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February/March 2004

NRB

2004

Christian Communicators Impacting the World

The 61st Annual
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Charlotte, NC

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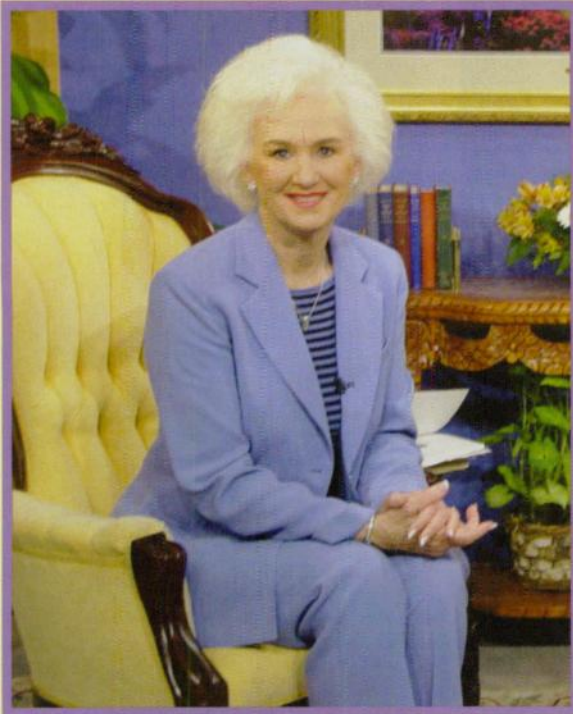
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Insights from Dr. Freda V. Crews

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Shannon Ethridge



Dale and Jena Forehand

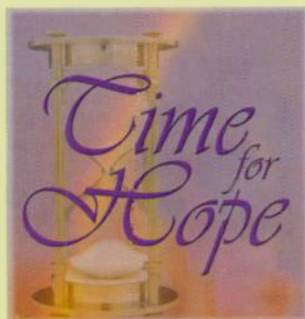


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Each week, as Dr. Freda Crews interviews well-known authors, Christian counselors, Biblical scholars and educators, potentially millions of viewers are challenged to make exciting and positive changes in their lives. Topics of discussion include: Mental and Emotional Health • Marriage and Family • Spiritual Direction • and many other real life issues.



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Christian Communicators Impacting the World

Walking through the U.S. Capitol a while back, I ran into a Senator who is a deeply committed believer and a consistent friend of NRB. We discussed a particularly egregious court decision that had serious implications for religious freedom and for the rights of religious broadcasters. After a short while he looked at me and said: "Well, the darkness is getting darker, it's time for the light to get brighter."

We live today in times that are demanding, challenging and stressful. The darkness does indeed seem to be getting darker, which is all the more reason that those of us entrusted with being bearers of light should renew our efforts to make the light shine brighter, for He who has called us is faithful.

That sentiment is a good reminder that our theme for NRB 2004 is: *Christian Communicators Impacting the World*. How is it that we impact the world? Well, principally by being bearers of light. The Prophet Isaiah foretold that those who were walking in darkness would see a great light (Is. 9:2). Interestingly, while Jesus proclaimed Himself as the light of the world (John 8:32), He also reminded His followers in the Sermon on the Mount (Matt. 5:14) that they were the light of the world and that their light should so shine that people would see their good deeds and praise their Father in heaven. It is time for the light to get brighter.

While our main convention theme is *Christian Communicators Impacting the World*, we also have two concurrent sub-themes: *Renewing Our Vision* and *Renewing Our Commitment*.

At the Opening Session of NRB 2004 on Saturday night, Chip Ingram of *Living on the Edge* and Chuck Swindoll of *Insight for Living* will speak to us about renewing our vision.

They will remind us that ours is a high and holy calling and that we must maintain fidelity to it. Our calling to the work of ministry is a personal calling. The love of God that was shed abroad in the person and work of Jesus Christ was for us individually, personally. They also will renew our vision for building the local church. Jesus said the gates of Hell would not prevail against the church – so what are we doing as broadcasters to help build it? And they will renew our vision for stretching beyond the boundaries of North America and reaching the uttermost parts of the world for Christ.

If the light is to shine brighter in our generation, we must renew our vision.

At the Banquet Tuesday night, John Piper of Bethlehem Baptist Church and Adrian Rogers of *Love Worth Finding* will challenge us to renew our commitment. They will no doubt speak to us about renewing our commitment personally, for just as our calling is personal, our commitment must be so as well. That personal commitment must be one of devotion to the Word, to prayer and to personal holiness. They also will call us to renew our commitment to glorifying Christ. Jesus said: If I be lifted up, I will draw all men unto myself. Are we doing all we can as broadcasters to exalt the person and work of Jesus Christ?

And so that all the world may hear, they will call us to renew our commitment to excellence and creativity, so that we can fulfill the Great Commission in our lifetime.

If the light is to shine brighter in our generation, we must renew our commitment.

My personal prayer is that NRB 2004 will be a time of vision and of commitment. I pray that the Spirit of God will indeed renew our vision for our high and holy calling as Christian communicators and that He will inspire in us a new commitment to impact the world for Jesus Christ. May the fullness of the Spirit be among us in these days. And may the providential hand of our Heavenly Father so prosper our work that millions will hear, believe and follow Jesus Christ.

Yes, we live in times that are demanding, challenging and stressful. The darkness does indeed seem to be getting darker. Yet, these times are also exciting, meaningful and filled with opportunity. Perhaps our greatest opportunity, by the grace of God, is to help make the light of Christ shine brighter before a world that so desperately needs to see it. Let us therefore do as the hymn-writer says and "lift high the cross, the love of Christ proclaim, 'til all the world adore His sacred name." Its time for the light to get brighter!



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PRESIDENT'S MESSAGE EN ESPAÑOL

Comunicadores cristianos trastornan el mundo

Hace un tiempo, mientras caminaba por el Capitolio, en Washington, me topé con un senador que es un creyente muy entregado y un gran amigo de la NRB. Estuvimos hablando sobre una resolución judicial en particular que tenía consecuencias graves para la libertad de credo y para los derechos de las radioemisoras y canales religiosos. Después de un rato, me miró y me dijo: "Mira, las tinieblas se están oscureciendo más, es hora de que la luz alumbré más."

Vivimos en tiempos exigentes, desafiantes y llenos de tensión. De veras parece que las tinieblas se están oscureciendo más; lo cual es razón mayor para que a los que se nos ha encomendado ser portadores de la luz renovemos nuestros esfuerzos para que la luz brille aun más, porque fiel es el que nos llama.

Este sentir nos recuerda en horabuena que el tema de la NRB 2004 es: *Comunicadores cristianos trastornan el mundo*. ¿Cómo vamos a trastornar el mundo? Pues, primordialmente siendo portadores de la luz. El profeta Isaías predijo que los que andaban en tinieblas verían una gran luz (Isaías 9:2). Resulta interesante que Cristo, por un lado, se proclamó la luz del mundo (Juan 8:12), y por otro, en el Sermón del Monte dijo a sus seguidores que ellos eran la luz del mundo (Mateo 5:14), y que su luz debería alumbrar para que la gente viera sus buenas obras y glorificaran al Padre celestial. Es hora de que la luz alumbré más.

