

# NRB

January 2001

[www.nrb.org](http://www.nrb.org)



Greg Laurie



Michael Youssel



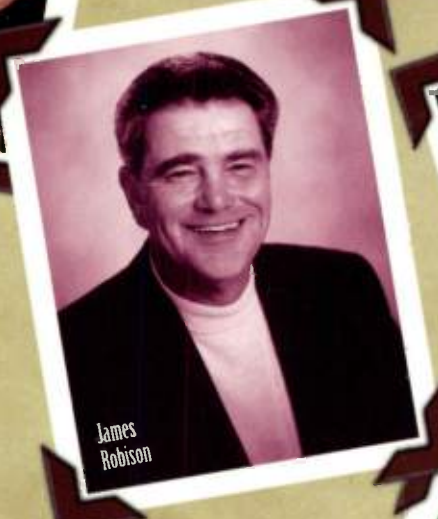
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NRB 2001 Preview





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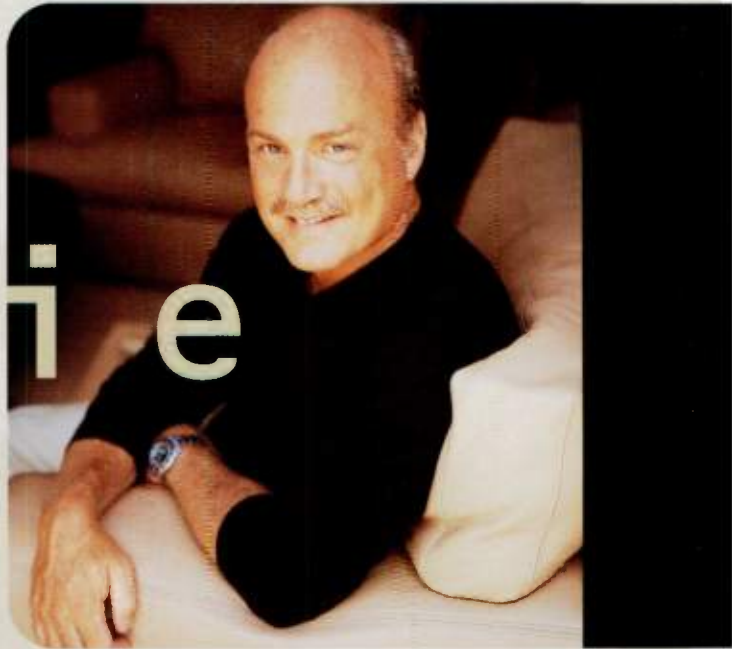
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Harvest Ministries' Greg Laurie, a gifted evangelist, pastor, author, and broadcaster.

g r e g  
l a u r i e



Greg Laurie is the senior pastor of Harvest Christian Fellowship in Riverside, California—one of the ten largest churches in the US. He also co-founded the Harvest Crusades in 1990. These events have hosted over 2.5 million people at stadiums and arenas across North America and in Australia.

Greg's half-hour radio program, *A New Beginning*, is heard daily in more than 500 markets across the U.S. and overseas. It is used of God every year to lead some 5,000 radio listeners to receive Christ as their Savior. New believers receive a free growth packet, which includes the New Testament and information to help them grow in their personal relationship with Jesus Christ.

Studies have shown that more than one-third of those who listen to Christian radio are not born-again believers.

In Greg Laurie's continued passion to reach this audience, he has developed a new, two-minute short radio program *A Time For Harvest*. This program features a daily gospel message with practical relevance to today's global events.

In his clear, down-to-earth style, Greg brings listeners face-to-face with their need for forgiveness of sin and a relationship with Jesus Christ. His unique approach resonates not only with believers, but also with seekers and skeptics alike. Greg's unapologetic and straightforward approach, laced with practicality, humor, and illustrations from today's news, holds special appeal for young people as well and shows just how relevant the Christian life is.

information

Both *A New Beginning* and *A Time for Harvest* are available on the Focus Satellite Network or MP3 files.

For a free demo CD of *A New Beginning* and *A Time for Harvest*, contact:

Dave Spiker, Imagination Media  
P.O. Box 33, Lynden, WA 98264  
(360) 366-1445 fax (360) 366-9335  
davespiker@aol.com

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## FEATURES

### Saddle-up Your Horses! 34

COMPILED BY VALERIE FRAEDRICH

*It's time for the annual NRB trail ride and this year's destination is The Texas Star — Dallas! Sit for a spell, put your boots up and read about the wide-ranging opportunities Big D offers.*

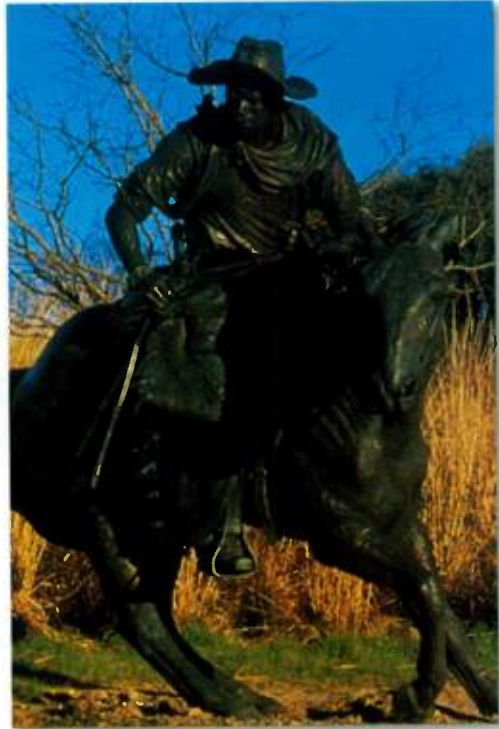
### NRB 2001 Preview 42

*Discover what awaits you at the 58th Annual National Religious Broadcasters Convention & Exposition in Dallas.*

*Decide what workshops you want to attend and see who'll be speaking and performing at the convention. Come along and take a peek, Pardner!*



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# CALENDAR

- **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.
- **February 16-20, 2001**  
59th Annual NRB Convention &  
Exposition; Opryland Hotel,  
Nashville, TN. Gina Ebhardt, 703-  
330-7000, ext. 503.

## DALLAS NRB 2001 TEXAS

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# NRB

National Religious Broadcasters

January 2001,  
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## Life and Liberty



**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](mailto:bgustavson@nrb.org) or phone 703-330-7000, ext. 507.

The Founders of the United States hoped that the majority would never become so misled as to reject the existence of the "laws of nature and of nature's God." For this reason, they constantly stressed the centrality of a divinely based moral code in instilling Americans with a sense of virtue.

George Washington was among many of the Founders who stressed the importance of biblical morality to the well-being of the republic. For the American experiment not to fail, it was necessary for the power of government to remain limited because only under a regime of limited government could liberty be allowed to flourish. And only among a virtuous people could limited government flourish. Thus, it was almost an obsessive insistence on the role of religion — Christianity — in keeping Americans virtuous, and therefore, fully free.

History makes it clear that, in every generation, men and women with a fervent faith in God's Word have valiantly sought to curb evil impulses and desires. The campaign against "demon rum" and child labor, the efforts to protect women and Native Americans, the movement to advance the civil rights of African-Americans — all had their origins in the truths of religious conviction. Today, men and women motivated by adherence to truth are in the forefront of movements to defend the very lives of the most vulnerable in our society — the elderly, the infirm, the handicapped and the unborn — as they are created in the image of God. I'm so grateful that many

of you who are active in our media movement also are supportive of these freedom-protecting activities.

We recently have experienced a very unsettled period in our republic. The presidential election with its subsequent uncertainty has been a time when Christian broadcasting and the Internet were greatly used to rebuild stability and faith.

- Nothing is as powerful as faith in protecting the most vulnerable in society.
- Nothing is as powerful as faith in maintaining the integrity of the family.
- Nothing is as powerful as faith in building character.
- Nothing is as powerful as faith in turning people away from drugs, violence, idleness and despair.
- Nothing is as powerful as faith in helping our citizenry to lead worthy, decent, compassionate lives.

Without the strong voices of Penn, Washington and Jefferson, we would not have the liberties we enjoy today. And as these men knew, our liberty is — above all — a gift from God through our Lord Jesus Christ.

## Vision for the New Year

Every year at this time, I reflect on the previous year and look forward to what God would have me to accomplish in the current year. The Book of Proverbs warns, "without vision, people lose heart."

American pollster George Barna defines vision as "a clear and precise mental portrait of a preferable future, imparted by God to His chosen servant, based on an accurate understanding of God, self and circumstances."

As long we continue to do the same things the same way, we will continue to achieve the same results. Effective change doesn't occur without vision. My mentor, Paul Ramseyer, said many times, "You can change without improvement, but you can't improve without change."

A sense of vision clarifies direction and motivates our people. What is your vision for yourself and for your organization in 2001? Can you articulate those visions in five minutes or less?

I want to challenge you to take a half-day to write: 1) a mission statement, 2) a vision for the year and 3) measurable, achievable goals you seek to accomplish by this time next year.

You'll be amazed to discover how writing your vision and articulating it to your team can translate into action and accomplishment. One or two quarters into the year, you'll discover that God has allowed you to accomplish much of what you called yourself to do.

Begin by asking yourself these important, mission-oriented questions:

- How can we build the next generation of audience?
- How do we develop the next generation of talent and leadership in our organization?
- How do we connect with the next generation of donor?
- What new ministries do we want to adopt?
- What new technologies should we be involved in?
- What things are we doing that need to be abandoned?
- How can we honor God and more closely follow His mission?

Mark Twain said, "Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did." Let there be no regrets at the next new year for what we failed to accomplish. Let's set our agenda clearly for our own understanding and communicate it effectively to our team. As we begin to imagine what God has for us to do, we take the first step toward accomplishing it.



**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](mailto:wap@nwc.edu) or 651-631-5000.



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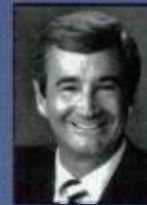
**June Hunt**  
*Hope for the Heart  
Hope in the Night*



**David Jeremiah**  
*Turning Point*



**Richard Land**  
*For Faith &  
Family*



**D. James Kennedy**  
*Truths That Transform*



**Kay Arthur**  
*Precept*



**John MacArthur**  
*Grace to You*



**Dennis Rainey**  
*FamilyLife Today*



**Woodrow Kroll**  
*Back to the Bible*



**Steve Brown**  
*Key Life*



**Beverly LaHaye**  
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**Billy Graham**  
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**Raul Reis**  
*Somebody Loves You*



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*Bible Answer Man*



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*Love Worth Finding*



**Tony Evans**  
*The Alternative*



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*The Winning Walk*



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*Jay Sekulow Live*



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*A New Beginning*



**Larry Burkett**  
*Money Matters*



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*Let My People Think*



**Chip Ingram**  
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Since 1962, we have cared very much about the quality and integrity of our programming. As the New Year 2001 begins, we give thanks to God for His blessings these past 39 years... and we say "thank you" to the nation's finest broadcast ministries who share our commitment to Quality Bible Teaching and Christian News/Information. These ministries are a vital part of our team

as together we reach our generation with the life changing message of God's Word. Quality Bible Teaching is the foundation of our format. Thank you for your faithfulness and courage!

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## FCC Imposes New EEO Reporting Requirements on Religious Stations



**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.**

The Federal Communications Commission (FCC) recently issued a "reconsideration order" to address requests for changes in the equal employment opportunity (EEO) rules imposed last year on broadcasters. As anticipated, the Commission altered few of the EEO regulations that went into effect in April 2000 — with the notable exception of data-collection and reporting mandates that religious broadcasters now must fulfill.

The new requirements will dramatically change the paperwork, if not the recruitment and hiring activities, of those broadcasters who claim the right to make religious affiliation or belief a qualification for all employee positions at their stations. Only certain licensees qualify for this exemption to the FCC's ban on religious discrimination in recruiting and hiring: the agency defines a "religious broadcaster" as one who "is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such an entity."

(NRB members may recall that if questions arise as to whether a particular licensee qualifies, the FCC will undertake a case-specific review "based on an evaluation of the religious entity's characteristics, including whether the entity operates on a nonprofit basis, whether it has a distinct religious history, and whether the entity's articles of incorporation set forth a religious purpose." The FCC has explained that none of these characteristics will be treated as "a sole determining factor.")

In its original EEO order, the agency stated that while qualified broadcasters could limit their employees to members of the same faith, they nonetheless should "make reasonable, good faith efforts to recruit widely among their co-religionists." At that time, the Commission did not provide any indication as to whether, or how, it intended to monitor these efforts.

That hands-off approach to record-keeping and reporting has now changed. Although broadcasters who make use of the religious exemption remain free to limit their recruiting to members of the same faith, such stations now will be subject to a slightly tailored version of the same recruitment documentation requirements as all other licensees. As a result, religious broadcasters must promptly begin to 1) keep records that demonstrate the steps they take to "recruit widely" among Christians generally or members of particular denominations; 2) devise an annual "EEO Public File Report" to provide recruitment information to the public; 3) file a biannual "Statement of Compliance" (Form 397) on the same schedule as other stations in their states; and 4) submit a form at license renewal that details their "outreach" efforts.

With respect to the first step — recruitment — the FCC has provided no specific directives. Religious broadcasters should consider making regular use of several outlets (publications, professional organizations, online job banks, etc.) to publicize their job openings. Religious licensees may make use of secular recruitment outlets while specifying that faith is one

of the particular job requirements. In addition, although stations are not explicitly required to make use of women- or minority-target recruitment sources, broadcasters should not ignore opportunities to send recruitment notices to Christian women's or minority entities.

As for the records that must be kept, the agency requires that religious broadcasters maintain data on recruitment and hiring for each "full-time" vacancy (i.e., a position consisting of 30 or more hours per week). Licensees must record the list of recruitment sources used to attract applicants, the date that a particular opening was filled, and the recruitment source that produced the individual who was hired.

