP3 file, along with photos and biographical information about their bands. (Melissa Hambrick, 615-662-1241)



GRAND RAPIDS, MI - In an effort to expand its online content and community offerings, Christian Internet site iBelieve.com has signed partnership agreements with eight ministry-related organizations and individuals: FamilyLife, Majestic Media, The Business Source, The Institute for Religious Research, Sound Mind Investing, Winning at Home, WORLD magazine and Carole Bos. (Jeff Lambert, 616-233-0500)

NASHVILLE, TN - Prep Partner, a new showprep service for radio, e-mails material five days a week. Providing fresh, exciting material each day for radio shows. Prep Partner is a division of Scott Hawk Media and is located at www.preppartner.com. (PrepPartner@preppartner.com)



NEW YORK, NY - The Broadcastweb Network, a Maine-based company that owns and operates several Internet radio stations, has joined

Arbitron Internet Information Services' InfoStream Webcast ratings alliance. Arbitron Internet Information Services will provide audience measurement services for the network's three Internet radio stations, and InfoStream will measure all Internet radio channels streamed by the network's servers. (Thom Mocarsky, 212-887-1314)

CALGARY, ALBERTA, CANADA - On May 31, Intertooob.com, Inc., began airing a 24-hour interactive Internet television channel. The channel's lineup of comedy shows will be stopped in progress, allowing Internet users to vote on what happens next in the programs. Programming includes *The Spaghetti Western*, a silent show shot in sepia tones and featuring a piano soundtrack; *Streams of Life*, a soap opera spoof; and *10 Random Items Cooking Show*, a program that enables viewers to choose what random foods to combine. (Newsbytes.com)



SAN DIEGO, CA - MP3.com, Inc., a premier online music service provider, is acquiring the majority position in mp3radio.com from its joint venture partner Cox Interactive Media. (Karen Silva, 858-623-7222)



International News

LINCOLN, NE - The ministry of Back to the Bible in Latin America's office in Ecuador was recently robbed at gunpoint. A staff member was beaten, a rape was attempted and many were tied up during the robbery. The estimated loss to La Biblia Dice is around \$150,000. (David Hansen, 402-464-7200)



SOUTH AFRICA - A demonstration outside the Independent Broadcasting Authority's (IBA) new offices in Sandton, Johannesburg, occurred in April, with supporters of Christian radio stations expressing the need for Christian radio in South Africa. The IBA is attempting to close three community stations by refusing to renew their licenses. Members of the



African Christian Democratic Party have sent a memorandum of protest to the IBA. (Ramon Williams, rlgmedia@ozemail.com.au)

LONDON, ENGLAND - In April, more than 100 delegates from 27 nations attended the Fellowship of European Broadcasters' Conference 2000 in Warsaw. With the theme "Influencing European Broadcasting in the New Century," leading broadcasters and academics discussed with delegates issues affecting the future of European broadcasting. (Jackie Sibuns, 01707-649910)

GOLD COAST, AUSTRALIA - UCB International's UCB 2000 conference hosted more than 100 delegates from Australia, New Zealand, the United Kingdom and the Pacific for a time of learning, networking and inspiration. (Dan Wooding, assistcom@m@cs.com)



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Wanda Franz Ph.D.

Pro-Life Perspective

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Trade Talk

Publishing

WEST MILTON, OH - *Hunting Blunders and the One That Got Away!*, written by Gerry Caillouet, host and producer of *God's Great Outdoors*, contains true fishing foul-ups and hunting mistakes, as well as 31 spiritually directed essays that allow the reader to use it as a monthly devotional. (Gerry Caillouet, 937-698-4048)

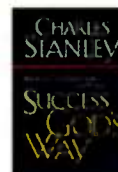
NASHVILLE, TN - Tim Lallaye recently signed a contract with Word Publishing to release *Mind Siege (The Battle for Truth in the New Millennium)*, written with David Noebel. (Diane Crawford, 615-902-3170)



Tim Lallaye

WASHINGTON, DC - Jan Baran, a partner of NRB counsel Wiley, Rein & Fielding, recently wrote a practical handbook explaining the rules about campaign fund raising, PACs and lobbying in *The Election Law Primer for Corporations*. Baran was general counsel for the Bush/Quayle campaign of 1988. (Baran, 202-719-7000)

NASHVILLE, TN - Thomas Nelson reported unprecedented turnout at bookstores for the seven-city book tour by NRB member Charles Stanley for *Success God's Way*. It is estimated that Stanley signed more than 5,600 books. (Kristen Lucas, 615-902-1281)



CHICAGO, IL - Chicago-based Loyola Press, a not-for-profit Catholic publisher of spiritual titles for the religious and secular trade markets, entered into a partnership agreement with OMNI Sales Group, which will assume the representation of Loyola Press products to the Catholic and general Christian stores as well as stores affiliated with the Christian Booksellers Association. (Beth Thornton, 877-972-9255)

VENTURA, CA - The Barna Research Group recently released *Third Millennium Teens*, a new nationwide survey among teenagers. (George Barna, 805-658-8885)



Music

LOS ANGELES, CA - Former CCM rocker Ken Tamplin partnered with major churches to create an album featuring top church worship leaders. The project's goal is supporting the work of Christian Solidarity Worldwide, an organization fighting the extreme persecution of Christians in places like Sudan. (Rob Michaels, 615-373-8000)

WASHINGTON, DC - New Generation Records duo the Kenoly Brothers and Reunion Records brother and sister duo LaRue recently shared a concert bill for the Salvation Army's annual Youth Night Rally at Centennial Hall in New York. Backstage, fan and teenage HIV survivor Tying Hall came by to greet them. (Bill Carpenter, 202-986-0693)



Ron Kenoly Jr., Sam Kenoly, Natalie LaRue, Tying Hall and Phillip LaRue.

DALLAS, TX - The Music Bakery offers its library on newly categorized CDs. New music categories include Millennium Orchestral, High Energy and Sports, Motivation and Dramatic Soundtracks. Customers may also order individual selections on personal "custom-baked" CDs, including the full-version theme, all available underscores, 60-second and 30-second versions and tags. (Donna Gallaher, 800-229-0313)

NASHVILLE, TN - EMI Gospel signed Aaron Neville to a worldwide distribution agreement through his music production company, Tell It Productions, with release of an album of newly recorded inspirational material slated for August. (Monica Coates, 615-371-6547)

NASHVILLE, TN - *Entertainment Tonight* cameras recently documented Reunion recording artist Michael W. Smith's trip to Littleton, CO, to perform at a private memorial service on the first anniversary of the Columbine High School shooting. *E.T.* later followed Smith's appearance at the 31st Annual Dove Awards in Nashville, where he received three awards. *E.T.* aired the piece in April, along with behind-the-scenes footage taken by Smith's son Ryan. (tptmedia@aol.com)



Michael W. Smith

Los Angeles, CA - SESAC, Inc., opened a Los Angeles office



to serve as a one-stop resource for SESAC writer and publisher affiliates. Pat Rogers, SESAC's senior vice president of writer/publisher relations, relocated to Los Angeles to spearhead the opening. (Ellen Jones, 615-320-0055)



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Trade Talk

People

ATLANTA, GA - Kent Puckett, Christian advertising pioneer and founder of The Puckett Group, died May 8 after a long battle with colon cancer. Puckett began his advertising career in the 1950s as an art director in New York, rising to creative director. In 1976, Puckett joined forces with Jerry Ballard Associates, later renamed The Puckett Group after Ballard's departure. Throughout the 1980s and '90s, The Puckett Group served many Christian booksellers, including Moody Press, *Moody Magazine*, Tyndale, Thomas Nelson, Zondervan, Word, Wolgemuth & Hyatt and Broadman & Holman. Among Puckett's accomplishments are five illustrated children's books, including the Gold Medallion Award-winning *Read Aloud Bible Stories* and the forthcoming *Parables Jesus Told* from Moody Press. (Molly Montgomery, 404-248-1500)

VIRGINIA BEACH, VA - Ken North, 54, director of International Relations for Regent University,

died April 9. North was involved in many different areas at Regent and was also the director of the Canon Law Institute. Before joining Regent as a law professor, North taught law at the John Marshall School of Law in Atlanta. He was the former attorney general of Guam, author of several books and a member of the Writer's Guild of America and the American Bar Association. (Baxter Ennis, 757-226-4093)

NEW YORK, NY - On May 3, Cardinal John O'Connor of the Roman Catholic Archdiocese of New York passed away from a cardiopulmonary arrest. O'Connor was named archbishop of New York by Pope John Paul II in 1984. Prior to his appointment, he served in the Navy and Marine Corps for 27 years, retiring as a Rear Admiral and Chief of Navy Chaplains. (Kristen Hansen, 202-393-2100)



Cardinal John O'Connor

NASHVILLE, TN - OnePlace, Ltd., announced the following staff changes: Tom Perrault, executive director of sales & marketing; Dave Terry, director of live broadcasting; Scott McConnell, account manager; Christina Guthrow, director of new media; and Donna Angone, executive assistant to the vice president. (Tricia Whitehead, 615-599-7746)

ATLANTA, GA - Walk Thru the Bible president Bruce Wilkinson delivered the keynote message at the National Day of Prayer held May 4 in Washington, D.C. (Bob Westfall, 770-458-9300)

CHESAPEAKE, VA - The Broadcast Group (TBG) named Ray Fowler director of TBG's new marketing division. (Russell James, 757-487-7620)

NASHVILLE, TN - Provident Music Distribution announced newly created staff positions and additions to its marketing team: Tim Marshall, manager, sales and marketing systems; Darrell Turner, sales and marketing systems coordinator; and Carol Roundtree, interactive marketing coordinator. (Rick Hoganson, 615-641-1052)



Tim Marshall

ZAREPHATH, NJ - Scott Taylor, program director and morning host for *Music Along the Way* at WAWZ-FM, was awarded the "Defenders of the Family Business Award" from the New Jersey Family Policy Council (NJFPC). Taylor's company, Providence Media Group, provides creative broadcast and audio production support to several international Christian radio ministries, including NJFPC. (Allen Lewicki, 732-469-0991)

BRANSON WEST, MO - Revival Fires Campmeeting Celebration attracted more than 14,500 people to the Grand Palace. Headline speakers included T.D. Jakes, Tim and Beverly LaHaye and Marlin Maddoux. (417-338-2422)

TRENTON, NJ - Chuck Zulker, founding manager of WCHR-AM, recently concluded 35 years at the station's helm. Zulker began his radio career in 1960 under the leadership of W. Douglas Roe, then president and founder of Montrose Broadcasting Corporation in Montrose, PA. (Chuck Zulker, 215-493-4252)



Chuck Zulker

Keith and Singleton Promoted

MANASSAS, VA - NRB vice president Michael Glenn recently announced two staff promotions: David Keith to director of Conventions and Tammy Singleton to manager of Convention & Exhibit Services.



