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October 2000

Mission-minded Broadcasting: Guadeloupe



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ter Convention;
Long Beach, CA.
79-8400.

Society of Broadcast Engineers;
Pittsburgh, PA. 317-253-1640.

October 5-7

Society of Professional Journalists
National Convention; Columbus,
OH. Julie Grimes, 765-653-3333.

October 13-14

National Association of Hispanic
Journalists Regional Convention;
Chicago, IL. 202-662-7145.

October 22-24

Canadian Association of Broadcasters
Annual Convention; Vancouver,
Canada. Marye Menard-Bos, 613-
233-4035.

November 8-12

National Association of Farm
Broadcasters Annual Convention;
Kansas City, MO. 651-224-0508.

January 6-9, 2001

2001 Consumer Electronics Show;
Las Vegas, NV. 703-907-7600.

January 22

Association of Local Television
Stations Convention; Las Vegas, NV.
Angela Giroux, 202-887-1970.

January 22-25

National Association of TV Program
Executives (NATPE) Annual
Convention; Las Vegas, NV. 310-453-
4440.

February 1-4

Radio Advertising Bureau RAB 2001;
Dallas, TX. 972-753-6740.

February 10-13

58th Annual NRB Convention &
Exposition; Wyndham Anatole
Hotel, Dallas, TX. Gina Ebhardt, 703-
330-7000, ext. 503.

April 23-26

National Association of Broadcasters
NAB 2001; Las Vegas, NV. Kathleen
Muller, 202-775-3527.

May 20-23

Broadcast Cable Financial
Management Association 41st
Annual Conference; Toronto,
Ontario. Mary Teister, 847-296-0200.

NRB

National Religious Broadcasters

October 2000,
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Message Methods



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

Of one thing I'm certain: the world desperately needs the Gospel. We hold the tools to make certain that no man, woman, boy or girl does not hear the soul-touching message of God's love in Christ.

This is a burden God has placed in my heart, and it's the reason why I emphasize world needs when I speak to our members. Partnership with ministries overseas is a blessing and a must!

Everything in the universe began with God, and He upholds it all. I believe this is true of the work of NRB. It began under the direction and leadership of the Holy Spirit, and it has been upheld by God's hand. I often have used the expression, when speaking of the National Religious Broadcasters, "It is a vine of God's own planting."

But what is more important to you and me personally is to know that this also is true in our individual lives. There is an old cliché that says, "Life begins at 40." The real truth is, regardless of age, life begins at Calvary. Until you come to Christ, at the cross, you are never really alive. The Apostle Paul told the Ephesians, "You have been made alive, you who were dead because of your trespasses and sins" (Eph.2:1).

Probably during no previous time in church history have there been so many ways to get the Gospel out to so many people. The most effective means of communication immediately following the Resurrection, and for centuries afterward,

was by word of mouth, as Norman Wilson of *The Wesleyan Hour* said recently. In the mid-1400s, Gutenberg changed the face of communications with his printing press. But it was not until the 20th century and the development of electronic technology that the Word could be preached to uncounted masses, first by radio and then by TV.

In 1916, in its aggressive outreach to Chicago, IL, Moody Bible Institute originated what became known as the "gospel wagon." These horse-pulled wagons each held a small organ, a desk for a pulpit, and a few seats for a choir. It was designed to go where the people were. Today, Moody maintains a network of radio stations, interconnected by satellite, capable of reaching tens of millions of people every day.

Christian programming now is available 24 hours a day, seven days a week, to anyone with a computer and access to the World Wide Web. God, who spoke in a variety of imaginative ways to our fathers through the prophets, is speaking in these days through His Son. And although the means of communicating that message changes almost daily with the advancements of technology, the message itself remains constant. It is the message that your sins can be forgiven, your life can be changed and your future can be secured through the death, burial and resurrection of the Lord Jesus Christ.

Let us boldly take this message to the world.

Parachute Packers

Charles was a Navy fighter pilot who flew 75 missions during the Viet Nam conflict. On one fateful mission, his plane was shot down by anti-aircraft fire. He safely ejected and parachuted into enemy territory. He was picked up by enemy forces and spent the remaining five years of the war in a prison camp.

On his return to the United States, he began to write and lecture about his experience and what he learned about survival and perseverance through the ordeal. He became a popular, sought-after speaker. One evening, Charles and his wife were enjoying a quiet dinner at a restaurant when a stranger approached him.

"You're Charles, aren't you?" the man asked.

He recognized the face but couldn't place where he had seen this man before. "Yes, I'm Charles ... and who are you?"

The stranger answered, "I'm the one who packed your parachute!"

Suddenly the significance hit Charles. He had been speaking to hundreds of people and receiving recognition for his heroics as a fighter pilot and survivor of a prison camp. But the man before him had spent hundreds of hours in the bowels of the aircraft carrier, carefully folding the parachute, so that the life of the fighter pilot could be saved.

Charles thought back to the many times hot-shot fighter pilots had ignored men like this in their bell-bottoms and backward bibs, who did unglamorous duty with no glory, no

adrenaline rush, no ego-fulfillment. But because of this man, Charles was alive today to tell his story.

Christian media has its share of stars and superstars. Some of us on the air or in top management get the attention and the accolades. But let me ask you: "Who's packing your parachute?" Who are the people in the trenches who build and maintain the equipment? What about the administrative people who keep your operation efficient and effective on a day-to-day basis? Do you think about the business office staff who do billing, receipting and payroll? Think of the maintenance people who keep the external and internal facilities looking neat and professional.

Don't forget these "invisible people" who pack your parachute. *Do nothing out of selfish ambition or vain conceit, but in humility consider others better than yourselves.*

— *Philippians 2:3*



Wayne Pederson is chairman of **NRB** and executive vice president of **Northwestern College Radio Network** in St. Paul, MN. He may be reached at wap@nwc.edu or 651-631-5000.

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Dick Bott
President

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Rich Bott, II
Executive
Vice President



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 Kansas City Kansas City St. Louis St. Louis Oklahoma City Shawnee Memphis Ft. Wayne Wichita Topeka Richmond Kirksville Sunrise Beach Lincoln Fresno/Modesto



NRB Advocating for Post-Cornerstone Legislation



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.

As the legislative year on Capitol Hill comes to a close, NRB continues to work to persuade lawmakers to address the so-called *Cornerstone* issue before final adjournment. Passage of any measure other than mandatory appropriations bills may be an uphill battle at this point, but NRB members should be heartened by the progress made to date on H.R. 4201, the "Noncommercial Broadcasting Freedom of Expression Act."

The legislation, sponsored by Rep. Chip Pickering (R-MS), would prohibit the Federal Communications Commission from attempting to restrict the amount or content of religious programming aired by noncommercial educational television (NCE) stations. NRB members likely remember that this controversy erupted as a result of the Commission's short-lived effort to impose such restraints in late December 1999, in the context of a Pittsburgh, PA, station swap proposal involving Cornerstone TeleVision, Inc.

Although the FCC approved the transaction, it did so on the condition that Cornerstone — and all other NCETV licensees — satisfy a new programming content obligation. The new policy would have required that all NCETV licensees, whether religious or secular, devote at least 50 percent of their regularly scheduled weekly broadcast hours to "educational, instructional, or cultural" programs.

With the exception of religious programming, the definition of qualifying "general educational" or "cultural" broadcast material was vague; programs would have satisfied the standard if their "primary purpose" were to serve "the educational, instructional or cultural needs of the community." But the policy would have barred NCETV stations from using "programming primarily devoted to religious exhortation, proselytizing or statements of personally-held religious views and religious beliefs" to meet the educational programming requirement.

The ill-considered policy sparked considerable furor, not only among religious broadcasters and their audiences but also among other supporters of free speech rights generally. The FCC in late January 2000 deleted the controversial language from the *Cornerstone* order.

However, while this action pleased proponents of religious speech, NRB and others familiar with the agency's operations have not been content to leave the matter there. The possibility remains that the policy could be quietly resurrected at some later date, perhaps as informal staff "processing guidelines" for handling NCETV applications involving religious broadcasters. Statements issued by two Commissioners at the time of the January vote indicated that they could foresee such a revival, although they strongly disagreed as to whether the action would be lawful.

Members of Congress numbered among the most vocal critics of the FCC's initial action in the *Cornerstone* case, with respect to both the substance of the policy and the procedure by which it arose. (It is unusual for the agency to establish any broad policy in a case involving only a few parties to a station sale; the Commission typically establishes new obligations of general applicability through a notice-and-comment rulemaking proceeding.)

Within weeks, three different measures were circulating — the Pickering bill; the "Religious Broadcasting Freedom Act," spearheaded by Rep. Mike Oxley (R-OH); and the "Noncommercial Broadcasting Eligibility Act," drafted by Sen. Tim Hutchinson (R-AR). NRB has been interested in all three proposals, which incorporate different mechanisms to achieve much the same aims.

However, H.R. 4201, which takes the most comprehensive approach to the issue, is best positioned for a chance of passage this year. The Pickering bill passed the House of Representatives in June on a bipartisan vote of 264-159, and it was formally "read" to the Senate for the second time in early September. From a procedural standpoint, this means the Senate could still take action on the measure during the closing weeks' scramble of this legislative session.

NRB president Brandt Gustavson testified earlier this year on behalf of NRB's support of the legislation. More recently, Gustavson (with the assistance of other NRB staff members), members of my law firm and Mark Dreistadt of Cornerstone TeleVision, visited the offices of several key senators to seek support for Senate action on the House measure — including Majority Leader Trent Lott (R-MS) and Commerce Committee Chairman John McCain (R-AZ) — and the reception has been favorable.

The Pickering proposal confronts both components of the *Cornerstone* issue. First, it would bar the FCC from establishing a requirement that noncommercial broadcasters, religious or secular, devote a specified number of hours to "educational, instructional, cultural or religious" programming. Second, the measure makes plain that the agency must treat religious programming in the same manner as it does other educational programming under the noncommercial licensing rules. The bill also clarifies that these protections apply to both radio and television NCE stations.

As of this writing, it is difficult to predict whether the Senate will act on H.R. 4201 this year. Because of the upcoming elections, lawmakers are rushing to finish mandatory government spending bills so that they can adjourn early this month for full-time campaigning — an effort that has extra urgency now, given the tight races for control of the White House and Congress. I will report in a future column on whether the measure survives the end-of-session crush.

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NEW YORK
*Creative Media
Promotions*



AIRWAVE NEWS RADIO

Glendale, CA - Conservative talk radio station KIEV-AM was awarded a \$5,000 cash prize and a Mercury Trophy by the Radio Advertising Bureau (RAB) for one of the top 12 radio commercials of 1999. KIEV also won the award for Best Radio Station Produced Spot for a commercial it created for Brazos Country Foods. Creative director Blaine Parker and production director Bob Holiday created the spot. (Tricia Whitehead, 615-599-7746)

Lynchburg, VA - In July, WRXT-FM helped greet 12,000 people at Celebrate America 2000, a patriotic event sponsored by Thomas Road Baptist Church on the campus of Liberty University. (Alan Rogers, 804-237-9798)

New York, NY - KCBI-FM won the Best Drama Special at the New York Festival 2000 Radio Awards for its radio theatre production of *A Father's Heart*, written, directed and produced by Alan Scott. The production was singled out as one of "the world's best works" at the prestigious media event. (Troy Kriechbaum, 817-792-3800)



St. Paul, MN - KCAM-AM/Glenallen, AL, was chosen by the SkyLight Network as its station of the year 2000. The honor was presented to station manager Scott Yahr during Inspo 2000 held at Northwestern College. In other news, eight radio stations are the newest affiliates to join SkyLight Network: WFGW-AM, WMIT-FM, KADV-FM, KTGW-FM, WDBA-FM, WLJH-FM, KLJH-FM and KCKN-AM. (Dale Davis, 651-631-5032)

Miami, FL - Since the Miami Ministry Center was established earlier this year by Trans World Radio (TWR), a broadcasting outreach to Hispanics in South Florida has been initiated, with a radio and telephone ministry, Line of Trust, begun in September in cooperation with area churches. (Jim Munger, 305-828-4240)

Springfield, MO - Radio station KADI-FM, owned by Snowmen Broadcasting, Inc., was sold to Vision Communications on July 26. R.C. Amer Jr. is president of Vision Communications. (Joyce Oseland, 773-775-3045)



Colorado Springs, CO - The Bible is the main focus of *Power of the Word*, Bibles For The World's newly launched, two-minute radio feature designed to strengthen the listener's faith through historical facts and events of the Bible and testimonies. (GSF & Associates, 615-361-1810)

Houston, TX - KSBJ-FM concluded its Summer of Love promotion with a child sponsorship drive for Compassion International. More than 700 children from India were sponsored by area listeners, surpassing the previous record of 500 by a radio-station-led sponsorship. (Jason Ray, 281-446-5725)



Providence, RI - WARV-AM's float won first prize as the Most Patriotic Float, Commercial Division, in the 215th Annual Bristol, Rhode Island Fourth of July Parade. Public Affairs and Church Relations Director Eleanor Hubbard created the float, with a theme based on the 200th Anniversary of the Library of Congress. (Eleanor Hubbard, 401-737-0700)



(L-R) WARV announcers Carolyn Sweet and Cherrilynn Bisbano; Michael Bisbano; WVNE-AM account executive Joseph Amarante; Eleanor Hubbard; and WARV chief engineer Lincoln Hubbard

Washington, DC - XM Satellite Radio Inc. (Nasdaq: XMSR), a new band of radio, closed its \$235 million financing deal announced in July, completing its funding through commercial launch of its nationwide satellite radio service. As part of the transaction, American Honda Motor Co. Inc. has joined General Motors, DIRECTV Enterprises Inc., Clear Channel Communications and Motient Corporation (Nasdaq: MTNT) as a key strategic investor in XM. The investor group, led by AEA Investors Inc., also includes Madison Dearborn Partners, Baron Asset Funds, DIRECTV and Columbia Capital, LLC, which will purchase newly issued preferred stock in the company. (Krista Martin, 202-380-4313)

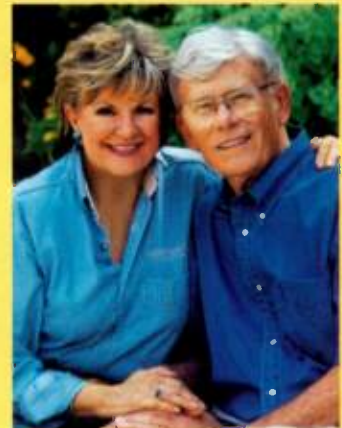
Almaty, KAZAKHSTAN - Norm and Cher Nelson, of *Life At Its Best*, participated in the five-day Silk Road 2000 Festival. The festival was attended by hundreds of Korean-Americans, Korean-Canadians, and by 2000 South Koreans, many of them in leadership roles at the festival, while hundreds more participated in short-term mission projects throughout Central Asia after the close of the festival. (Jerry Langford, 949-470-2890)