Religious stations also must disclose this information in the form of an annual report akin to the more extensive "EEO Public File Report" that secular broadcasters must devise. (The Commission provides no official form for this report; licensees are free to design their own formats.) The document must be placed in the station's public file on the same date as the annual EEO reports of other broadcasters in the same state; deadlines correspond to the anniversary of the due date for the station's license renewal application. Religious radio and television stations in eight states — Kansas, Nebraska, Oklahoma, Arkansas, Louisiana, Mississippi, New Jersey and New York — face a tight February 1 deadline for producing their initial report.

In addition, the FCC staff advises that religious broadcasters should follow the online posting requirements established for other licensees. This means that religious stations that maintain Web sites must place their annual EEO recruiting report online as well as on paper. The information must stay on the Web site throughout the current license term and until the next renewal is granted. As a result, religious broadcasters — like other stations with Web sites — will end up devoting a considerable amount of electronic data storage to this EEO material by the end of their license terms.

New Commission form-filing mandates also now apply to broadcasters claiming the religious exemption. Like other licensees, these stations must submit a Form 397 on the second, fourth and sixth year of their license term. The form requires all broadcasters to certify that they have complied with the FCC's EEO rules for the previous two years; in the case of religious broadcasters, this certification "pertains to whether or not [the licensee] has made reasonable, good faith efforts to recruit for all vacancies among their co-religionists." Stations also must describe their religious recruitment "outreach" on a "Broadcast Equal Employment Opportunity Program Report" (Form 396) that accompanies license renewal applications.

The Commission's latest pronouncements on the broadcast EEO rules likely will not end the matter. Court review of the FCC's initial EEO order remains pending — which may mean that additional changes to the regulations will surface soon.



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## AIRWAVE NEWS RADIO

**Sacramento, CA** - EMF Broadcasting president Richard Jenkins announced the purchase of the Colorado Christian University Radio



Network. The network includes KWBI-FM/Denver, CO; KJOL-FM/Grand Junction, CO; and KDRH-FM/Glenwood Springs, CO. In addition, the agreement adds 35 translators located throughout Colorado, four translators in Utah and three translators in Wyoming. K-LOVE began broadcasting on the new stations October 7. In other K-LOVE news, EMF also purchased WPXX-FM/Danville, VA, from Southern Entertainment Corporation and began airing the K-LOVE format October 1. (Lloyd Parker, 916-282-1400)

**Greenville, NC** - The LBA Group, Inc., (LBA) and American Tower Corporation (ATC) have undertaken the development of AM broadcast collocation sites. LBA companies will provide ATC the requested engineering services, FCC and other regulatory support, and all other capabilities necessary to address the unique requirements of collocation on AM broadcast towers. (Cathy Palmer, 252-757-0279)



**Atlanta, GA** - WFSH-FM enjoyed greeting new listeners at The Superfriends 2000 Tour with Smalltown Poets, The Waiting, Jeni Varnadeau and Fred Haring at Peachtree Presbyterian Church. (404-995-4010)



Recording artist Jeni Varnadeau is flanked by WFSH program director Kevin Avery and promotions director Taylor

**Atlanta, GA** - Dr. Michael Youssef, president of Leading The Way, has announced the formation of a new, non-profit media agency to handle media placement for *Leading The Way with Dr. Michael Youssef* (LTW). McMichael Communications Group became the official media agency for LTW on January 1, 2001. (Mike Moran, 888-771-5889)

**St. Paul, MN** - SkyLight Satellite Network announced five new affiliates: KOTT-FM/Otterville, MO; WOFN-FM/Beach City, OH; and translators K215DA, K216EU and K218DB/Colorado Springs/CO. (Dale Davis, 651-631-5032)

**Houston, TX** - KSBJ-FM collected more than 3,000 pairs of eyeglasses in October to benefit the people of Kenya through Living Waters International and Houston's Woodbridge Baptist Church. (Jason Ray, 281-446-5725)

**Ft. Myers, FL** - WAYJ-FM's Fall Sharathon 2000 in November broke all previous records by reaching five percent over its goals, fully funding the station for six months. (Todd Stack, 941-936-1929)

**Princess Anne, MD** - WOLC-FM held its annual Sharathon resulting in commitments of more than \$265,000 for the coming year, exceeding the station's goal of \$250,000. Guest host for the event was Steve Moore, co-host of the daily radio broadcast *Money Matters* and *How to Manage Your Money* with host Larry Burkett. (Jim East, 410-543-9652)



**Black Mountain, NC** - WFGW-AM and WMIT-FM completed Sharathon 2000, and for the first time aired separate, simultaneous Sharathons. By tithing income from Sharathon 2000 they raised over \$150,000 for HCB World Radio for the La Lina Spain Project to assist in the purchase of property now being rented. (Tom Atema, 828-669-8477)

**Fullerton, CA** - *The Left Behind - The Kids* radio program launched on October 4 nationwide. Youth ages 10 to 17 are the target audience for this 12-episode broadcast that covers the first four books in *The Kids* series. (Kim Kinnett, 714-738-1501)

**Fullerton, CA** - Mercy Ships is bringing its stories of changed lives to a wider audience with the release of *Mercy Minute*, true stories currently unfolding in ravaged villages and towns of poor people. The program is available on CD and satellite for radio stations in the U.S. (Jani Williamson, 714-738-1501)

**Tucson, AZ** - Family Life Radio celebrated \$4.3 million in donations during Operation Thanks 2000, its annual sharathon for each station in the Family Life Radio network. Family Life Radio donated five percent of all pledges received during Operation Thanks to Food For The Poor for its 2000 in 2000 campaign. (Adam Colwell, 800-776-1070)



**Madison, WI** - WNWC-AM-FM raised a record amount of \$616,000 in pledges and gifts during its annual fund-raising Sharathon, September 26-28, exceeding last year's total by almost \$100,000. (Greg Walters, 608-271-1025)

**St. Paul, MN** - Northwestern College Radio station KTIS-AM-FM raised a record-breaking \$3.236 million during its three-day Sharathon held September 26-28. Just over \$1.3 million is earmarked for Phase 2 of the proposed Mel Johnson Media Center, with another \$80,000 to go toward the first Christian radio station in Ulan Bator, Mongolia, in partnership with Far East Broadcasting Company. (Wendi Herum, 651-631-5168)



**Fort Wayne, IN** - WBCL Radio Network held a ribbon cutting and dedication ceremony on October 8, opening its renovated and expanded offices and studios for public tours. The network's Executive Director Char Binkley and Taylor University President Dr. David Gyertson gave special comments during the ceremony. (Terry Foss, 219-745-0576)

**Champaign, IL** - WBGL-FM concluded its annual fund raiser, Breakthrough 2000, a day early. This year's goal of \$96,000 was achieved in just over 25 hours. The fund raiser began with a free concert by Christian artist and songwriter Mark Schultz, which attracted 1,200 people and an offering of \$7,000. (Meridith Foster, 217-359-8232)

**Los Angeles, CA** - The International Church of the Foursquare Gospel (ICFG) announced plans for purchasing a new AM radio station. The call letters KFSG and present Internet site would be carried to the new frequency, pending FCC approval. Concurrently, ICFG signed an agreement to sell its KFSG-FM license to Spanish Broadcasting Systems, Inc., for \$250 million. Aimee Semple McPherson founded KSFG on February 6, 1924. (Alan Bowles, 213-989-4234)



**Williamsport, MD** - NRB president Dr. E. Brandt Gustavson joined WCRH-FM for the first two days of Sharathon 2000. WCRH reached its goal of \$400,000, and then exceeded it by \$35,000, which enabled the station to purchase a new control board. (Ward Childerston, 301-582-0285)



## NRB 2001 LATE-BREAKING NEWS!

The Public Policy Breakfast slated for Monday, February 12, will begin at 7 a.m. to allow adequate time for the debate.

## AirwaveAnniversaries

**Athol Springs, NY** - On the first weekend of November, the weekly *Fr. Justin Rosary Hour* began its Jubilee 70th season of broadcasting. The *Rosary Hour* broadcasts in Polish through a network of 40 stations in the United States and Canada, and also is available at [www.RosaryHour.net](http://www.RosaryHour.net). (Fr. Marion Tolczyk, [office@rosaryhour.net](mailto:office@rosaryhour.net))

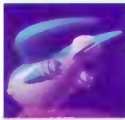






## AIRWAVE NEWS TELEVISION

**Chicago, IL** - On November 2, Big Idea Productions launched the premier of its direct-to-video series 3-2-1 Penguins! at Kennedy Space Center's Apollo/Saturn V Center in Cape Canaveral, FL. The series arrived exclusively in Christian retail stores on November 14. (Mary Flynn, 212-679-6600)



**Virginia Beach, VA** - The Christian Broadcasting Network's *The 700 Club* recently instituted the prestigious Church of the Week Award, honoring church leaders and members who reach people in innovative ways in the church and community. (Carolyn Miller, 757-226-2450)

**Colorado Springs, CO** - Designed to offer insight and inspiration to families, *Focus on the Family Commentary*, a 90-second help segment hosted by Dr. James Dobson, began airing on KDLH-TV Channel 3/ Duluth, MN, on October 18. (Marjorie Barritt, 719-548-5882)

**Washington, DC** - In mid-October, Paul Weyrich's live, call-in show *Direct Line* returned to the airwaves on America's Voice after a two-year absence. (Notra Trulock, 202-204-5304)

**Philadelphia, PA** - In October, Word of God Fellowship, Inc., purchased LPTV station WELL-TV for \$250,000 from R.J. Broadcasting Company, Inc. (John Pierce, 606-647-0101)

**South Bend, IN** - LeSEA Broadcasting's flagship television program *The New Harvest* broadcast a special show hosted from Jerusalem entitled "Pray for the Peace of Jerusalem" on November 16, in an effort to facilitate a worldwide communion service. (Melissa Hambrick, 615-662-1241)



# HEAVY ARTILLERY



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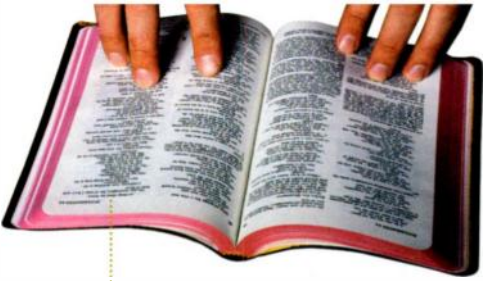
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It's a dynamic combination: the timeless truths of Scripture presented by a man who speaks the truth fearlessly to a relativistic age.

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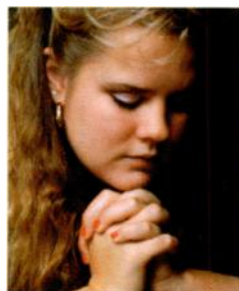
great source of comfort and encouragement, challenge and conviction—

the perfect balance. The added insights about Jewish



and Middle East culture bring a unique, new perspective to so many passages."

Dr. Youssef, founding pastor of The Church of The Apostles in Atlanta, proclaims the Bible with power and urgency, applying God's truth to



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—*New Mexico*

■ "The Holy Spirit uses your messages to refresh me and turn my eyes heavenward to Him. I so appreciate your candor and your honest, open style of preaching. Your humor always seems to lighten the burden of the day. Be assured that God is

using your ministry to reach His children in even the most unexpected places."

—*Vermont*

■ "What a blessing your ministry is to me. Your willingness to proclaim the gospel without fear of what people think is

refreshing. Please don't change your format. It is hard-hitting, informative, disturbing, thought-provoking, encouraging, truthful, inspirational, upsetting, and instructive."

—*Illinois*

## Respected Christian leaders respond to the unique impact of *Leading The Way*

■ "Dr. Youssef's teaching and radio ministry is a beacon that touches the lives



of many around the world. His concern and compassion for others helps 'lead the way' as he shares the love of our Lord and Savior, Jesus Christ. It is truly a blessing to see how the Lord is using Michael's teaching and radio ministry to further the Kingdom."

—*Jay Sekulow,  
American Center for  
Law and Justice*

■ "In every generation, God provides gifted servants to articulate truth in a way that compels unbelievers and believers alike to see God and His truth in life-changing ways. Michael Youssef is one of those anointed by God for our day. His ministry has challenged my own heart. I'm sure it will challenge yours as well."