David Keith

Keith joined NRB in 1992 as manager of Convention & Information Services. In his director position, he will coordinate all aspects of the Annual NRB Convention & Exposition.

"In recent years, the NRB convention created a solid foundation of peer networking, support and training," Keith said, "along with the unique marketplace of the exposition for developing business-to-business relations. My goal is to build upon this foundation. I plan to closely examine NRB's meeting methodology, placing an even greater emphasis upon the right dynamics for the maximum value of return for attendees and represented companies.

"The Conventions department is also fortunate to have the skilled, dedicated leadership of Tammy Singleton and Gina Ehardt. Such capable personnel lend confidence to the future of NRB conventions and the quality of service we will provide the membership."

Singleton joined NRB in 1993 as convention registrar and administrative assistant for Conventions. As manager of Convention & Exhibit Services, she is responsible for logistical management of the Annual NRB Convention & Exposition. Ehardt, former administrative assistant of member services, fills Singleton's former position.



Tammy Singleton

"I am looking forward to the new challenges of this position," Singleton said. "I'm also excited about furthering the relationships I've been blessed to establish through the convention registrar role. The NRB convention attendees are wonderful, talented people. The convention increases in depth and breadth every year. It's a blessing to be a part of this association and its growth."

Glenn said, "Anyone who has worked with Dave or Tammy is well aware of their dedication to providing the best service possible for convention attendees, sponsors, advertisers and exhibitors. The convention continues to grow in quantity and quality. These two people are an integral part of that exciting development for NRB — and they will continue to be key factors in enhancing the convention benefits for our industry in the years ahead."

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*Pastor, First Assembly of God
 Ft. Myers, Florida
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— Friday Lunch —

Sid Roth

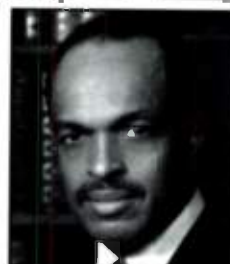
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 Christian Broadcasting

Trade Talk

People, Continued

COLORADO SPRINGS, CO - NavPress Publishing Group announced that Paul Santhouse has replaced Sue Geiman as editorial director. Geiman left NavPress in February. (Amy Slivka, 800-955-3324)

VIRGINIA BEACH, VA - The Christian Broadcasting Network announced the management appointments of two vice presidents: Bob Hammer, who will head the broadcast operations division, and Joel Palser, who will lead the National Counseling Center and Chaplaincy. (Angell Watts, 757-226-2450)

VIRGINIA BEACH, VA - Three Christian Broadcasting Network (CBN) employees received high honors at the 21st Annual Telly Awards. Writer/producer Ed Heath received an award for his 30-second spot, *The Millennium Hope*, and also was a finalist with John Reddel for the production of the *ACLJ Tease* spot. Writer/producer Reddel was a finalist for his commercial spot, *America's Moral Crisis*. Commercial producer Kevin Oliver was a finalist with his one-minute piece, *Death Takes a Vacation*. (Angell Watts, 757-226-2450)

ST. LOUIS, MO - After more than 18 years as executive director of The Lutheran Church-Missouri Synod's Board of Communications Services, the Rev. Dr. Paul Devantier has accepted a call to become chief communications officer at Bethesda Lutheran Homes & Services, Inc., in Watertown, WI. He begins his new duties this month. (David Strand, 314-965-9917)



Rev. Dr. Paul Devantier

DALLAS, TX - In May, the Dallas Theological Seminary (DTS) Board of Incorporate Members announced the election of John Walvoord to chancellor-emeritus and NRB member Charles Swindoll to chancellor. Both appointments become effective in May 2001. (Kathy Wills, 214-874-4460)

ATLANTA, GA - Former Clear Channel Communications general manager Allen Power is now general manager for Salem Communications Corporation's Atlanta radio properties, which include WNIV-AM, WLTA-AM and WGKA-AM. (Tricia Whitehead, 615-254-0575)

ASHEVILLE, NC - Bob Featherstone, speaker on the nationally syndicated *Think About It* radio spot and long-time associate of Billy Graham, has released a recording, *Think About It: On the Road with Bob Featherstone*. A series of scriptural meditations interspersed with sacred music by the Bethel College Choir of St. Paul, MN, the recording helps drivers combat road rage through prayer, meditation and sacred music. Featherstone also serves as Asheville Police Department chaplain. (Featherstone, 704-274-9494)

NASHVILLE, TN - Brad Fisk was promoted to vice president of client services for GSF & Associates. Fisk will continue working from GSF's Colorado Springs office. (GSF & Associates, 615-361-1810)



Brad Fisk

LAS VEGAS, NV - 3DV Systems Ltd. announced its strategic relationship with JVC Professional Products Company in the areas of product development and product integration. In other news, 3DV launched DeepMedia™ at NAB 2000. DeepMedia is a comprehensive end-to-end solution for the creation, manipulation, distribution and display of 3D video. (Clare Young, clare@splashpr.co.uk)



MANASQUAN, NJ - Dialight Corporation introduced the first FAA-compliant ETL-certified, red LED-based obstruction light for marking obstacles that present hazards to aircraft navigation. The lights have been installed at three international airports and mounted to a number of radio towers in their vicinities. The red steady-state light is designed to last up to 10 times as long as conventional incandescent lights. (www.dialight.com)



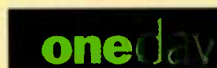
SOMERSET, NJ - Modulation Sciences, Inc. introduced msi 2080, the industry's first reference quality DTV receiver utilizing the SVSB standard, at NAB 2000. (Judy Mueller, 732-302-3090)



News

WHEATON, IL - The Billy Graham Center at Wheaton College is coordinating Godmission.commuNITY, a conference designed to join the global mission community from the U.S. and Canada to discover new ways for global ministry. The conference will be held September 20-23 in Orlando, FL. (Patricia Swindle, 630-752-5015)

MEMPHIS, TN - College students from across the nation gathered for prayer and worship May 19-21 at "OneDay," sponsored by Passion Conferences and part of Mission America/The Light-house Movement. (Naomi Frizzell, 952-912-0001)



WASHINGTON, DC - The American Center for Law and Justice (ACLJ) recently reached an agreement with the U.S. Secret Service permitting The Christian Defense Coalition to continue public sidewalk meetings and prayers for Elian Gonzalez, a Cuban child caught in an international custodial tug of war. The ACLJ filed suit April 21 in the U.S. District Court on behalf of the organization, which was denied access and threatened with arrest if a prayer vigil was conducted on a sidewalk immediately adjacent to the Cuban Interests Section of the Embassy of Switzerland. (James Henderson, 202-337-2273)





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Trade Talk

Regina Elliott Hunt: *Seasons of Hope*

Author, singer and broadcaster Regina Elliott Hunt left a high-profile position with an interior decorating company in 1989, after experiencing the life-altering call of God on her life. That transforming event enables her to offer inspiration through *Seasons of Hope*, her daily, 15-minute radio program.

The program blends teaching with a conversational style. Scripture, experience, personal testimony, humor and laughter are part of the program's mix. Hunt is motivated by reports that her message encourages listeners.

Hunt states she is "called by God to take His Word and love to people through music and spoken message." Through *Seasons of Hope*, she instructs her audience how to apply God's truth wherever her listeners are in life.

In addition to the broadcast, she has written several books, is the featured singing artist on four CDs and offers tapes of her live recordings. Hunt's hope is that through her ministry resources and program, the audience's faith in Christ will deepen and listeners will receive strength and purpose to face every day with a steadfast, immovable faith in God's promises.

The Lord bless your efforts, Regina! NRB rejoices in your success.

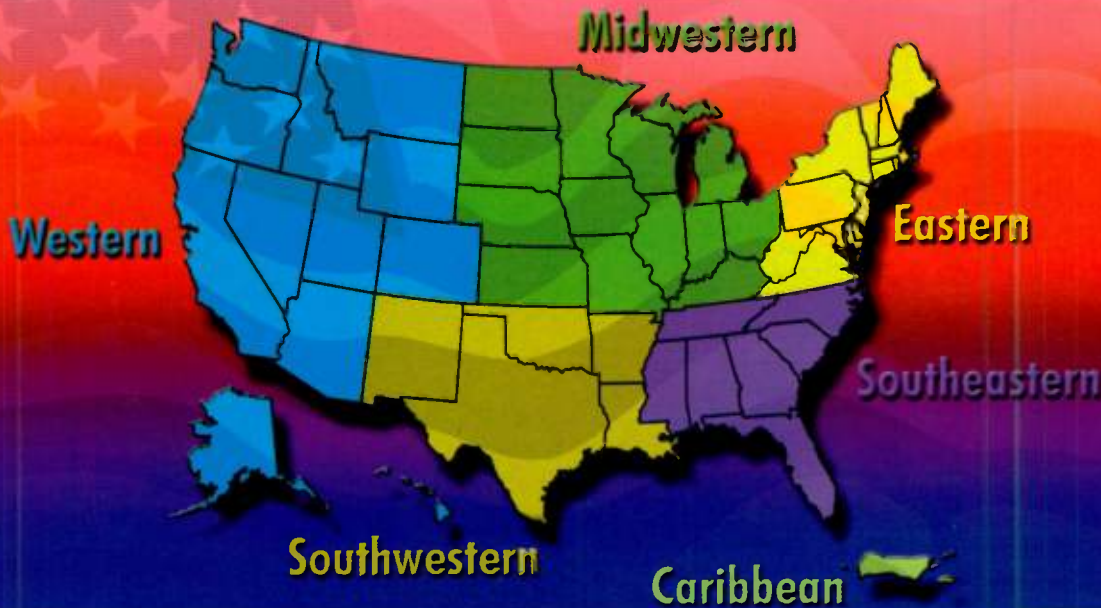
Anne W. Tower is director of member services for NRB. Contact her at atower@nrb.org or 703-330-7000, ext. 511.