Si bien el tema principal de la convención es *Comunicadores cristianos trastornan el mundo*, tenemos también dos subtemas que coinciden: *Renovemos nuestra visión y renovemos nuestro compromiso*.

El sábado por la noche, en la sesión de apertura de la NRB 2004, Chip Ingram, de *Living on the Edge*, y Chuck Swindoll, de *Insight for Living*, nos hablarán sobre la renovación de nuestra visión. Nos recordarán que el nuestro es un llamado supremo y santo, y que debemos ser fieles a este. El llamado a trabajar en el ministerio es algo personal. El amor de Dios que fue derramado abundantemente en la persona y obra de Jesucristo es para cada uno de nosotros. También renovarán nuestra visión en cuanto a la edificación de la iglesia local. Cristo dijo que las puertas del infierno no prevalecerían contra su iglesia; ¿y qué estamos haciendo como radiodifusores y teledifusores para ayudar a edificarla? Y además renovarán nuestra visión para extendernos más allá de Norteamérica para alcanzar los rincones del mundo para Cristo.

Si la luz ha de alumbrar más en nuestra generación, debemos renovar nuestra visión.

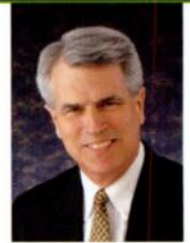
El martes por la noche, en el Banquete de Aniversario, John Piper, de Bethlehem Baptist Church, y Adrian Rogers, de *Love Worth Finding*, nos instarán a que renovemos nuestro compromiso. Sin duda nos hablarán de renovar nuestro compromiso personal; porque así como nuestro llamado es personal, también nuestro compromiso debe serlo. Este compromiso personal debe ser de dedicación a la Palabra, a la oración y a la santidad personal. Nos llamarán también a renovar nuestro compromiso de glorificar a Cristo. Él dijo: "Y yo, si fuere levantado de la tierra, a todos atraeré a mí mismo" (Juan 12:32). ¡Estamos haciendo todo lo posible como radiodifusores y teledifusores para exaltar a la persona y la obra

de Jesucristo? Y para que todo el mundo oiga, nos llamarán a renovar nuestro compromiso de buscar la excelencia y la innovación, para cumplir con la Gran Comisión en lo que nos queda de vida.

Si la luz ha de alumbrar más en nuestra generación, debemos renovar nuestro compromiso.

Mi oración personal es que la NRB 2004 sea un tiempo de visión y compromiso. Pido que el Espíritu de Dios de veras renueve nuestra visión de nuestro llamado supremo y santo como comunicadores cristianos, y que Él inspire en nosotros un compromiso nuevo para trastornar el mundo para Cristo. Que la plenitud del Espíritu esté en nosotros en estos días, y que la mano soberana de nuestro Padre celestial prospere nuestra obra para que millones oigan, crean y se conviertan a Jesucristo.

Es cierto, vivimos en tiempos exigentes, desafiantes y llenos de tensión. De veras parece que las tinieblas se están oscureciendo más. Sin embargo, estos tiempos también son emocionantes, significativos y con muchas oportunidades. Quizá nuestra mayor oportunidad sea, por la gracia de Dios, ayudar a que la luz de Cristo alumbré con más fuerza en un mundo que tanto necesita verla. Por tanto, hagamos lo que dice el escritor del himno y "levantemos en alto la cruz; el nombre de Cristo proclamemos, hasta que todo el mundo adore su Nombre sagrado." ¡Es hora de que la luz alumbré más!



Dr. Frank Wright



CHAIRMAN'S MESSAGE EN ESPAÑOL

See English version on page 10

El 2004: un nuevo orden de día para la NRB

Es difícil creer que ha llegado la Convención otra vez. Parece que fue ayer que la junta directiva de la NRB impuso las manos sobre el nuevo presidente de la NRB, haciéndose eco de la oración del Dr. D. James Kennedy para que el Señor bendijera al Dr. Frank Wright en su nueva función. Me alegro mucho poder informarles que Dios ha hecho justamente eso.

La NRB 2003, con los varios retos que nos presentó, marcó un hito para la NRB. Lo más notable fue la petición del presidente George W. Bush a la NRB, de ir a la vanguardia en el esfuerzo de borrar la división entre negros y blancos que se ve en las iglesias de EE.UU. Yo me propongo encabezar este nuestro esfuerzo; y he pedido el apoyo, la cooperación y la ayuda al comité ejecutivo, a la junta y al personal de nuestras oficinas centrales para producir un cambio positivo y perceptible en las relaciones raciales en las iglesias de EE.UU. Estoy convencido de que con el liderazgo de la NRB podremos lograr esta meta, y estaré comunicando una iniciativa que traerá un cambio positivo en este asunto.

Hablaremos más sobre este tema en los días venideros. Por ahora, disfrute la Convención. Hay mucho que aprender, mucho que compartir y muchas oportunidades para adorar en la NRB 2004.

Mucho que aprender

El propósito de la NRB es apoyar a los comunicadores a proclamar el Evangelio de Jesucristo. Tenemos el mensaje más poderoso para transformar vidas que jamás se le haya dado a la humanidad. Gracias a la tecnología el mundo se está haciendo más pequeño y nos brinda la oportunidad de alcanzar a más gente, con

menos esfuerzo y menos gastos. La Convención le ofrece capacitación vital para propagar el Evangelio a las masas.

- Hay más de 40 sesiones educativas de TV/Filme, Radio, la Internet, Medios de comunicación de la iglesia, Internacional, Mercadeo y Liderazgo.
- Entrenamientos básicos intensivos que desafían a los novatos y a los veteranos con la mejor capacitación que la industria de las comunicaciones pueda ofrecer.
- En el pabellón educativo del salón de exhibiciones encontrará puntos claves de los talleres y presentaciones de los exhibidores.
- El Capítulo Interuniversitario de la NRB organiza actividades especiales para los estudiantes, la generación futura de comunicadores.

Mucho que compartir

La NRB no se limita a oradores que comparten desde una plataforma lo que hay en sus corazones. También se trata de conectividad entre compañeros y de compartir oportunidades a nivel de empresa y a nivel personal. Este año no se pierda Intercambio de Innovaciones, en el que se abordarán temas de actualidad para buscar soluciones a sus problemas más difíciles. Aproveche la hora de *preguntas y respuestas* en las sesiones educativas: los líderes se escogen por su conocimiento de la materia. Y visite por lo menos dos veces el gran salón de exhibiciones, que ha recibido premios. Encontrará salones llenos de exhibidores que están muy dispuestos a compartir con usted cómo ser más eficaz.

Muchas oportunidades para alabar

Vivimos para alabar y dar gloria a Dios. La NRB existe no solo para apoyar a los comunicadores en la proclamación de las Buenas Nuevas, sino también para facilitar el acceso a los medios electrónicos para el Evangelio. Además, creemos que se nos ha llamado a transformar la cultura por medio de la enseñanza bíblica sana y a preservar la libertad de credo en toda nuestra nación. Nuestro trabajo es una extensión de nuestra adoración, y donde eso se hace más patente es en la Convención. La adoración está presente por toda parte:

- las sesiones han sido preparadas en oración
- servicio matutino del domingo que fortalece el alma
- oportunidades estupendas para el ministerio en salón de exhibiciones
- música que edifica
- mensajes que inspiran por parte de oradores piadosos
- premios de la NRB que reconocen la excelencia
- premios que marcan un hito en vidas enteras consagradas al Señor

Para mí es uno de los honores más grandes de mi vida servir en esta Asociación como presidente de la junta. Tenga la bondad de detenerme en los pasillos o de comunicarse conmigo por otros medios para compartir sus inquietudes. Que esta sea para usted la mejor Convención hasta ahora.