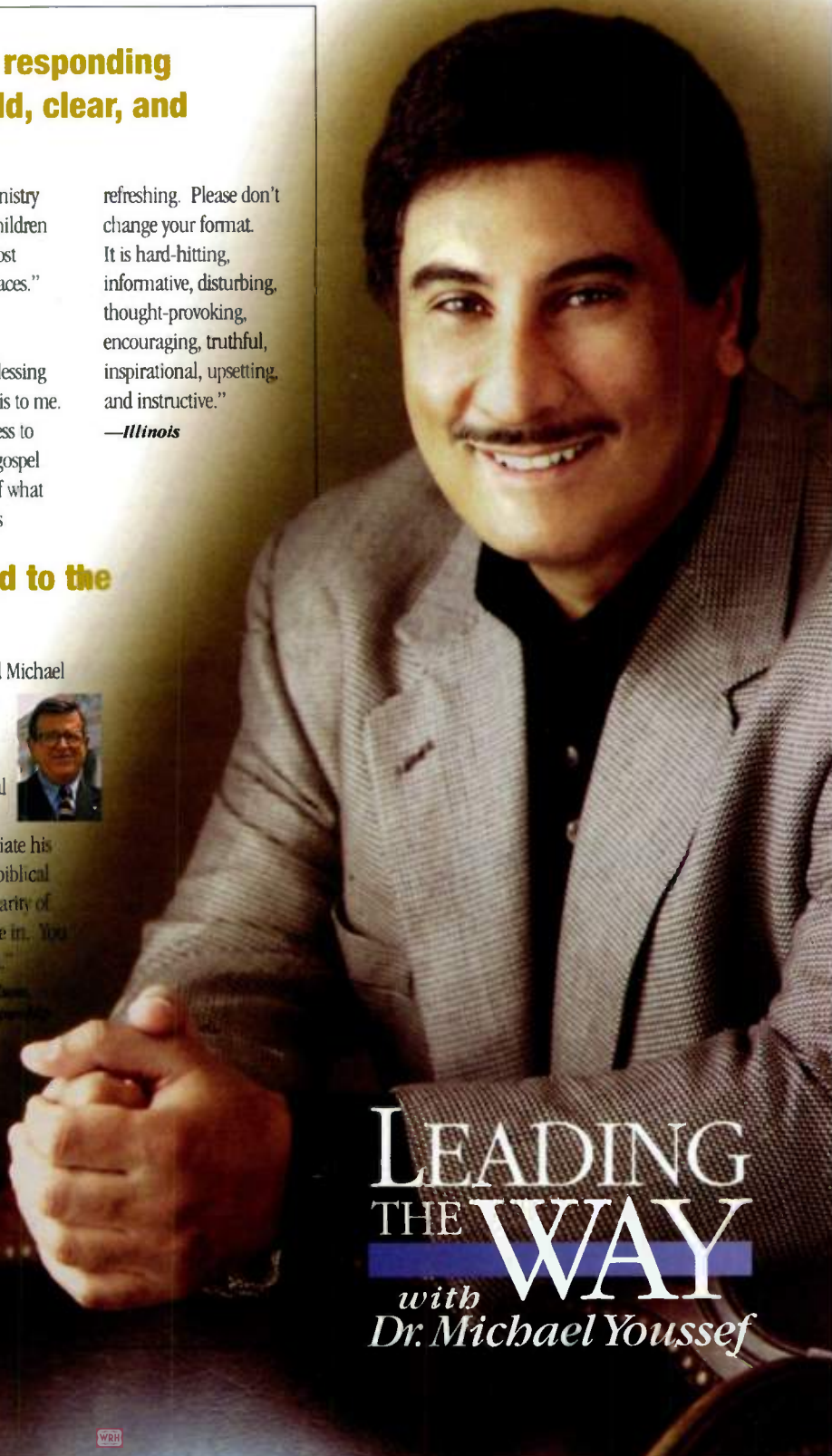


—*Joseph Stowell,  
Moody Bible  
Institute*

■ "My friend Michael Youssef is one of the bright young stars in the evangelical firmament. I greatly appreciate his teaching, his biblical fidelity, and clarity of thought. Tune in. You will be blessed."



—*Charles Colson,  
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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.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



Wanda Franz Ph.D.

## 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

# TRADE TALK



## INTERNATIONAL NEWS

**Virginia Beach, VA** - The Christian Broadcasting Network (CBN) launched *The 700 Club* throughout Europe, parts of North Africa and the Middle East in mid-September. The same-day broadcast is sent across the Atlantic by Telstar 11 satellite to several European Christian channels and then is transmitted to two other satellite coverage footprints that include Scandinavia, Europe, the eastern Mediterranean and the African nations of Libya, Morocco, Tunisia and Algeria. Additionally, in early October, the Dream Family Network (DFN)—based in Newcastle, England—began carrying *The 700 Club* daily via the digital Sirius satellite system. Also, CBN's own Cyprus-based Middle East Television receives the program and re-broadcasts it to its audience throughout the region, including via a number of cable TV systems in Israel. (Deborah Bensen, 757-226-2107)



**Melbourne, AUSTRALIA** - History was made when Vision Mix International and Seven Seas Television, an Australian Christian TV co-production company, cooperated on *Greater Than Gold*, stories from the Sydney 2000 Games. The series highlights the many Christian athletes involved. The five 30-minute programs, which released to 14 Christian TV networks around the world, are now available for purchase on video. (Alan Currie, alancurrie@lccc.org.au)

### Greater Europe Mission

**Monument, CO** - Greater Europe Mission and Biola University formed an educational partnership to provide graduate-degree programs for missionaries serving in Europe and surrounding countries. The

first two degrees offered are an MA in Intercultural Studies and a Doctor of Missiology. The instructional program will commence in the fall of 2001 and is open to any Christian worker who ministers in Europe or nearby countries. (Devere Curtiss, 719-488-4114)

**La Mirada, CA** - Voice of Friendship (VOF, formerly Far East Broadcasting) reports that its daily Hmong language radio broadcasts to Vietnam have been jammed in the past few months. It is believed by VOF to be a deliberate attempt to block the programs entirely. VOF undertook a multi-million dollar antenna upgrade project to erect high-power transmitters and antennas to create a stronger signal in Southeast Asia. At press time in late November, the project's expected completion date was December 2000. In other VOF news, the European Parliament accepted a proposal to implement a program to encourage the development, distribution and promotion of European Audiovisual works, including a training program for professionals in the European audiovisual program industry. Also, in June, VOF Radio Dei became the first Christian radio station in Finnish history to go on air nationally. With a 500-watt transmitter in Helsinki and six other major cities, Radio Dei reaches a potential audience of 2.4 million listeners. The station began operation as a local 200-watt station in the Helsinki area on November 3, 1997. (Melinda Wong, 800-523-3480)



## NEWS

**Nashville, TN** - On October 25, Malcolm Mimms, Executive VP of Gaylord Entertainment Company's creative group content, replaced Word Entertainment President Roland Lundy. Lundy's exit follows the departure of Tim DuBois in September, several weeks after Terry London abruptly resigned as president and CEO. (Tennessean.com/October 26, 2000)

**Orlando, FL** - NRB Board members Bill Bright, Ted Baehr, Kay Arthur and Pat Robertson were speakers during the annual Fasting & Prayer gathering held November 2-4. Three days before the presidential election and three weeks before Thanksgiving,



Christians were given an urgent call to fast and pray for revival in America and the world. (James Woelbern, 407-826-2151)

**Portland, OR** - Mike Schatz, president of Pamplin Entertainment and executive VP of Pamplin Music Group, resigned October 17. Until Pamplin Communications (PC) announces a replacement, PC President/Vice Chairman Gary Randall will oversee Pamplin Entertainment Company and continue to manage day-to-day business for its record labels: Pamplin Records, Red Hill Records and Crossroads Music. (Elissa Vecchione, 503-251-1555)







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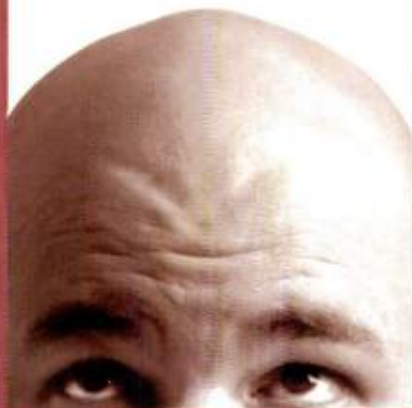


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# TRADE TALK



## TECHNOLOGY

Clearwater, FL - Vela received an Emmy Award for outstanding achievement in technological advancement. (Chris Lesieutre, 801-533-2669)



New York, NY - Orad Hi-Tec Systems Ltd. received an Emmy Award for its virtual advertising and sports broadcasting enhancement tools. (Sunny Branson, 801-533-2669)



Amsterdam, NETHERLANDS - Sierra Design Labs unveiled deflicker, a new option for Revival Digital film and video image restoration software that automatically corrects color changes in moving images. (Terese Parrish, 775-886-5050)

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*— Sir Edmund Hillary  
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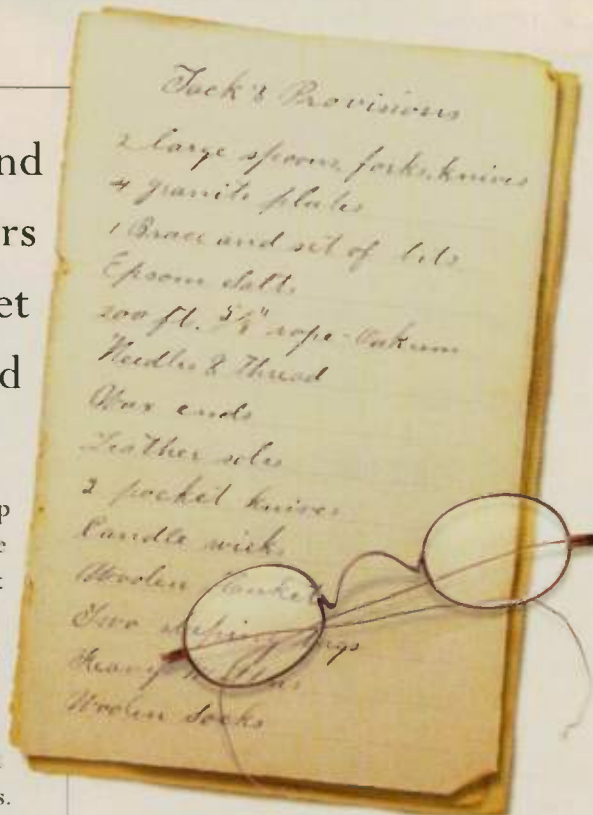
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Though they represent different traditions and different expressions of the Christian faith, they agree that walking where Jesus walked will expand your understanding of the Bible, and deepen your faith.

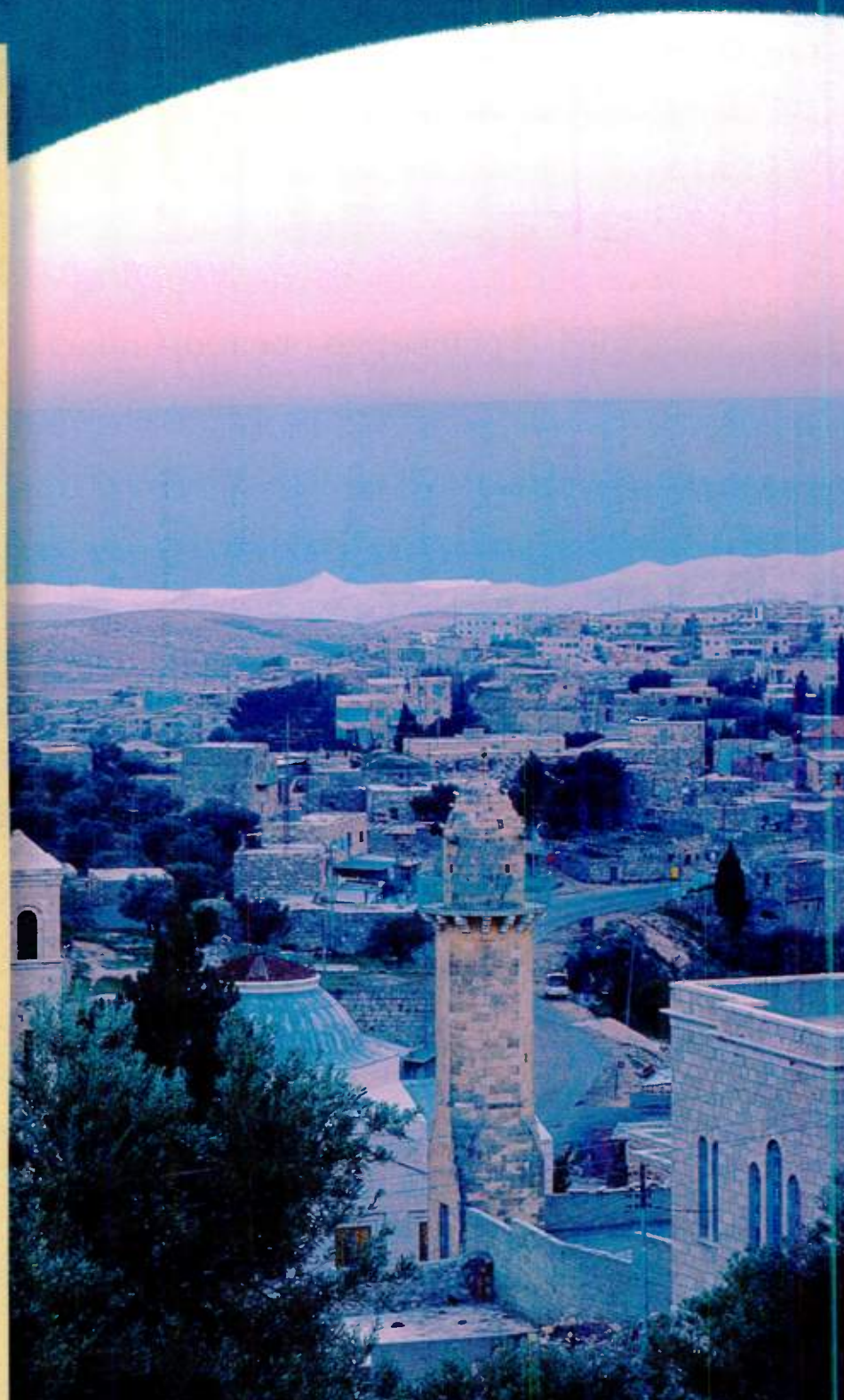
Last year Israel experienced record-setting levels of visitors. More historical sites are readied, and more facilities are in place than ever before. When the recent troubles subside, hundreds of thousands of visitors will again come to the Holy Land.

So now, as you pray for the peace of Jerusalem, know that your friends from Israel stand ready to answer any questions you may have about the situation there. And they will help you plan future visits as well.