Regina Elliott Hunt

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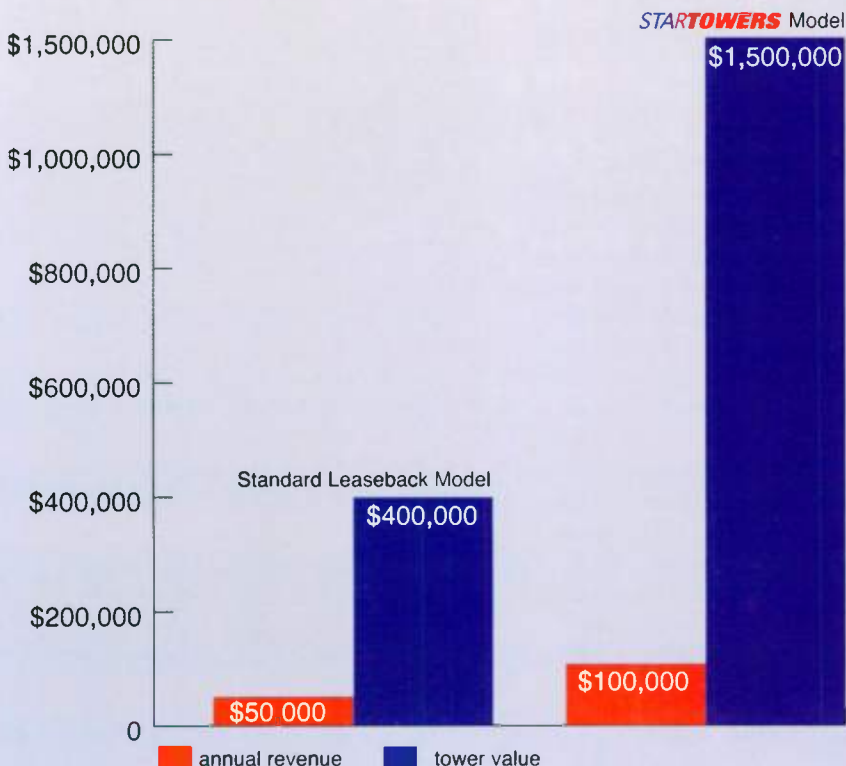
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If God Will Provide

Why Do We Have to Ask for Money?

by Rick Dunham

(Editor's note: Biblical references [NASB] are included in sidebars for your convenience.)

Ecclesiastes 5:10-15, 18-19



Who loves money will not be satisfied with money, nor he who loves abundance with its income. This too is vanity.

"When good things increase, those who consume them increase. So what is the advantage to their owners except to look on?"

"The sleep of the working man is pleasant, whether he eats little or much; but the full stomach of the rich man does not allow him to sleep.

"There is a grievous evil which I have seen under the sun: riches being hoarded by their owner to his hurt. "When those riches were lost through a bad investment and he had fathered a son, then there was nothing to support him.

"As he had come naked from his mother's womb, so will he return as he came. He will take nothing from the fruit of his labor that he can carry in his hand.

"Here is what I have seen to be good and fitting: to eat, to drink and enjoy oneself in all one's labor in which he toils under the sun during the few years of his life which God has given him; for this is his reward.

"Furthermore, as for every man to whom God has given riches and wealth, He has also empowered him to eat from them and to receive his reward and rejoice in his labor; this is the gift of God.

Recently, a ministry received a letter from a donor: "If God has truly called you into the ministry, He will assuredly supply all your needs, including the financial ones, without you doing the fund raising."

Many people in ministry feel that way. Fund raising is usually seen in a negative light, a necessary evil ... and if most people were honest, they'd admit to being uncomfortable with fund raising. But should we be uncomfortable?

Let's consider a biblical model of fund raising. Three areas affect the biblical philosophy of fund raising: money, giving and asking.

Money

Accumulating wealth is a natural propensity. Wealth on earth is temporary; wealth in heaven is permanent.

In Ecclesiastes, Solomon writes about money, asking what will bring him satisfaction. In chapter 5, he concludes that God expects us to enjoy life and that to have wealth and to enjoy it is a gift from God.

Money cannot deliver satisfaction. God may give you wealth and the power to enjoy it, but if your life is driven by it, you will not be satisfied. There is never enough, no matter how wealthy you are. Money is temporal.

Matthew 6:19-24 is a familiar passage. Christ deals with the accumulation of wealth, which He says should never be a goal of life.

Notice that Christ uses "treasures." Treasures deal with issues of the heart, the things that drive us. Where you accumulate wealth is where your concern will be. If you invest in a stock, you're going to watch it every day. It's natural. But an improper focus on wealth in this life can be devastating.

The wealth we have is a stewardship from God. Matthew 25:14-29. This familiar passage, the "Parable of the Talents,"

Matthew 6:19-24



Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal.

"But store up for yourselves treasures in heaven, where neither moth nor rust destroys, and where thieves do not break in or steal; "for where your treasure is, there your heart will be also.

"The eye is the lamp of the body; so then if your eye is clear, your whole body will be full of light. "But if your eye is bad, your whole body will be full of darkness. If then the light that is in you is darkness, how great is the darkness!

"No one can serve two masters; for either he will hate the one and love the other, or he will be devoted to one and despise the other. You cannot serve God and wealth.

Matthew 25:14-29



or it is just like a man about to go on a journey, who called his own slaves and entrusted his possessions to them.

¹⁵To one he gave five talents, to another, two, and to another, one, each according to his own ability; and he went on his journey.

¹⁶Immediately the one who had received the five talents went and traded with them, and gained five more talents.

¹⁷In the same manner the one who had received the two talents gained two more.

¹⁸But he who received the one talent went away, and dug a hole in the ground and hid his master's money.

¹⁹Now after a long time the master of those slaves came and settled accounts with them.

²⁰The one who had received the five talents came up and brought five more talents, saying, "Master, you entrusted five talents to me. See, I have gained five more talents."

²¹His master said to him, "Well done, good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master."

²²Also the one who had received the two talents came up and said, "Master, you entrusted two talents to me. See, I have gained two more talents."

²³His master said to him, "Well done, good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master."

²⁴And the one also who had received the one talent came up and said, "Master, I knew you to be a hard man, reaping where you did not sow and gathering where you scattered no seed. ²⁵And I was afraid, and went away and hid your talent in the ground. See, you have what is yours."

²⁶But his master answered and said to him, "You wicked, lazy slave, you knew that I reap where I did not sow and gather where I scattered no seed. ²⁷Then you ought to have put my money in the bank, and on my arrival I would have received my money back with interest.

²⁸Therefore take away the talent from him, and give it to the one who has the ten talents."

²⁹For to everyone who has, more shall be given, and he will have an abundance; but from the one who does not have, even what he does have shall be taken away.

Four Qualities of a Biblically Based Fund Raising Program

1 ♦ Operates with an understanding that God gives wealth as a stewardship. Donor wealth is on loan from God. Everything we have is His; it's not our money, it's our stewardship.

2 ♦ Seeks to properly motivate people to give. It is an outworking in people's lives. You should see people more readily giving themselves to God. It gives people the information they need to make willing giving decisions. It is critical to build a relationship with your donors that helps them to give themselves more fully to God.

3 ♦ Is based on the spiritual value of giving: blessing to the donor and praise to God. If you are embarrassed to ask people for money, I challenge you to discover whether you believe that God is at work in your ministry. If God has His hand on your ministry, you should see the asking as an opportunity for God to bless the donor.

4 ♦ Embraces the God-given responsibility to challenge people to give. Don't avoid the challenge of asking or the important aspect of accountability before God.

illustrates that God entrusts his resources to His people based upon their capacity to handle those resources. God makes distinctions and expects His people to wisely invest those resources, not hoard them.

God passionately cares about how we utilize what He has entrusted to us. He will hold us accountable for how we invest what He has given. Our donors will be held accountable.

The question is going to be asked of you: What have you done to help your donors to invest wisely?

Giving

Exodus 25:1-8 illustrates that God expects His people to give out of the resources they have to fund His work. He tells Moses to instruct "every man whose heart moves him" to "raise My contribution." Giving to God's work is giving to Him.

Fund raising is all about developing a relationship with your donors so that they can give with a willing heart, properly motivated. You need to think about your organization's responsibility to make sure that when donors give to you, they can see God's hand at work.

People often say God doesn't need their money. That isn't a true statement; it's His to begin with. Nor is it the issue at hand. God wants us to participate in the joy of funding His work with the resources He's supplied. We have a responsibility to help donors to understand that they are to give out of a willing heart. We don't need to manipulate them or put a guilt trip on them. Our goal is to teach them that biblical giving is a matter of the heart.

In this passage, the second thing Moses addresses after he descends from the mountain is the contribution that God commanded him to raise up. Similarly, in 1 Chronicles 29:2-9, David is raising up a contribution for building the

temple. Biblical giving is from the heart; we must help people to give willingly and joyfully from their hearts.

What does God value in our giving? The motivation of the giver is more valuable to God than the amount given. Mark 12:41-44 speaks to this in the "Parable of the Widow's Mite." She gave out of her poverty. The amount she gave wasn't important; the significance of her offering was found in her motivation.

Biblical giving comes as the result of our consecration to God. In 2 Corinthians 8:1-21, Paul takes the wealthy and non-giving Corinthian church to task and compares it with the poor yet giving Macedonian church. He talks about con- ➔

Exodus 25:1-8



When the LORD spoke to Moses, saying, ²"Tell the sons of Israel to raise a contribution for Me; from every man whose heart moves him you shall raise My contribution.

³This is the contribution which you are to raise from them: gold, silver and bronze, ⁴blue, purple and scarlet material, fine linen, goat hair, ⁵rams' skins dyed red, porpoise skins, acacia wood, ⁶oil for lighting, spices for the anointing oil and for the fragrant incense, ⁷onyx stones and setting stones for the ephod and for the breastpiece.

⁸Let them construct a sanctuary for Me, that I may dwell among them.

1 Chronicles 29:2-9



ow with all my ability I have provided for the house of my God the gold for the things of gold, and the silver for the things of

silver, and the bronze for the things of bronze, the iron for the things of iron, and wood for the things of wood, onyx stones and inlaid stones, stones of antimony and stones of various colors, and all kinds of precious stones and alabaster in abundance.

¹⁴Moreover, in my delight in the house of my God, the treasure I have of gold and silver, I give to the house of my God, over and above all that I have already provided for the holy temple, ¹⁵namely, 3,000 talents of gold, of the gold of Ophir, and 7,000 talents of refined silver, to overlay the walls of the buildings; ¹⁶of gold for the things of gold and of silver for the things of silver, that is, for all the work done by the craftsmen. Who then is willing to consecrate himself this day to the LORD?"

¹⁷Then the rulers of the fathers' households, and the princes of the tribes of Israel, and the commanders of thousands and of hundreds, with the overseers over the king's work, offered willingly; ¹⁸and for the service for the house of God they gave 5,000 talents and 10,000 darics of gold, and 10,000 talents of silver, and 18,000 talents of brass, and 100,000 talents of iron.

¹⁹Whoever possessed precious stones gave them to the treasury of the house of the LORD, in care of Jehiel the Gershonite.

²⁰Then the people rejoiced because they had offered so willingly, for they made their offering to the LORD with a whole heart, and King David also rejoiced greatly.

Defining Stewardship

Stewardship is frequently misunderstood. Often, an organization's leaders will say, "As good stewards, we are not spending this money." But the sense of stewardship is not about refraining from spending money.

Rather, stewardship is about wise and excellent investment. It's about parting with money to see it multiply and come back. I challenge ministries to consider how well they are investing the money God has given them, not only in the development of the ministry, but also in the development of donors.

So, holding money does not make you a good steward; it may, in fact, make you a poor one.

— RD

secration, an act of the will. We have a responsibility to help to move our donors to a willful act of consecration to God.

Giving is a spiritual exercise; it is not primarily a financial transaction, but a spiritual one. Willing giving flows from a consecrated heart. Biblical giving starts with a person giving himself first to God.