Glenn R. Plummer

“And how shall they hear without a preacher?”

Romans 10:14 (NKJV)

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***BOTT RADIO NETWORK** and its format have literally revolutionized my walk with the Lord. Thank you for changing my life forever. M.R. — St. Louis, MO*

*I've been a Christian for 20 years and I had a great loss in my life. Through it all God has used your programs to minister to my grieving heart. I thank God for **BOTT RADIO NETWORK** because it has been an inspiration to my life. J.McN. — Kansas City, MO*



*I was away from God, but scanned across **BOTT RADIO NETWORK** and began listening every evening on the way home from work. I am so happy to say I've rededicated my life to Him in a depth that I have never known before. D.F. — Oklahoma City, OK*

*I strayed away from God, came back and every time I turned on the radio, **BOTT RADIO NETWORK** was still there providing the messages I needed. Thank you very much for your existence. T.R. — Modesto, CA*

*I started listening to **BOTT RADIO NETWORK** and became a Christian. You've been a blessing by assisting me in becoming a Godly father and husband. B.F. — Memphis, TN*



*Listening to **BOTT RADIO NETWORK** led me to know Christ as my Savior. As I listen every day, it helps me to grow in the Lord, stay informed about what is truly happening in our world and what we can do about it. B.C. — Wichita, KS*



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NRRB Contents

TRADE TALK

- 18 Industry News
- 27 NRB 2004 Convention Schedule
- 46 Inspiring Member: Pastor David Jesson/Action House Perú

CHURCH MEDIA

- 50 The Post-modern Church Building
BY JIM COUCHENOUR
- 52 Developing a Risk/Crisis Response Team
BY LEE MILLER
- 56 10 Predictions for the Church by 2010
BY THOM S. RAINER

ISSUES

- 66 How Death Is Stalking Africa
BY DAN WOODING
- 72 *!Hero: The Rock Opera*
BY GINNY MCCABE, MARK A. SCHNELL AND VALERIE D. FRAEDRICH
- 78 In Defense of Marriage
BY MATTHEW SPALDING AND JOSEPH LOCONTE

LEADERSHIP

- 82 Where to Look for Help in Tough Times
BY RICHARD G. ENSMAN
- 86 Addressing Conflicts of Interest at the Board Level
BY THOMAS F. BAKEWELL
- 94 5 Steps to Creating a High Trust Organization
BY KEN SCHEID

PROGRAMMING

- 101 Who Is Our Audience?
BY GEORGE COOPER
- 104 *Beachfest* Takes Christ to the Nation
BY KIMBERLY CLAASSEN
- 107 The dot.com of Christian Broadcasting
BY LARRY AMON
- 109 The Divine Secrets of the Blah-Blah Sisterhood
BY DAWN BUMSTEAD

INTERNATIONAL

- 114 HNRB Bulletin
- 122 Television and the Gospel in Iraq
BY TERENCE ASCOTT AND DAVID HARDER
- 126 UCB: Fulfillment of a Media Vision
BY RAY CRADOCK

STEWARDSHIP

- 130 The Top 4 Misconceptions Christians Have About Finances
BY HOWARD DAYTON
- 136 Scoping Bathsheba
BY STEVE GALLAGHER
- 142 Help Your Listeners Manage Finances God's Way
BY BRUCE H. BRUINSMA

IN EACH ISSUE

- 4 President's Message
- 5 President's/Chairman's Messages en Español
- 10 Chairman's Message
- 14 HNRB
- 14 Radio
- 14 Washington
- 16 Church Media
- 16 Internet
- 16 IRB



Humility

(hyōō-mil'ə tē)

A modest sense of one's own importance. Putting the interests of others before our own interests.



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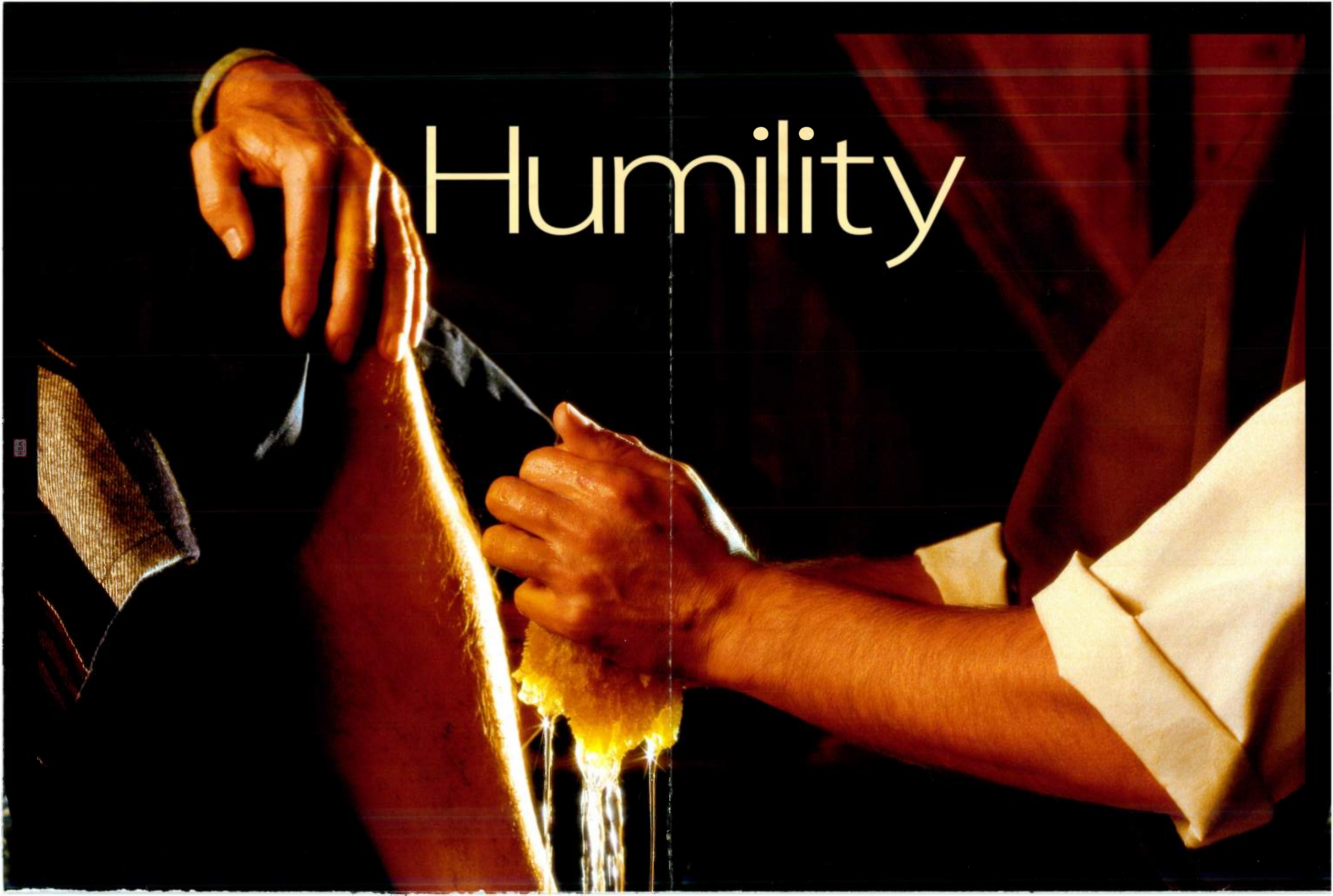
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Humility