San Diego, CA - Oliver North and Michael Medved are providing daily GOP updates on *Larson Live!* on KPRZ-AM. KCBQ-AM provided coverage of the Republican National Convention in Philadelphia, PA. (KCBQ/KPRZ, 858-535-1210)

Arlington, VA - Chris Mead, director of Nonprofit Accounts for GivingCapital, announced its agreement with National Public Radio stations to help collect donations online. (Chris Mead, 703-522-4982)

Irving, TX - Point of Grace Entertainment, a national distributor in the CCM and urban gospel markets, formed an alliance with Sound Track Radio Promotions, a division of Christian Media Enterprises. (Ernest Jefferson, 972-780-7782)

AirwaveAnniversaries



Kay and Jack Arthur

Chattanooga, TN - Kay and Jack Arthur recently celebrated the 30th anniversary of Precept Ministries International with representatives from many of the 118 countries where Precept Bible studies are conducted (now in 63 languages). *The New Inductive Study Bible* and *A Marriage Without Regrets* were also released. NRB Board members sent congratulations to the Arthurs for 30 years in ministry together and for programs now broadcast on more than 900 radio stations, 146 TV stations and seven networks nationwide. (Kathy Sindorf, 423-296-8623)



AIRWAVE NEWS TELEVISION

Ames, IA - *Gospel Fire*, a cutting-edge gospel music video show hosted by comedian Jonathan Slocumb and co-produced by Mark Turner, began airing September 1. (Gerrit Long, 515-296-2044)

Fort Worth, TX - FamilyNet has signed on six new broadcast and cable systems: Coosa Cable/Pell City, AL; KGEC-TV26/Redding, CA; KGEC/Waycross, GA; Cencom/Hopkinsville, KY; Cablevision of LA/Springhill, LA; Communicom Communications/Durant, OK. (Denise Cook, 817-737-4011)

Virginia Beach, VA - The Christian Broadcasting Network (CBN) broadcast *The 700 Club* news segment live from the Republican National Convention with host and commentator Pat Robertson joined by anchor Lee Webb and CBN chief political editor John Waage. (Carolyn Miller, 757-226-2729)



Milwaukee, WI - More than \$380 million has been spent on low-power television (LPTV) trades during the last three years, according to John Kompas of the Kompas Group, a multi-services provider for the LPTV industry. Values are expected to increase as stations obtain Class A licenses. (John Kompas, 262-781-0188)

Santa Ana, CA - Trinity Broadcasting Network (TBN) is being sued for alleged trademark and copyright infringement in connection with its production and distribution of *The Omega Code*, which was released last October with strong box office results. The \$40 million suit charges that Sylvia Fleener, a Christian minister and supporter of TBN, created the story and characters in *The Omega Code*. Fleener charges that her works were misappropriated by TBN for its own book and movie, an infringement she charges was willful and deliberate. Colby May, attorney for TBN, stated *The Omega Code* is an independent, separately commissioned work for TBN and believes there is no basis or justification for the suit. (Colby May, 202-298-6348)



Burbank, CA - Phil Cooke Pictures, Inc., completed the music video featuring Kathie Lee Gifford based on the title song from her new CD *Born for You*. The music video was directed by Cooke and produced on location at Zuma Beach in Malibu, CA. The video premiered on *Entertainment Tonight* and ABC's *20/20*. (Phil Cooke Pictures, 818-563-2125)



Worship Service: Anne Graham Lotz, second daughter of Billy and Ruth Graham, established the non-profit corporation AnGeL Ministries in 1988. The corporation seeks to give out messages of biblical exposition through Graham Lotz's speaking, tapes and books. She has been the featured speaker at conferences, seminaries, churches and universities on every continent of



Anne Graham Lotz

the world, except Antarctica. Her message is clear and consistent, calling people to a personal relationship with God through His Word.

World Fellowship Luncheon: Rev. Ulrich Parzany is a renowned evangelist with a particular burden for young people. General secretary of the National Council of the German YMCAs since October 1984, he also has been a board member of the German Evangelical Alliance since 1987. In 1998, the German Cross of Honour was conferred upon him by the chief minister of the province of Hessen.

Women's Luncheon: The petite, profound and playful Patsy Clairmont appears courtesy of Waterbrook Press. Through years of suffering from agoraphobia (fear of venturing outside of the home), Clairmont gained a deep appreciation of God's healing power. The best-selling author, who currently speaks with the Women of Faith conferences, shares with humor and wit how God uses imperfect, "cracked" Christians.



James Robison

Anniversary Banquet: In 1968, the James Robison Evangelistic Association launched a TV ministry at the suggestion of Billy Graham. In 1992, Robison changed the ministry's name to LIFE Outreach International, wanting the ministry to be purpose-centered rather than personality-driven. Today, LIFE Outreach works in more than 20 countries and the program reaches 100 million households in the United States and Canada, airing on major Christian networks, PAX TV and FOX Family.

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AIRWAVE NEWS TELEVISION, cont.

Atlanta, GA - *The Gravedigger Show*, a production of WATC-TV57, was awarded a Silver Gavel Award by the State Bar of Georgia. The award honors media outlets that help to foster greater understanding of the legal and judicial system. (Greg West, 770-300-9828)



(L-R) *The Gravedigger Show* host Joe Oreskovich is congratulated by WATC-TV57 president Dr. James Thompson

Charlotte, NC - *Sex Has A Price Tag* with Pam Stenzel and the *Al Denson Praise Special* were among several new specials for teens that aired on INSP-The Inspiration Network July through September during the Music Zone, the INSP teen block of programming. In other news, The Inspiration Networks in partnership with LifeLine Communications, Inc., is offering a number of new telecommunications services for the Christian market. (Sara Lowe, 704-561-7728)

Los Angeles, CA - Providence Entertainment's *The Omega Code* was recently named the #1 limited-release film of 1999, according to Daily Variety's Independents Special Issue. (Dennis Disney, 615-287-9215)



NEWS

Washington, DC - NRB counsel Richard Wiley, of Wiley, Rein & Fielding, was again named as one of the most influential lawyers in America by *The National Law Journal*. Wiley was recognized as the leading communications attorney who heads the largest communications practice nationally. He has been named in the Journal's "100 Profiles of Power: The Most Influential Lawyers in America" every year since the triennial honor was created in 1995. (WR&F, 202-719-7000)



INTERNATIONAL NEWS

La Mirada, CA - Far East Broadcasting, the 55-year-old international Christian radio broadcasting company, recently announced that it is now to be known publicly as Voice of Friendship. The non-profit organization will retain its original name as the parent company and legal entity. (Alisa Grace, 800-523-3480)



Quito, ECUADOR - Christians from across Latin America gathered in Quito, Ecuador, the first week of September to attend CLADE IV, the fourth Latin America Congress on Evangelism. At press time, Latin America Mission's Ken MacHarg expected more than 1,300 delegates to take part in the event. (www.beyondthecall.org/)

Colorado Springs, CO - World by Radio (originally known as World by 2000) reported that more than 650 million people around the world can now hear the Gospel via radio in a language they can understand as a result of a 15-year cooperative effort by international Christian broadcasters. Since 1985, new radio programs have been made available to 111 of the world's major languages, comprising about 11 percent of the global population. Seventy-eight languages (spoken by an estimated 380 million people) still await production and airing of programs. World by Radio was birthed by Voice of Friendship (formerly Far East Broadcasting Co.), HCB World Radio, SIM and Trans World Radio. (719-548-7490)



CAUCASUS REGION - The first television program production of the Caucasus region has been launched in seven languages. Most of the peoples represented are Moslem, making the region one of the world's most dangerous for conventional missions work. A television channel in the region has offered one free hour of airtime daily, allowing for telecasts in many of the languages of the region. Initially, International Russian Radio-TV (IRR-TV) will supply the programs, dubbed into as many languages as possible, but invites other NRB member organizations to help initiate new programming produced by the peoples of the area. IRR-TV also has undertaken to supply the station with up to 15 language versions of the popular *Jesus* film. Television channel executives have been nervous over the proposal of including Chechen language programming, fearing reprisal against the broadcast facility. In a surprise development, Pastor Dmitri from a church on the border of Chechnya sent IRR-TV this message: "We have been distributing and showing the *Jesus* film on video in the refugee Chechen camps. Many have been reportedly physically healed and their life has dramatically

changed. The reception was so positive the local Chechnyan TV station had a debut airing of the film in the Chechen language. It was picked up in all homes in the low-lying areas, excluding the mountainous regions. We were able to pray with many and now there are many new Chechen Christians!" (Hannu Haukka, irr@hhaukka.pp.fi or 011-358-9-230-2233)

NRB

Communications Connection

"The NRB magazine is an essential tool for reaching our ministry community. It is THE voice of authority and serves as the publication of record for the Christian broadcast community. KMA relies on the NRB Magazine to communicate messages about us and our clients."

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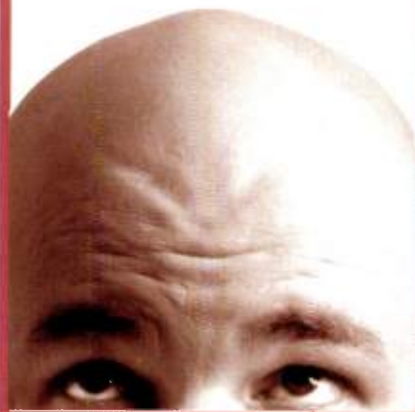
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TRADE TALK



MUSIC

Nashville, TN - Frank Breeden, president of Christian Music Trade

Association (CMTA) and Gospel Music Association (GMA) announced an industry-wide program to convert all Christian music product to a singular product numbering system, using the retail industry standard Universal Product Codes (UPC). The conversion to UPC is expected to be complete by January 2001, but beginning November 1, all suppliers and distributors will assign only UPC codes to the product. (Tricia Whitehead, 615-599-7746)

Atlanta, GA - Gospel Music Association 2000 Female Vocalist of the Year, Jaci Velasquez, recently performed at Journey On, a festival at Six Flags hosted by syndicated radio show personality Delilah of *The Delilah Show*. In other news, Velasquez received a Latin Grammy Nomination for "Llegar a Ti" from The Latin Academy of Recording Arts and Sciences, Inc., for Best Female Pop Vocal Performance in the first Latin Grammy Awards. (Journey On: Heather Hargis, 615-777-2211; Latin Grammy: Rick Hoganson, 615-641-1052)



(L-R) Delilah and Velasquez

Nashville, TN - According to the mid-year SoundScan sales data, the new music dominating sales of Contemporary Christian and Gospel music in the first half of 2000 indicates an emerging group of younger, more urban artists who are pushing the boundaries of what defines new music for the church. Rock, Rap, Urban, Black Gospel and Modern Worship, a relatively new genre that blends contemporary music with hymn-like lyrics, permeate SoundScan's YTD Overall Album charts. Many records also are selling strong at mainstream retail. (Tricia Whitehead, 615-599-7746)

Brentwood, TN - Insync Music recording group Sons of Mercy, based in Atlanta, GA, released its self-titled debut. This spring the group opened for Michael W. Smith. (Colleen Hoagland, 615-221-5111)



Christian Music Trade Association

Nashville, TN - Noted Hollywood cameraman Jim Muro directed Phil Joel's first video for Inpop Records, *Watching Over You*. Muro has been director of photography on nearly 40 films, including *Titanic*, *The Insider*, *Any Given Sunday* and *Runaway Bride*, and won an Oscar for his work on *Dances With Wolves*. (Tricia Whitehead, 615-599-7746)

Franklin, TN - Recorded before a live audience at the Fairfield Hall in London, England, Donnie McClurkin's debut release on Verity Records, *Live In London and More...*, will be available on video October 10. (Jackie Marushka Smith, 615-261-6439)



Franklin, TN - Benson Records group 4HIM released *Hymns: A Place of Worship*, a contemporary, musical interpretation of hymns. The CD was produced by Michael Omartian and arranged by the members of 4HIM and Omartian. (Jackie Marushka Smith, 615-261-6439)



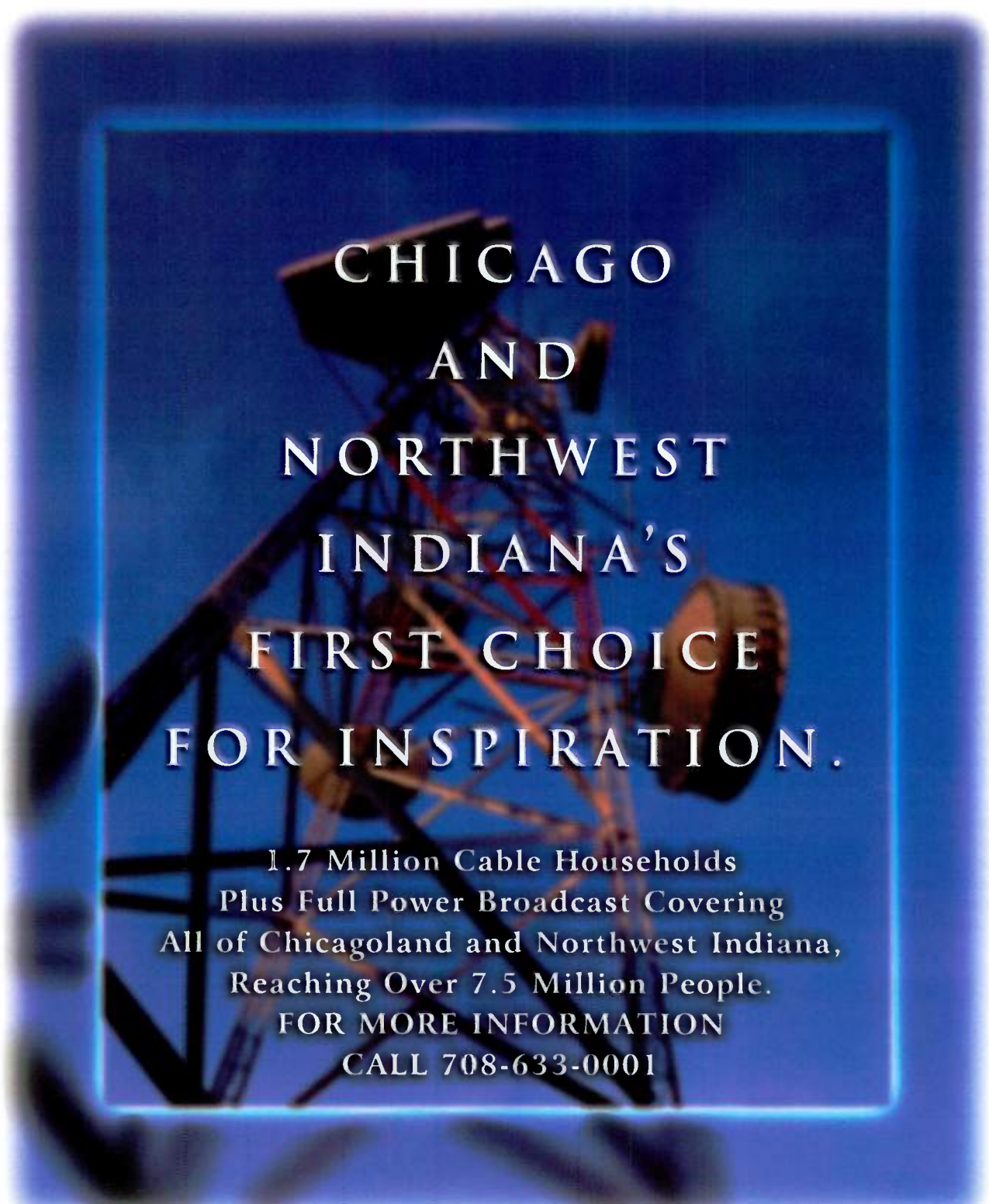
Costa Mesa, CA - *Something to Sing About!* is the latest release from Haven Ministries. (Hanns Manship, 714-918-4286)