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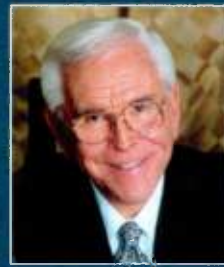


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**Robert Schuller** — Host, Hour of Power  
*"In Israel, I felt closer than ever to the source of my faith."*



**Tony Evans** — Founder and President, The Urban Alternative  
*"Israel has forever changed my walk with Christ, and I've come to the conclusion that every Christian should try to visit the Holy Land at least once."*



**Janet Parshall** — Nationally Syndicated Radio Host  
*"It was true in so many of Israel's holy places. The presence of Jesus was there! I went to the Garden Tomb, and as I turned to leave, my breath was taken away. I saw a little sign by the door. 'He is not here,' it read. 'He is risen!'"*



**Kay Arthur** — Co-founder, Precept Ministries  
*"Every time I land in Israel I feel I've come home. I step off the plane, and I know I'm standing on holy ground set apart by God."*



**Jack Hayford** — Founding Pastor, The Church of the Way  
*"When you visit Israel, you'll discover refreshing evidence of the accuracy of Scripture. You'll know and understand, as never before, that the Bible is reliable and true."*



**Tim & Beverly LaHaye** — Author, Left Behind series (Tim) and founder and president of Concerned Women for America (Beverly)  
*"To truly understand the Bible, you have to see these holy places of Israel. One visit is worth more than all the words you could ever read."*

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# News

## Headlines

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# TRADE TALK



## MUSIC



**Pastor John Kee (top center) is surrounded by the New Life Community Choir.**

**Franklin, TN** - Pastor John Kee, former drug offender turned singer/preacher— whose church is based in the same inner-city community where he spent his younger years— released a live, double CD on October 24. *Not Guilty...The Experience* features the New Life Community Choir. (Jackie Marushka Smith, 615-261-6439)

**Omaha, NE** - Andrew Peterson was a recent guest at KGBI-FM studios with morning show co-hosts Ken Brooks and Jeff Kaiser. Peterson opened for Fernando Ortega in a concert sponsored by KGBI Radio and Grace University. (Tom Sommerville, 402-449-2900)



**Nashville, TN** - Grammy Award and Dove Award-winning Reunion recording artist Michael W. Smith debuted his all-instrumental recording, *Freedom*, on November 21. Executive produced by Smith, the album features the internationally acclaimed Irish Film Orchestra as well as the Nashville String Machine. Also, Smith hit the road December 1 for his first official holiday tour, the Michael W. Smith Christmastime Tour, featuring Anointed and The Katinas. (Brian Smith, 615-298-5505)



**Nashville, TN** - 40records artist Sammy Ward performed "It's For You," the first single from his solo debut, *My Passion*, at the recent taping of *The Al Denson Show*, which airs on TBN. Ward also toured with FFH and Aaron Benward on select dates in November on the FFH Found a Place Fall Tour. (Turning Point Media, 615-298-5505)

**Nashville, TN** - Curb recording artist Nicol Smith recently performed on *The Hour of Power* television program at the Crystal Cathedral, appeared on *The 700 Club* and joined the Freedom Blast Tour with 4HIM, FFH and Wayne Watson. (Turning Point Media, 615-298-5505)



**Nashville, TN** - Members of the award-winning band Caedmon's Call recently met with Dave Ramsey, best-selling author of *Financial Peace* and *More Than Enough*. The group recorded promotional liners for Ramsey's program, *The Dave Ramsey Show*. In other news, the band recently released its recording, *Long Line of Leavers*, and is headlining a 40-college tour in support of the project with special guests Nicole Nordeman and Justin McRoberts. (Rick Hoganson, 615-459-9870)



**L-R: The Dave Ramsey Show producer Blake Thompson; Caedmon's Call members Garrett Buell and Jeff Miller; Ramsey; and Caedmon's Call member Derek Webb**

**Grand Rapids, MI** - *Child of the Promise*, a Broadway-type musical written by Stormie and Michael Omartian, recounts the greatest story ever told. Artists include Steven Curtis Chapman, Twila Paris, Crystal Lewis, Avalon, Russ Taff, Russ Lee, Wayne Watson, Clay Crosse, Aaron Benward, 4HIM, Rachael Lampa and Jumpstart. (Family Christian Stores, [www.familychristian.com](http://www.familychristian.com))



# NRB

## Communications Connection

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"Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth." (3 John 2)





## INTERNET

**Plainfield, MN** - On November 24, Grace Media Network launched GMNetwork.cc. The portal features five interactive cyber channels: Music, MarketPlace, Entertainment, Ministry Gifts and Youth Ave. The site features 24/7 Black gospel music radio, chat rooms, news and resources. Events can be posted to the free Weekender calendar. (Sharon A. Calloway, 763-862-7403)

**Dallas, TX** - Formal dedication services were held in October by Bishop T.D. Jakes for the new, high-tech, \$32 million Potters House church facility. The facility, with a footprint larger than two football fields, can accommodate 10,200 people. Dubbed a "smart church," The Potter's House applies state-of-the-art computer, sound and video technology to worship services. Computer and power terminals equip 200 front sanctuary seats for laptop downloading of sermon notes, while a digital sound board brings the technological sophistication of the concert sound stage to the church worship service. A future language translation center will be available to translate six languages simultaneously. (Marcia Davis, 972-267-1111)

**Carlsbad, CA** - Dot Hill Systems launched its interactive Web site, [www.dothill.com](http://www.dothill.com). The site is designed to be a complete online resource, providing customers and investors with a wealth of corporate, product and technical information. (Sandy Pichitpai, 714-854-0900)



**Houston, TX** - iExalt, Inc., completed the acquisition of CleanWeb, a filtered Internet service provider based in Lubbock, TX. iExalt continues to market the product under the CleanWeb name, as well as under its own product name, iExalt.net. (Don King, 713-267-7280)



**Muskegon, MI** - Gospel Communications International President Billy Zeoli announced two key appointments aimed at increasing the worldwide effectiveness of the organization's Internet outreach, Gospelcom.net: NRB Internet Committee member Robby Richardson moves to Director of International Internet Ministries while Vice President J.R. Whitby assumes leadership of Gospelcom.net. (Dale Mason, 231-773-3361)



## PUBLISHING

**Nashville, TN** - J. Countryman was chosen to publish never-before-seen writings by one of America's most inspirational authors, Catherine Marshall. J. Countryman acquired the rights to publish gift books featuring selected writings from Marshall's personal journals and letters. The relationship between Marshall and her mother is the inspiration for the first book to be published: *Dearest Mother, Dearest Friend*. (Angela Fox, 615-902-3218)



**Garland, TX** - In conjunction with the release of *Left Behind: The Movie*, the American Tract Society teamed up with author Jerry Jenkins, Tyndale House Publishers and Cloud Ten Pictures (in association with Namesake Entertainment) to develop a hard-hitting tract which uses direct quotes from the Gospel message in the *Left Behind* novel. (972-276-9408)



**Nashville, TN** - In *Falling in Love with Jesus* (Word, 2001), Bible teacher Dee Brestin and contemporary Christian singer/songwriter Kathy Troccoli discuss Christ's unconditional affection. The book releases in January, with a workbook, facilitator's guide and multimedia Bible study for women releasing in June. (Amy Miles, 615-902-3174)

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# WEBWATCH - DALLAS

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City of Dallas home page.

The City Web

[www.thecityweb.com/](http://www.thecityweb.com/)

Information Central for Dallas, Ft. Worth and the Metroplex.

Dallas Market Center

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Dallas Observer Online

[www.dallasobserver.com/](http://www.dallasobserver.com/)

Online rendition of Dallas's award-winning metro newsweekly.

GuideLive

[www.guidelive.com/](http://www.guidelive.com/)

GuideLive: What to do in Dallas/Fort Worth. The Ultimate Arts & Entertainment navigator from The Dallas Morning News, WFAA-TV and citysearch.com

## A DAY IN AMERICAN LIFE

In the last 24 hours, did you...

Talk about your religious faith in the workplace?

Yes 46%

No 54%



Go out of your way to help someone?

Yes 45%

No 54%

Don't know/No answer 1%



Pray?

Yes 67%

No 33%



Sense being part of God's plan or purposes?

Yes 59%

No 39%

Don't know/No answer 2%



— Source: The Next American Spirituality by George Gallup Jr. and Timothy Jones (Cook Communications, 2000). The 24-Hour Spiritual Practice Survey was based on telephone interviews in July 1999 with a randomly selected national sample of 100 adults 18 years and older. Error +/- 11 percent.

## IRBNEWS

The first-place winners of the Intercollegiate Religious Broadcasters Annual Awards will receive free travel to NRB 2001 through the generosity of the following:

- Affiliated Media Group
- Ambassador Advertising Agency
- Back to the Bible
- Family Life Today
- KCBI-FM/Dallas, TX
- Love Worth Finding
- Moody Broadcasting
- Northwestern College Radio
- Salem Communications
- Twin Sisters Productions
- Walter Bennett Communications

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email: [marketing@merlincommunications.com](mailto:marketing@merlincommunications.com) <http://www.merlincommunications.com>



# DALLAS

## NRB 2001

# TEXAS

ENTRANCE  
FOOD SERVICES

CHRISTIAN PUBL GROUP AGAPE MDA  
 NAT. TOURIST GROUP AGAPE MDA  
 GERMAN GROUP AGAPE MDA  
 GAY & LESB PROO. GROUP AGAPE MDA  
 ORIZABA GROUP AGAPE MDA  
 PREMIER AFFILIATES GROUP AGAPE MDA  
 Q111 Q112 Q113  
 QUNICE IMAGING  
 WOMEN GROUP  
 CHURCH

CYBER LOUNGE

DRINK DRAWING

101 LESA 40' x 50'

100 CTV 20' x 40'

107 INSP 40' x 50'

104 NELSON/WORD 20' x 40'

108 LIFELINE COMM. 20' x 40'

113 TOTAL LIVING NETWORK 40' x 50'

112 FAMILYNET 40' x 50'

117 ISRAEL MINISTRY OF TOURISM 40' x 50'

116 JESUS FILM PROJECT 30' x 40'

122 DAYSTAR TELEVISION NETWORK 20' x 40'

125 COI 10' x 40'

200 MAX GREINER DESIGN

202 OMB AMERICA

203 KCBI

303 CROSS-WALK.COM

403 BAKER BOOKS

503 BEE-ALIVE

208 FOOD FOR THE PEOPLE

209 BROADCAST ELECTRONICS

309 CDI/ SPOKEN WORD OF GOD

409 LIGHT-SOURCE.COM

509 TRI-STATE CHRISTIAN BROADCASTING

EQUIPMENT MANUFACTURERS & DISTRIBUTORS

PROPAGATION SYSTEMS

HARVEST HOUSE PUBLISHERS

JORDAN TOURISM BRD.

507. FAMILY RESEARCH

METRO AREA PASTORS

509. FAMILY RESEARCH

517 THE WORD NETWORK

LOVE LIFE ACTION

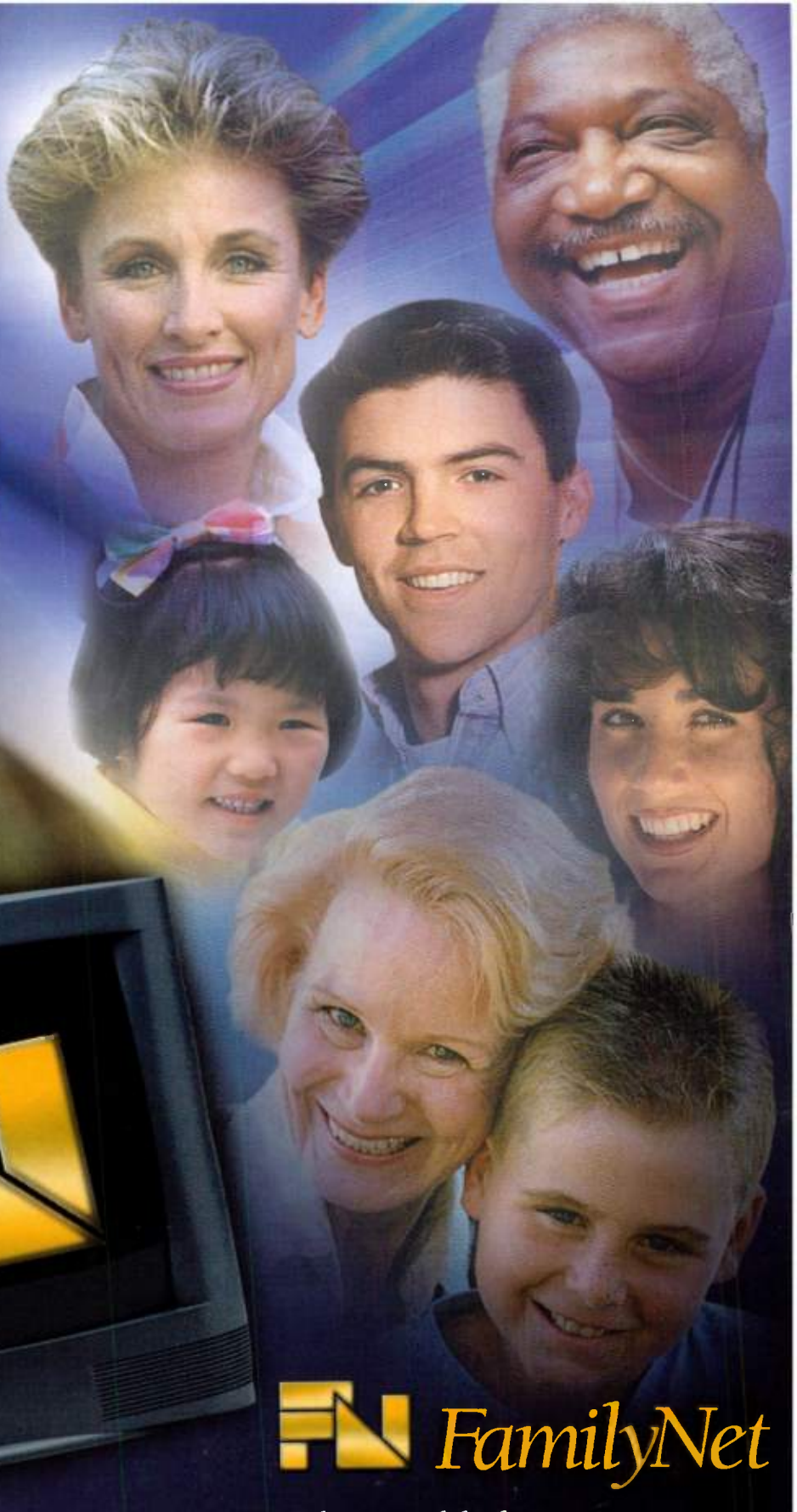
TRIAK THREE

507. FAMILY RESEARCH

517 THE WORD NETWORK



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www.gfa.org

# 1303

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A Service of The Domain Group

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molly@thedomaingroup.com  
www.acquire.thedomaingroup.com

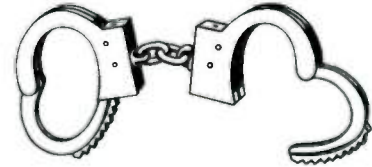
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**total living network**

Judd Jackson  
312-433-3838  
jjackson@tln.com  
www.tln.com

# 113



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unshackled@pgm.org  
www.unshackled.org

# 1017

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# 117

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# 1209



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And our customer service is second to none – just like all of our products!