" Do nothing out of selfish ambition or vain conceit,
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Philippians 2:3

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Advertiser Index

ADVERTISER	PAGE	ADVERTISER	PAGE
A Word from the Word/McCann Group	97	Nejat Television Network/New Day Media, Inc.	27
Aberdeen Captioning	19	New Day Media, Inc.	32, 42
Alliance Defense Fund/GSF & Associates	Interior Cover	NPR Satellite Services	71
Ambassador Advertising Agency	28, 29	NRB Membership	135
Arbitron, Inc.	127	NRB Sponsors	64
Blount Communications Group	75	NRB Store	11, 25, 139
Bott Radio Network	6, 7	Paragon Advertising & Communications	65
Broadcast Software International	IBC	Paula White Ministries	111
BYOBB/New Light Dominion Church	41	Perfect Will Ministries	25
Christian Research Institute/KMA Direct Communications	17	Point of View/USA Radio Network	Tab 2B
Christian Retirement Coalition	143	Premier Fulfillment & Processing, Inc.	83
ChristianNetcast.com	46	Prison Fellowship Ministries (Angel Tree)/McCann Group	Tab 5A
Daystar Television Network	89	Promise Keepers Radio	103
DonorDirect	Tab 6A	Pure Life Ministries	140
Douglas Shaw & Associates, Inc.	31	Regent University	37
Enduring Truth Ministries/KMA Direct Communications	Tab 3A	Revival Soy/Physician's Pharmaceuticals, Inc.	Tab 7B
Fellowship for the Performing Arts, Inc.	61	Roark Creative Group	93
Focus On The Family/Briargate Media	59	Ruth Bell Graham Special/Media Solutions	35
GSF & Associates	Signature Band	Salem Communications Corp.	Tab 2A
HolyBears, Inc.	38	Salem Radio Network	85
Hyllton Memorial Chapel	57	Salem Web Network	8C
Impact/KMA Direct Communications	113	Save America Now/Morris Cerullo Ministries	63
In Touch Ministries	12, 13	Select Religious Broadcasting Service	1
InfoCision Management Corp.	2, 20	SES Americom	137
InService America, Inc.	45	Sheridan Gospel Network	77
Jack Hayford Ministries	55	Skolleski Productions	26
John Pierce & Company, LLC	129	Sola Scriptura/McCann Group	Tab 5B
Joyce Meyer Ministries/BMC Advertising	Tab 4A	Strategic One	39
KAFC-FM/KATB-AM/KCFT-TV	79	The Alternative with Tony Evans/KMA Direct Communications	Tab 1B
KCHF-TV	15	The Inspiration Networks	81
KDIA-AM	49	The Quiet Hour/McCann Group	99
KMA Direct Communications	Tab 4B	The Salvation Army	40
Living on the Edge/GSF & Associates	48	Through the Bible/New Day Media, Inc.	34
Love Worth Finding	Tab 1A	Time for Hope	3
Luis Palau Evangelistic Association	87	Total Living Network	IFC, Tab 3B
ManMin TV	69	Trinity Television, Inc./NOWTV	Front Corner Cover, Tab 7A
Masterworks	Poster Insert	United News & Information	26
Maxim Design Group	141	VT Merlin Communications, Ltd.	30
McCann Group	96, 100	Walk in the Word/McCann Group	98
MicahTek, Inc.	91	Walter Bennett Communications	43
Mission Network News	36	WBPH-TV	40
Moody Broadcasting Network	53	WHVN-AM	18
Moody Publishers	20, 21, 22, 23, 24, 25	WMIT-FM/Blue Ridge Broadcasting	133
MPower	131	World Vision/KMA Direct Communications	Tab 6B
National Right to Life Committee, Inc.	33	WSHB Radio	44

Calendar

February 13-18

NRB 2004, Charlotte, NC; www.nrb.org

June 13-16

Midwestern NRB, Dallas, TX; www.nrb.org

July 22-24

Southwestern NRB, Dallas, TX; www.nrb.org

August 29-31

Western NRB, San Diego, CA; www.nrb.org

September 23-25

Eastern NRB, Philadelphia, PA; www.nrb.org

October 27-29

Southeastern NRB, Asheville, NC; www.nrb.org

February 11-16, 2005

NRB 2005, Anaheim, CA; psmith@nrb.org



2004: A New Agenda for NRB

It's hard to believe that the Convention is here again. It seems almost yesterday that the NRB Board of Directors laid hands on our new NRB President, agreeing with Dr. D. James Kennedy's prayer that the Lord would bless Dr. Frank Wright in his new role. I am happy to report that God has done just that.

NRB 2003 was a hallmark for NRB, challenging us on several fronts. Most notable was President George W. Bush's request of NRB to spearhead the effort to correct the divide between blacks and whites that is apparent throughout America's churches. I intend to lead us in this effort and have asked the Executive Committee, the Board and the headquarters staff for their support, cooperation and help in bringing about measurable positive change in racial relationships in America's churches. I am convinced that this goal is achievable with NRB's leadership, and will be announcing an initiative to bring positive change to this issue.

Much more will be said about this in the coming days. In the meantime, enjoy the Convention. There is so much to learn, so much to share and so many opportunities to worship during NRB 2004.

So Much to Learn

NRB exists to support communicators in proclaiming the Gospel of Jesus Christ. We have the most powerful, life-changing message ever given to humanity. Technology is rapidly shrinking the world, enabling us to reach more people with less effort and cost. The Convention provides crucial training in disseminating the Gospel to the masses:

- More than 40 educational sessions for TV/Film, Radio, Internet, Church Media, International, Marketing and Leadership
- Intensive all-day Boot Camps challenge recruits and veterans with the best training the communications industry has to offer
- The Educational Pavilion on the Expo floor features key workshop points and exhibitor presentations
- NRB's Intercollegiate Chapter hosts special events for students, the next generation of broadcasters

So Much to Share

NRB isn't just about speakers sharing their hearts from a platform. It's about peer-to-peer networking and sharing challenges on corporate and personal levels. This year's new Innovation

Exchange should not be missed, with topical discussions to brainstorm solutions to your toughest problems. Take advantage of the Q&A time in educational sessions; the leaders are carefully chosen for their expertise. Also, canvas the award-winning Exposition at least twice.

You'll find aisles of vendors eager to share how they can help you to be more efficient.