Biblical giving results in blessing to those who give. In Philippians 4:15-17, Paul understands that giving — when done correctly as a consecration to God — brings joy to the heart of the giver and realizes a spiritual profit.

Think of it in this manner: if biblical giving results in blessing to those who give, it is irresponsible of us not to motivate donors to give liberally.

Asking

In Exodus 35:1-8, Moses relates God's command for contributions from those with willing hearts. God expects His people to be challenged for His work. We must challenge them in such a way that they understand they are giving to God — and it is our responsibility to educate them to give ➤

Mark 12:41-44



nd He sat down opposite the treasury, and began observing how the

people were putting money into the treasury; and many rich people were putting in large sums.

⁴²A poor widow came and put in two small copper coins, which amount to a cent.

⁴³Calling His disciples to Him, He said to them, "Truly I say to you, this poor widow put in more than all the contributors to the treasury; ⁴⁴for they all put in out of their surplus, but she, out of her poverty, put in all she owned, all she had to live on."

2 Corinthians 8:1-21



ow, brethren, we wish to make known to you the grace of God which has been given in the churches of Macedonia, ²that in a great ordeal of affliction their abundance of joy and their deep poverty overflowed in the wealth of their liberality.

³For I testify that according to their ability, and beyond their ability, they gave of their own accord, ⁴begging us with much urging for the favor of participation in the support of the saints, ⁵and this, not as we had expected, but they first gave themselves to the Lord and to us by the will of God. ⁶So we urged Titus that as he had previously made a beginning, so he would also complete in you this gracious work as well.

⁷But just as you abound in everything, in faith and utterance and knowledge and in all earnestness and in the love we inspired in you, see that you abound in this gracious work also. ⁸I am not speaking this as a command, but as proving through the earnestness of others the sincerity of your love also. ⁹For you know the grace of our Lord Jesus Christ, that though He was rich, yet for your sake He became poor, so that you through His poverty might become rich.

¹⁰I give my opinion in this matter, for this is to your advantage, who were the first to begin a year ago not only to do this, but also to desire to do it. ¹¹But now finish doing it also, so that just as there was the readiness to desire it, so there may be also the completion of it by your ability. ¹²For if the readiness is present, it is acceptable according to what a person has, not according to what he does not have.

¹³For this is not for the ease of others and for your affliction, but by way of equality — ¹⁴at this present time your abundance being a supply for their need, so that their abundance also may become a supply for your need, that there may be equality; ¹⁵as it is written, "He who gathered much did not have too much, and he who gathered little had no lack."

¹⁶But thanks be to God who puts the same earnestness on your behalf in the heart of Titus. ¹⁷For he not only accepted our appeal, but being himself very earnest, he has gone to you of his own accord. ¹⁸We have sent along with him the brother whose fame in the things of the gospel has spread through all the churches; ¹⁹and not only this, but he has also been appointed by the churches to travel with us in this gracious work, which is being administered by us for the glory of the Lord Himself, and to show our readiness, ²⁰taking precaution so that no one will discredit us in our administration of this generous gift; ²¹for we have regard for what is honorable, not only in the sight of the Lord, but also in the sight of men.

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—Paul and Sylvia Hollinger WDAC 94.5 Lancaster, PA. WBYN 107.5 Boyertown, PA



Philippians 4:15-17



ou yourselves also know, Philippians, that at the first preaching of the gospel, after I left Macedonia, no church shared with me in

the matter of giving and receiving but you alone; "for even in Thessalonica you sent a gift more than once for my needs. "Not that I seek the gift itself, but I seek for the profit which increases to your account.

only from a willing heart. God expects them to give — and He expects us to challenge them.

God uses people in leadership to motivate people to give. When referring to the Macedonians in 2 Corinthians 8:7-9, Paul praises them for giving themselves to God

first. He is contrasting the Macedonians' behavior with that of the Corinthians and expecting the Corinthians to honor the commitment they made. The norm for funding God's work is through leadership challenging people to give.

When people give as a result of being properly challenged, it brings praise to God. 1 Chronicles 29:10-20 cites a worshiping prayer David offers following the response of the Israelites to a challenge David made. He knew that when people give correctly, it demonstrates God's sovereign work in their lives. He also knew that when they give after being properly challenged, it resulted in praise to God. This concept is also found in 2 Corinthians 9:10-11.

Rick Dunham is president of KMA Companies and can be reached at 972-560-1900.

1 Chronicles 29:10-20



o David blessed the LORD in the sight of all the assembly; and David said, "Blessed are You, O LORD God of Israel our father, forever and ever.

"Yours, O LORD, is the greatness and the power and the glory and the victory and the majesty, indeed everything that is in the heavens and the earth; Yours is the dominion, O LORD, and You exalt Yourself as head over all. "Both riches and honor come from You, and You rule over all, and in Your hand is power and might; and it lies in Your hand to make great and to strengthen everyone. "Now therefore, our God, we thank You, and praise Your glorious name.

"But who am I and who are my people that we should be able to offer as generously as this? For all things come from You, and from Your hand we have given You.

"For we are sojourners before You, and tenants, as all our fathers were our days on the earth are like a shadow, and there is no hope.

"O LORD our God, all this abundance that we have provided to build You a house for Your holy name, it is from Your hand, and all is Yours.

"Since I know, O my God, that You try the heart and delight in uprightness, I, in the integrity of my heart, have willingly offered all these things; so now with joy I have seen Your people, who are present here, make their offerings willingly to You.

"O LORD, the God of Abraham, Isaac and Israel, our fathers, preserve this forever in the intentions of the heart of Your people, and direct their heart to You; "and give to my son Solomon a perfect heart to keep Your commandments, Your testimonies and Your statutes, and to do them all, and to build the temple, for which I have made provision."

"Then David said to all the assembly, "Now bless the LORD your God." And all the assembly blessed the LORD, the God of their fathers, and bowed low and did homage to the LORD and to the king.

2 Corinthians 9:10-11



ow He who supplies seed to the sower and bread for food will supply and multiply your seed for sowing and increase the harvest of your righteousness; "you will be enriched in everything for all liberality, which through us is producing thanksgiving to God.

Quick Q & A

Q. How do you blend a short devotional program with fund raising?

A. The key is integration. People are responding to your message because of the product you're putting out into the market. You have to extend your product through print and other means to encourage those responders. Direct mail is one option. The purpose of direct mail is not to raise funds, but to build a relationship, to minister and to give responders an opportunity to support something they care about.

Q. Is it better to have a one-size-fits-all fundraising program or a segmented program?

A. Segmentation requires a sizable list and sophisticated equipment and management. It really isn't about the core message. It's a reactive mode, in a sense, that treats and responds to a donor at the level that the donor responds to your ministry. What's most important is to understand why that donor has come into contact with you. What is the donor expecting of you as a ministry and how do you best deliver it to him? You may need some segmentation, but on a relationship level.

Q. In a small market, how often do you contact a donor?

A. The issue of frequency is greatly misunderstood. When donors are approached, they need to feel you're building a relationship, not just asking for money. When a relationship is built on ministering to the donor, it is seen as opportunity and not begging. Frequency is driven by the program itself and what your needs are.

Some ministries have very frequent contact with donors — 24 times a year, using different

vehicles communicating different messages. But all of the messages are focused on sending back the product, building the relationship and tying it back to how donor support allows it to continue.

During times of specific fund raising for projects, build a relationship for a year and then ask for funds. In such instances, I've seen a huge spike in the response and noted excellent retention rates. The donors are tied into the ministry, see the value of it and, like the Macedonians, beg for the favor of involvement because the ministry made the case for how God is using it to change people's lives.

Problems come when donors are hammered for money by frequent contact. It frustrates them. They'll feel that what they give is never enough. They won't see the value of giving, because the cycle of communication hasn't been completed to help them grow in their understanding and appreciation for what you're doing.

Q. What happens when the recipients of your ministry are in a completely different group than your donors?

A. It's a wonderful opportunity. The real challenge is that donors initially contact the ministry because of the ministry's work. So the question becomes, How do I most effectively communicate back the result of that ministry so that the donor can see how the investment made is paying dividends and is a good return?

The necessary response vehicles run the gamut of communication: an acknowledgment letter that reinforces the value and importance of their support, a newsletter that shows results rather than promoting the institution and direct mail programs with in-depth stories addressing the change that takes place as a result of the giving. It's important to tie donors in; it motivates them to give liberally, which God will bless.

— RD

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Direct Response, Internet Style

Five years ago, The Domain Group created Involved Christian Radio Network (ICRN). Domain recognized that the technology for online audio broadcast was something that was going to become a commodity. What isn't a commodity is determining how to use the broadcast to connect with people and create a transaction ... a relationship. This isn't necessarily a monetary transaction. It can be someone requesting information; something that starts a dialogue and gets the communication process going.

During an NRB 2000 workshop (moderated by Jeff Nickel, director of Strategic Planning and Management for The Domain Group), three experts were asked how to use the Internet for friend raising and fund raising. Their answers reveal how to increase the opportunity to generate transactions between Internet users and your ministry.



Crosswalk.com

Founded in 1993, Crosswalk.com positions itself as an online seeker society. The first publicly traded Christian organization, its

Web site received a rating of "Best of the Christian Web" for 1998 and 1999. The site creates an audience for other ministries to have a basis of relationship with users. Pioneers on the Web — with a few

Use all of your current marketing channels to promote your Web site.

arrows in the back to prove it — the organization has learned a few things about online strategies:

- Be committed for the long haul. The Internet is beyond the point of ignoring and will only increase.
- Figure out what you do well and concentrate on that area.
- Find a large audience. Building an audience at a stand-alone site is difficult, so consider joining with a site such as Crosswalk.com, which provides a targeted audience.
- Use all of your current marketing channels to promote your Web site. Many organizations still don't use the Web site on every piece of material that leaves their offices. Promote your site.

- Exposure is a key to success. Consider the frequency and type of exposure you're using.
- Commit the necessary people, funds and time.
- Measure and test your site. Areas to consider: impressions, unique visitors and click-throughs to offers.
- Develop killer creative content Recycle banner ads and buttons after a few weeks.
- Make sure your content drives people. Keep it short, don't simply convert printed materials, make it interactive, solve audience needs and frequently refresh the content.
- Use a compelling offer. Give a clear call to action, meet a need and make it easy for the user to respond.
- Build a relationship with the user.

— Dane West is VP of Business Development for Crosswalk.com and can be reached at 703-968-4808



The Internet is the ultimate direct-response medium ever developed. If you don't look at your site through the eyes of direct response, you have a very good likelihood of walking away and saying, "This stuff just doesn't work." But it does.

Produce good quality content and make sure people can find it.

RBC Ministries has been around for more than 60 years. Although many people don't recognize the name, they know the products. The ministry didn't want to invest time and resources in the hardware necessary to run a stand-alone site; it just wanted to produce the site content. But the Web site needed a front door to attract visitors. The solution: becoming one of 10 founding members of the Gospel Communications Network.