*Who Better to Care for Your Listeners!*

*A company of people who care about people!*

For more information, visit the Bee-Alive booth (#503) at the NRB Convention. We look forward to seeing you!





# 521

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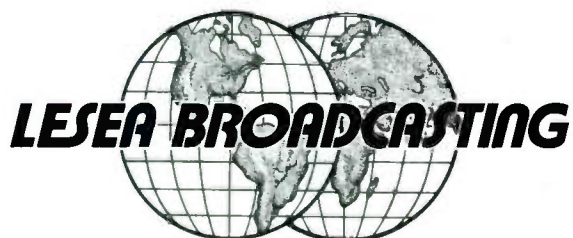
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Denise Cook  
1-800-8-FAMNET  
dcook@familynettv.com  
www.familynettv.com



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Rod Henke  
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rhenke@tbn.org  
www.tbn.org



# 101

Joe Hill  
219-291-8200  
broadcasting@leseas.com  
www.leseas.com



**Come on over to the NRB Store**  
(Across from Registration)







## PEOPLE

**Minneapolis, MN** – On December 2, Dr. Billy Strachan, 65, died suddenly of a heart attack. Strachan, president of the British Capernwray Bible School in Carnforth, Lancashire, was in Austria teaching a series of Bible studies at the time. (Michael Ireland, mireland@usfamily.net)

**Ft. Worth, TX** - Mike Whipple, FamilyNet affiliate in Cullman, AL, passed away October 20 after a long battle with Non-Hodgkins Lymphoma. He is survived by his wife and two children. (Risa Hubbard, 800-832-6638)



**Nashville, TN** - Gospel Music industry legend Bob Mac Kenzie, 62, died October 20 of apparent heart failure. Mac Kenzie was inducted posthumously into the GMA Hall of Fame on October 30. Mac Kenzie, a multiple Grammy winner, produced virtually every album Benson released in the 1960s and 1970s, working with such artists as The Imperials, The Cathedrals, the Oak Ridge Boys and Buddy Greene. (Tricia Whitehead, 615-599-7746)



**Nashville, TN** - Internet services is now a key dimension of GSF & Associates with the appointment of Casey O'Quinn as Internet Services Director. This new department offers a host of Internet services including Internet consulting, Web development, Web hosting, audio streaming, Internet marketing and promotion. (Casey O'Quinn, 615-361-1810)



**Atlanta, GA** - Paul Virts, Chief Operating Officer of *Leading The Way* with Dr. Michael Youssef (LTW), has announced the appointment of three new directors: John VandenOever becomes executive director of radio production for LTW; Mike Moran is director of media at McMichael Communications Group, LTW's affiliated media agency; and Nathan Brown moves to

managing director of LTW's newest office in Sydney, Australia. (Mike Moran, 888-771-5889)

**Orlando, FL** - After undergoing three days of medical testing and examination at the Rochester, MN-based Mayo Clinic, NRB board member Bill Bright, founder and president of Campus Crusade for Christ, was diagnosed with pulmonary fibrosis of the lung. Four years ago, Bright began treatment for prostate cancer, during which time doctors believe he developed the lung condition. Currently, there is no known cure. (James Woelbern, 407-826-2100)

**Dallas, TX** - Robert Schaffhauser was named chief financial officer for KMA Companies. A certified CPA, he is responsible for the overall financial management of KMA Companies, including its technology subsidiary, KMA Interactive. He has more than 35 years' experience in public accounting as a CFO. (Melanie Dobson, 970)-626-2500)

**Chicago, IL** - Debra Fraser was named Total Living Network's Affiliate Relations Manager. Fraser is responsible for managing the daily operations of more than 100 television stations nationwide in the newly formed TLN Affiliate Stations Group. (Debra Hall, 312-433-3838)



**Fort Lauderdale, FL** - Broadcast veteran Tom Rogeberg was appointed executive VP and Chief Operating Officer of Coral Ridge Ministries Media, Inc., the broadcast outreach of Dr. D. James Kennedy. Rogeberg, who has spent more than 36 years in public and Christian broadcasting, arrived at Coral Ridge Ministries last summer from In Touch Ministries, where for 10 years he served as Executive VP and Chief Operating Officer. (John Aman, 954-334-5330)

**New York, NY** - Emmy Award-winning newscaster Magee Hickey joined *Christopher Closeup* as guest host and correspondent. Hickey, who covered local news in New York for 15 years, debuted on the nationally syndicated public affairs program on December 3. During 10 years at NBC's flagship station WNBC-TV, Hickey was the first anchor of the station's *Weekend Today in New York*. She also has worked as an anchor and reporter at the CBS and ABC affiliate stations in New York. (Umberto Mignardi, 212-759-4050)



## COMMUNICATOR CONNECTION



**John Pierce**  
founder/president  
Paragon Advertising & Communications  
Florence, KY

**Birthdate**

April 16, 1951

**Describe your personality**

Complex

**Mission statement**

Instead of listing it as a mission statement, we list it as our promise: "To help you reach your media goals and objectives by providing only quality products, complemented by professional services and integrity."

**What led you to a career in business?**

Radio announcing

**Favorite food**

Whole wheat toast, well buttered

**Most needed area of improvement in Christian communications?**

Honesty

**Favorite way to spend 30 free minutes?**

With my two daughters, Ashleigh (5)

and Sydney (3 1/2)

**Favorite way to spend a weekend?**

Visiting antique shops in small towns such as Nashville, IN

# IT'S A NEW YEAR...

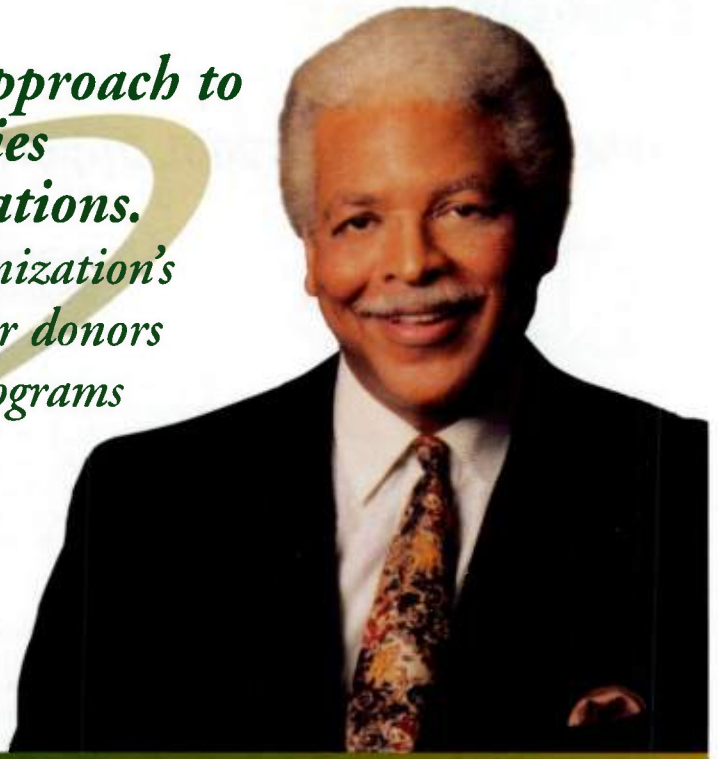
....why not submit your book idea to members of the Evangelical Christian Publishers Association?

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## MEMBERSHIP - NRB 2001 Opportunities



### Free Phone Card!

Free pre-paid phone cards will be distributed to the first 1500 people who come to the Membership Booth. Location: lobby of the Wyndham Anatole Hotel. One card per person. Also available at the booth are personalized luggage tags. Don't forget to pick up your green Member ribbon at the booth. See you there!

### Job Fair

The student Job Fair has been restructured this year and is open to all convention attendees who are seeking employment or are looking to hire. Plan to attend on Sunday, February 11, 3-5 p.m. Interchristo is sponsoring the event. Employers: call the membership department — 703-330-7000, ext. 511 — to reserve your place. Looking for a job? Just bring your resume and meet us there!



### IRB Award Ceremony and Reception

Meet this year's student winners at the IRB Award Ceremony. This open event will demo each IRB winning entry for the Student Awards. The awards are sponsored by Regent University. Immediately following the ceremony is a reception for IRB members and their families hosted by Bott Radio Network and Center for Print and Broadcast Media.

### New This Year!

IRB members will be treated to an intimate coffee-house concert with Kasey Curtis. Join the evening of Christian music and fellowship in the Mistral Room on Sunday, February 11 at 8 p.m. Ambassador Advertising is hosting this special event.



Kasey Curtis



### Business Meeting

Don't forget to make your voice heard at the Annual Business meeting. Vote for the NRB Board of Directors and Executive Committee officers. Register to vote at the Membership Booth if you have not signed up in advance. At the meeting, you'll hear key reports, a review of insurance and retirement plans by Christian Retirement Coalition and testimonies from people who have come to Christ through broadcasting. NRB is your Association — don't let its business be done without you!

Stop by the Membership booth for your Phone Card, Luggage Tag and Member Ribbon.

Haven't joined yet?  
Pick up an application  
and review our benefits!

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It's Your Call!  
[www.nrb.org](http://www.nrb.org)

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Pete Sumrall, C.O.O.

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**Start** by covering North America with our World Harvest Satellite (Galaxy 4R, Transponder 15). Then, throw in Canada and half of Central America for good measure. Pinpoint key cities with six full-power and seven low-power LeSEA stations. You've just reached a potential 10 million households.

How about the rest of the world? Test the power of shortwave radio. Five U.S.-based transmitters send a clear signal to every continent on Earth. Shortwave radios now number 400 million and growing.

Our two FM stations, Pulse Radio and Harvest FM in Indiana, have set the standard for Christian radio across the country. And the Internet brings them all together with RealAudio™. Plus, RealVideo™ brings World Harvest Television to homes everywhere, making our media truly worldwide in scope.

We're serious about our mission to reach the world, and we'd like to share it with you. Talk to us soon. We won't make you any promises that we can't keep.

A handwritten signature in black ink that reads "Pete Sumrall".

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# SADDLE UP YOUR HORSES!

## Get ready to ride into Dallas for NRB 2001

COMPILED BY VALERIE FRAEDRICH

**D**allas, TX — site of the 58th Annual National Religious Broadcasters Convention & Exposition February 10-13— offers a unique blend of Southwestern warmth, Old West charm and modern sophistication. The Big D has much to offer in sightseeing, dining, sports, theater and shopping. A good way to prepare for the NRB 2001 trail ride is to make an online visit to [www.dallascvb.com/com](http://www.dallascvb.com/com).

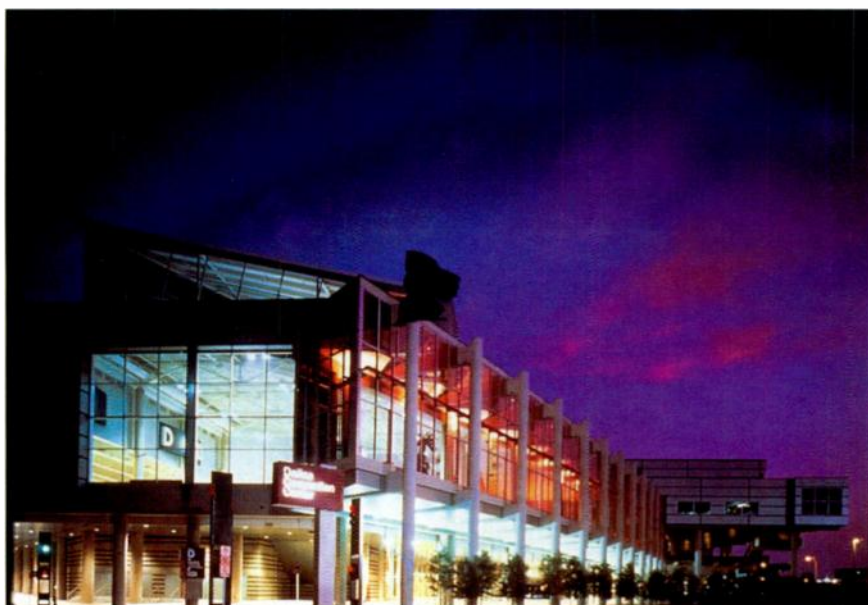
Once you get your bearings, just saddle up your horse, square your hat and explore the city with a yippee-ki-yay!

### *Did You Know?*

- Metropolitan Dallas has more hotels than New York City — and four times more restaurants per person.
- The chicken fajita was invented in Dallas.
- Chili originated in Texas, as well as the first fast-food operation, which included “chili queens” who ladled chili from wash pots set up around a plaza.