Nashville, TN - 40records artist and worship leader Sammy Ward released his debut recording, *My Passion*. Produced by Micah Wilshire and Otto Price, the album was executive produced by Toby McKeehan and Bill Gaither. (Brian Smith, 615-298-5505)

Brentwood, TN - Ministry Music introduces recording artist Khanyisa's debut with for Resolve Records, *Pictures*. The South African band performed at the Billy Graham/Franklin Graham crusades in South Africa. (Colleen Hoagland, 615-221-5111)



(Front to back, L-R) Gio Fisher, Melony Shilliday, Matthew Kennedy, Deon Ploalijies, Leon Jaftha, Llewellyn Pearce, Andries Visser and Rolf Weichardt



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First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

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Pro-Life Perspective

For more information please contact National Right to Life, 419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004 (202) 626-8817



INTERNET

Alexandria, VA - LifeAudio announced a new service offering Audio Web Stores for radio programs that want to make their broadcasts or teaching available online in digital formats (CDs, MP3 CDs, MP3 downloads or streaming). The "Audio Store" will be integrated into the ministry's Web site — or serve as a stand-alone site — and will allow users to search for talks or broadcasts by Bible reference, subject, date and other criteria. LifeAudio will create CDs on-demand and handle order fulfillment, delivery and customer service. (Matt Aiello, 703-548-8900)

Nashville, TN - Nielsen NetRatings data for May 2000 ranked



Crosswalk.com as the number one Family & Lifestyle Web site in terms of repeat visits per person, and the 33rd largest Family & Lifestyle Web site overall based upon the number of unique monthly visitors. (Scott Shuford, 949-470-4530)

Alexandria, VA -



CNSNews.com unveiled its automated content delivery system, Cybercast.



Organizations can have CNS content delivered, or Cybercast, to their subscribing sites formatted to the style and design of the individual subscriber's existing Web presence. Also, CNSNews.com has partnered with AvantGo.com to provide mobile infrastructure software and services that extend the Internet and corporate applications beyond the desktop to handheld devices and Internet-enabled phones to deliver CNS content free of charge to its subscribers to personal Palm OS and Windows CE devices, as well as Web-enabled phones. (Mike Burita, 703-683-5004)

Dallas, TX - CCBid.com has formed affiliate relationships with two online Christian organizations to enable online users to access CCBid's services



through a dedicated channel on the home pages of these organizations:



American Family Association (www.afa.net) and CyberCross.net (www.CyberCross.net). (Christopher Clem, 972-874-7467)

Chantilly, VA -



Crosswalk.com provided exclusive audio and video Webcasting for Billy Graham's Amsterdam 2000 conference. The agreement with the Billy Graham Evangelistic Association included a live interactive press conference with Graham in Amsterdam on July 28, with an exclusive online chat with Graham. (Steve Biggerstaff, 703-968-4808)

Columbus, OH - The June 26 issue of *Radio Ink Magazine* named Radio U as the eighth most technically advanced Web site in the world. In other news,

for the third consecutive year Radio U sponsored the Blast at Beulah Independence weekend festivities and fireworks for Grove City, featuring Radio U and city-sponsored artists. (Dirk Thompson-Hunt, 614-839-7105)

Nashville, TN - Retailers who participate in transmitting their sales data to SoundScan are eligible to have access to SoundScan reports through the Internet. According to Rick Bowles, senior director of Marketing for the Christian Music Trade Association (CMTA), the program includes access to the same reports and charts currently available to all SoundScan subscribers, including title reports, chart reports and summary reports. (Tricia Whitehead, 615-599-7746)



PUBLISHING

New York, NY - In September, Rod Parsley released his latest book *On The Brink: Breaking Through Every Obstacle Into the Glory of God*, published by Thomas Nelson. (Scott Spiewak, 914-777-5403)

Crete, IL - The Bible League is relocating its International Headquarters from South Holland. New building plans call for a two-story, 60,000-square-foot building. A groundbreaking ceremony was held on July 19. (Stephen Davis, 800-334-7017)

Wheaton, IL - R.C. Sproul recently released his latest book, *The Consequences of Ideas*, an introduction to the shaping of Western culture. (Kathy Jacobs, 630-682-4300)

Nashville, TN - CCM Media Services, a part of CCM Communications, signed an exclusive advertising agreement with *The Life@Work Journal*, a publication that strives to blend biblical wisdom with business excellence. (Tricia Whitehead, 615-599-7746)

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Dawn Hibbard, KSGN-FM, Riverside, CA



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WEBWATCH Missions

American Society of Missiology - in addition to information about the society, its publications, programs and archives, the ASM site gives a searchable periodical index and links to key sites for mission research including organizations, associations, projects, publishers, research resources, and bibliographic search at www.asmweb.org

Brigada - "Your Gateway to Missions Networking" - focused of unreached people groups and unreached cities in the 10/40 Window, featuring a weekly electronic missions newsletter, dozens of e-mail conferences on specific people groups and an excellent primer on using the Internet to do missions research: www.brigada.org

Billy Graham Center Mission Archives - includes guides to over 500 collections of mission archives, including the records of several mission boards at www.wheaton.edu/bgc/archives/collectn.html

Caleb Project - one of the most helpful sites for beginning evangelical missions research, providing a wealth of information and links to other sites, all focused on unreached people groups, least evangelized cities and the 10/40 Window at www.calebproject.org/

Center for Great Commission Studies - from missions chat rooms to information on missions trips to church information, this site is a terrific reference for missions at www.greatcomm.org

Christianity.Net - provides a search engine covering Christianity Today's database of over 5000 Christian resources at www.christianity.net/search/

Currents in World Christianity Project - an international and interdisciplinary research project studying missions and global Christianity, particularly in the 20th century at office3.divinity.cam.ac.uk/carts/cwc/

Evangelical Fellowship of Canada - a site designed to identify strategic issues, facilitate research and discussion and stimulate appropriate action at www.globalmission.org

Evangelical Missiological Society - a scholarly society committed to the Great Commission at www.Missiology.org/ems/default.htm

Fields International - has a great listing of mission agency Web pages at www.fields.org/links.htm

Fuller Seminary Library Research Resources - access to libraries, online documents and religious indexes at www.fuller.edu/inet_serv/rsrcRes.html

GOSHEN Christian Resource Directory - allows you to search GOSHEN's member organization's Web sites as well as read religion news and world news stories. GOSHEN is the acronym for Global On-line Service Helping to Evangelize Nations and is at www.goshen.net/

Gospel Communications Network - host for many Christian ministry organizations' Web sites at www.gospelcom.net. In particular, see their "Internet for Christians" newsletter at www.gospelcom.net/ifc/

Henry Martyn Centre - "for the study of mission and world Christianity," including a library catalog of 4,500 books on mission and two major research projects: Currents in World Christianity Project and Christianity in Asia Project at www.martynmission.cam.ac.uk

International Association of Mission Studies - gives access to a list of missiological societies and mission research resources at www.iamis.org.uk

International Mission Board of the Southern Baptist Convention - great information at www.imb.org/home.htm. See detailed information about the countries they work in at www.imb.org/resources/yourguide

MAFxc - host for a large number of missions and Christian organizations' Web pages at www.xc.org/cgi-bin/serverlist.cgi

Missiology Resource Guide - a new site with a lofty goal: to provide a comprehensive information resource for the cross-cultural practitioner, educator and student at www.missiology.net/home.htm

Mission Resource Directory - HELPS International's Roger Johnson is coordinating a cooperative effort to build lists of missions resources on the Web, billed as "a place to START your search." Includes list of evangelical mission agencies and a host of other resources for missions on the Web. See it at www.xc.org/helpintl/mrd.htm or try the newly redesigned site at www.mrd.org. Also take a look at HELPS' Mission Computer-Related Resource Directory at www.xc.org/helpintl/computer/mcrd-a-z.htm

Missionary Service News Agency (MISNA) - an Italian Catholic news agency specializing in spreading news and detailed information concerning the World's South at www.misna.org/eng/default.htm

People Teams - connecting mission groups worldwide for the fulfillment of the Great Commission at www.peopleteams.org

Religious Resources on the Net - religious site database and search engine at www.aphids.com/relres/

SIM - lists Protestant mission agency Web sites in four categories: Traditional Missions, Relief Missions, Mission Research and Support, and Denominational Missions. See them at www.sim.org/other.html

Suite 101 - a great billboard for Christian missions, Suite 101 also offers articles and discussions at www.suite101.com/welcome.cfm/christian_missions

Summer Institute of Linguistics - SIL's site offers extensive helps and links to other Web sites in the academic areas of linguistics, anthropology, literacy, language learning, translation, and computing at www.sil.org/

Top Mission Resources - a great list of organizations, publications and training seminars working to fulfill the Great Commission at www.webauthors.org/guide/webmission.html

World By 2000 - the cooperative effort of missionary radio broadcasters, World By 2000's Web site shows the actual status of broadcasts in each language. Also, a list of approximately 90 remaining languages scheduled for development at www.gospelcom.net/wbradio/

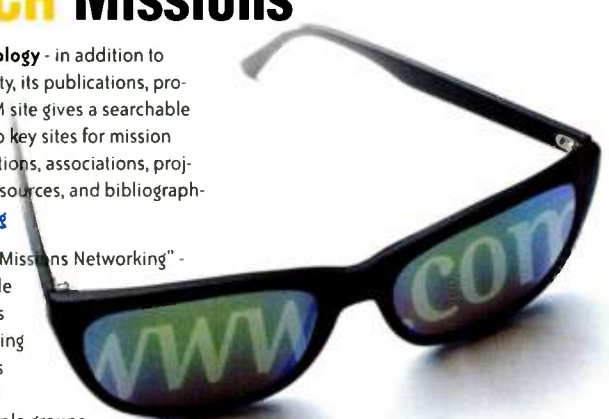
World Christian Internet Resources - a broad collection of lists of internet resources of interest to World Christians, potentially very valuable but suffers from not being kept up-to-date at world-christian.html.morningstar.org/

Yahoo! - the popular Web search engine has annotated listings of mission organizations:

- mission agency Web sites at dir.yahoo.com/Society_and_Culture/Religion_and_Spirituality/Faiths_and_Practices/Christianity/Organizations/Missions/
- Christian ministry organizations at dir.yahoo.com/Society_and_Culture/Religion_and_Spirituality/Faiths_and_Practices/Christianity/Organizations/
- topics in Christianity at dir.yahoo.com/Society_and_Culture/Religion_and_Spirituality/Faiths_and_Practices/Christianity/

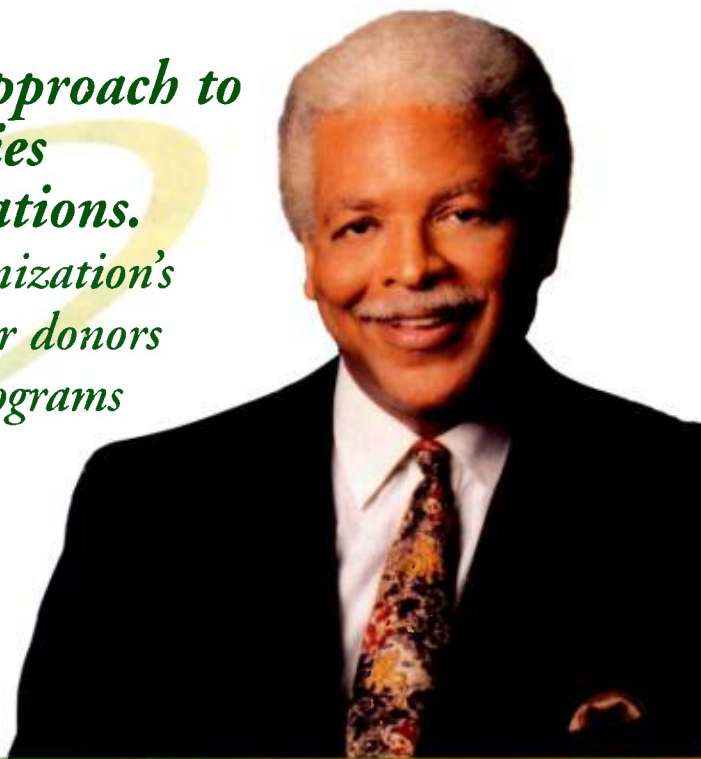
Yale Library - lists "Selected Internet Resources" in the areas of Christianity, church, missions, and religion at www.library.yale.edu/div/electext.htm

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TECHNOLOGY

Las Vegas, NV - Bose

Corporation introduced a variety of new professional products: the FreeSpace³ system, a 70-volt, 100-volt or direct coupled loudspeaker system for smaller venues; the 302A™ speaker, a full-range indoor/outdoor speaker suitable for small to mid-sized venues; and the 9702™-II mid/high frequency loudspeaker, part of the Panaray LT speaker line, suitable for venues where wide sound dispersion is desired. (Borman Associates, 908-233-8800)



Cincinnati, OH - Harris Corporation announced the contact information for its West Coast Broadcast Center, the telephone sales and support office for U.S. radio broadcasters: 800-622-0022. (Martha Rapp, 217-221-7577)

Exton, PA - MediaFORM, developers of CD-R duplication equipment for the audio, video and data networking industries, added four new products: AP1301i-t provides professional CD-R printing quality

with thermal and inkjet capabilities; CD-3701 with advanced features including automated CD-R duplication and an exclusive relay mode; CD-3703 simultaneously copies up to three CDs without user intervention; and CD-3706 can store and duplicate multiple CD images from a local hard drive. (Beth Arnold, 610-992-0889)

New York, NY - Electro-Voice's X-Array, Xi- and Sx-Series of loudspeakers kicked off The Riverdance Irish Dance Troupe's extended Broadway run. (Debra Pagan, 631-784-7865)

Minneapolis, MN - Telex Communications, Inc., moved its corporate headquarters to a new location at 12000 Portland Ave. South, Burnsville, MN 5533, phone 952-884-4051. The new building houses all sales, marketing, engineering and administrative functions for Telex, as well as its professional audio, wireless and multimedia communications products. (Debra Pagan, 631-784-7865)



Indianapolis, IN - World Wide Media Group, Inc., (WMG) a manufacturing service company providing media packaging and duplication services for the music, educational and business communications industries, announced the installation of CD, CD ROM and DVD replication equipment. (Holly Harrison, 317-549-8484)

Carlsbad, CA - Dot Hill Systems Corp. (NYSE: HIL), announced enhancements to its suite of storage area network (SAN) management software applications. SANpath 3.1 now delivers dynamic LUN assignment, an advanced timesaving capability that allocates and re-allocates server storage resources "on the fly" without interrupting critical applications. It also adds Linux, HP-UX and Windows 2000 to its list of supported platforms. SANscape 2.3 provides IT Managers with a "drag and drop" user interface for managing storage allocation operations and also adds HP-UX, Linux, Windows 2000 and Netware to its list of supported platforms. (Sinan Kanatsiz, 714-854-0800)

For whatsoever is born of God
and *overcometh the world:*
this is the victory
that overcometh the world,
even our faith.
- 1 John 5:4

We congratulate Jon Yinger (800 615-0072) and Midwest Broadcasting on adding WJIV-FM, Albany New York to their broadcasting family.