RBC's tips:

- Make sure the site reflects everything the ministry offers.
- Take advantage of the new medium.
- Give each user take-away value.
- Place a balanced emphasis on promotion and content.
- Produce good quality content and make sure people can find it.
- Continuously improve the site by taking advantage of new technologies.
- Be guided by a cross-functional team.
- Measure your site activity to determine if you are developing a relationship with people. Also measure the support you're receiving from those people. (Visit www.d-dma.org for an article by Sandra Gudat on relationship marketing in cyberspace.)
- Consider incorporating these features: a navigation bar, rotation of highlighted topics, display ads, search engine, spot radio (use a title that compels listeners), links to online resources (such as Bible verses), image maps and button linking to response form.

- Promote your site by registering with portal sites such as Yahoo!
- Insert a card with a simple ghost URL into every mailing. A ghost URL takes users to a server that moves them to another site with a less recognizable URL.
- Create an e-mail newsletter with links to your site.
- Cross promote the site in every product you produce.
- Don't be afraid to make changes. For example, the RBC magazine Sports Spectrum went through five redesigns and despite promoting and strategizing the online presence, it still couldn't find its online audience. We decided that the RBC site's target audience wasn't interested in sports and moved the mag to Crosswalk.com's "Sports Channel," where it has enjoyed significant success.

—Wiley Stinnett is director of Marketing for Radio Bible Class and can be reached at wiley@rbc.org or 616-942-6770.



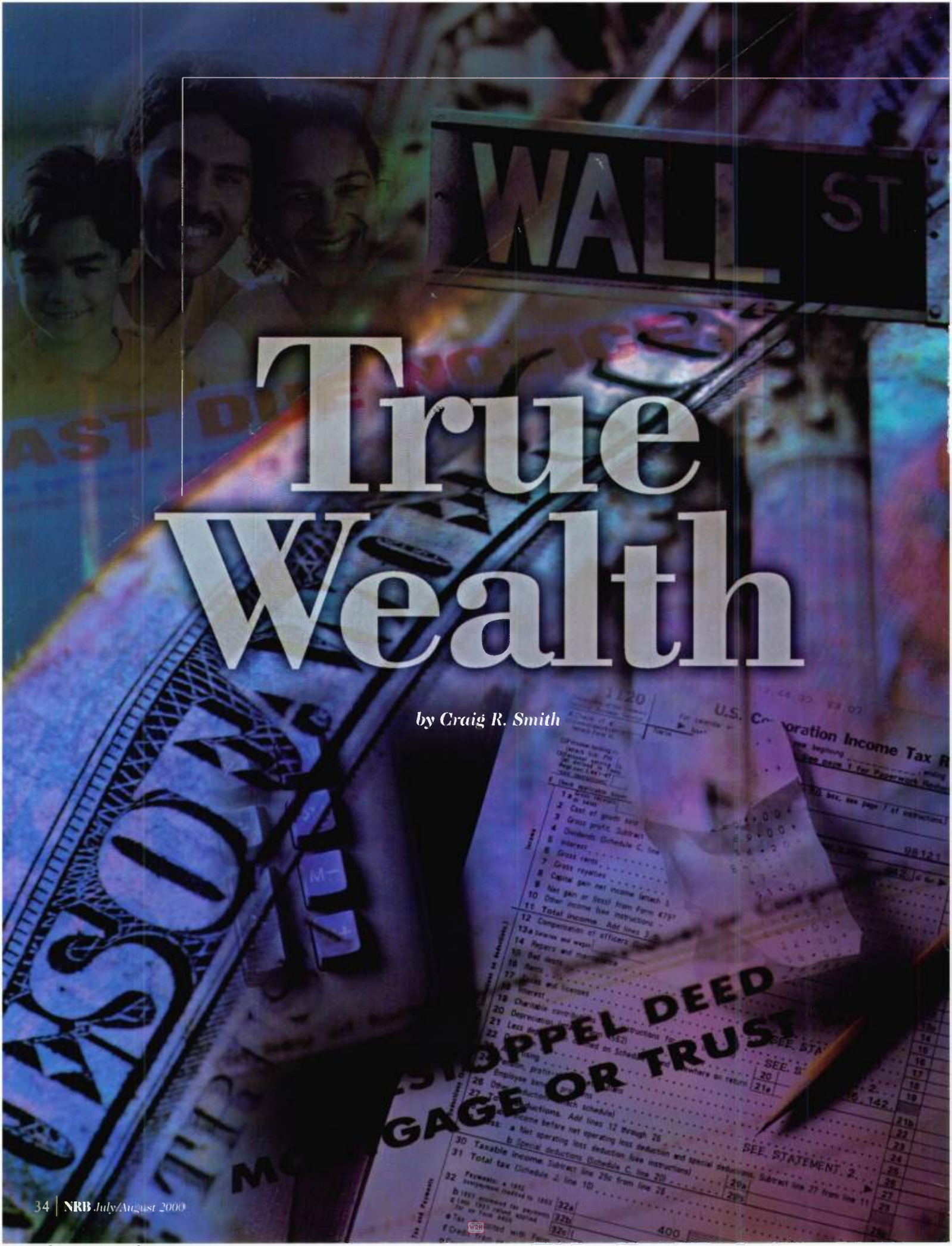
The Web made us revisit the roots of *Insight for Living*, which began as a dynamic sermon delivered in a house of worship. The radio broadcast was a second generation of Chuck Swindoll's speaking engagements. We knew the Web could be a way for Swindoll to sit down with a person for a chat, similar to a conversation over a cup of coffee. This highly personal experience was an exciting challenge.

Don't post content as it appears in your printed materials. The Web is a different medium and requires a different approach.

Keep these tips in mind as you plan your site.

- An audience is drawn to content.
- Be careful of using Christian terminology, unless you're seeking a Christian audience. It won't be understood by the vast majority of users on the Internet.
- Determine whether you want to mail to a user list.
- Divide the audience into three groups — Purists, Hybrids and Converts. Each group requires a different message.
 - Purists* — people who come from the Internet
 - Hybrids* — people who are on the mailing list and the Internet address list (similar to purchasing something from a store and buying something from the store's catalogue)
 - Converts* — people who are moved from Purists to Hybrids or back to Purists
- Look beyond direct mail to the e-mail teaser.
- If your ministry leader has a letter on the site, it's more than a letter. Add an audio file of the leader reading it. Link the content to further information. Find ways to make it come alive for the user.
- Allow users to download content rather than involve the warehouse in tape requests, etc.
- Don't post content as it appears in your printed materials. The Web is a different medium and requires a different approach.
- The Web brings together departments in a unique way, which will change your organization.
- Content on the Web can be one-to-one. Let users drive the relationship by giving them choices in need, timing and delivery preference.
- The support mix will tell the story of your mission online and offline. For example, this year the Website for Living is on target to see \$300,000+ in donations from Purists. When mixed with Hybrids, the figure is well over \$1 million — attributable to the Web environment.

—Buddy Williams is VP of Ministry Resources for *Insight for Living* and can be reached at 714-575-5660



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True Wealth

by Craig R. Smith

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According to Scripture, true wealth is a tool to advance the Kingdom of God created by our hard work and good stewardship, not only for our own benefit, but to help others (I Corinthians 10:24). But knowing what true wealth is and understanding it are two very different things.

Did you know that the Bible has more verses that discuss money than discuss salvation? I've counted more than 783 direct biblical references to money, yet few economists can define it properly.

Defining Wealth

- True wealth is more than money and things, although money and things are necessary to advance the Kingdom.
- True wealth is based on a relationship with God through His Son Jesus Christ, without whom we are deceived in thinking ourselves wealthy.
- True wealth is also denominated in our earthly relationships, such as our family, friends and church community.
- True wealth is characterized by servanthood.
- True wealth is reserved for the righteous (Proverbs 13:22) both now and in eternity.

The truth seems clear enough, so where does the confusion enter about wealth and stewardship?

First, Christians are admonished to stop comparing eternal wealth to the world system's temporal wealth, which is very often empty and deceptive. And second, some Christians still have the mistaken notion that work is a curse, which is not taught in the Bible.

Cleaning Windows

Economics can be likened to a window into our soul. If that window is dark or cloudy, it is difficult for the light of God to shine in on the subject. God wants to wash our minds with His Word on many subjects — including economics.

My interest in money began with childhood coin collecting. In 1963, I heard that U.S. coinage was going to change the following year, so I decided to buy all of the older coins I could afford. I had no idea that our money was soon to be transformed from a value-based currency to a debt-based currency. Somehow I intuitively knew that gold and silver coins would always have a special value to someone.

Little did I know that in 20 years that hobby would become my business. In 1982, I began my walk with the Lord and founded Swiss America. My goal was to take the knowledge I acquired about gold and silver coins and couple it with my passion to serve God.

During 1988, I accelerated the process of understanding Christian economic principles by interviewing top Christian

money experts on *World Economic Perspective*, a national daily radio broadcast. I interviewed men such as Dr. John Avanzini, Dr. Ed Cole, R.E. McMaster Jr., Larry Burkett, Mark Skousen, Dennis Peacocke and scores of others. As I progressed, I was struck by the unanimous consensus that our present money system was based on a deceptive debt standard. In the words of McMaster, "We have an occult money system, no doubt about it."

Understanding History

Christians today are engaged in an accelerating battle between godly and ungodly economic worldviews. Biblical economics and money are always based on substance, while the world system is based on symbolism. Therefore, if we are to win the war for true money, we must learn from history.

Beginning in Genesis (13:2) the scripture associates the blessing of wealth given by God to Abraham as consisting of four primary substances: gold, silver, land and livestock.

True wealth must have four basic characteristics: it must be scarce, portable, divisible and maintain a store of value over time. Gold, silver and other tangible assets have been the money of choice for centuries because they fulfill these four essentials.

From the beginning of recorded history, men have perverted true

money and sought to counterfeit it with everything from clay tablets (dating back to Babylon) to modern credit/debt systems used on computers today. In fact, our modern credit/debt system originated in 5000 B.C. when Babylonian bankers loaned credit (which they "created" from thin air) and then charged interest (usury) on top of it.

Notice that symbolic money (credit and debt) are intangibles and can be easily manipulated by the powerful to enrich themselves at others' expense. Our modern banking system is patterned after the Babylonians and based on the premise that God's laws of wealth are not true. Therefore, modern banking principles have usurped God's system and created a credit system using nothing but money substitutes. Sadly, most of us have given our consent to the credit system without understanding the consequences.

Consuming Debt

Debt is enslaving and consuming modern American culture. It should not surprise us to learn the root meaning of the word debt is "death." The Bible teaches that no debt should extend beyond seven years, yet gradually over the last 60 years, banks have extended mortgage loans from seven to 10, to 15, to 20 and now 30 years — to the lender's financial benefit.