- The Dallas area offers more live music every night than Nashville — from Country & Western music to blues, rock, symphony and much more.
- Dallas has more shopping centers per capita than any other major U.S. city.
- The Dallas Public Library in Downtown Dallas has on permanent display one of the original copies of the Declaration of Independence and the First Folio of William Shakespeare’s Comedies, Histories & Tragedies.
- The Dallas/Fort Worth Metroplex has more aviation museums than Washington, D.C.
- There are more than 160 museums, galleries and artistic attractions in Dallas — and more than 110 live performances nightly.
- There are 50,000 acres of public park land in Dallas and more than 60 lakes within a 100-mile radius of the city.
- The nation’s largest art gallery devoted to sports is The Sports Legacy — The Gallery of Sports Art, located at the Ballpark in Arlington.
- The Mesquite Championship Rodeo is one of the world’s best known rodeos with 250,000 in yearly attendance, broadcast on Fox Sports Net.
- Neiman Marcus got its start in Downtown Dallas, where the flagship store continues to thrive.
- Texas ranks second behind California as a pleasure travel destination for U.S. residents.
- Dallas is the third most popular domestic business travel destination in America.
- The City of Dallas owns radio station WRR-FM. In 1920, it became the second station to go “on-air” in the United States.
- The Dallas (DART) light rail system is the most modern urban transportation system in the United States.

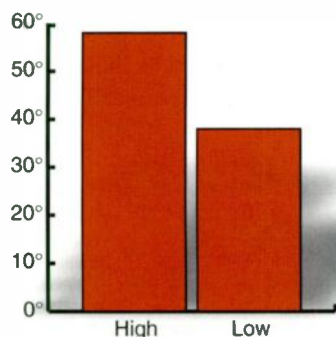
- Legendary architect Frank Lloyd Wright designed the Dallas Theater Center, the only freestanding theater built to his design.
- The City of Dallas operates six golf courses.
- In July 1958, the integrated circuit computer chip was invented in Dallas.
- The McKinney Avenue Trolley, which operates daily, is the largest volunteer-run trolley system in the world.
- The television series *Walker: Texas Ranger* is filmed in Dallas.
- Texas is larger than the countries of France, Belgium, Holland, Switzerland and Luxembourg combined.
- The world's largest bronze monument, standing at the Dallas Convention Center, has more than 40 larger-than-life longhorn steers, horses and cowboys in a Texas cattle drive.
- The Mustangs of Las Colinas is the largest equestrian sculpture in the world.
- The largest library in the United States is the Johnson Central Library, located in Downtown Dallas, which houses one of the largest genealogical collections in the United States.



The recently expanded Dallas Convention Center is the centerpiece of Dallas' multi-billion dollar convention and trade show industry. Dallas ranks among the top cities in the nation for convention and meeting attendees. *Credit: Dallas Convention & Visitors Bureau*

## Weather

### February averages



**Rainfall: 1.97 inches**

## Tours

### Alliance Golf Tours

301 Bardfield  
Garland, TX 75041  
972-926-9700

Alliance Golf Tours offers an upscale, all-inclusive golf package to visitors. The package includes shuttle service to Dallas' finest golf courses.

### Coach USA/Gray Line

710 East Davis Street  
Grand Prairie, TX 75050  
972-263-0294

Gray Line offers unique sightseeing adventures daily ranging from tours of the city to a real-life western ranch. Professional drivers share their expertise.

### Eagle Tours, Inc./Longhorn Tours

1634 E. Irving Boulevard  
Irving, TX 75060  
972-721-0545

Longhorn Tours runs daily sightseeing excursions of Dallas from 7 a.m. to 5 p.m. or Eagle Tours will take 14 to 1000 people anywhere and everywhere they want to go.

### Fashion Shopping Tours of Dallas

PO Box 814247  
Dallas, TX 75381  
972-393-7494

Fun guided tours offering shopping excursions to prestigious Dallas locations and discounted shopping to outlet stores and Grapevine Mills Mall.

### Texas Queen Riverboat

PO Box 335  
Rockwall, TX 75087  
972-771-0039

Dine and dance aboard this authentic paddle-wheeler as it travels the scenic waters of Lake Ray Hubbard.

## Transportation

### Budget Rent A Car Systems

802 Port America Place, Suite 200  
Grapevine, TX 76051  
817-329-8700

### Checker Cab

1610 South Ervay Street  
Dallas, TX 75215  
214-426-6262

Yellow/Checker Cab serves the Dallas/Ft. Worth area. Phone ahead with flight information for airport pick up and return.

### DART - Dallas Area Rapid Transit

1401 Pacific Avenue  
Dallas, TX 75202  
214-979-1111

DART offers new rail services and a modern fleet of approximately 1,000 buses and vans serving all destinations.

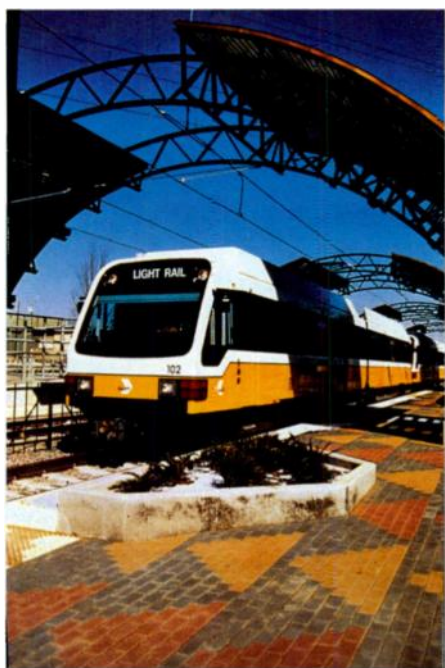
### Enterprise Rent-A-Car

8200 West John Carpenter Freeway  
Dallas, TX 75247  
214-688-0905

### Hertz Corporation

Westin Hotel Galleria  
1340 Dallas Parkway  
Dallas, TX 75240  
972-851-2829





DART offers a variety of public transit services in Dallas and 12 suburban cities, with a modern fleet of nearly 1,000 buses, vans and a new 20-mile light rail system. *Credit: Dallas Convention & Visitors Bureau*

### McKinney Avenue Trolley

3153 Oak Grove  
Dallas, TX 75204  
214-855-0006

These historic trolleys connect the downtown Arts District with shops, restaurants, galleries and boutiques in the Uptown area.

### SuperShuttle

729 East Dallas Road  
Grapevine, TX 76051  
817-329-2000

### Terminal Taxi

2515 Irving Blvd.  
Dallas, TX 75207  
214-350-4445

24-hour services to any metroplex location.

### Thrifty Car Rental

4405 Reese Drive  
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972-453-5555

### Union Station/Amtrak

400 S. Houston Street  
Dallas, TX 75202  
214-653-1101

This 1914 vintage railway station includes an Amtrak depot and a DART light rail stop.



Dallas' Tourist Information Center located at the Old Red Courthouse in the Downtown Historic District features state-of-the-art, touch-screen Dallas information kiosks, Internet and e-mail access, and video viewing room. *Credit: Lloyd Poissenot/Stock Studios/Dallas CVB*

## Historic

### Cathedral Guadalupe Church

2215 Ross Avenue  
Dallas, TX 75201  
214-871-1362

Founded as a parish in 1869, the present Cathedral building was designed by Victorian Gothic architect Nicholas J. Clayton and completed in 1902.

### Dallas City Hall

1500 Marilla Street  
Dallas, TX 75201  
214-670-3011

Designed by internationally renowned architect I.M. Pei, this building is the hub of city government and hosts numerous festivals and special events.

### John Neely Bryan Cabin

Elm Street and Market Street  
600 Elm Street  
Dallas, TX 75202

A reconstructed model of the home and trading post erected in 1841 by Dallas founder John Neely Bryan.

### McKinney Avenue Trolley

3153 Oak Grove  
Dallas, TX 75204  
214-855-0006

These historic trolleys connect the downtown Arts District with shops, restaurants, galleries and boutiques in the popular Uptown area.

### Old Red Courthouse

100 S. Houston Street  
Dallas, TX 75202  
214-571-1300

Built in 1892 of red sandstone, the courthouse is one of Dallas' oldest standing buildings and site of the Dallas Visitor Information Center at Main and Houston.

### Uptown Dallas

McKinney Avenue & Routh Street  
Dallas, TX  
214-922-9622

This historic area blends treasures of the past with a flair of the future and is home to the city's largest collection of antique shops and art galleries.

### Wilson Block Historic District - Preservation Center

2922 Swiss Avenue  
Dallas, TX 75204  
214-821-3290

An adapted 1899 Queen Anne house, this building is open to the public Monday - Saturday and introduces visitors to the Wilson District through walking tours, film and a resource library.



If you're a fan of trains and the lore surrounding the history of railroading in America, you won't want to miss the Age of Steam Railroad Museum located in Dallas Fair Park. *Credit: Dallas Convention & Visitors Bureau*

## Museums/Galleries/Art

### African American Museum at Fair Park

3536 Grand Avenue  
Dallas, TX 75210

Housed in four vaulted galleries, this museum explores the African-American experience through exhibits and displays.

### Age of Steam Railroad Museum at Fair Park

1105 Washington Street  
Dallas, TX 75315  
214-428-0101

An excellent outdoor exhibit featuring the world's largest diesel electric locomotive.

### Biblical Arts Center

7500 Park Lane  
Dallas, TX 75225  
214-691-4661

The Biblical Arts Center is a nondenominational, nonprofit museum of art featuring works in permanent and changing exhibits with a biblical theme.

### Cavanaugh Flight Museum

4572 Claire Chenault Drive  
Dallas, TX 75248  
972-380-8800

Exhibits include World War I- and World War II-era aircraft.

### Dallas Arts District

2121 San Jacinto Street  
Dallas, TX 75201  
214-953-1986

Consisting of approximately 17 blocks, the Arts District in Downtown includes the Dallas Museum of Art, the Morton H. Meyerson Symphony Center and more.

### Dallas Memorial Center for Holocaust Studies

7900 Northaven Road  
Dallas, TX 75230  
214-75004654

A museum, library and memorial designed to educate people regarding the Holocaust. Audio-tape tours are available. Closed Saturdays.

### John F. Kennedy Memorial

Commerce Street and Market Street  
605 Commerce Street  
Dallas, TX 75202

Phillip Johnson, a Kennedy family friend, constructed the memorial in 1969.

### Legends of The Game Baseball Museum

1000 Ballpark Way  
Arlington, TX 76011  
817-273-5600

Exhibits contain items from the Hall of Fame and a Children's Learning Center with interactive stations. Located in the Ballpark in Arlington.

### Marble Cow Sculptures

3800 Sylvan Avenue  
Dallas, TX 75207

Located at Trinity Lake Park, the sculpture includes four black Spanish marble cows and one of stone; designed by Harold Clayton in 1985.

### Mustangs of Las Colinas

5205 North O'Connor Boulevard  
Irving, TX  
972-869-9047

Nine larger-than-life bronze mustangs splash across a stream cut through a stone-and-granite plaza to form the world's largest equestrian sculpture.

### Pioneer Plaza

Young Street and Griffin Street  
Dallas, TX 75201

Features the world's largest bronze monument consisting of 40 longhorn steers being driven by three cowboys on horseback and located on a 4.2-acre landscaped area.

### Science Place Planetarium/Fair Park

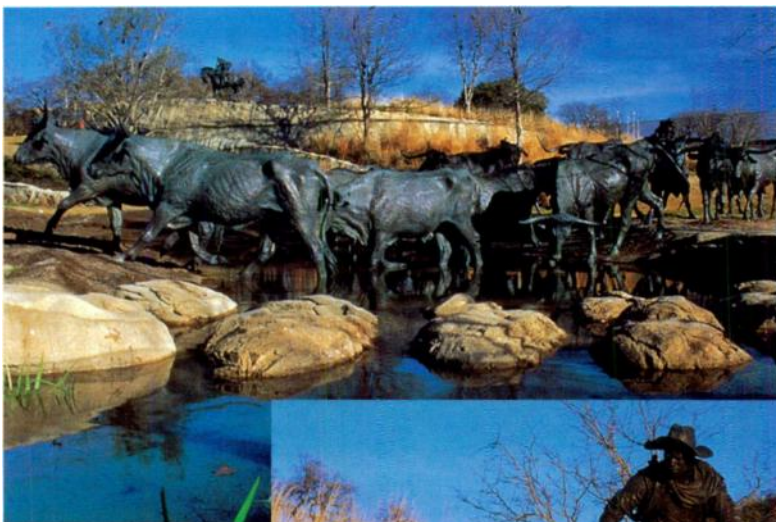
1318 Second Avenue  
Dallas, TX 75210  
214-428-5555

Presents continuous live images of the latest space missions through NASA Select TV, as well as feature programs.



These aren't the only stars shining in Dallas these days. Dallas has become a favorite location for feature films and television programs. Oliver Stone's film *JFK* and *Born on the Fourth of July* were filmed in Dallas, as is the series, *Walker: Texas Ranger*. *Credit: Dallas Convention & Visitors Bureau*





An Old West cattle drive, captured in bronze, is depicted in a new sculpture at Pioneer Plaza, a park that marks the entrance to the Dallas Convention Center. Dallas ranks among the top cities in the nation for convention and meeting attendees. Credit:

Dan Hatzenbuehler/Stock Studios/Dallas CVB



## Dining and Entertainment

### Baby Doe's Matchless Mine

3305 Harry Hines Boulevard  
Dallas, TX 75201  
214-871-7310

Offers the ambience of a silver mine, traditional American cuisine and a beautiful view of the Dallas horizon.

### Blue Goose Cantina

2905 Greenville Avenue  
Dallas, TX 75206  
214-823-8339

Tex-Mex served in a unique cantina atmosphere or on the patio in the heart of Lower Greenville Avenue.

### Bronco Bowl & Entertainment

2600 Fort Worth Avenue  
Dallas, TX 75211  
214-943-1777

This 20-acre center offers bowling, billiards, an arcade and more.