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NEW SPECIALS HIGHLIGHT GOSPEL'S INTERNATIONAL IMPACT AND PRODUCE TANGIBLE BENEFITS FOR FAMILIES IN NEED

Food For The Poor has been blessed with an overwhelming public response to its new radio programs — extended “specials” that educate American Christians about the needs of fellow believers in nearby “Third World” countries such as Haiti and Jamaica.

“We just finished a one-day special with American Family Radio in which we highlighted the plight of Jamaica’s poor. The day included a studio guest from Jamaica and featured interviews with families living in the country’s worst slums,” explained John Ramseur, one of the program’s coordinators. “It was a wonderful day of sharing — and in the process, listeners pledged financial help that will make a powerful, positive change in the lives of the poor.”

Don Wildmon, President of American Family Radio and the American Family Association, was also excited about the special and its outcome.

“We prayed that our commitment to raising awareness would result in the floodgates of Heaven opening up (- and they did).”

Don Wildmon, President
American Family Radio

“We were thrilled for the opportunity to communicate the Gospel of embracing our brothers and sisters who live in abject poverty,” Wildmon said. “Food For The Poor has provided a channel of inspiration and personal life testimony that can be broadcast over the airwaves and into the homes of our listeners.”



“Home” — a leaky shack, an old mattress on the floor. With help from Christian radio listeners, poor families like this one can now be helped.

And those listeners responded for the glory of God!

“When we focused our attention on the needs of Jamaica and the work of Food For The Poor, we prayed that our commitment to raising awareness would result in the floodgates of Heaven opening up,” Wildmon explained. “A six-year-old called to pledge the money she earned from doing chores. A father called on behalf of his three children who emptied their piggy banks! Men, women and children collectively contributed enough funds to build more than 100 homes for families in Jamaica.”

Other stations have also enjoyed a wonderful response to the special programs, including KKHT-FM, WAVA-FM, KKLA-FM, WMCA-AM and

KWRD-FM. The programs are created to meet the specific needs of the station and audience. For example, the interviews and produced components are easily wrapped around a station’s regular programming, keeping schedules intact.

“The bottom line is that listeners are inspired and motivated by the day’s programs and goals. They’re excited to connect with brothers and sisters of faith overseas, and they’re happy to do something tangible to help these families in need,” Ramseur said.

To learn more about how your broadcast ministry can become a partner with Food For The Poor’s outreach to the Third World’s poor, simply contact the ministry’s program coordinators at (954) 596-4111.



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Family News

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PEOPLE

Wichita Falls, TX - Christian engineering pioneer David Briggs, 50, died June 26 at his home of liver and bone cancer. In the mid '70s, he co-founded the Christian Broadcasting Academy, Inc., which later was granted an FM noncom CP. Briggs performed the engineering/construction for KLYT and served as manager/chief engineer during the first several years of operation. In 1981, he became the Chief Engineer for the Christian Inspirational station KCBI-FM/Dallas, during which time he began a worldwide broadcast outreach via a shortwave radio station that he built from the ground up. Briggs also started the Criswell Radio Network, was instrumental in KCBI's move to 90.9FM, was responsible for the power increase to 100kw and ensured that KCBI was the first in Texas to transmit via RDS. In 1996, Briggs owned and operated KTEO-FM, changing the format to Christian children's programming. He is survived by his wife, Janet. (Troy Kriechbaum, 817-792-3800)

Amsterdam, THE NETHERLANDS -

After nearly five decades of leading one of the world's largest international ministries, William R. "Bill" Bright, founder and president of Campus Crusade for Christ International, announced to his worldwide staff the man chosen to succeed him as president: Steve Douglass. As a 30-year veteran of Campus Crusade for Christ, Douglass, 55, has served on the ministry's board of directors since 1987. Currently executive vice president and director of U.S. Ministries for Campus Crusade for Christ, Douglass will immediately begin to work alongside Bright in a transitional role, and will assume the full post and authority on or before August 1, 2001. At that time, Bright, now 78, will officially retire as president and continue to serve as chairman of the board of directors. (Tori Davis, 770-813-0000)



Burbank, CA - Hugh Heinsohn joined Xytech Systems Corporation as general manager, overseeing all of Xytech's activities, including sales, marketing and new business development in the United States, Canada and Mexico. Heinsohn brings a 20-year background in the entertainment and communications fields to Xytech, and is currently a member of the Advanced Television Systems Committee (ATSC) and the Society of Motion Picture and Television Engineers (SMPTE). (Sinan Kanatsiz, 714-854-0800)

Dallas, Texas - Doug Price accepted the position of VP of Operations and Chief Operating Officer for Criswell Communications, giving leadership and direction to the day-to-day operations for all Criswell Communications broadcast stations and ministries. Price has served the ministry for more than six years as VP for Development. (Troy Kriechbaum, 817-792-3800)

Nashville, TN -

Pamela Clements was named VP of Marketing for Thomas Nelson Publishers, succeeding Michael Hyatt who has been named executive VP and publisher. (Blythe McIntosh, 615-902-1227)



Akron, OH - InfoCision Management Corporation restructured its account



and operations staff and announced the following promotions: Carl Albright to VP of Call Center Operations; Todd Grable to VP of Marketing; John Giltner to account executive and Dustin Smith to senior account representative in the Political Division; Catherine Beyer to VP of Marketing for the Religious Fundraising Division; Dana Allender to national marketing executive and Janet Wendel to marketing strategist for the Nonprofit Division; Lenny Carlsen to senior account executive, Fred Van Brunt to account executive and Rebecca Hoffman to account executive in the Religious Fundraising Division; and Ken Dawson to senior account executive of the Residential Volunteer Recruitment Division. (Jerry Harris, 330-670-5119)

Tailors, SC - NRB member Lor Cunningham, consultant to Christian Blind Mission International and The Pocket Testament League, is returning to the classroom as a special education teacher and a student upon receipt of an \$8,000 federal grant to pursue a doctorate in special education administration at South Carolina State University. (Lor Cunningham, 864-244-8806)



Lor Cunningham (right) chats with former Surgeon General Dr. C. Everett Koop

Dallas, TX - KMA Companies promoted Bob Dobbs to senior VP of KMA Media. In other news, The Southwest National Religious Broadcasters (NRB) awarded its Barnabas Award to KMA Companies chairman/CEO Tom McCabe. (Melanie Dobson, 970-626-2500)



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PEOPLE, cont.



David Caldwell



Grant Cunningham



Greg Bays

Nashville, TN - Sparrow Label Group announced the following promotions: Grant Cunningham to the position of VP/A&R for Sparrow Records; Greg Bays to VP/Sales for the Sparrow Label Group; and David Caldwell to senior VP/GM for the Sparrow Label Group. (Tracy LoCasto, 615-371-4031)

Melbourne, AUSTRALIA - Trans World Radio (TWR)

hired Kevin Hooper as English ministry coordinator for Asia and the Pacific for the newly created English department under the auspices of Trans World



Radio-Australia and New Zealand (TWR-ANZ). (John Reeder, 61-3-9899-3800)

Dallas, TX - KMA Companies president Rick Dunham announced the promotion of Bob Dobbs to senior VP of KMA Media. Dobbs joined the KMA staff in October 1999, and continues his responsibility for the day-to-day operations of KMA Media. (Melanie Dobson, 970-626-2500)

Greenville, NC - Charlie Martin was promoted to the position of VP of Site Services for Lawrence Behr Associates, Inc. (LBA) to manage transmission-site-related services provided by LBA for the wireless telecommunications industry. Also, William Harris has been appointed to the position of manufacturing engineer responsible for product design coordination, manufacturing and quality standards, materials management and documentation. (Cathy M. Palmer 252-757-0279)

Princess Anne, MD - Colin O'Brien joined WOLC-FM as Program Director and host of the program *Joy in the Morning*. O'Brien moves to the area after serving 12 years as PD and radio personality at WMIT-FM/Black Mountain, NC, which is owned by the Billy Graham Evangelistic Association. (Jim East, 410-543-9652)



Fresno, CA - Marietta Dalpez recently left the Mennonite Brethren Biblical Seminary, where she served as assistant to the president, to join *The Fresno Bee*, a McClatchy newspaper, as its human resources assistant. (Marietta Dalpez, 559-441-6227)



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IRB: Networking Christian Students for Today's Media

by NRB Membership Director Anne W. Tower



Student winners display their awards at NRB 2000.

Video Available To encourage IRB enrollment, students at Huntington (IN) College have produced a video highlighting student activities during NRB 2000 in Anaheim, CA. More than 200 Christian schools and faculty were sent a copy. To get yours, e-mail atower@nrb.org or phone 703-330-7000, ext. 510.

Job Fair NRB 2001 activities include an impressive Job Fair for students and experienced broadcasters. Interview with more than 30 organizations on Sunday, February 11. Also, students and companies can post resumes and openings on the IRB Job Board.

Send Us Your Best Cash prizes, travel stipends, free convention registration and recognition during the IRB Awards Ceremony await the winners of the IRB student competition. Four radio categories: demo tape, PSA, radio drama

and newscast/news story. Four video categories: PSA, music video, field production and student production. Enter now!

Networking Opportunities abound for IRB members. Students are invited to all regional chapter meetings and the national convention. Many chapters offer free room and board to encourage student attendance. Also, students are encouraged to participate in the NRB listserv, the association's members-only online dialogue.



IRB Job Fair at NRB 2000

Intercollegiate Religious Broadcasters Networking Christian students for today's media

IRB Membership Benefits

- NRB magazine • weekly newscast
- Student awards competition (winner given \$125 plus \$300 travel stipend to convention)
- Educational sessions at convention • "Boot Camps" • Networking opportunities
- Job Fair • NRB listserv • Special Student Rate to convention

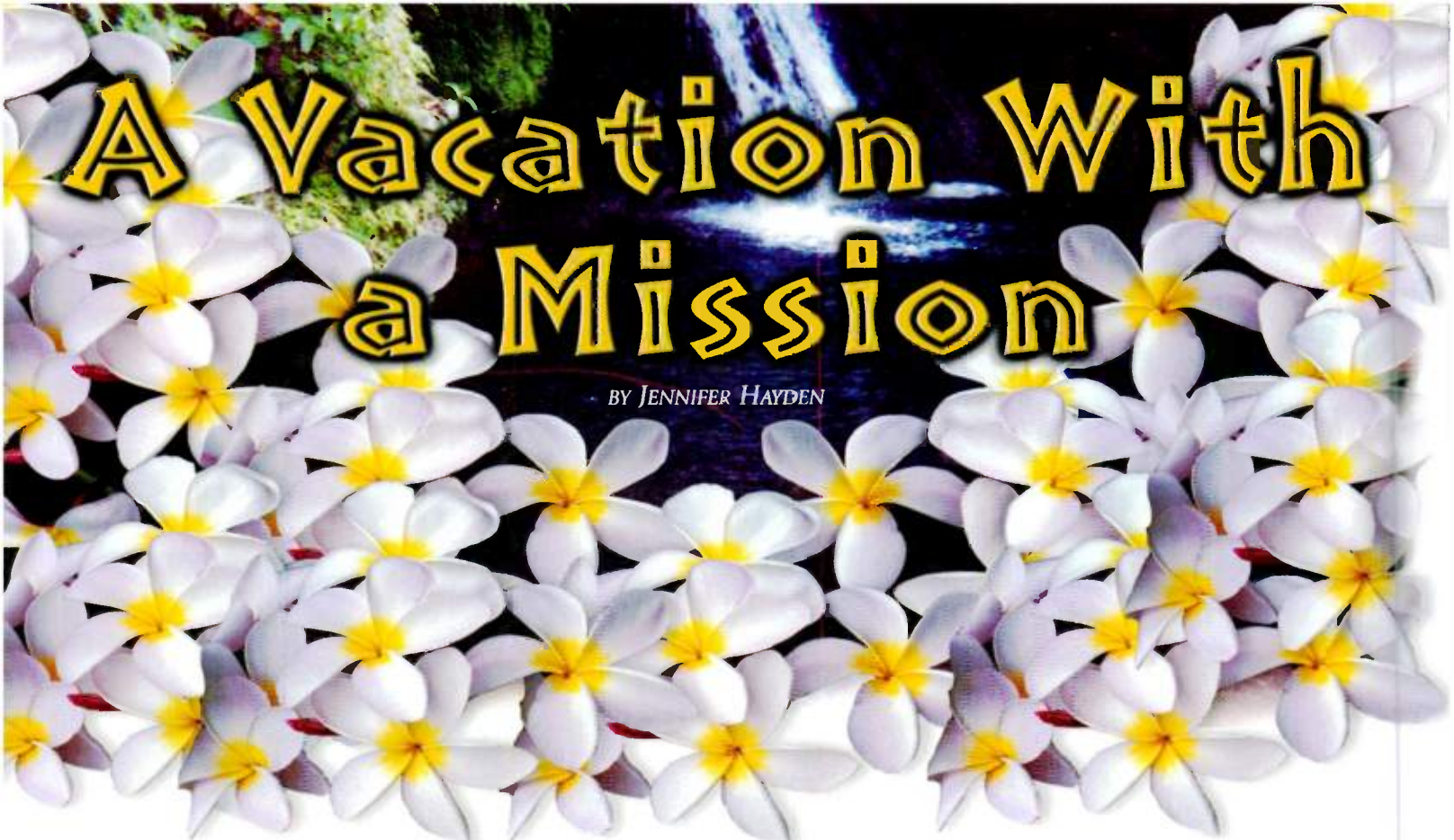
Membership Cost

\$25 for students/faculty

\$150 for schools/student stations (includes six faculty/student memberships)

For more information or an application contact Anne Tower at atower@nrb.org or visit

www.nrb.org



A Vacation With a Mission

BY JENNIFER HAYDEN

Why are you majoring in French?" I looked up from my pot roast and mashed potatoes and reluctantly shifted my gaze in the direction of my father. He had stopped eating his dinner and was waiting for an answer. It seemed that the rest of my family also thought it a good question, as all eyes were fixed in my direction. "I dunno," I stammered, "but I'm doing all right at it."