So Many Opportunities to Worship

We exist to bring God glory and to worship Him. NRB exists not only to support communicators in proclaiming the Good News, but also to foster electronic media access for the Gospel. Additionally, we believe we are called to transform the culture through sound biblical teaching and to preserve religious freedom throughout our nation. Our work is an extension of worship, and nowhere is that more prominent than at the Convention. Worship is everywhere:

- prayerfully prepared educational sessions
- soul-strengthening Sunday morning service
- exciting ministry opportunities on the Exposition floor
- uplifting music
- challenging messages from godly speakers
- NRB Honors that recognize excellence
- Milestone Awards that celebrate lifetimes dedicated to the Lord

It is one of the greatest honors of my life to serve this Association as Chairman. Please stop me in the halls, or contact me in other ways to share your thoughts. May this Convention be the best one yet for you!



NRB Chairman/CEO Glenn R. Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at pastorplummer@aol.com or 248-559-4200.

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The Heritage Foundation: Mark Tapscott, (202) 608-6155

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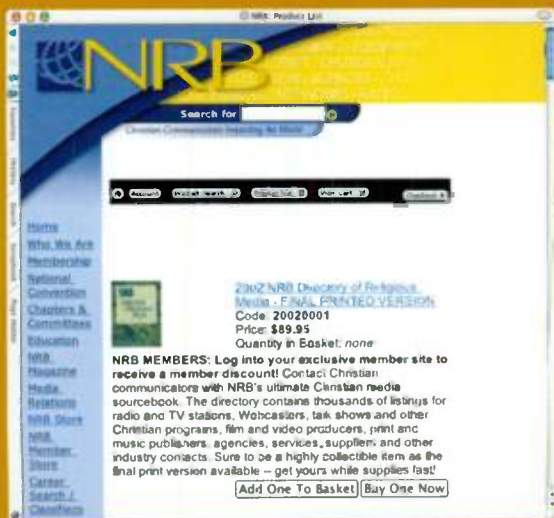
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The Complete Guide to EEO Regulations for Religious Broadcasters
• Gina Ebhardt, (703) 330-7000, or the e-Store: www.nrb.org

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and PEOPLE.

REVELATION 14:6

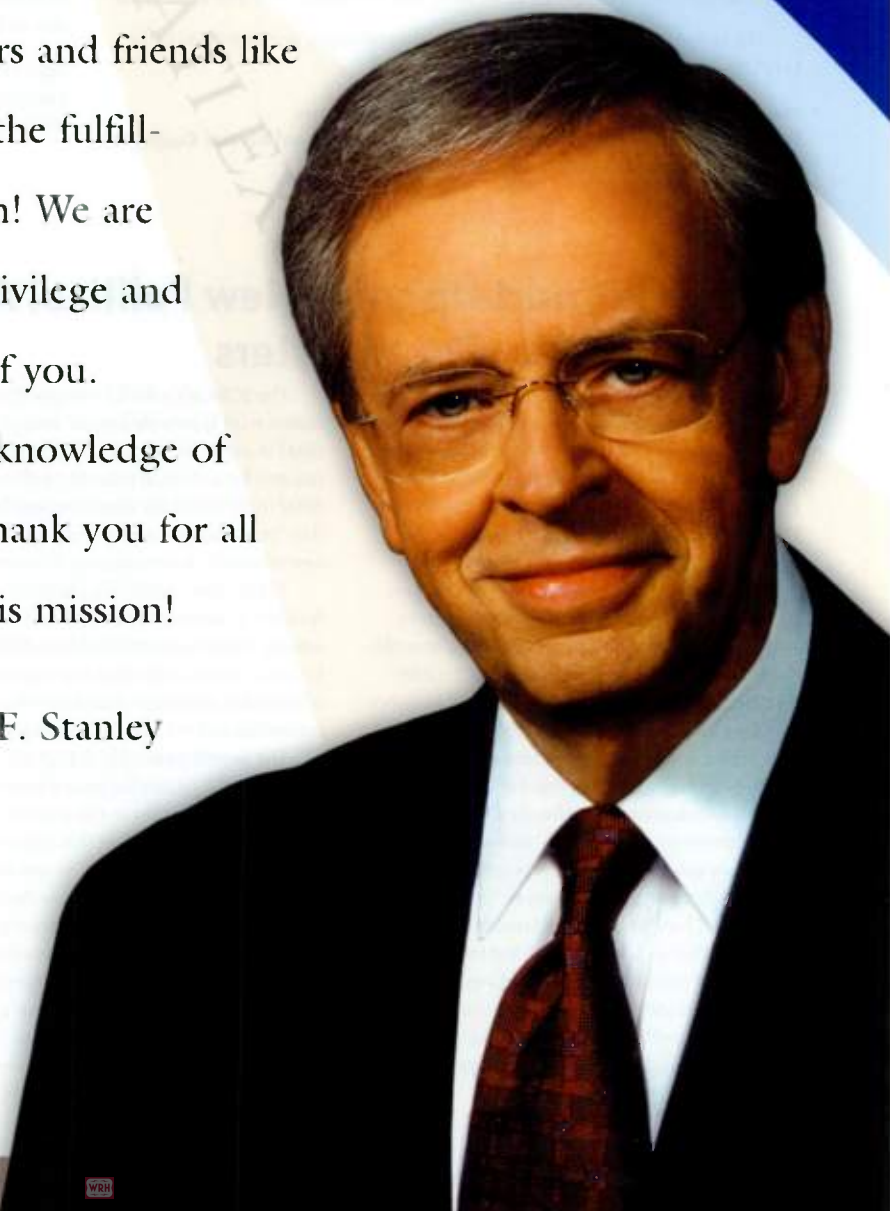
Our Mission Is To Lead People Into
A Growing Relationship With Jesus Christ
And To Strengthen The Local Church

NRB Partner,

Scripture is being fulfilled as Jesus Christ is proclaimed Lord in a growing number of languages throughout the world. Because of your support, In Touch is now in over forty of those languages. Through our faith in God, and relationships with partners and friends like you, we continue to move toward the fulfillment of Christ's Great Commission! We are honored to share this marvelous privilege and awesome responsibility with each of you. Together, we can bring the saving knowledge of Jesus Christ to the entire world. Thank you for all that you are doing to help fulfill this mission!

Charles F. Stanley


In Touch Ministries.





Revival!

If our stations are going to be authentic catalysts for incontrovertible revival in the cities we serve, the following questions must be dealt with by our industry.

- Have each of us experienced genuine salvation? (2 Cor. 5:17)
- Do we have a love for God's Word? Is it contagious? (Ps. 119:97; 140)
- Do we exude a spirit of humility? (Is. 57:15)
- Do we cultivate a climate of obedience to God? (Heb. 13:17; 1 Sam. 15:22)
- Are we willing to give up any questionable station practice? (1 John 1:9)
- Do we have a clear conscience? (Acts 24:16)
- Do our personal schedules reflect that God is our no. 1 priority and that family is next? (Matt. 6:33)
- Is it obvious that we love what God loves and hate what God hates? (Col. 3:12)
- Is the station willing to sacrifice whatever is necessary for the sake of purity, including reputation and the income of well-paying clients? (Philip. 3:7, 8)
- Is Jesus Lord of every area and person at the station? (Gal. 5:22-25)
- Do we have a "first love" for Jesus and does it show? (Philip. 1:21, 23)
- Are we instilling into our staff that it is more important to please God than to be accepted and appreciated by peers and the trades? (Acts 5:29; Matt. 10:28)

The bottom line is this: "Let us search and try our ways, and turn again to the Lord" (Lam. 3:40).