### The Butcher Shop Steakhouse

808 Munger Avenue  
Dallas, TX 75202  
214-720-1032

The Butcher Shop Steakhouse serves big, juicy Texas steaks cooked on an open grill in a casual upscale atmosphere.

### Dave & Buster's - Composite

1027 Composite Drive  
Dallas, TX 75220  
214-353-0620

This restaurant/entertainment complex features steaks, seafood and gourmet pizza, as well as a midway with more than 150 games.

### Hard Rock Cafe

2601 McKinney Avenue  
Dallas, TX 75204  
214-855-0007

On the McKinney Avenue Trolley route.

### Majestic Theatre

1925 Elm Street  
Dallas, TX 75201  
214-880-0137

A restored 1920s-era theater features state-of-the-art stage, sound and lighting equipment and sight-line seats.

### Movie Studios at Las Colinas

6301 North O'Connor Boulevard  
Irving, TX 75039  
972-869-0700

This production center showcases sets, props and other movie memorabilia.

### NorthPark Shopping Center

1030 NorthPark Center  
Dallas, TX 75225  
214-363-7441

Built in 1965, NorthPark is known as the country's first indoor mall. The center has approximately 160 stores under roof, including Neiman Marcus and Burberrys.

### Reunion Tower at Hyatt Regency Dallas

300 Reunion Boulevard East  
Dallas, TX 75207  
214-651-1234

Adjacent to the Hyatt Regency, this landmark tower gives a spectacular view from a 50-story observation deck, as well as a revolving lounge and restaurant.

### Stockyards Championship Rodeo/Pawnee Bill's Wild West Show

121 E. Exchange Avenue  
Fort Worth, TX 76106  
817-625-1025

The rodeo takes place every Friday and Saturday night, with a wild west show on Saturday. Located in the historic Cowtown Coliseum.

### Stockyards Station

130 E. Exchange Avenue  
Fort Worth, TX 76106  
972-988-6877

Contains more than 100,000 square feet of shopping, dining and family entertainment.

### Y.O. Ranch Restaurant

702 Ross Avenue  
Dallas, TX 75202  
214-744-3287

Touted as true Texas, serving grilled venison, elk, antelope, buffalo, steaks, sea bass, shrimp and wild boar sausage. Live Texas music.



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| B <input type="checkbox"/> Clergy/Educator    | 12 <input type="checkbox"/> AM Station             | 24 <input type="checkbox"/> Media Buyer/Synd.   | 36 <input type="checkbox"/> Satellite Service TV    |
| C <input type="checkbox"/> GM/SM              | 13 <input type="checkbox"/> Computer M/M Prod.     | 25 <input type="checkbox"/> Media Library       | 37 <input type="checkbox"/> Shortwave Station       |
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Please send information on:  membership  advertising  convention  resources

## Parks & Recreation

### Bachman Lake

2530 Webb Chapel Extension  
Dallas, TX 75220  
214-670-6374

A favorite spot for many walkers, joggers and bikers, with a three-mile waterfront course complete with exercise stations.

### The Dallas Aquarium at Fair Park

1462 First Avenue and MLK Blvd.  
Dallas, TX 75226  
214-670-8443

The Dallas Aquarium at Fair Park features 5,000 aquatic animals from exotic locations around the world.

### Dallas Arboretum & Botanical Garden

8617 Garland Road  
Dallas, TX 75218  
214-327-4901

The Arboretum is 66 acres of year-round beauty and the perfect spot for strolls and picnics. In addition to numerous varieties of flowers and plants, a Spanish-style mansion and sculpture garden also grace the grounds.

### Dallas City Parks & Recreation

1500 Marilla, Room 6FN  
Dallas, TX 75201  
214-670-4100

Year-round indoor and outdoor activities at 550 recreational facilities or 406 parks throughout Dallas.

### Dallas Farmers Market

1010 South Pearl Expressway  
Dallas, TX 75201  
214-939-2808

Established in 1941.

### Dallas Horticulture Center

3601 Martin Luther King Boulevard  
Dallas, TX 75215  
214-428-7476

Features the Benny J. Simpson Texas Native Plant Collection as well as a two-story tropical conservatory and a scented garden for the blind.

### Dallas Nature Center

7171 Mountain Creek Parkway  
Dallas, TX 75249  
972-296-1955

These 640 acres of preserved wilderness the Dallas Nature Center include native-plant nurseries and seven miles of hiking trails.

### Dallas Zoo

650 South R L Thornton Freeway  
Dallas, TX 75203  
214-670-5656

Celebrated as one of the country's top zoos and animal research facilities, the Dallas Zoo was founded in 1888 and houses rare and endangered species on 85 landscaped acres.

### Fair Park Dallas

1300 Robert B. Cullum Boulevard  
Dallas, TX 75210  
214-670-8400

Open year round and home to seven museums, this 277-acre national historic landmark holds the largest collection of cultural facilities in Dallas.

### Fossil Rim Wildlife Center

2155 County Road 2008  
PO Box 2189  
Glen Rose, TX 76043  
254-897-2960

A 2,700-acre wildlife preserve, Fossil Rim offers visitors a nine-mile scenic wildlife drive, guided tours, educational camps and overnight accommodations.

### Founders Plaza

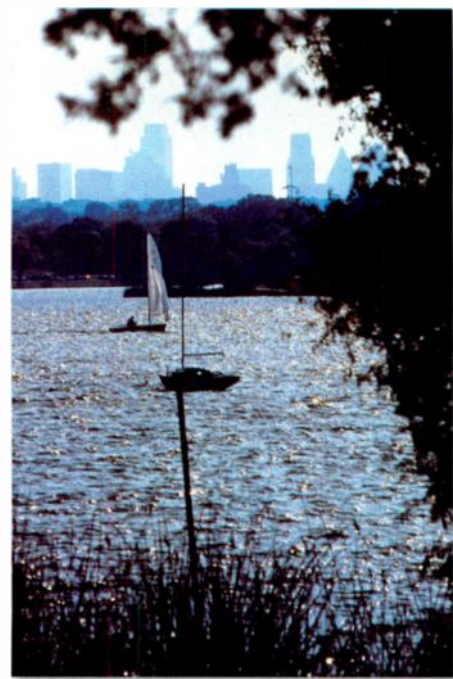
600 Elm Street  
Dallas, TX 75201  
214-421-4500

Includes the Old Red Courthouse, John Neely Bryan Cabin, Kennedy Memorial and a terrazzo map of Dallas County in the 1800s.

### Thanks-Giving Square

1627 Pacific Avenue  
PO Box 1770  
Dallas, TX 75221  
214-969-1977

Honors the spirit of human gratitude to God with bells, a meditation garden, fountains and a spiral chapel.



Sailboats peacefully glide across the water at White Rock Lake. Just five miles from Downtown Dallas, White Rock Lake features popular picnic areas, playgrounds and miles of walking, running and cycling trails. *Credit: Dallas Convention & Visitors Bureau*



A heart-stopping double loop tests the courage of even the bravest riders on the Shock Wave at Six Flags Over Texas. An exciting mix of rides, shows, games and food makes Six Flags one of the Dallas area's most visited attractions. *Credit: Convention & Visitors Bureau*





Bucking broncos, wild bulls and rodeo clowns populate the sawdust-covered arena known throughout the world as the Mesquite Championship Rodeo. Rodeo stars compete in the arena April through October. *Credit: Dallas Convention & Visitors Bureau*

#### **Turtle Creek and Lee Park**

3400 Turtle Creek Boulevard  
Dallas, TX 75204  
214-670-4100

This beautifully landscaped park stretches for several miles along a scenic creek and includes a statue of Robert E. Lee and a replica of his home.

#### **White Rock Lake and Greenbelt Park**

830 E. Lawther Drive  
Dallas, TX 75218  
214-670-8281

The 9.33-mile waterfront trail is perfect for biking, running and walking, while the park includes playgrounds and a 10-station workout spot.

### *Nearby Accommodations*

#### **Candlewood Suites Dallas Market Center**

7930 N. Stemmons Freeway  
Dallas, TX 75247  
214-631-3333

Suites equipped with full kitchens, voice mail, CD players, etc.

#### **Clarion Inn - Market Center**

7138 North Stemmons Freeway  
Dallas, TX 75247  
214-461-2677

Complimentary breakfast served daily.

#### **Clarion Inn & Suites-DFW Airport**

5000 W. John Carpenter Freeway  
Irving, TX 75063  
972-929-5757

#### **Comfort Suites - Dallas/Love Field**

2287 W. Northwest Highway  
Dallas, TX 75220  
214-350-4011

#### **Crowne Plaza Dallas Market Center**

7050 Stemmons Freeway  
Dallas, TX 75247  
214-630-8500

An upscale, full-service, corporate hotel.

#### **Dallas Marriott Suites Market Center**

2493 North Stemmons Freeway  
Dallas, TX 75207  
214-905-0050

Located in the heart of Market Center.

#### **Embassy Suites - Market Center**

2727 Stemmons Freeway  
Dallas, TX 75207  
214-630-5332

This all-suite hotel offers complimentary cooked-to-order breakfasts every morning.

#### **Homewood Suites Hotel - Market Center**

2747 North Stemmons Freeway  
Dallas, TX 75207  
214-819-9700

Amenities include an exercise gym, valet laundry service and a pool, in addition to VCRs, refrigerators, irons and hairdryers in each room.

#### **Renaissance Dallas Hotel**

2222 N. Stemmons Freeway  
Dallas, TX 75207  
214-631-2222

Deluxe guest rooms, suites, eight handicap accessible rooms and a steakhouse.

#### **Sheraton Suites Market Center**

2101 Stemmons Freeway  
Dallas, TX 75207  
214-747-3000

This all-suite hotel offers custom-tailored meeting facilities and catering as well as an indoor/outdoor pool and exercise room.

#### **Wilson World Hotel & Suites - Market Center**

2325 N. Stemmons Freeway  
Dallas, TX 75207  
214-630-3330

Located at the Dallas Market Center, this hotel includes in-room refrigerators, data ports and an outdoor pool and whirlpool.

#### **Wingate Inn Hotel**

8650 N. Stemmons Freeway  
Dallas, TX 75247  
214-267-8400

The Wingate features free continental breakfast, pool, spa, fitness center and business center. **NBB**

*Valerie Fraedrich is editorial assistant for NRB Magazine and will manage the NRB Store during NRB 2001. Reach her at [vfraedrich@nrb.org](mailto:vfraedrich@nrb.org) or 703-330-7000, ext. 516.*

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# NRB 2001 PREVIEW



## Event Personalities



**Anniversary Banquet:**  
James Robison, founder/president of LIFE Outreach International



**Board of Directors Meeting:**  
Dr. Michael Youssef, founder of Leading the Way Intl.



**Sunday Worship Service:**  
Anne Graham Lotz, founder of AnGeL Ministries



**World Fellowship Luncheon:**  
Ulrich Parzany, chairman of ProChrist



**Board of Directors Luncheon:**  
Dr. Henry Blackaby



**Exhibit Hall Opening:**  
Willie Aames, actor/VP of Pamplin Entertainment



**Awards Night Emcee:**  
Ken Davis, author/humorist



**Opening Session Emcee:** Chonda Pierce, author/singer/humorist



**Public Policy Point/Counterpoint:**  
Janet Parshall, Radio host



**Women's Luncheon:**  
Patsy Clairmont, best-selling author



**Opening Session:**  
Greg Laurie, pastor/president of Harvest Ministries



**Public Policy Point/Counterpoint:**  
Alan Sears, president/general counsel of Alliance Defense Fund



**Public Policy Point/Counterpoint:**  
Ralph Neas, president of People for the American Way/Foundation







# Educational Sessions

## Boot Camps

- Internet
- Radio
- Stewardship
- Television

## Church Media Production

- Designing for Church Media Production
- How to Recruit and Train Technical Volunteers
- Point, Click and Worship
- Question and Answer on Projection and I-Mag

## International

- Open Forum

## Internet

- I-Ministry
- The Digital Divide?
- Push-Pull: Getting the Right Audience to Your Web Site
- Technology Issues

## Legal

- EEO Regulations & Procedures
- General Broadcast Issues Update

## Management

- The Power of the Inner Circle
- Supervising a Christian Staff
- The Power to Be Your Best
- Make or Break Meetings
- Relating to Your Constituency With Grace and Wisdom
- If I Knew Then What I Know Now
- Database Marketing

## Media Strategy/Technology

- Contemporary Christian Music Audiences Defy Stereotypes
- Issues Facing Third Millennium Families
- Hands-on Non-linear Editing
- Creating the Right Media Plan That Works
- Finding and Leveraging Audience and Donor Segments
- Open Microphone: The Heartbeat of America

## Radio

- Forum: Faith — Is It Practical?
- FCC Update
- The Big "D" Showdown: Programmer vs. Station
- What Is Branding?
- Local Relationships
- News — Texas Style
- Promotions ... The Good, the Bad and the Ugly
- Audio Streaming Licensing: Is It Needed?