That wasn't the last time I was asked about my choice to study French. To be honest, I never did come up with a convincing response. I was a college sophomore who had just declared her major, and I didn't know what I wanted to do. I did realize, however, that I enjoyed talking, and the idea of communicating with someone in another language was fascinating to me. But talking wouldn't put the pot roast and mashed potatoes on the table ... or would it?

As each year passed, I was given more opportunities. Before long, I moved into a management position. All that "Je parle Francais " seemed to go by the wayside.

At the end of my junior year, I found myself employed at WARV-AM/Warwick, RI. Like so many young broadcasters, I was willing to do and try anything, and I did! As each year passed, I was given more opportunities. Before long, I moved into a management position. All that "Je parle Francais " seemed to go by the wayside.

Opportunity Speaks

Fast forward a few years to another table. "So, you're telling me that you could use someone who understands French and has experience in radio," I said, raising my eyes from my lunch in the university dining hall to meet those of Curt and Barbara Waite, missionaries with Caribbean Radio Lighthouse (CRL). Their answer was a firm, "Yes."

Unlikely circumstances brought us together. After working in Christian radio for a few years, I was completing my graduate studies and the Waites were on furlough attending their daughter's graduation. Even more unlikely was their need of someone who had the combination of French language skills and Christian radio experience. Although my response should have been immediate, it wasn't.

It took several months of wrestling before I decided to take on their challenge in the form of an educational study. And it was more than three years before the Waites and I would form a unique team to experience this culture that drew us together — an experience that came in the form of a recent mission vacation.

Let me share a few excerpts from my travel journal:

Day 1 — Going to Guadeloupe!

It was a short hop to Guadeloupe from Antigua, but when we stepped off the plane, the difference between the two islands was evident! The French flag fluttering in the tropical breeze caught my eye, and I knew my language skills were going to be tested. Southern Baptist missionaries Al and Judy Gary, who have ministered on Guadeloupe for 26 years, warmly greeted us.

After settling into the missionary guesthouse, we began our work in earnest. Curt monitored the FM band in order to record existing station formats and search for unused frequencies. Meanwhile, I called, "Bonjour!" to our new neighbors, and received an invitation to chat. Armed with my recorder, I conduct-



I interview Joël Boré at his Christian bookstore, the only one in Guadeloupe!

The French flag fluttering in the tropical breeze caught my eye, and I knew my language skills were going to be tested.

Where in the World Is Jennifer Hayden?

On the tiny island of Antigua, one of the Windward Islands in the Caribbean, stands the Caribbean Radio Lighthouse (CRL). Broadcasting at 10 kW at 1160 kHz, this missionary station owned by Baptist International Missions Incorporated (BIMI) transmits the Word of God to many English-speaking islands, including: Antigua, Barbuda, Dominica, Montserrat and others.

As it enters its 25th year of broadcasting, the staff of CRL has seen many lives changed. One such life is Jerome Martin, a former Rastafarian who is now the pastor at the Maranatha Baptist Church on Antigua. Pastor Martin asserts, "It was because of the Caribbean Radio Lighthouse that I was able to hear the Word of God taught clearly. I began listening. That's when I learned about Maranatha Baptist church. I got an invitation to come and got saved there. [Soon after], I went to work at the radio station and it's been 10 years. I just had to resign because I needed to devote more time to the pastorate."

Changed lives motivate the CRL missionaries to persevere in their work within the studio walls and beyond. Over the years, many Antiguan Christians

have been trained to serve at the radio station, many shut-in listeners have been visited regularly by the CRL staff and many letters from island listeners inquiring about salvation have been faithfully answered.

Despite all of these efforts, the CRL staff recognizes that its work is far from done. Station manager Curt Waite explains, "If you go down to the southern edge of Antigua and look out across the Caribbean, you can see a big island in the distance, Guadeloupe. It's actually a part of France, with about 400,000 French-speaking people on it. [It's] within our coverage area, so the possibility of having a French ministry and being able to reach [Guadeloupe] is one of our many goals ... and greatest opportunities."

The Gospel is going forth from the CRL tower, but sadly the Guadeloupean people cannot understand because of a language barrier. Like the Macedonian man in the apostle Paul's dream, that great island to the south silently beckons to those who minister at the Radio Lighthouse.



Attracted by the microphone, little visitors stop their play and cautiously approach us. I address them in French, asking them to chat and sing. Bashfulness soon melted away and every child wanted to get in on the act!

ed my first interview in French, collecting some excellent cultural information from a young man. In the afternoon, we traveled the coastline near Pointe Noir, Basse Terre. Barb and I enjoyed conversing with the vendors on a beautiful black sand beach, while Curt scanned the FM band.

Day 2 — Books and Bashfulness

Al and Judy graciously set an appointment for me at Guadeloupe's only Christian bookstore, in Pointe a Pitre, the island's most populous city. As a native Guadeloupean, and the bookstore's manager, Joël Borès has monitored the heartbeat of the island's Christian population for some time, and he has a good sense of how to reach the lost in his culture. He welcomes a new Christian radio station, and sees that the written word offered by his bookstore is a great partner with the spoken word of Christian radio.

He informed me that Guadeloupians love music, sports and a lively debate. Sadly, he sees that the United States has a negative impact on his culture, but is grateful for the Christian material that he has been able to receive from the United States. As I looked around the store, I could see why. It is small by American standards, and Christian resources in French, in print or in music, are hard to come by. Although the store is small, Joël's heart is large, and he is eager to reach Guadeloupe's lost and edify its saints.

Later, Curt, Barb and I settle in a shady spot in one of the city's marketplaces. As Curt searches the dial, I conduct an on-site interview with him, discussing the fact that the band is unexpectedly jammed and the frequency he had originally chosen was taken. Attracted by the microphone, little visitors stop their play and cautiously approach us. I address them in French, asking them to chat and sing. Bashfulness soon melted away and every child wanted to get in on the act!



Day 3 — Congregations and Conjugations

We headed east from our guesthouse to the shoreline for early morning monitoring. We found a beach and a picnic table and Curt recorded his findings. Today is the Lord's Day, and what a privilege it is to worship in French with God's people at the Eglise Baptiste Evangelique, the church at which the Garys serve! All of those years conjugating verbs and memorizing vocabulary have finally culminated in a real worship experience.

I find that I am able to praise, pray and listen to preaching in a language that once was foreign to me. Later, I interviewed Pascal, a Christian brother who works at a local radio station. Was I surprised when he turned the tables and interviewed me!

Day 4 — Mountains and Mandates

Time seemed to stand still as Barb, Curt and I tried to absorb the sights, sounds and smells of this new culture. On our final day, we travel to Basse Terre, the capital of Guadeloupe. After more monitoring, our car climbs a mountain and we visit a coffee plantation and sip Guadeloupian coffee — second to none in my opinion! From the heights we are able to look down on villages and across the vast Caribbean. We also are able to look up to the mountaintops and into the clouds, from where the signal of the new FM station will descend into the radios and ultimately the hearts of the people.

As our trip draws to a close, we come away enchanted by this beautiful island and its people. We are mindful of the mandate to bring them quality Christian broadcasting. We have much data through which we must now sift — technical, social, cultural, spiritual — all of which will shape the voice of the Caribbean Radio Lighthouse's new outreach to the Guadeloupian people.



Curt and I prepare for a day of monitoring and interviewing.



Pascal turns the tables and interviews me!

From the heights we are able to look down on villages and across the vast Caribbean. We also are able to look up to the mountaintops and into the clouds, from where the signal of the new FM station will descend into the radios and ultimately the hearts of the people.

What Can You Do?

As Christian broadcasters serving in the first world, we may not be able to give up our present post for studios and transmitters overseas, but we can lend a hand to missionary broadcasters. Many of these faithful laborers need encouragement in the following areas:

Pray: First and foremost, it is necessary to uphold our missionary counterparts in prayer. Uplifting names and needs before the throne of grace is the most effective, loving support that we can offer our fellow laborers in broadcasting.

Provide: Does your station have any equipment it does not use? Depending on the missionary station's needs, they can sometimes make use of older equipment in good working order. They might also use music or voice-over help (this may depend on the culture, as some stations need to stick with local announcers to maintain their sound).

Promote: Most local churches have missionary endeavors. So should local Christian radio stations? Several missionary broadcast organizations offer public service material. This can be aired to inform the listener how

God is using Christian radio to touch people around the world. Perhaps it would enhance the local station's outreach to design a custom promotional campaign supporting a missionary station. Include reports from missionaries, life-changing stories from the field; the sky's the limit!

Participate: Many missionary radio stations do not have an adequate staff to keep station operations functioning in top form. Stations that operate in the Third World especially have difficulty training and maintaining national workers. Because missionaries often must wear many hats, they may easily become tired, overwhelmed or perhaps discouraged. Consider donating your time and talent during a short-term missionary trip. Not only will your presence be an encouragement, but also your talent may provide a welcome respite to a heavy workload. In exchange, you'll receive an invaluable intercultural experience you won't soon forget, not to mention a fresh vision for your own work when you return home!

So, what are you waiting for? Take a vacation with a mission! — JH

Рециклинг для России

[Recycling for Russia]
BY RUSTY WRIGHT

Could your surplus equipment and CDs reach Russians for Christ?

Got any surplus broadcasting equipment or music CDs lying around your studio? They could help Russians get to heaven.

Nearly a decade after Communism's demise, the former Soviet Union faces intimidating challenges. Yet dedicated Christian broadcasters are hard at work proclaiming Christ via the airwaves. And they could use the equipment you may have sitting idle in a back room.

Turbulent Times

Political turmoil swirls in Russia. Crime and corruption are rampant. The Russian Mafia's tentacles reach deep and wide. Bombs in Moscow apartments and war with Chechnya have engendered (e.g. Alcohol abuse is

widespread.

A floundering economy and nose-diving rouble have brought desperation. A year ago, I watched with sadness as middle class homemakers lined Moscow sidewalks hawking their personal goods (clothing, household items) to make ends meet.

In spite of this civic chaos — or perhaps because of it — spiritual interest in Russia remains strong. A current event largely overlooked by the mainstream press gives a glimpse of the extent of this interest: The young Association of Christian Broadcasters (ACB), run by a national board, holds its third annual convention in Moscow this month. Former NRB Chairman David Clark addressed the initial ACB convention in 1998. Last year's event drew more than 400 delegates. Western media leaders joining Russian speakers included former NRB executive director Dr. Ben Armstrong, film and video producer Phil Cooke, trainer Zach Davidson and missionary radio pioneers Nikolai Leonovich and Earl Poysti. Current NRB Chairman Wayne Pederson will speak at this year's ACB convention.

Historical Irony

The irony is significant. For decades, State-controlled media hammered religion. Government agencies scrambled signals of Christian radio from outside Russia. State-TV-produced documentaries debunked belief and believers. One wag quipped that Communist Russia had two television channels: Channel One broadcast Party propaganda and on Channel Two, the KGB officer told you to turn back to Channel One.

When Communism fell, doors opened for Russians to openly investigate and embrace faith. As the airwaves became available, broadcast stations carried faith-oriented programs. *Superbook*, an animated children's Bible series produced by CBN, drew more than a million letters in the first month after Russian national television aired it.

A few days after the airdate, beleaguered Moscow postal authorities called the sponsors in to show them a mountain of mail. "Take all of this mail to your office," instructed the postal executives, "sort it and return the letters that don't belong to you."

In a Russia still struggling with stability after emerging from Communism's boot, Christian broadcasting represents freedom and hope for many. One man I met exemplifies the new freedom. Under the "regime," as the locals call it, his father spent 14 years in prison for the "crime" of being a pastor. The son found his own educational opportunity blocked merely because he attended church (although he was not a believer at the time). Now full of faith, he was studying at the new School of Christian Broadcasting, training to take spiritual light to his compatriots.