Wes Ward, Director of Media Ministries, Revive Our Hearts, WWard@LifeAction.org; adapted from Preparing for Personal Revival. Copyright August 1985, Spirit of Revival, (Life Action Ministries).

Hispanics: An NRB Challenge

Until we begin to see the faces of the real people behind the numbers, we cannot gain insight into the Hispanic contingency in the United States. For the Christian broadcaster, several questions beg answers. Who are these Hispanics? What is the best way to reach them?

Who are Hispanics? It would be a gross generalization to view all Hispanics as a single homogenous faction of clones who speak Spanish, converse loudly, listen to Salsa music, watch *novellas*, and eat beans and rice. Hispanics represent a sundry cross-section of Latin America, coming from more than 20 Spanish-speaking countries, each with different cultures and habits.

What is the best way to reach Hispanics? This begins first with prayer and seeking direction. Locating the appropriate person to assist in your Hispanic outreach is a task that must be approached with care. It is logical to suppose that the indicated person would be Hispanic, however, this is not the only criteria to consider. Take the following example:

A pastor of a small church who wishes to print the Sunday bulletin in Spanish might enlist the assistance of a Spanish-speaking member of the congregation. Does he or she have a command of Spanish grammar and composition? If the pastor does not speak the language, he should solicit help from someone who is skilled, equipped, reputable and reliable.

This example can be applied to any area of production: radio, television, magazine, newspaper or Internet. Hispanic outreach may be new to you, but NRB and HNRB exist as resources available for guidance and assistance, helping to connect you with other members who have experience and can offer wisdom.

Javier Peña, International Program Producer, Coral Ridge Ministries, j.pena@crministries.org. *Lea el presente artículo en nuestro sitio Web: www.hnr.org. See page 114 for the bilingual HNRB Bulletin!*

WASHINGTON



Supreme Court Upholds New Political Ad Obligations for Broadcasters

The Supreme Court's decision late in 2003 to uphold essentially all provisions of the controversial campaign-finance legislation known as the McCain-Feingold bill (or, more formally, as the Bipartisan Campaign Reform Act or BCRA) dramatically changed the working environment for election campaigns.

While most of the complex new restrictions on political advertisements directly affect candidates and their supporters, the law imposes three new obligations on broadcasters – just in time for the 2004 election cycle. This column provides a brief snapshot of these mandates, but licensees are well advised to seek out more detailed explanations elsewhere.

Veteran licensees know that the long-standing political broadcasting rules already were complicated. All commercial radio and TV stations must sell time to any qualified candidate for federal elective office at a discounted rate known as "lowest unit charge" (LUC) and keep detailed records about such ad sales in their public files. State and local candidates are not entitled to demand airtime, but if a licensee sells a spot to one candidate in a race, it must be prepared to sell equivalent time to that candidate's rivals. The same rate discount and public file burdens also apply.

The BCRA adds the following obligations: broadcasters must 1) provide a minor amount of new detail in public file records concerning candidate requests for airtime, 2) provide significantly more detail in the public file about requests for non-candidate "issue" ad time and 3) understand and monitor new restraints on candidate qualifications for LUC.

The first new public file obligation is straightforward. In addition to the data that the FCC already requires be reported on candidate requests for time, stations now must also record identifying information about the candidate, the authorized committee and the campaign treasurer.

The second public file change mandates more disclosure obligations for issue advertisements. The Commission's old rules in this area were minimal, but the BCRA now requires that issue advertisements be treated essentially like any candidate ads – which means reporting not only the identity of the sponsor but also key information about the contractual terms for the spot (such as ad rates). The new rules apply to messages "relating to any political matter of national importance" or a "national legislative issue of public importance." Although the statute does not define either term, the Supreme Court specifically gave the FCC power to do so in the future.

The third new rule may be the most burdensome because it places a new restraint on federal candidates' eligibility for LUC that broadcasters must monitor. In order to qualify for the discounted ad rates, candidates must ensure – through certification and subsequent action – that they will not refer to an opponent in an advertisement unless the spot contains a specified disclosure: a statement that the candidate has approved the message and, for television, the candidate's picture. If a candidate fails to provide the disclosure, the campaign is not entitled to the LUC. Broadcasters therefore should review all candidate spots before airtime to verify that the disclosure is included.

Given the complexity of the BCRA, it will be some time before all ambiguities are resolved. Licensees should consult their communications attorneys if questions arise concerning the new mandates, particularly any that involve candidate qualifications for discounted time.

Richard E. Wiley, a partner in the Washington, DC, law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission and serves as Washington counsel for NRB. Rosemary C. Harold, a partner in the firm, assisted him in the preparation of this article.

The Cost of Being a Disciple

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COMETH BY
HEARING,
AND HEARING BY
THE WORD OF
GOD.

ROMANS 10:17

GOD'S WORD... PLAIN & SIMPLE.

not pop psychology
with "feel good" formulas

...and, how shall they hear,
without a preacher?
Romans 10:14



Please visit the LWF Hospitality Room #214

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with Adrian Rogers

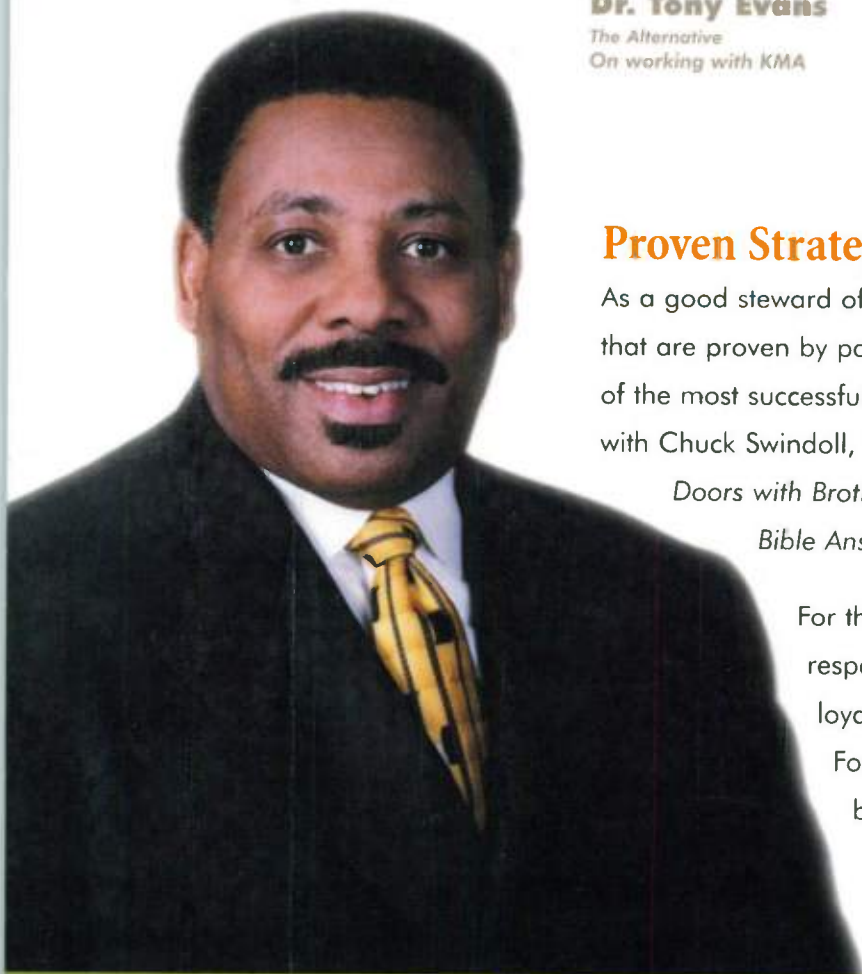
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“KMA has taken the radio ministry of *The Alternative* to another level.”