## Stewardship

- The Buck Starts Here
- Third Paradigm, Major Gift Development
- So You Want to Create a Fund-raising Event?
- The Biblical Priority of Fund Raising

## Television

- Managing Digital Spectrum
- Redeeming the News for Christian Television
- Using Television to Enhance Your Church Image
- Branding Your Media Ministry
- Toy Stories: What's Hot & What's Not in Children's Television
- For Television Management Only
- Taking Christ From the Garage to the Satellite
- Church Media Producers, Copyrights and Licensing

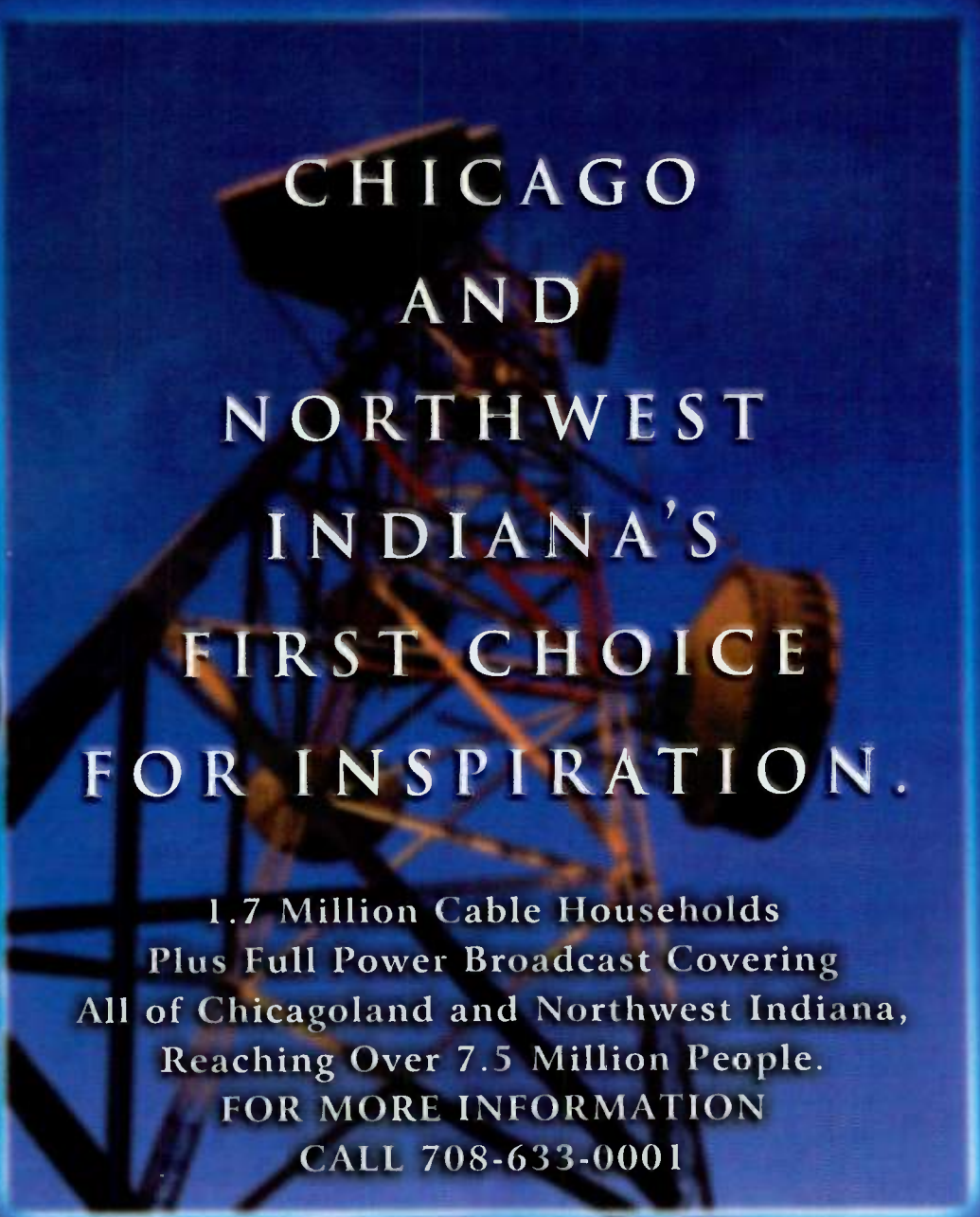
## Artist/Speaker Support

Acappella Ministries  
AnGeL Ministries  
Benson Records  
Capital Artist Agency  
Curb Records  
Diadem Music Group  
Diamante Music Group  
Discovery House Music  
Essential Records  
Harvest Ministries

Henry Blackaby Ministries  
Huntley Brown Ministries  
Ken Davis Ministries  
Leading the Way Intl.  
Life Outreach Intl. Association  
Michael Smith & Associates  
Mike Atkins Management  
Milk 'N Honey, Inc.  
Myrrh Records  
Pamplin Entertainment

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Splendor Productions, Inc.  
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**Nia**  
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**Alicia Williamson**  
Discovery House Music



**John Tesh**



**Acapella**  
Acapella Ministries



**Selah**, Curb Records



**Larnelle Harris**



**FFH**  
Essential Records



**Kasey Curtis**  
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**Mary Rice Hopkins**  
LIM Productions



**4HIM**, Benson Records



**Huntley Brown**  
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**Sam Levine**  
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# Convention Schedule-At-A-Glance

	FRIDAY February 9	SATURDAY February 10	SUNDAY February 11	MONDAY February 12	TUESDAY February 13
7:00 AM					
7:30 AM					
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Salem Communications Corp.

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- AUTOMOBILE
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# The Essential Sourcebook to Christian Communicators

*NRB's 2001 Directory of Religious Media is your key marketing tool to reach radio and TV stations, Webcasters, talk shows and other Christian programs, film and video producers, print and music publishers, agencies, services, suppliers and other industry contacts.*

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## Worldview or God's View?



**Cal Thomas, whose columns appear in 520 newspapers through Tribune Media Services, is the nation's most widely syndicated op-ed columnist. He is the co-author, with Dr. Edward Dobson, of the 1999 book, *Blinded By Might: Can The Religious Right Save America?***

These days, one hears a great deal about "worldview." Followers of Jesus are told that, in order to improve the world, we should apply the "renewed minds" which Christ has given us to the world.

This thinking implies that if enough believers focus in a single-minded way on the things of earth, then the world will more likely reflect their views. It reminds me of the misquotation of Scripture by President Clinton at the 1992 Democratic National Convention in New York when he said, "As the Bible says, 'eye has not seen, nor ear heard' what we can do if we put our minds to it."

There is much presumption in worldview theology. First, those who are preaching it presume that every believer thinks (or can be made to think) the same way. In the 1996 election, exit polls found one-third of the self-described evangelical vote went to Clinton.

Second, a recent survey found that at least as many Christians as pagans are divorcing. Stories of sin permeate the church. If people who proclaim a biblical moral code as the best way to live are struggling with implementing that code, what makes us think that imposing it on others will be more successful?

We must disabuse ourselves that fallen human beings can heal, restore or "revive" this fallen world and corrupted culture. While it is important to be informed concerning the way the world thinks and to respond with our knowledge of Scripture and the outworking of its commands in our lives, no organized effort by believers is going to revive this world, which Scripture tells us is passing away.

Don't misunderstand. Believers should have an effect on culture. The world needs more believers in every profession, but not to reform the world. We serve so that our colleagues who do not know Christ might have the opportunity to see Him presented by word and deed. That is the subtle difference between world improvement and life transformation.

As Rob Schlapfer has written in *Searching Together*, "The problem with today's Christian culture is deeply rooted in its theological foundations. A false understanding of the nature of reality, a platonic-dualistic one, has created a false kind of spirituality — a 'super-spirituality,' to use Francis Schaeffer's term. This false spirituality creates a sharp distinction between the 'spiritual' and the 'material' world — giving little or no place to the latter. Hence the totality of human existence has not been afforded a proper place." Schlapfer indicts many of today's "Christian leaders" for their transformation of the Gospel into an "Americanized Christianity."

What is needed is not a better worldview, but a better view of God; not a change in culture, but a change in our view of Scripture so that we might have a true biblical framework for all of life.

I have noticed that many of today's evangelical superstars either misquote or don't cite Scripture. Sometimes they select a few out-of-context verses, create a pretext and preach on politics. They pick and choose the things that underscore their false God-view, largely to preserve the illusion of influence and power to their contributors, the media, the politicians and themselves. Anyone who dares to suggest they are wrong is labeled a heretic, or part of the problem.

We are commanded not to be of the world, "For though we live in the world, we do not wage war as the world does. The weapons we fight with are not the weapons of the world. On the contrary, they have divine power to demolish strongholds. We demolish arguments and every pretension that sets itself up against the knowledge of God, and we take captive every thought to make it obedient to Christ. And we will be ready to punish every act of disobedience, once your obedience is complete." (2 Cor. 10:3-6). We like to jump the hurdle of obedience and get right to the taking captive part, but if God allowed that, then we would be as arrogant and oppressive as dictatorial theocratic states.

In God's economy, the world's winners and losers are transposed. Jesus came as a baby (weakness) and died on a cross (defeat and humiliation), but He rose from the grave (triumph) and ascended into Heaven (glory) and sits on the right hand of God the Father Almighty (authority). It is His view that we should adopt as our own.

The Apostle Paul's worldview was this: "But God chose the foolish things of the world to shame the wise; God chose the weak things of the world to shame the strong. He chose the lowly things of this world and the despised things — and the things that are not — to nullify the things that are, so that no one may boast before him" (1 Cor. 1:27-29).

Jesus said, "If you belonged to the world, it would love you as its own. As it is, you do not belong to the world, but I have chosen you out of the world. That is why the world hates you" (John 15:19).

It isn't about going back to the catacombs, although the church prospers far more under persecution than it does in the midst of material wealth and comfort. It is about, as the old hymn reminds us, turning our eyes upon Jesus and seeing the things of earth grow dim in the light of His glory and grace.

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.

Sent: Sunday, June 11, 2000 4:50 AM  
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 in full-automation. At 1p.m. both days, 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 "Wave Station," as we call the system here, doesn't ask for vacations or pay raises.

Sent: Friday, June 09, 2000 6:09 PM  
To: bsi-i@broadcast.net  
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.

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  
timswanson@kswp.com  
East Texas Christian  
90.9KSWP/KAVX91.1  
Lufkin, Tx  
kswp.com  
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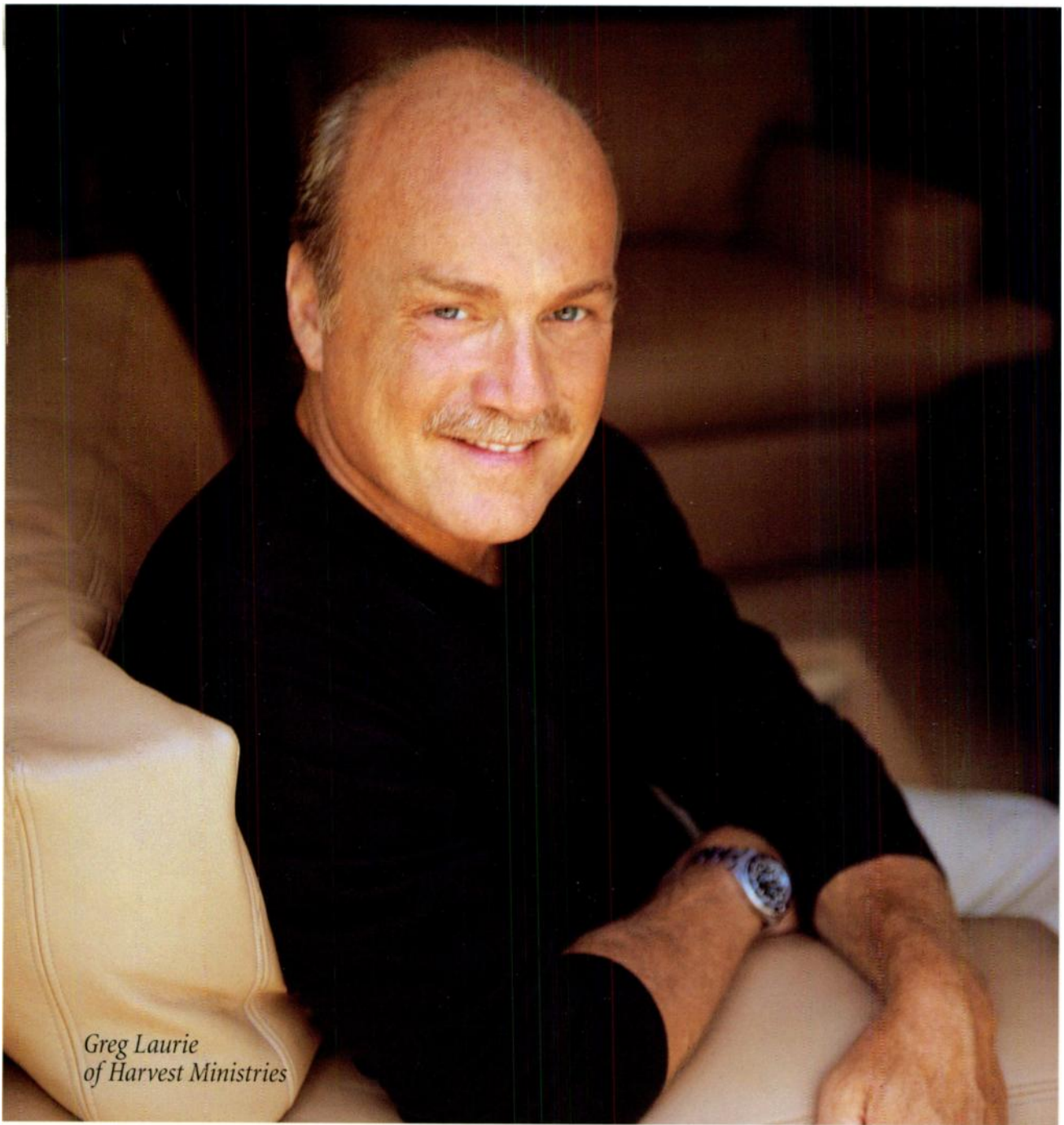
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*Greg Laurie  
of Harvest Ministries*

Greg Laurie's "A New Beginning" -- the radio program of Harvest Ministries -- is seeing tremendous benefits from being on Oneplace.com. A recent email to Harvest said, "After attending over twenty years of services, I am now being fed by God through...the Internet. During my chemo treatments the doctor wants me away from crowds. How perfect! Perhaps this will leave an open seat for that person who is ready

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**GREG LAURIE**  
HARVEST MINISTRIES



To get your ministry online contact Tom Perrault at 804-768-9404 ext. 110 or e-mail [tom@oneplace.com](mailto:tom@oneplace.com)