Today's government, corporate and personal debt is a

Economics can be likened to a window into our soul. If that window is dark or cloudy, it is difficult for the light of God to shine in on the subject.

WHAT MONEY CAN BUY:

Freedom to live as you choose	71%
Excitement in life	68%
Less stress	56%

WHAT MONEY CAN'T BUY:

Love	92%
Family togetherness	76%
Self-esteem	76%
Self-fulfillment	69%
Good health	65%
Peace of mind	52%

WHAT IS ABSOLUTELY NECESSARY FOR YOU TO CONSIDER YOUR LIFE A SUCCESS?

Strong family relationships	94%
Good friends	87%
Helping people in need	87%
Becoming well educated	82%
Money	27%

Eighty percent believe having a lot of money makes people too greedy and feel too superior.

Nearly 75 percent think the rich are insensitive to others.

— Source: Modern Maturity survey on wealth.

growing threat to our children. Debt has become the legalized drug of the last generation — after being shunned for the previous 10 generations in America. There are many reasons for the explosion of debt and credit, but the gospel solution is still the same: “Owe no man anything except to love him.” So, how can we learn to overcome the temptation to borrow?

1. Study and obey God’s rules on tithing, offerings and debt.
2. Prioritize expenses. Include both a tithe to your local church or nurturing ministry, and give yourself a 10 percent savings cushion for emergencies. If you don’t have enough money to pay your bills, you have two choices: earn more or spend less. This may mean reducing your lifestyle to fit your pocketbook.
3. Establish a money-management system that works for you and begin training your children in these principles before they fall into the credit trap.

Giving Obediently

According to Barna Research, less than 20 percent of Christians tithe, which means 80 percent of Christians merely tip God occasionally. Why do some Christians faithfully pay their tithe and give offerings and others feel no guilt in disregarding the tithe?

I’ve done a lot of thinking and praying about this problem and my conclusion is that people who tithe are more interested in laying a solid foundation for the next generation than people who don’t tithe. In fact, many Christians may never tithe because their level of faith, understanding or obedience is stunted. Other Christians may have tried tithing for a while, but quit when they did not experience a financial blessing in the short-term.

The tithe is not something that Christians “give” to God — it is paid, similar to paying taxes. You don’t give the IRS your taxes each year, you pay them ... or else.

But within the Kingdom of God we are never coerced to do anything, including supporting the local church. However, we are admonished in the Old and the New Testaments that a tithe belongs to God, and if we keep it we are robbing His Kingdom of the resources to get the job done in the future.

I have not always been a tither. About 15 years ago I was

confronted with the truth about tithing from my pastor. He challenged me to become a faithful tither of both my personal income and the income of my business. Yes, I have stumbled a few times along the road, but I stand as a witness that God is faithful to those who obey Him.

Malachi 3:10 teaches us that the real purpose of tithing is to demonstrate our obedience to God and our love for our children. When we tithe and give offerings, at least two things happen — one on earth and one in heaven: 1) provision (meat) goes into the House of God in preparation for the expansion of God’s Kingdom on earth, and 2) heaven’s windows are opened over our life. According to Luke 6:38, we can affect the measure of blessing that God pours out to us by the measure that we freely give offerings. I have personally chosen to give with a large shovel. Some are giving by the cup, others by the teaspoon. It’s your choice.

Therefore, as a first step of recovering a biblical view of economics, we must be accountable to the truth that we presently understand. Tithing as well as giving generous offerings is the foundation to restoring true wealth into the hands of the righteous.

Speaking Bluntly

According to a growing number of leaders, the world system is on a collision course with biblical Christianity. This places Christian leaders as the watchmen, discerning the times, applying the Bible to all areas of life and leading the flock by example.

For the sake of the next generation, let us establish a biblical foundation of economic truth and then take this dynamic message into the marketplace for all to benefit. This requires Christians who can separate fact from fiction on the topic of money, based on God’s Word. I am dedicating this next decade to that goal and have established a Web site (www.true-wealth.com) that helps people separate true wealth from counterfeit. Will you join me?

Craig R. Smith is founder/owner of Swiss America Trading Corporation. He lives with his wife Melissa and two teenage daughters in Phoenix, AZ. Smith can be heard daily on KKLA-AM-FM/Los Angeles, CA, and will soon be seen in a national TV program now in production.

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SCHEDULE HIGHLIGHTS

Sunday

- 4:00 PM Registration
6:00 PM Get Acquainted Dinner
7:30 PM Opening Session – **Jack Hayford**, Speaker
9:30 PM Ice Cream Social

Monday

- 7:30 AM Breakfast – **Jack Hayford**, Speaker
9:30 AM Workshop I
11:00 AM Workshop II
12:15 PM Luncheon – **Charles Hart**, Speaker
2:45 PM Boat Cruise on Chesapeake Bay
6:30 PM Awards Banquet
Bishop Roderick Caesar, Speaker

Tuesday

- 7:30 AM Breakfast –
Regional Ministries Update
9:30 AM Morning Session – **Larry Secrest**, Esq.
Wiley, Rein & Fielding
12:00 PM Luncheon
Conference Close

WORKSHOPS

Monday

Non-Commercial Workshops

Paul Nelson, ECFA

1. Working With Your Board
(Board members encouraged to attend)
2. Problems Non-Profits Face

Commercial Workshops

Program Producer Workshop:

Greg Fast, GSF Associates

*"The New Millennium: Is The
Long Form Dead?"*

Internet Workshops

Tuesday

Question and Answer Session
with **Larry Secrest**

1. The New EEO rules
2. Political Broadcasting
3. Your questions answered

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10 Learn from every error. Whether it was a wrong media buy or a line of copy you thought was changed, examine what happened and learn from it. Contributing factors to errors: personnel changes, verbal decisions without written back-up and favoring shortcuts over protocol.

4 Encourage the agency to present a steady stream of new ideas. An agency should place ideas before you; please say yes on occasion. Don't let your personal taste shut down an idea that may prove to be effective. And don't forget to thank the agency when an idea works.

9 Request detailed billing. There is no excuse for fuzzy billing since today's computer technology enables easy management of your account. Full detail allows you to evaluate your return on investment in the agency. If something doesn't seem right with the billing, don't hesitate to ask questions of the agency.

8 Review your agency annually, face-to-face. You don't see all the back room work required on your account. Go through the agency's services step-by-step and give them a grade. Make sure the agency understands what you're saying. Don't forget to review each person at the agency who handles your account.

7 Ask your agency to assess you annually. This allows the agency to better understand your values and mission and prevents little stumbling blocks in communication from becoming high walls.

6 Expect mentoring and personal counsel. Over time, the agency personnel should teach you to think marketing strategy as they do.

5 Make the agency part of your team. Eliminate the Us vs. Them mentality, which creates resentment. The client leadership needs to explain to its staff how important the agency is. Similarly, client leadership should communicate problem areas to the agency.

TOP 10 WAYS TO IMPROVE AGENCY RELATIONS

by Marty Lonsdale, Rich Simons and Steve Woodworth

3 Stop paying commissions. For every client/agency relationship, a compensation system can be created that works for everyone. The agency is entitled to a fair profit. The 15-17.5 percent commission model is sometimes seen by the agency as an entitlement; clients certainly don't see it that way. A recent *Ad Age* survey indicated that only 14 percent of advertisers were using a traditional commission approach. The larger the advertising budget, the more room that exists for adjustment. The American Association of Advertising Agencies notes that a typical agency nets a yearly profit of 15 percent of what it bills.

2 Ask for and give senior-level attention. Strategy (determining your target audience, media placement and message) is far more important than creativity in generating results. If you aren't happy with an agency, tell the CEO. Give the agency the opportunity to resolve problems.

1 Expect the agency to believe in your cause. If the agency is passionate about your mission, it will put its best efforts behind it and will make itself an expert in your industry.

From the NRB 2000 workshop, "Don't Pay Commissions — Plus Nine Other Ways to Improve Your Agency Relations." Marty Lonsdale is VP of national marketing for World Vision and can be reached at mlonsdal@worldvision.org or 253-815-2288. Rich Simons is president of The Raymond Group and may be contacted at rsimons@theraymondgroup.com or 360-394-4300. Steve Woodworth is VP of The Raymond Group; reach him at 360-394-4300.

“2000 in 2000” Breaks Ground in Jamaica With Massive Project to Help the Poor

The “2000 in 2000,” which partners the NRB with the relief agency Food For The Poor to build 2000 homes for Jamaica’s poorest families, has marked another milestone with the official groundbreaking on its first plot of land for development.

Brandt Gustavson, president of NRB, was on hand representing the Christian broadcasters who have already pledged support of “2000 in 2000.” During the ceremony, he described the outreach as “a reflection of Christ’s love and an important sign of our love for one another.”

The goal: have all 2000 homes pledged by the end of the year 2000.

On hand for the groundbreaking were a group of residents from Riverton City, a local dump which has become home for thousands of Jamaica’s indigent poor. A group of these families — currently living in abandoned cars or makeshift shacks of cardboard and rusty metal sheets — will be recipients of the first “2000 in 2000” homes constructed.

“Today, with the turn of a shovel of soil, Food For The Poor and the NRB have planted a seed of hope in the lives of these struggling families,” said Ferdinand Mahfood, president of Food For The Poor. “Some of these people have lived on the dump for generations. They’ve prayed for help. Now, thanks to the Christian broadcasters in the U.S., those prayers are being answered for the glory of God. These families will finally have a decent place to call a home.”

So far, NRB members have



(L to R) Ferdinand Mahfood, president of Food For The Poor, and Brandt Gustavson, president of NRB were recently in Jamaica for the groundbreaking of the “2000 in 2000” housing project.

pledged 500 of the 2000 homes being built through the program. The goal: have all 2000 homes pledged by the end of the year 2000. The cost of each house is \$2,000.

Several radio stations have already shared the opportunity with their listeners and the response has been fantastic. People want to help, especially when they know that their gifts are going to achieve something substantial — something meaningful.

“A gift of a home is more than a gift of shelter for these families. It represents a foundation for building a new future, a better life. It allows many families to break from the cycle of poverty, to keep

a job and send their children to school,” Mahfood said during the groundbreaking. “When a house is given in Jesus Christ’s name, it stands as a powerful testimony to redemptive power of the Lord. It represents the light of Christ’s mercy and love in the darkness that is poverty.”

For more information about how your station or program can become involved, call project supervisor Russ Russell at (954) 427-2222 or e-mail him at RussR@foodforthe poor.org. A variety of special promotional materials, including professionally produced radio and television spots.

Take a Close Look at Your b l i n d



S p o t s

by Kathy Simmons

Manager shortcomings are unlikely to be exposed for one simple reason: the inevitable fear of getting on the bad side of the boss.

It is not easy to acknowledge your blind spots as a manager, much less take a close look at them. Although they may be elusive, their consequences are clear. Managers' blind spots have far-reaching effects in an organization.