Dr. Tony Evans

The Alternative
On working with KMA



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For these clients and others, we’ve proved that building respectful, authentic relationships with donors increases loyalty and boosts overall giving—often dramatically. For some of our clients, radio and television are the best source of new donors and product sales.

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Where Ministries Turn ... to grow resources for greater impact

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Joshua 1:5

"No man shall be able to stand before you all the days of your life; as I was with Moses, so I will be with you. I will not leave you nor forsake you."

It brings great comfort to know that as God was with Moses, so He was with His follower Joshua.

Whoever walks with God has God's company. We thank God, that He has given us His Grace to walk with Him and have His Presence.

We also thank God for you, as He has caused us to hold our hands together, for the past 20 years and walk the same path with the great company of the God of Abraham, Isaac and Jacob.



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As I sit down to write these words, I have just returned from a week in the country of India meeting with ministry leaders about the use of technology in their organizations. There are a lot of different things that stand out in my mind from this trip, but let me share with you a couple of thoughts from a presentation that I was assigned on my landing in India.

They asked me to share on the topic, "Entrepreneurial Risk in Technology for Mission." Once I looked up a couple of words in the dictionary, I realized that basically we were looking at the fact that, when it comes to choosing and implementing technology for ministry, we cannot always be sure of the end result. Is that something that should keep us from starting down the path in the first place?

I remembered one of my seminary professors (a long time ago) who often talked about the "center of biblical tension," the fact that there are often two truths in Scripture that need to be balanced against each other when approaching decisions in our lives.

On the one hand, Jesus tells the parable of the talents in Matthew 25. The two servants who took a risk with the resources with which they had been entrusted are the ones the master commends, while he condemns the one who played it safe and

buried the money so he would not lose it.

On the other hand, Jesus calls on us to be wise stewards, not reckless. In Luke 14, Jesus talks about the need to count the cost before starting to build, lest those who are watching mock us.

What does all this have to do with the Internet? Simply this: we need to make sure that we are doing a good job of evaluating the tools available to us to meet the ministry needs to which God has called us. The Internet, and related technologies, can be a great tool for many purposes, and we are not always going to be able to see the end of the path with certainty when we start our journey. Should that stop us? No, but we are still responsible to use the wisdom God has given us (and the counsel of others) in making decisions about the best places to invest our ministry resources.

If you have need of the "counsel of others" in making such Internet-related decisions, contact the NRB Internet Committee and we will see how to be of service.

Robby Richardson, NRB Internet Committee Chair, Director of International Internet Ministries, Gospel Communications International, robby@gospel.com.net



Perhaps the most exciting day of my life was when my flight instructor, Jim, told me to solo. My heart pounded as I put my life into my own hands at a pattern altitude of 1500 feet. Could I do it? What if the engine failed? What if I forgot how to land? Gladly, after three not-so-perfect touch-and-goes, I taxied back to Jim with a sense of pride. I had finally soloed.

I have seen this same thing happen with communication students. Hard work, instruction, study, practice and production culminate in a moment of truth. The students may have been scared at first, but then they stretch their wings and fly to ministries and organizations around the world. Local affiliates, national networks and international mission agencies employ graduates who are willing to work hard and do whatever it takes to become the best.

Like Jim, faculty members and parents shoo their students out of the classroom and into life with the hope that they will soar. And, like learning to fly, the process of becoming the best in the industry is not an easy one. It takes a commitment to excellence, going beyond the mean, long hours to get things just right and learning from others. The power of networking cannot be overstated, especially in the field of communication.

The keys to soaring with excellence are to live a life that seeks to 1) honor God in every detail, 2) do all things with excellence (not necessarily perfection) and 3) build lifelong relationships with others who are committed to these same goals.

The mission of IRB is to help you get off the ground and sail into a successful media-related ministry or profession. It offers benefits, as follows, specifically designed to help you honor God, reach excellence and network with others through:

- Radio, television and website production contests
- Essay writing contests
- *Inside NRB*, *Inside IRB* and *NRB* magazine
- The annual must-attend Convention. Learn about the industry from Christian professionals and leaders in Boot Camps and seminars; connect with other students from around the country and the world; interview for internships or jobs and get acquainted with companies, organizations and ministries at the Job Fair; receive free books and media; take field trips to studios; hear great musical artists; and visit the Expo floor to dialog with scores of vendors, publishers and networks.

As a flight student, I remember sitting in the National Transportation Safety Board meetings listening to others talk about near misses in the air and accidents on the ground. I remember combing through the wreckage of a plane whose pilots didn't do things the right way and lost their lives for it. I have learned to learn from others so I can become the best.

In the same way, IRB is here to help you. A commitment to make IRB a top priority the rest of your college days will give you the support needed to "rise up with wings like eagles" when it's your time to solo.

Dr. Robert DeVargas, IRB faculty vice-chair and Assistant Professor of Communication and Foundations of Education, Southwestern Baptist Theological Seminary, rdevargas@swbts.edu

CHURCH MEDIA



The "Good Enough" Syndrome

I realize many churches have low A/V budgets. Some have no A/V budget. While we can't all have Grass Valley switchers or Avid edit stations, the basic premise that low-end gear is "good enough" typifies an overall lack of quality in the name of saving money for God.

This is a wake-up call. When the church as a whole realizes that "good enough" simply isn't good enough, we can stop looking and acting like a fossil and step into the current technologically-savvy times to create content and environments that actively purpose to bring people back to the church.

All too often the following statements are made, "It's not within our budget," or "We're just trying to be good stewards of the money God has entrusted us with." I agree with both statements, but not the accompanying attitude. Was the budget set before knowing the need or was the need set before the budget? The often-used cop-out of "It's not within our budget" usually means, "We don't think it's worth more than this (insert random dollar figure here) amount." Since when can an arbitrary figure contribute to the overall success of a church?

I really love working with churches that are good stewards of their money, in the sense that they see the value in sometimes spending more and making a one-time purchase instead of multiple purchases. There is no cost savings in going cheap the first time if you spend money several more times in order to fix the first purchase.

You don't have to use gold-plated equipment,

but it must at least meet the world at its current pace. Actually, it should exceed the world's expectations by bringing the art and quality of what we do back to the church.