Starting School

During August 1999, the ACB launched the School of Broadcasting in a Moscow suburb with 27 students from nine Commonwealth of Independent States (CIS) nations. Nearly 100 had applied for the slots. Instructors visited from Finland, Russia, Romania, Ukraine, Canada and the United States during the three-month course, which is held twice annually. Baptist, Pentecostal and Russian Orthodox students have participated. International Russian Radio/Television (IRR/TV)

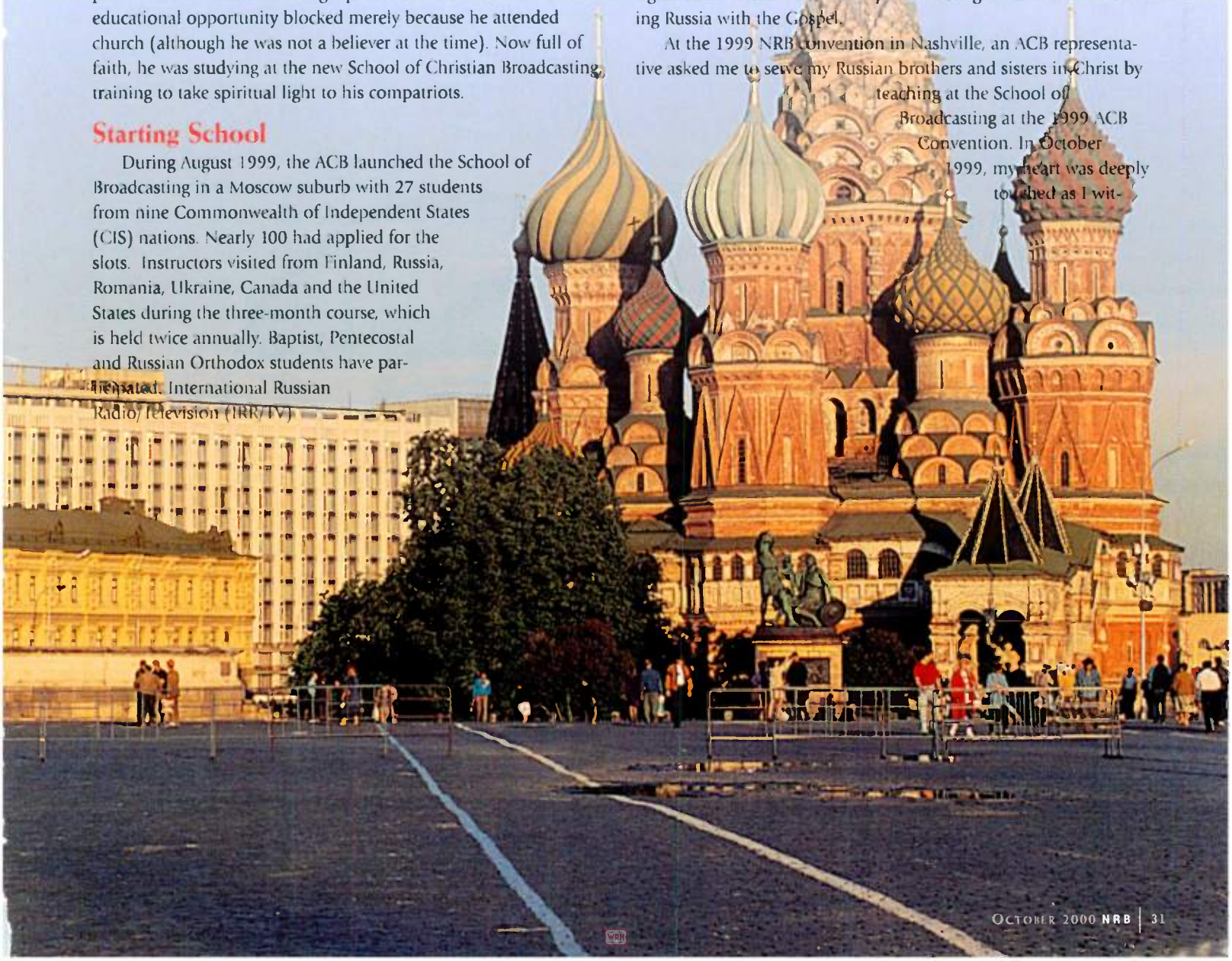
has been heavily involved in both the School and the ACB.

Church leader Ivan Fedotov noted an irony during the School's dedication ceremony: "I have spent 18 years in the hard labor prison camps of Russia. The authorities made anti-Christianity 'hate films' that were broadcast on Soviet TV. I was used as a case study. Television blasted the Church and our Christian faith in Russia for decades. Today, television is being used for saving souls. I declare that our brothers and sisters never suffered labor camps and prison cells in vain."

As the political and economic road became bumpy, many Russian officials realized that democracy and the market economy work best with a strong moral base. Russian educators have welcomed faith-based ethics courses in their schools. The *Jesus* film forms the core of many such courses. In 1999, Armstrong interacted with top Russian government officials regarding the North American religious broadcasting experience and shared ideas for licensing and ethics in Russian Christian broadcasting.

Unfortunately, national openness also has brought an exodus. ACB leaders say that thousands of pastors and lay leaders have left Russia in recent years. Some are fatigued. Others seek greener economic and social pastures in the West. The ACB leaders feel that significant Western Christian input is once again critical to reaching Russia with the Gospel.

At the 1999 NRB convention in Nashville, an ACB representative asked me to serve my Russian brothers and sisters in Christ by teaching at the School of Broadcasting at the 1999 ACB Convention. In October 1999, my heart was deeply touched as I wit-



nessed tremendous dedication to the Lord Jesus and to His Gospel, heard stories of persecution under Communism and saw great eagerness to learn.

I taught on what I know: how to communicate effectively with secular audiences. The delegates seemed very interested in this theme and asked good questions. But they also requested help that I wasn't prepared to provide. "Can you get us equipment and music CDs?" they asked. "Even old equipment will do fine. We can fix it up. And Christian music CDs, anything we can play on the air. The doors are open."

Now, I confess to being somewhat technologically challenged. At this writing, I drive a 1982 Subaru wagon. Yellow. I do own a computer but I only changed from DOS to Windows about 1998, mainly because a colleague told me I needed to "get with the '90s before the '90s were over." I got my first CD player for Christmas 1999. (All those CDs that exhibitors handed me as I walked the aisles at NRB had just been gathering dust.) I never even owned an eight-track.

Here were these dear Russian broadcasters nearly begging for technology that I was sure existed but that I did not know how to get to. I realized I could ship them my dusty CDs, but was there more I could do?

What If?

As I began to dream, I thought about all the wonderful NRB member stations that spread the Gospel in my country and beyond. I suspected that many of them might have spare equipment — a microphone, a tape recorder, a video camera — gathering dust in back rooms. And I suspected many had music CDs — promotions, duplicates — that never left the shelves. What would happen, I wondered, if somehow we could get this surplus material to the Christian broadcasters in the former Soviet Union? They eagerly would use it to reach their compatriots for Christ!

After returning home, I floated the idea of a "Recycling for Russia" project to various leaders in the industry and found good interest. The Holy Spirit had already worked through Armstrong to gather written requests of specific needs from Russian broadcasters. He suggested forming "sister stations" and "partner programs" so that interested stateside NRB members could establish individual relationships with Russian broadcasters. The ACB offered to be the legitimizing agency, receiving and distributing material and ensuring that approved Russian broadcasters received the goods and used them wisely.

The goal was admirable. The need was apparent. The plan seemed workable. Could God be in this? We needed someone — God's person — to make it happen. We also needed willing NRB member stations to donate their surplus stuff. And we needed lots of prayer and God's blessing.

I asked my prayer partners to pray. Whom might God raise up to lead this important project? He or she would need to be dedicated to Christ, a good mobilizer, an effective communicator and diplomat, someone who worked well with people. He or she would need to stir up interest in members — perhaps by visiting regional conventions, suggests Armstrong — imparting vision and motivating them to consider involvement. At this point, it would be a labor of love.

I knew that my already full plate and my recent marriage would preclude me from leading the project. (Although I was not going to follow the Deuteronomic dictum that newlyweds take an entire year off, I was committed to slowing down. My wife and I found we enjoyed honeymooning and decided we would like to apply to do that full time. We are still wondering whom we should ask for approval for that assignment!)

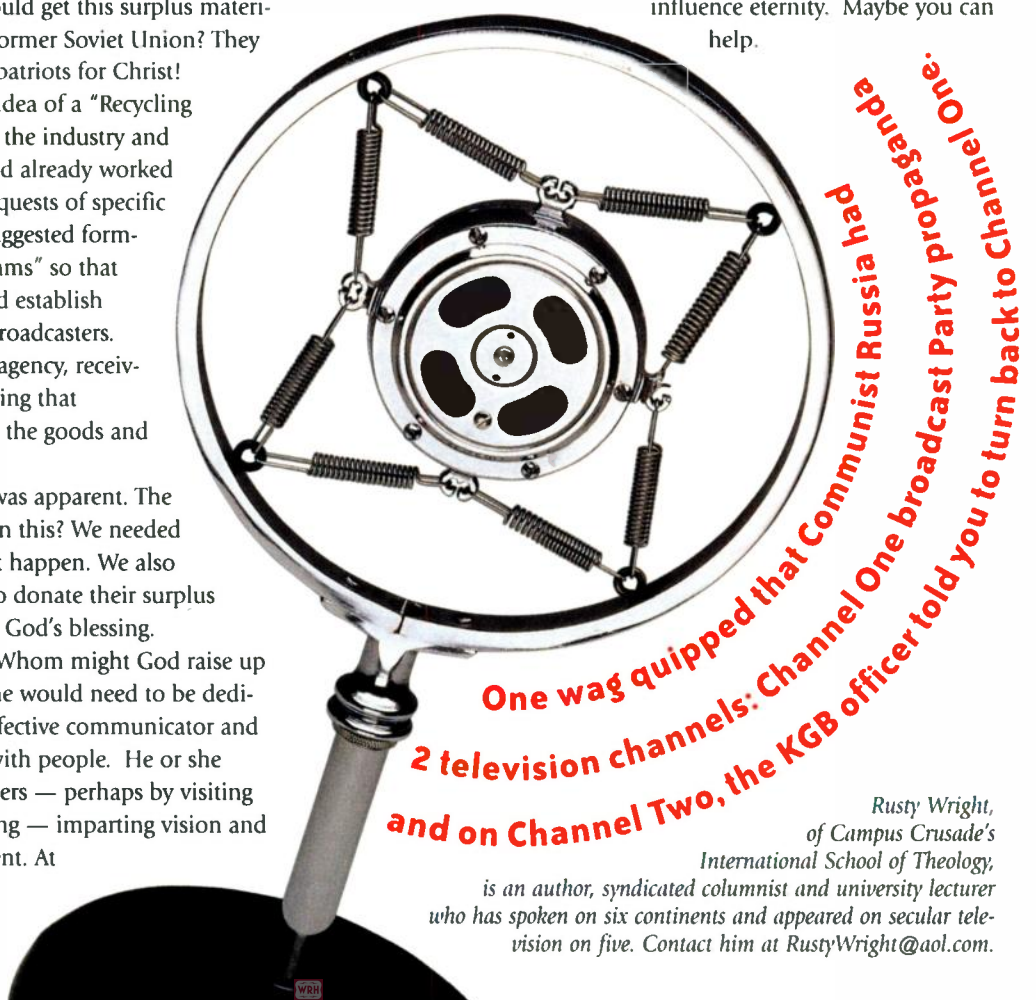
Perhaps God could make me a catalyst, I decided, spreading the word about the need in Russia and allowing Him to raise up a person or people to make it happen. So I wrote this article, and you are reading it.

Could it Be You?

May I ask you to please pray as God reminds for this important project? And perhaps He would prompt you or someone you know to want to help lead the charge or assist those who do. If He should, please contact me at RustyWright@aol.com and I gladly will put you in touch with people who could advise you in this worthwhile effort that has the potential to influence millions of people for Christ.


Karl Marx called religion "the opium of the people." In the *Communist Manifesto*, he and Frederick Engels wrote, "Workingmen of all countries unite! ...(You) have nothing to lose but ...(your) chains." During the collapse of Russian Communism, Moscow demonstrators held up a banner reading, "Workers of the World, We Apologize."

Marx's perhaps well-intentioned but flawed political theories failed the reality test. Some of the biblically oriented efforts that are filling the void his system left can help to strengthen Russia's soul amidst the current crisis. They also can influence eternity. Maybe you can help.



**One wag quipped that Communist Russia had
2 television channels: Channel One broadcast Party Propaganda
and on Channel Two, the KGB officer told you to turn back to Channel One.**

Rusty Wright,
of Campus Crusade's
International School of Theology,
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who has spoken on six continents and appeared on secular tele-
vision on five. Contact him at RustyWright@aol.com.



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A Broadcaster's Lifelong Dream: China

BY DAVID L. JONES

While China's economic reforms were the focus of the news media in the United States in late May, evangelist and Christian broadcaster Luis Palau received an unprecedented welcome to China, evidence that religious reforms also are on the horizon.

"Spiritual revival is in the air in that vast land," says Palau, who, as a teenager in Argentina, began to dream of preaching the Gospel in China. "I think that within only a few years we'll have that opportunity."



The Shanghai Christian Council invited Palau, who hosts several radio and television programs, to preach an evangelistic message at three churches in Shanghai, China's second largest city (population: 14 million). The evangelist's intensive May itinerary included speaking engagements at the East China Theological Seminary and Fudan University, as well as dialogue with officials at the Religious Affairs Bureau and the Pudong New Area Administration. Additionally, he met privately with a Catholic leader and Protestant leaders from registered and unregistered churches.

Dreaming Big

After seeing the annual ministry report of the Luis Palau Evangelistic Association, Wu Mengqing, deputy director of the Shanghai Religious Affairs Committee, asked the broadcaster, "You like big stadiums and big crowds, don't you?"

"Yes, I do," Palau answered, "and that leads me to what my dream is here in Shanghai." He told Wu he had seen a photo of Shanghai Stadium in an airline magazine years ago. "I've been praying to God that one day I'll be able to speak to a big crowd in that stadium, like you've seen in the photos of other stadiums around the world."



Palau said the official laughed and said, "You're a man in a hurry. This is your first visit and you already want to have the stadium!"

A visit to the 88th story of one of Shanghai's many skyscrapers stirred the broadcaster's dream even more. He looked out over an enormous park along the Huangpu River. "There are too many people in Shanghai for a stadium that seats 100,000," he told the churches where he preached on Sunday. "Now I'm thinking we should go to the park."

Receiving a Friendly Welcome

U.S. Consul General Henry A. Levine welcomed Palau and his delegation of 29 Americans to China. "The U.S. and Chinese governments have some differences of opinion on the issue of religious freedom," he said. "It is my belief in this area, as in others, that what we need is more dialogue — more exchanges — and we need to promote more mutual understanding. For this reason I am particularly pleased to welcome Rev. Palau and his group to China."

Levine said, "I also want to thank Rev. Palau's Chinese hosts for inviting him. Rev. Palau's visit to China is very significant, and I hope it will promote mutual understanding and a strengthening of U.S.-China relations in religion and other areas as well. I hope Dr. Palau will often have the opportunity to return to Shanghai."



Speaking a Message of Hope

Palau's first evangelistic message was given to an overflow crowd of 2,500 at the 170-year-old Mu En Church, which ministers to more than 6,000 worshippers each week.

The evangelist told how his mother would read to him missionary stories about China and how that had instilled in him the dream to someday preach the Gospel in China, beginning in Shanghai, where most missionaries had entered the country.

His message focused on the conversion of the apostle Paul as told in the book of Acts, which hit on such themes as persecution, hatred, murder, religious hypocrisy and radical change through a personal encounter with the resurrected Christ.

"For obvious reasons, this is a Bible text that is not addressed in China, but Palau handled it very well," a highly respected house church leader said.

Later, Palau addressed an international congregation of foreign business people and students at historic Community Church of Shanghai. An announcement at the beginning of the service told people that only foreign passport-holders were permitted to attend, a reminder that there are still strict rules that churches and religious practitioners must follow.

Finally, Palau addressed an overflow audience at Jingling Church. In all three services the evangelist invited his listeners to make a commitment to be a true follower of Jesus Christ. Two of the three services were videotaped and edited for future distribution.