Unfortunately, these shortcomings are unlikely to be exposed for one simple reason: the inevitable fear of getting on the bad side of the boss. Not many people are bold enough to alert their managers of professional imperfections; instead, they end up trying to work around the managers' weaknesses.

Daniel Goleman, author of *Working With Emotional Intelligence*, offers the following insight: "Whenever someone consistently mishandles a given situation, that is a sure sign of a blind spot. In the lower reaches of an organization, such problems can more easily be dismissed as 'quirks.' But at higher levels these problems are magnified in consequences and visibility; the adverse effects matter not just to the person who has them, but to the group as a whole."

Let's examine some of the most common management blind spots.

The Overwhelming Need to Be Right You may have heard the saying, "The customer is always right." Some managers consider themselves "customers" within their organization — particularly with their staff. This philosophy stifles honest communication and independent thinking among employees. Staff become conditioned to say what the boss wants to hear and to agree with him or her at all costs.

Secretly, they may know of flawed assumptions or obstacles in the boss's plans but are afraid to mention them. Why should they risk being labeled as "negative" or "not a team player"? In the long run, employees realize the rewards are greater if they are "yes" people.

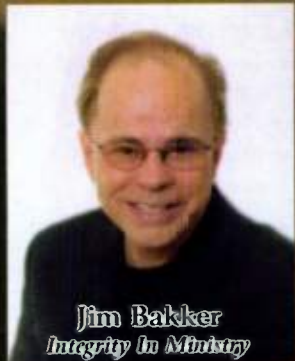
The manager's need to be right is far more powerful than his or her need to consider all angles and possibly admit a deficit in plans or directives. Employees learn to preserve the illusion that the boss is infallible rather than suffer a superior's wrath.

Focused on Self-promotion Leaders who struggle with self-absorption spend considerable energy on their personal agendas. They are compelled to take personal credit for accomplishments and to find someone to blame when things go wrong. These managers lack development in two key areas: humility and loyalty.

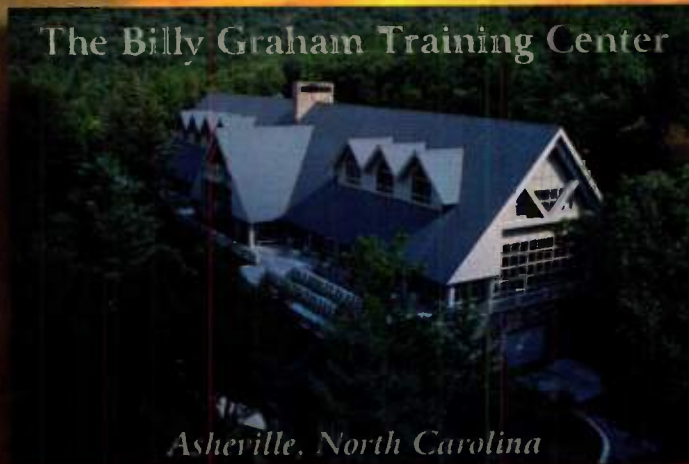
To save their own pride, they do not hesitate to sell out one of their employees. To increase their own visibility, they frequently claim ownership of brilliant ideas and successes within their department. Staff quickly catch on to this game. Managers who have a self-promotion blind spot pay a huge price: low trust and credibility with staff. High-quality employees quickly become disillusioned with managers with excessive egos and seek new leaders who nourish their needs for recognition and coaching. →

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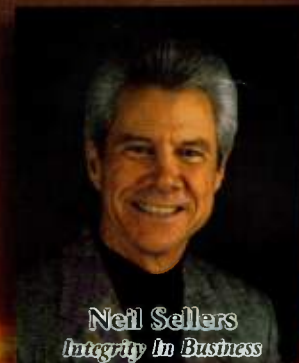
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Self-promoting managers are compelled to take personal credit for accomplishments and to find someone to blame when things go wrong. They lack development in humility and loyalty.

Out-of-control Competitiveness Managers who are highly competitive often have weak relationships with their peers. They have trouble viewing fellow managers as valuable members of a team. Their natural inclination is to see these professionals as threats — people who can outperform or outshine them.

The defense mechanism of this particular blind spot can be backstabbing, political maneuvering or unnecessary conflict about a matter that easily could be resolved with a more cooperative spirit of camaraderie.

Fighting among managers is never a secret with staff. They are highly attuned to evidence of disharmony at the top and, unfortunately, they suffer the consequences. It is never a comfortable situation for employees to know of disunity among their leaders. Managers with competitive blind spots generate unnecessary tension within the workplace, reducing productivity and goodwill within their organization.

The end results of an over-ambitious manager's blind spot cannot be ignored: a multitude of half-hearted endeavors, missed deadlines and employees without a sense of pride or accomplishment.

Over-ambitious/Under-realistic Managers

Over-ambitious managers want to change the world in record time. They have a flawed perception of what can be accomplished and, as a result, relentlessly push their staff with non-sensical expectations.

When top leaders of an organization suffer from this blind spot, managers there typically have a staggering number of projects in progress. Nobody can keep track of all the initiatives.

Although it is tempting to admire the zealous tendencies these managers possess (they are far more desirable than complacency), the end results of their blind spot cannot be ignored: a multitude of half-hearted endeavors, missed deadlines and employees without a sense of pride or accomplishment.

Overzealous leaders generally have confused employees who

are unsure of the priorities and vision of the organization. Managers with excessive objectives undermine the confidence and feelings of achievement within their circle of influence as a result of trying to tackle too much at once.

Low Concern for the Human Element Intense managers are highly focused on the bottom line — to the extent that the human element is overshadowed. They push people like machines, with little regard for the emotional strife they may cause not only to their employees, but also to their families. A staff person unwilling to put in excessive hours is tagged as uncommitted.

Managers with this blind spot have a weak view of balance and boundaries in their personal lives. They usually are workaholics who feel successful and fulfilled only in the work aspect of their lives. Employees who take a healthier, more balanced view of work as one component of their lives will not last long with a slave driver like this.

Managers with low concern for the human element push people like machines, with little regard for the emotional strife they may cause not only to their employees, but also to their families.

Master of the Art of Alienation Managers who regularly alienate others have not developed the critical leadership quality of empathy. Perceived as abrasive and insensitive, these managerial types have a unique knack for stirring up ill feelings from employees and peers.

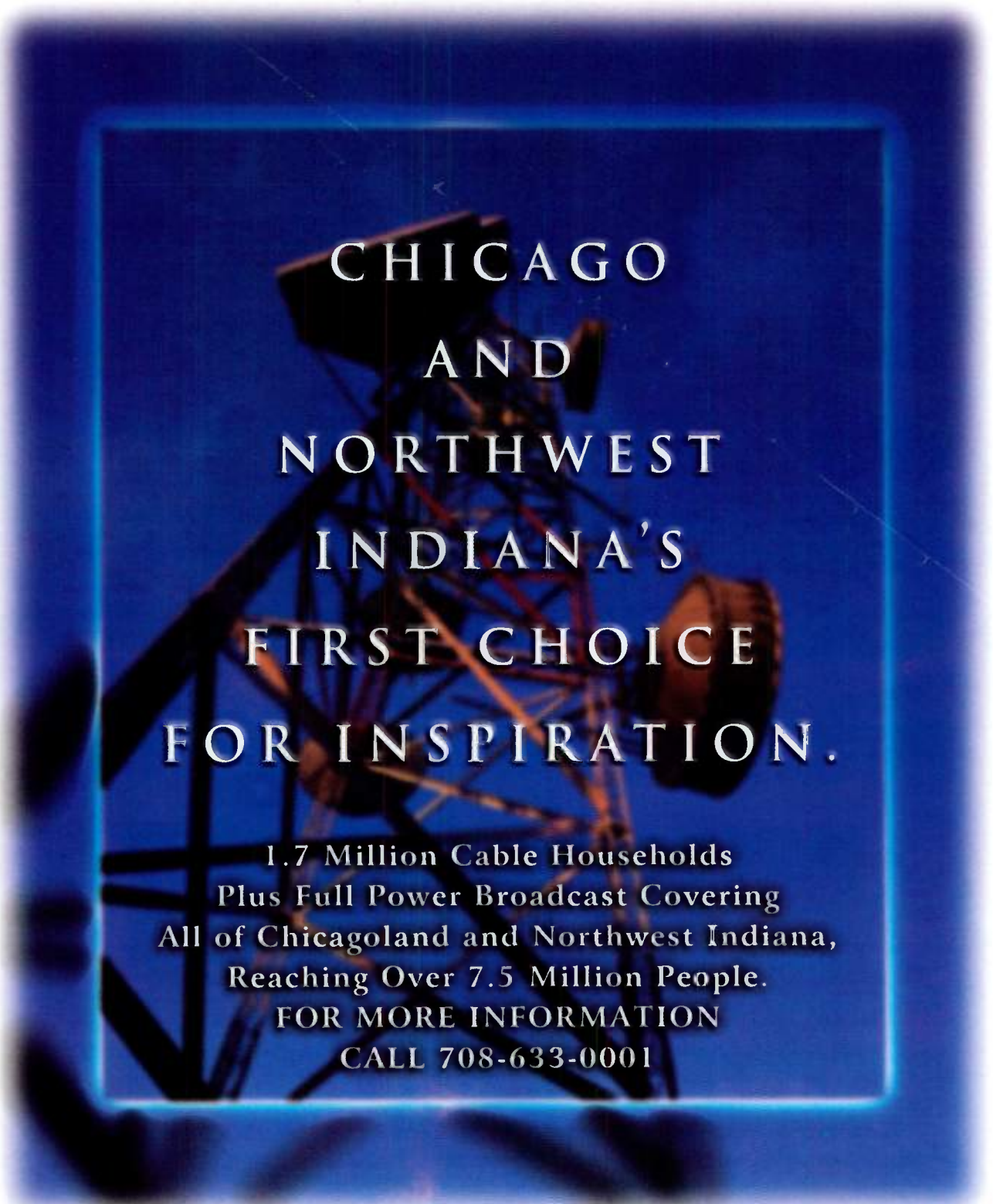
Although the people they work with may have difficulty judging their intent (i.e., whether they are purposefully being hurtful), the resulting negative feelings they create are the same whether intended or not.

Managers with this blind spot enjoy publicly embarrassing others under the guise of “joking around.” They lack the ability to use tact and routinely step on toes with insensitive remarks. Managers who alienate others find themselves with a weak support system. When they need a favor, chances are that few colleagues are willing to go out of their way to help them.

Do any of these blind spots hit you between the eyes? Don't despair. Workplace skills are learned behaviors that can be modified. You can correct your blind spots by swallowing your pride, asking for — and acting on — honest feedback from others and resolving to face these blind spots squarely and honestly, with a firm understanding that they can be conquered.

Wise managers understand the value of self-examination. As one stated, “The greatest obstacle to your success is probably you.”