In Shanghai, registered churches are packed each weekend with multiple church services. Many more people attend "house church" meetings or "unregistered" assemblies.

Viewing a Commercial Cityscape

The popularity of the English-speaking international service offers further evidence of the growing multiethnic and international face of Shanghai. The city's waterfront, The Bund, is lined with spectacular modern skyscrapers and neon-lit billboards for Coca-Cola, Kodak, Epson, TDK, Sharp, Bosch, Citibank, Panasonic, and General Motors. Once a ghetto area, Pudong has been overhauled into a financial and trade center, a gateway for international capital, technology, and commodities.

Palau's hosts wanted the evangelist to see not only economic and social changes in Shanghai, but also religious trends and needs.

Seeing Leadership Needs

According to Rev. Cao Shengjie, Shanghai has 150,000 Christians and fewer than 130 meeting points and churches. She says there are only 47 theologically trained pastors in Shanghai owing to the forced suspension of all theological training schools during the Cultural Revolution of the 1960s.

Cao, who is vice president of the China Christian Council and pastor of Grace Church, said one of the greatest needs in China is for theologically trained pastors and leaders to oversee the rapidly

growing church. (Some estimates indicate that there are now as many as 100 million Christians in China.)

For this reason, Palau was asked to address the student body at the new campus of East China Theological Seminary. The evangelist challenged the students to lead holy lives and become experts in spiritual and moral truth. He encouraged the students to think evangelistically and to reach out to other young people with the Gospel.

Palau also addressed faculty and students of the American Studies Department at Fudan University, known as the Harvard of China. Asked to speak on the "Relevancy of Christianity in Society," Palau told his audience that he wasn't sure Christianity was relevant, but that Jesus Christ was extremely relevant to society.

The evangelist told how his mother would read to him missionary stories about China and how that had instilled in him the dream to someday preach the Gospel in China, beginning in Shanghai, where most missionaries had entered the country.

Speaking from his worldwide experiences, especially in Latin America, Palau then elaborated on how the teachings of Jesus Christ influence sociology, psychology, economics, family stability, politics and the "call of eternity." He fielded questions from students on topics ranging from comparative religion to politics to sexuality.

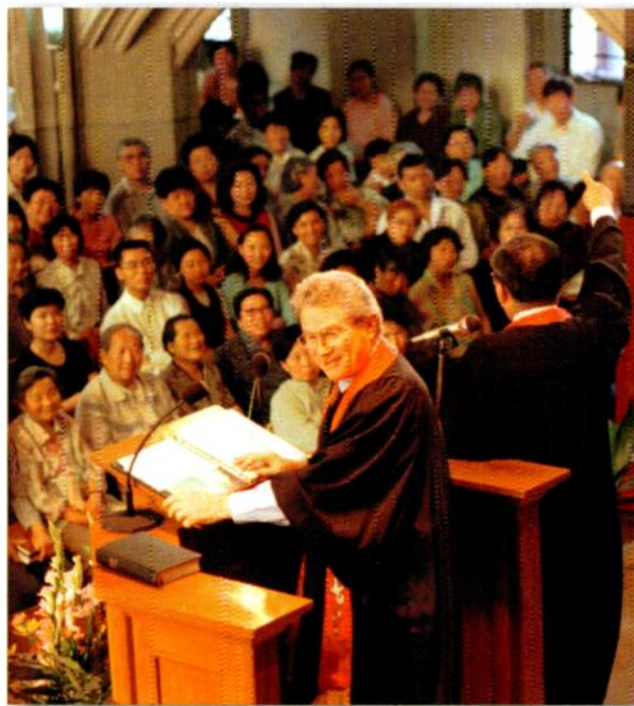
Palau says he was impressed by the spirituality of the Christians he met in China and the phenomenal numerical growth of the church, adding that he is grateful for the opportunity to preach in China and is surprised by the new openness to religious dialogue.

"The U.S. and Chinese governments have some differences of opinion on the issue of religious freedom. It is my belief in this area, as in others, that what we need is more dialogue — more exchanges — and we need to promote more mutual understanding." — U.S. Consul General Henry A. Levine

Looking at Today's Church in China

In Shanghai, registered churches are packed each weekend with multiple church services. Many more people attend "house church" meetings or "unregistered" assemblies.

Palau says he was moved by private meetings with leaders from the registered and unregistered churches who had been imprisoned during the Cultural Revolution. Since 1979, under the "Open Door" policy of Deng Xiaoping, China has been moving toward economic modernization and greater religious freedom.



Rev. Shen Derong, vice chairman of the National Committee of the Three-Self Movement, says, "Christians in China desire greater fellowship with American Christians, provided the fellowship doesn't come with strings attached or foreign control." (Three-Self stands for "self administration, self support, and self propagation" of the Gospel.)

Cao says she hopes Palau's visit will "lead to more evangelism and more nurturing of Christians in a Chinese context." She also desires that the visit will lead to greater fellowship with Christians overseas.

David L. Jones, vice president of the Luis Palau Evangelistic Association, covered the events in Shanghai. Contact him at d_jones@palau.org or 503-614-1500.

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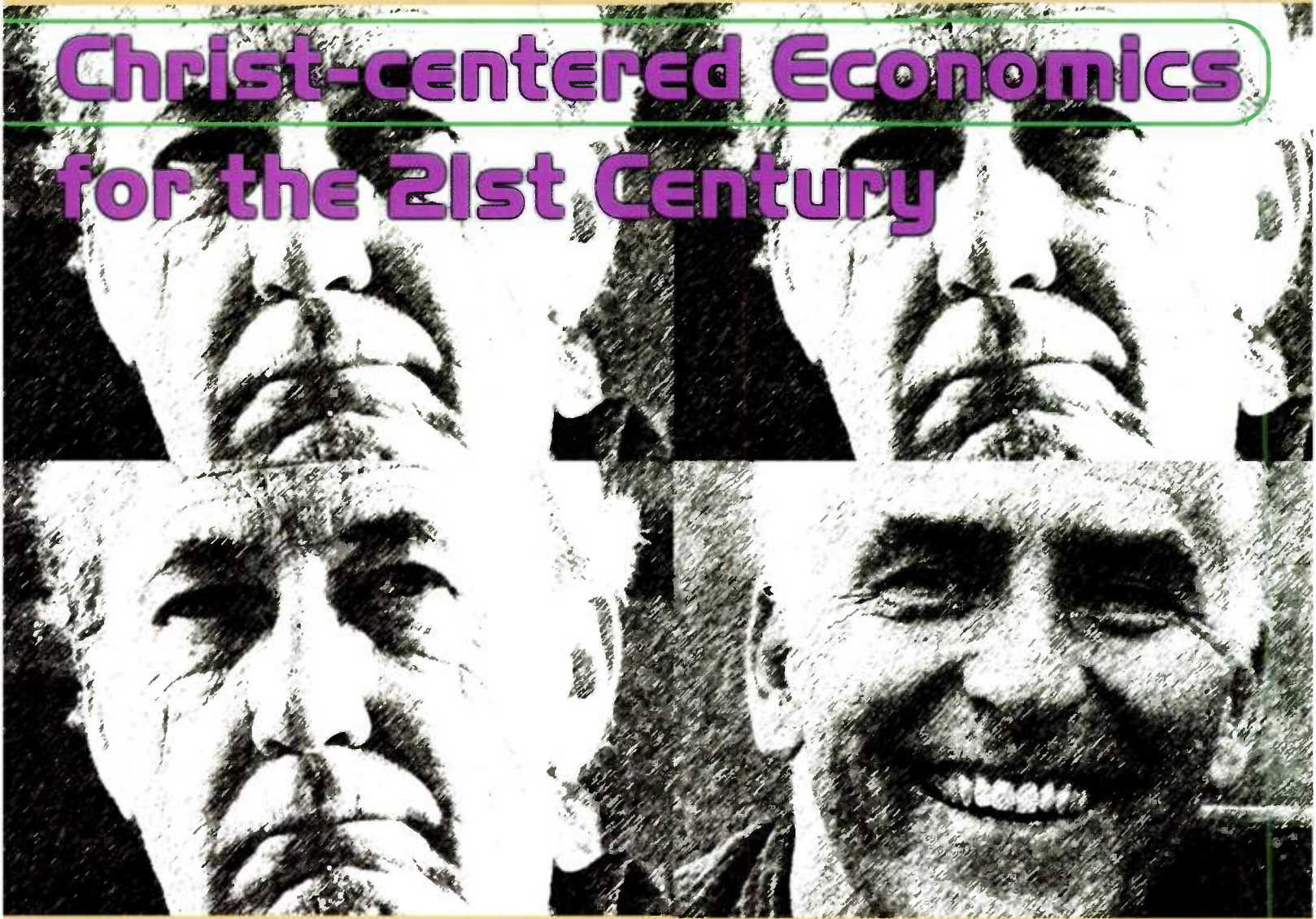
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LESEA BROADCASTING

Corporate Christianomics

Christ-centered Economics for the 21st Century



BY CRAIG R. SMITH

When the offering plate comes down the aisle, do you smile or cringe? According to Christian pollster George Barna, three out of four Christians cringe. This means that 75 percent of Christians are not financially supporting the next move of God with a glad heart. And it is sad, because Christian entrepreneurs and leaders should be advancing in the frontlines, not sitting on the sidelines in the accelerating battle for our minds and our money.

For many years, I was an armchair skeptic when it came to giving. I thought, like many bottom-line oriented businessman, that tithing flew in the face of earthly economic logic.

The humanist worldview had been instilled in me from an early age — complete with its economic truisms such as “as sound as a dollar” and “a dollar saved is a dollar earned.”

Nevertheless, I began putting the economic principles of the kingdom of God to the test more than a decade ago. My wife, Melissa, and I have been active members of Phoenix (AZ) First Assembly of God since 1986, pastored by visionary Tommy Barnett. Little did we know that our decision to begin faithfully tithing on personal income and business income would mark a major turning point in our Christian and corporate lives.

I believe many Christians want to become financially faithful to God, but feel squeezed and frustrated by increased costs of living, massive technological changes and conflicting priorities between giving God our very best while providing the best for our family.

I believe many Christians want to become financially faithful to God, but feel squeezed and frustrated by increased costs of living, massive technological changes and conflicting priorities between giving God our very best while providing the best for our family.

As earthly stewards of God's kingdom, we are called to be habitual givers.

On Loan From God

A major step in our economic maturity came when we began practicing kingdom principles of stewardship. After years of building "our kingdom" we realized that everything we own really belongs to God, including our businesses.

This revelation stunned the accountants and staff of our growing investment-coin firm, yet we felt the inner peace of God that comes from "blind" obedience, the type of obedience to God's Word and blindness to worldly 'wisdom' necessary to test kingdom economics.

As earthly stewards of God's kingdom, we are called to be habitual givers. As Jim Jackson, author of *Christianomics* aptly states, "Kingdom economics requires earning all we can, saving all we can and giving all we can."

In fact, the freedom to support Christian organizations is part of our uniquely American heritage. The vision of our Founding Fathers was to birth a new nation of self-governing people living under God's umbrella of truth. According to David Barton of Wallbuilders, 34 percent of our Founder's quotes were taken directly from Scripture — including those inscribed on our currency.

But over the last several generations, our political and economic values have slowly shifted from a Christian worldview of dependence upon God for blessing to an ungodly dependence upon civil government, technology and human achievement. Biblical principles of stewardship are almost entirely erased from the public arena because fewer than one in four Christians are practicing what the Word clearly teaches.

The world is watching the church. But, until Christians grasp the difference between self-centered "ownership" and God-centered "loanership" of material wealth, our nation will remain locked on a trajectory toward economic upheaval, cultural crises — or worse.

Christ-centered economics teaches that true wealth is built intergenerationally (from parent to children to grandchildren) and rewards patience and good stewardship. We must focus on creating a biblical model starting in our homes, our businesses and our churches ... not in Washington, D.C.

Tipping God

Are you ready to take the next step of stewardship — faithful tithing on personal and corporate income? You must be willing to trust God's economic principles, and if so, then I will tell you how I did it. If not, then skip this article. You likely will remain stuck relying on yourself and probably will always cringe at the offering plate, trying to find contentment by "tipping" God.

Tipping God is motivated by guilt, yet this is exactly what the majority of Christians do, and then justify it by saying they'll give more if God blesses them first.

Tipping God is motivated by guilt, yet this is exactly what the majority of Christians do, and then justify it by saying they'll give more if God blesses them first. Yet, for some strange reason, the blessing never comes. Why? It's simple: God does not reward our disobedience because He would be violating His Word.

Here is a model for economics that works at home or in your business. For those brave souls ready to test kingdom economics, I challenge you to tithe on the gross income of all of your assets. Let's say you earn \$1,000 per week in personal income plus a gross of \$3,000 income per week on your business. Let's say after paying bills you're left with \$250 personally and \$750 from the business.

The next time the offering plate arrives, you must decide, "Shall I pay a \$100 personal tithe, and \$300 business tithe? Or tip God with \$25 personally and \$75 from the business?" This where the earthly rubber meets the kingdom road.

If 100 percent of our assets belong to God, then we should stop complaining about giving 10-20 percent, and start praising God that we have been blessed with 80-90 percent to live on! The scriptural question we should ask is, "Lord, how much can I give back to You today?"

See the difference? If you reject the Old Testament model of giving a 10 percent tithe, then welcome to the New Testament model — giving everything you possibly can. The good news is that God is ready to begin pouring out a fresh blessing upon you and your business in response to your obedience and sacrifice.

Obedience motivates our payment of the tithe, but sacrifice motivates our giving of offerings. When a person of God becomes obedient to the Holy Spirit in giving, it releases other financial strongholds in our lives that stunt our growth. While Jesus does not need our money, He does yearn for our obedience and is exalted by our sacrifice.

In Mark 12:41-44, it is recorded that Jesus watched as the townspeople gave into the treasury and then He singled out a lowly widow who gave all she had (two mites) as a role model for kingdom giving. She didn't cringe; she smiled at the offering plate, because she understood kingdom economics meant demonstrating a thankful heart.

We must learn the lesson that the measure of our giving can directly affect the measure of God's blessing. Some are content with a teaspoon for giving, but I want a big shovel. So next time your pastor begins teaching on stewardship, stand up and applaud him. Who knows, in time you may be called to teach others about kingdom economics.

Windows to the World

"At this very moment, a spectacular change in Christian theology is taking place virtually unnoticed. The evangelical church is redeeming its role in society according to the Genesis 1 mandate. This will be a new reformation with greater consequences than that of Martin Luther." — Rifkin, The Emerging Order

Jesus watched as the townspeople gave into the treasury and then He singled out a lowly widow who gave all she had. She smiled at the offering plate, because she understood kingdom economics meant demonstrating a thankful heart.