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The Ultimate Price of Management

by Mark Tordoff

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This definition of management has led to thousands of years of mistrust between management and staff. Significant labor abuse by owners and management trying to “control” their businesses led the drive for unionization early in the 20th century. We still are appalled by today’s stories of sweatshops and child labor camps in foreign countries.

Fortunately, in most American companies, the days of these oppressive conditions are a thing of the distant past. However, the gap between management and staff remains. Workforce accusations now center on “unfeeling bosses who care only about the bottom line,” employees “without a voice,” “ridiculous rules” and, generally, management that’s “out of touch.” Management has its own complaints as well: workers “want too much, produce too little and are absent too often.”

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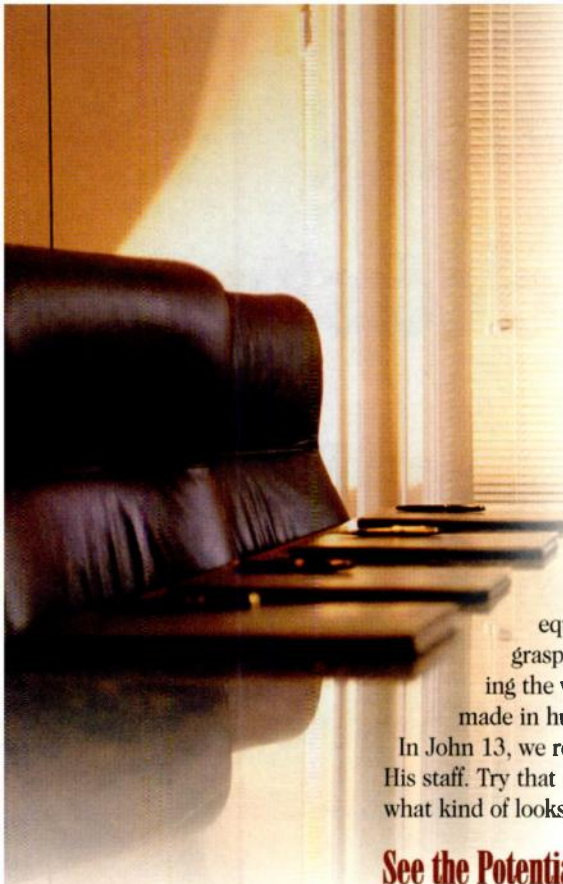


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Christ knew the disciples' potential wasn't dependent on their abilities, but His.

Do your words and actions lead your staff to achieve greater things or leave them confused?

Extreme Mission Statement

"Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves" (Philippians 2:3).

God, as the Creator of the world, could find it well within His power to simply "control and direct" His creation. Yet His Son, the human embodiment of all that is God, "did not consider equality with God something to be grasped, but made himself nothing, taking the very nature of a servant, being made in human likeness" (Philippians 2:6-7).

In John 13, we read about Jesus washing the feet of His staff. Try that at your next staff meeting and see what kind of looks you get!

See the Potential

Jesus's first task after launching His ministry was to choose His ministry team. And what a team it was. Most were uneducated, at least two had furious tempers, one doubted everything, another thought he could walk on water, one was considered a cheat and one Jesus already knew would betray him.

Yet Jesus called Peter the "Rock" on which He'd build His church; John, one of the sons of thunder, was deemed "the disciple He loved." What did Jesus know about these men that led Him to make these comments, in spite of their obvious flaws? Christ knew their potential wasn't dependent on their abilities, but His. As Sheri Wilson of the Christian Media Alliance wrote, "God does not call the qualified, He qualifies the called."

Are you judging your staff based on the potential you see, or the potential He sees?

Do As I Say . . . and As I Do

One of the biggest complaints you hear from the workforce is that the words of management don't match their actions. Jesus's life mirrored the words of James 2:17 — "In the same way, faith by itself, if it is not accompanied by action, is dead." Jesus spent three years showing the disciples exactly what He meant before leaving them to launch their individual ministries.

In fact, in Luke 10, we discover that He sent 72 of the disciples on a field trip to test what they'd learned. Add to that the practical stories (parables) He used to bring His points to life and we understand why He could say with confidence that the believers would "do even greater things than these."

GM Jeff MacFarlane of WJIS-FM/Sarasota, FL, states, "Well-targeted training opportunities help employees grow and take further ownership of their responsibilities. Getting outside the building and into seminar settings really helps give a big picture appreciation for all we do." It also shows that management thinks the employees are worth the investment.

Do your words and actions lead your staff to achieve greater things or leave them confused?

Know-it-all's Need Not Apply

Jesus could have been a real know-it-all. Let's face it: He did know it all! Yet, we never see Him speak with an air of superiority. Instead, He's often engaged in conversation with vulnerable people. People whom you expect to be apprehensive toward authority figures: prostitutes, adulterers, beggars, lepers, tax collectors. He didn't speak at them; He spoke with them. As Ken Blanchard wrote in *The Heart of a Leader*, "Real communication happens when people feel safe." Jesus made people feel safe.

"Leadership that has to have its hands on everything will discourage the workers and they will end up reaching their full potential at a different place of employment," shares Don Hughes of Great Plains Christian Radio in Meade, KS. Conversely, a management style of being "...quick to listen, slow to speak and slow to become angry" provides workers with the freedom to blossom in ways they can't foresee.

One area every manager must watch out for is correcting employees. Part of feeling safe is knowing that you won't be humiliated. Criticism should be given privately, not in front of listeners, board members, fellow staffers or volunteers. It should never be delivered in anger. Both can demoralize the best employee. Jesus's composure around the Pharisees and Sadducees, especially during his →



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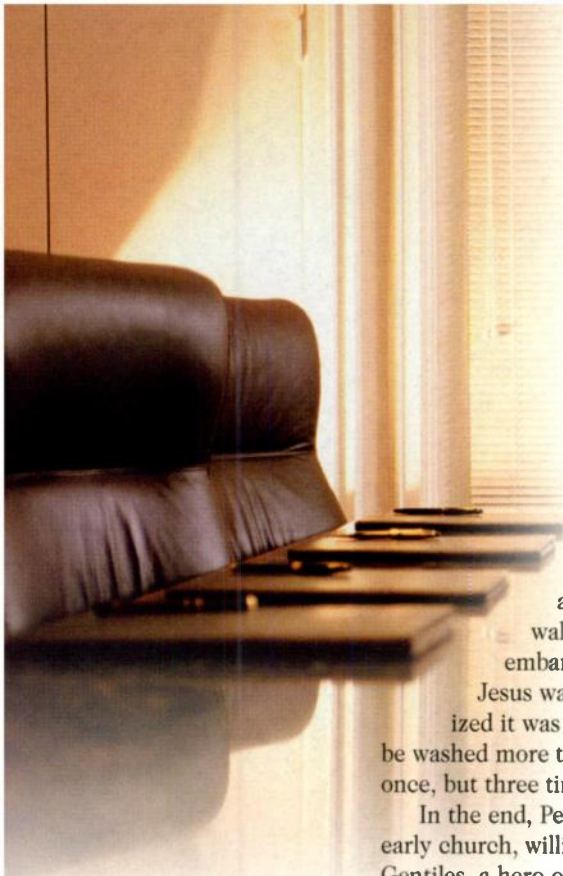
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Jesus's composure, especially during his trial, reveals a control over tongue and temper under duress that every manager should seek.

Managing is not easy. You will make mistakes.

trial, reveals a control over tongue and temper under duress that every manager should seek.

It's Okay to Fail

Humility is a great teacher. Peter is someone who probably would get fired from many jobs. He openly ridiculed his Master for telling him to let down fishing nets during the daytime. He had the arrogance to think that he could walk on water. He didn't want to be embarrassed by having the guys see Jesus wash his feet, then, when he realized it was an honor, he greedily wanted to be washed more than the rest. Finally, he lied not once, but three times about even knowing his boss.

In the end, Peter became a great leader in the early church, willing to be used to reach the Gentiles, a hero of the faith. Jesus knew that Peter's failure would be the foundation for his future success.

Do you see failure as a building block for future growth or a betrayal of your personal agenda?

Give Credit Where Credit Is Due

Ever come up with a great idea, then watch someone take credit for it? Jesus did wondrous miracles throughout His ministry, but is often heard saying how His power came from His Father.

Did a member of your staff come up with an idea that saved you money, made you money or gained new listeners? Why not give that person an opportunity to share it with the board? Recognize them with a weekend away. Honor them in your newsletter. Bottom line: make a big deal about it.

Word spread very quickly about Jesus and His ministry. His little start-up ministry soon became a large-scale operation. Crowds were overwhelming. The never-ending needs of the people meant long days for the staff. Jesus was quick to recognize when it was time to get away — for himself and for the disciples.

Broadcast ministries are often operating around-the-clock. Financial limitations often mean staff members are asked to do more than one job in a work week of more than 40 hours. If you expect staff to be flexible for you, make sure you're flexible for them. Look for ways to show you really appreciate their effort and sacrifice by making it easy to get time off, especially in situations where a personal issue needs to be addressed.

Marathon or Sprint?

Running a ministry is a lot like running a race. You need to be in good (spiritual) shape. You need to be properly trained. You need to train and run a few shorter races before you tackle a big one.

We can learn a lot from Paul's words to Timothy: "I have fought the good fight, I have finished the race, I have kept the faith." As Mark Sanborn, co-editor of *Meditations for the Road Warrior* and president of Sanborn & Associates, Inc., says, "Notice that Paul doesn't proclaim 'I won!' Today, the preoccupation is with winning ... sometimes winning the race tempts the runner to take short-cuts. Or maybe they over train. Perhaps they become too focused on the outcome." Even in the Garden of Gethsemane, Jesus was able to overcome His "Heartbreak Hill" when He said, "...may Your will be done."

It is important to remember that athletes surround themselves with coaches, trainers and supporters who will help them to achieve a better performance. Jesus had His Father. You can have this same kind of support. Make sure you regularly spend time with God. Then, seek out knowledgeable board members, ministry leaders in your community and professional peers with more experience than you. They've already covered some of the same ground you'll have to cover. They can point out snares and pitfalls for you, as well as successful routes.

Run For the Prize

"Do you not know that in a race all the runners run, but only one gets the prize? Run in such a way as to get the prize" (1 Corinthians 9:24).

Managing is not easy. You will make mistakes. You will have to humble yourself. You might not be understood. Criticism may sometimes — perhaps often — outweigh accolades. Jesus also must have felt that way. Think about it: one day He's being revered as a king and the next day they all want to crucify Him.

In the end, Jesus was willing to give His life for all, including His beloved co-laborers. His willingness to lay down His life led each of them to go forth and carry out the ministry with almost reckless abandon.

What price are you willing to pay for the success of your staff?

Mark Tordoff is station manager of WMSJ-FM/Freeport, ME, a non-commercial Christian music station. He says he is still trying to get this management thing right. Contact him at mtordoff@flash.net or 207-865-3448.



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