As we stand on the precipice of the new millennium, I see tremendous opportunities everywhere I look — all of which need resources to grow into maturity. Over the years, I've noticed that in every life (and business) there comes a season of sowing, watering, weeding, waiting, harvesting and pruning. One of our businesses recently underwent a season of pruning by the Lord to prepare it for the next step of obedience.

In what season are you right now? What about your family, your business and your ministry? The ability to discern God's truth is a uniquely human trait that Christians are all called to develop over time. Discernment, like maturity and freedom, brings more responsibility.

I'm convinced that personal and corporate tithers are the backbone of the advancing church in the 21st century. May we have the courage to confront our financial strongholds with a new boldness that is born out of a lifestyle of obedience and a repentant heart. May we learn to model "godliness with contentment," as Paul told Timothy, to a generation hoping to be a "Survivor" and a "Millionaire."

Our current cyber-generation is brimming with new hopes and dreams, but it must have a foundation of truth built on the Rock to overcome the storms of life. The meteoric rise in popularity of the Internet offers Christians a new window to the world and greater transparency. I see this as a major breakthrough for truth

because it lays every heart open for examination, allowing us to discern more clearly.

The Internet revolution should motivate us to develop an ever clearer Christian worldview on as many subjects as possible, starting with economics. Not only for our own edification, but also for the sake of those thirsty Internet seekers, many of whom are called by God to greatness through a relationship with Jesus Christ via your outreach.

Some are called to preach the kingdom of God, some are called to teach the kingdom and others are called to finance the kingdom of God. This is a noble cause indeed, but remember that God's power is guarded by problems, so be prepared for unimaginable blessing and plenty of earthbound obstacles on the road to being a Kingdom financier. Jesus gave it all. We can do no less.

Craig R. Smith is president of Swiss America Trading Corporation and co-founder of We-Webcorp.com. Smith hosts the nationally syndicated Our Times television talk show and True Wealth radio feature on KKLA-AM-FM/Los Angeles, CA. He lives with his wife Melissa and two daughters in Phoenix, AZ.

The Internet revolution should motivate us to develop an ever clearer Christian worldview on as many subjects as possible, starting with economics.

To Whom Much Is Given... BY DAVID BRADSHAW

Blessed is he who considers the poor. The Lord will deliver him in the time of trouble. The Lord will preserve him and keep him alive, and he will be blessed on the earth. The Lord will strengthen him on his bed of illness and sustain him on his sick bed." Ps. 41:1-3

The Bible refers to three economic categories of people: the rich, the poor and those in between. The rich are able to sustain their lives entirely on the basis of capital goods and others' work. The poor lack necessary material goods to sustain life (food, clothing and shelter) independent of charitable gifts and also lack the means of producing those goods for themselves. All those in between must work to support themselves.

Worldwide today, hundreds of millions of people suffer starvation, hunger and malnutrition because of poor stewardship. The Christian response to poverty is to feed the hungry, clothe the naked and protect the vulnerable. The rise of Christian relief and development ministries such as World Vision, Food for the Hungry, World Concern, Feed the Children, Operation Blessing, Food for the Poor and NRB's 2000 in 2000 demonstrates a biblical model of faith in action.

How can rank-and-file American Christians participate in God's plan to stamp out global poverty and bring glory to the kingdom of God? In a word: tithe. If Christians and Christian-owned businesses would begin to practice the tithing princi-

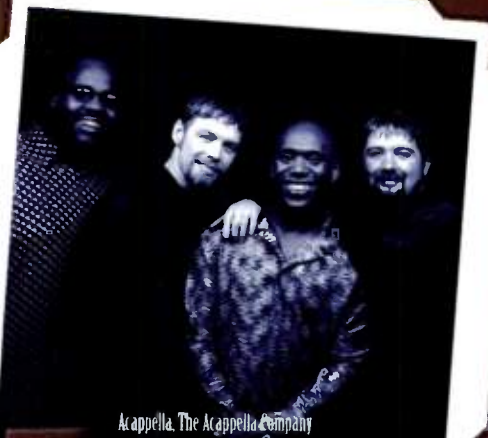
ples of the Old Testament, coupled with the giving principles of the New Testament, the world would be transformed.

Remember that the Great Commission requires teaching (discipling) the nations about following God's principles to achieve economic prosperity. Christian relief and development not only is a basic function for the body of Jesus Christ, but it also continues to be a strategic opening into people's hearts — and the hearts of their governments.

Obedient Christian businesspeople are the world's best hope to see the Great Commission fulfilled. We are a shining city set on a hill; and, as such, much is required.

David Bradshaw is producer of True Wealth.com and can be reached at ideaman@primenet.com.

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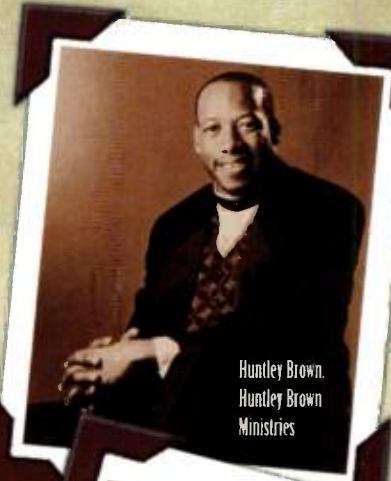


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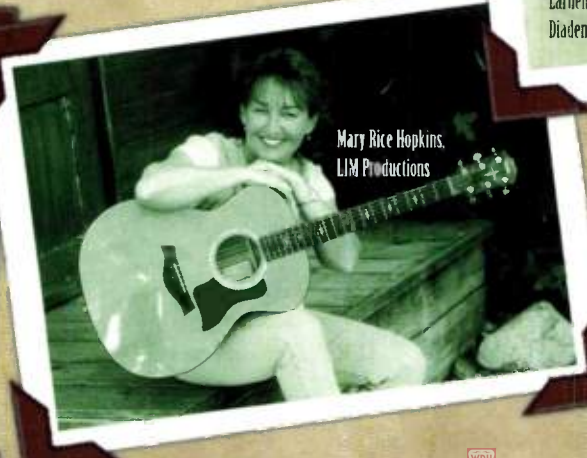
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Squinting Into the Entertainment Future

Terry Mattingly leads the Institute of Journalism at the Council for Christian Colleges and Universities in Washington, D.C. He writes a weekly column for the Scripps Howard News Service. Visit his Web site at www.tmat.net.

Steve Taylor and his Chagall Guevara colleagues were fired up when they arrived in Los Angeles to do the cover for the band's first and only album for MCA Records.

They also were hungry, so they promptly called Domino's Pizza. Trouble was, one MCA executive didn't think much of Domino's leaders. Taylor distinctly remembers the words: "They support those pro-life Nazis."

"We did have a rather spirited argument," confessed Taylor, describing that infamous clash in 1990. "It started in one room, continued all the way down the hall and, eventually, somebody had to call a truce in the artist's studio so we could get some work done."

Offered a chance to re-visit that scene, Taylor said he would "try to bite my tongue, a little. I wasn't exactly thinking strategically."

That may not sound much like the raging rocker who rained sarcastic songs on the lords of contemporary Christian music and flirted with secular stardom. But Taylor wears a suit and tie these days and runs a company that is erasing old boundaries in the marketplace — Squint Entertainment. He knows that it's important to build relationships in high places.

That's why Taylor and a crowd of politicians, artists, educators and business leaders recently gathered in a U.S. Senate hearing room to rally support for efforts to produce faith-friendly music, movies and television that can compete in the mainstream. The event marked the release of an album honoring media executive Bob Briner, whose 1993 book *Roaring Lambs* questioned the wisdom of Christian artists hiding in Christian companies that sell Christian products to the Christian consumers.

Briner died a year ago of cancer, but his business savvy and the books he wrote in the 1990s continue to influence work in many corporate offices, especially in Nashville. In addition to his books, Briner was best known as an Emmy-winning producer and sports executive who worked with Arthur Ashe, Dave Dravecky, Michael Jordan and others.

Taylor turned to Briner for advice when he began dreaming of an artist-friendly company that could cut a middle-way between religious and secular entertainment. The goal was to sign a roster of artists who were united both by Christian convictions and a commitment to build honest relationships with producers and promoters in the big leagues of secular music and video.

The result was Squint, which was built on a foundation of mainstream cash from Gaylord Entertainment. This Oklahoma-based corporation operates the Opryland Hotel and a cluster of other Nashville institutions, both secular and religious.

Taylor hit it big when he signed Sixpence None the Richer, a folk-rock band that has, with three long years of national and global promotion, become a platinum-level act with hit singles such as "Kiss Me" and "There She Goes." Someday soon, if he survives in the dangerous corporate waters of buy-outs and mergers, Taylor wants to finish writing and directing *Saint Gimp*, his first feature film.

"I want to work with other Christians," he stressed. "But I also want to work with people who want to work at the highest possible level of excellence.... Bob Briner always used to say that excellence speaks for itself and that God deserves our best."

The rock showman-turned-businessman stopped and mulled this over for a moment. On the new *Roaring Lambs* tribute disc, Taylor has written and performed a song that pictures his mentor as a skilled baseball shortstop who tried to plug a gap between two worlds. The chorus is punchy, but haunting: "Lord, who will rise up when that number's retired?"

"There are just going to be days when we need advice from someone like Bob Briner," said Taylor. "He was a man of principle and he knew how to make a stand. But he also knew how to think strategically and be patient and work with all kinds of people."

"It's hard to do both, sometimes.... You can fool yourself into believing that you're thinking strategically, when in reality, you're just being a coward. Then there are other times when you want to think you're being a man of principle, when you're really just being a jerk."

The views expressed in this column are not necessarily those of NRB.

One Question, Three Answers

An actual email thread, June 8-11, 2000 on broadcast.net

Thursday, June 8, 2000
To: bsi-i@broadcast.net
Subject: BSI Experiences?

We are a small AM station considering implementing BSI software to automate our station. It seems to have all the functionality that we would need. Is this a good solution? Thanks for your input.

- John

Sent: Friday, June 09, 2000 6:09 PM
To: bsi-i@broadcast.net
Subject: Re: BSI Experiences?

John,

We started using WaveStation in January and are extremely pleased with it. It's been running glitch free.

We use it weekdays in live assist to play our spots, PSA's, etc. and on weekends, we lock the door and leave. WaveStation plays programs recorded earlier, picks up some programs live from satellite...joins news live at the top of the hour...records a couple of sports updates for playback a few minutes later...fades programs out...runs fill music...fades fill music, etc.

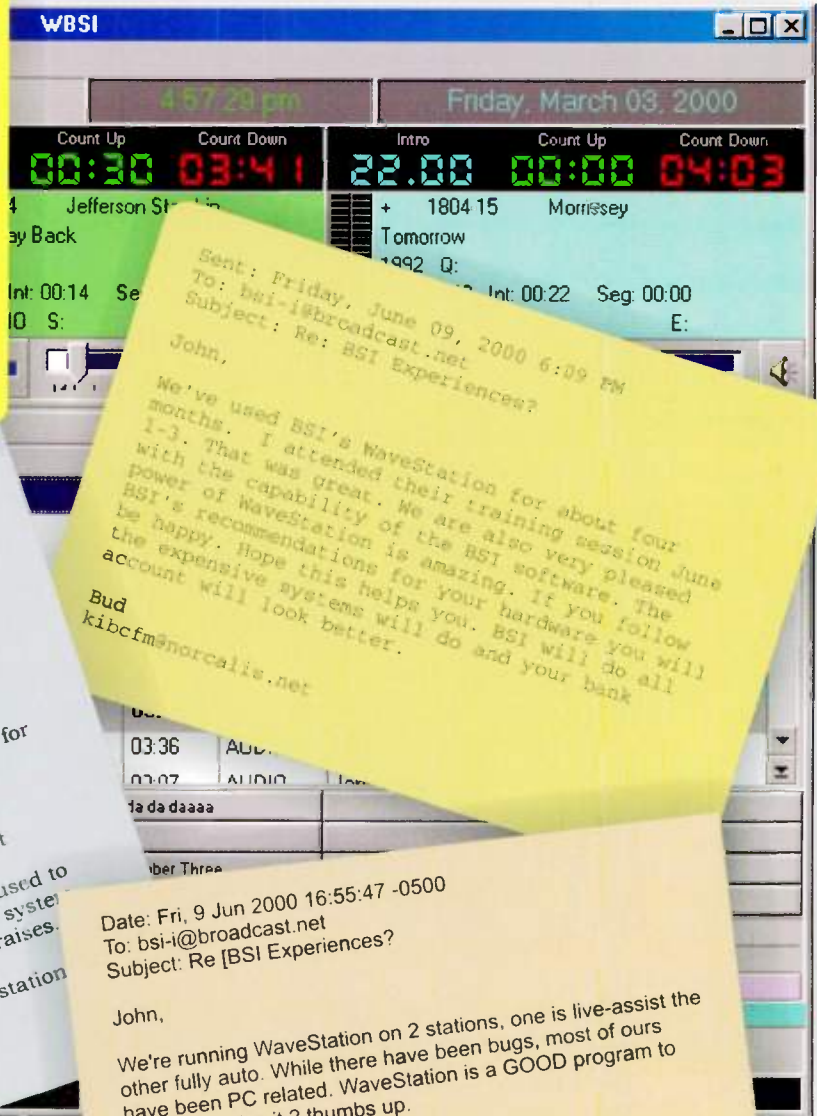
We currently have only one computer set up for WaveStation. We will probably purchase a second one in the not too distant future.

Perhaps it's a sad commentary on life, but WaveStation is much more reliable and dependable than the human beings we used to use...and "Wade Staton," as we call the system here, doesn't ask for vacations or pay raises.

By the way, we are a small town AM station

Bob Ketchersid
WYXI, Athens, TN

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Subject: Re: BSI Experiences?

John,

We've used BSI's WaveStation for about four months. I attended their training session June 1-3. That was great. We are also very pleased with the capability of the BSI software. The power of WaveStation is amazing. If you follow BSI's recommendations for your hardware you will be happy. Hope this helps you. BSI will do all the expensive systems will do and your bank account will look better.

Bud
kibcfm@norcalis.net

Date: Fri, 9 Jun 2000 16:55:47 -0500
To: bsi-i@broadcast.net
Subject: Re: [BSI Experiences?

John,

We're running WaveStation on 2 stations, one is live-assist the other fully auto. While there have been bugs, most of ours have been PC related. WaveStation is a GOOD program to consider. I give it 2 thumbs up.

Tim Swanson
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Broadcasting LIVE

Called BSI... it's only \$999. I recommend we get BSI waveStation. Plus their tech support is free!

JS



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