This extends well beyond equipment to the most important part of church media: personnel. Has your church enabled and equipped a staff or volunteer media director? How can people take ownership of a media ministry if the church leadership doesn't address the need for one? The people operating sound consoles, video cameras and lighting consoles need ministry appreciation, and the first step is realizing the need to create a media ministry.

Find ways to motivate volunteers to rotate positions, provide cross training and grow the small tech teams into dynamic, vibrant ministries. Just as with a children's or youth ministry, volunteer leaders must be given support and be held accountable. Hold monthly training sessions and send specific media leaders to church technical conferences (such as NRB's Boot Camp) to learn how to grow the ministry as well as to hone their craft. Consider bringing in a media consultant to train your people on the proper operation of existing equipment and instruction on encouraging more ministries to use media as a support tool.

So, the next time you hear something is "good enough," question if it is good enough for God.

Anthony Coppedge, Church Media Consultant, anthony@anthonicoppedge.com

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PEOPLE

Washington, DC – Carl Henry, 90, died December 7. Henry was co-founder of Fuller Seminary, founding editor of *Christianity Today* and author of *The Uneasy Conscience of Modern Fundamentalism*. (Jennifer Sheran, 770-813-0000)

Brentwood, TN – Vestal Goodman, 74, “Queen of Gospel Music” passed away December 27 from complications of the flu. Vestal and Howard, her husband of 53 years who preceded her in death, were part of the Happy Goodmans gospel music group. Goodman, recipient of multiple Grammy and Dove Awards, will be inducted into the Gospel Music Hall of Fame this spring. The Goodmans were founding members of the Gospel Music Association. In recent years, Goodman was a popular member of the *Gaither Homecoming* video series. (www.vestalandfriends.com)

Woodstock, VA – Virginia (Ginny) Stamler, 71, died December 27 from a heart attack at her home. Stamler and her husband, Art, are considered LPTV pioneers and have owned WAZT-TV and WAZR-FM since 1962. Stamler was General Sales Manager and Managing Member of the LPTV/Class A station group in Virginia. She recently had been diagnosed with advanced cancer. Stamler leaves her husband of 43 years, five children and nine grandchildren. (*Inside NRB*, 1/7/04)

Nashville, TN – Jennifer King was named director of A&R/strategic markets for Provident Label Group and will represent Provident Label Group artists and projects to the Christian and mainstream film and television industry. Additionally, King will oversee the special markets division. (Jackie Marushka Smith, pr@providentmusicgroup.com)

Los Angeles, CA – Terry Fahy was named VP and GM of the Salem Los Angeles Group of Stations — KKLA-FM, KFSH-FM, KRLA-AM, KTIE-AM and KXXM-AM — and reports to Joe Davis, executive VP, Radio, Salem Communications. Fahy previously served as VP/general sales manager of the Los Angeles cluster, and was appointed acting GM in May 2003. He is a member of the Board of Directors of the California Broadcaster’s Association, the Western NRB and Ignite India/House of Peace Orphanage in Delhi, India. (Amanda Strong-Larson, amandas@salem.cc)

Springfield, MO – Cindy Rippe, 20-year industry veteran, joined KADI-FM as its mid-day personality. (Leah Bassett, bassettleah@hotmail.com)

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Fort Worth, TX – On December 8, FamilyNet's live daily call-in nutrition program, *Your Health*, introduced new co-hosts Richard L. Becker, D.O., and his wife, Cindy. Becker is board-certified in family medicine and has been a practicing physician for more than 20 years. Cindy holds a BA in education and an MA in psychology, and has also worked in the health industry for 20 years. A frequent guest on *Your Health*, Becker is known for his skills in osteopathic manipulative therapy and for his diagnostic and therapeutic abilities in chronic disease. (Denise Cook, dcook@FamilyNet.com)



Overland Park, KS – Pat Rulon, with 16 years of sales experience, recently joined the Bott Radio Network (BRN, www.bottradionet-network.com) as advertising sales manager for KCCV-FM-AM. He was a national sales manager with Construction Market Data/Hospitality Profiles. He also served as a Telecom account manager with WorldCom and most recently as a channel manager with AT&T. Rulon fills the role vacated by Jack Houghton, who recently stepped up to director of advertising sales and marketing for BRN. Additionally, BRN appointed Candy Green as program services manager. (Kelly Crane, 913-642-7600)



Michael Glenn

Pittsburgh, PA – Michael Glenn, former NRB executive VP, joined the staff of Infinity Concepts (www.infinityconcepts.net) on November 24 as a ministry and media consultant. Glenn, who served with NRB for more than 22 years, will increase the scope of services Infinity Concepts provides its clients. (Jason Dreistadt, Jason@infinityconcepts.net)

Chicago, IL – On October 16, Paul Goldsmith joined the K-LOVE and Air 1 Radio Networks as regional manager for Chicago and the surrounding areas. He previously was promotions assistant for WJMK-FM and events coordinator for WONU-FM. (Lloyd Parker, 916-251-1600)



New York, NY – 5W Public Relations (www.5wpr.com)

announced the addition of Katy Saegar as associate VP. With nearly 10 years of public relations' experience, Saegar recently served as public relations manager for Musicmatch in San Diego, CA. Additionally, Mark Ballard, formerly of The MWW Group, and Howie Levine, previously with MCA Records, have joined 5W Public Relations as account executives. (Ronn Torossian, Ronn@5wpr.com)



DOUGLAS SHAW
& Associates

Chicago, IL – Douglas Shaw & Associates, Inc., announced that Gary Fischer joined its staff of fund-raising consultants. Fischer brings 21 years' experience to his position as senior consultant, having worked in senior management, fundraising and direct marketing for Prison Fellowship, *BreakPoint with Chuck Colson*, NavPress and the Alzheimer's Association. (Paula Graffy, pgraffy@douglasshaw.com)

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The Vanishing Power of Death

Erwin W. Lutzer

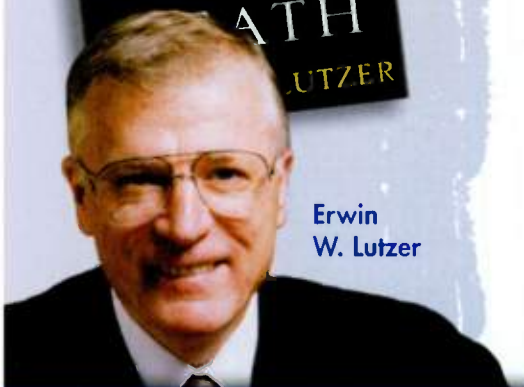
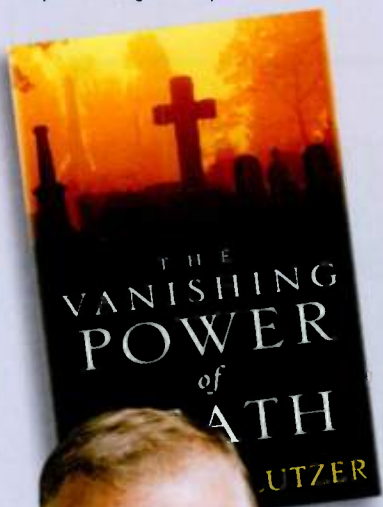
Coming to terms with our fear of death

Popular author and pastor invigorates our faith by reminding us of the assurances of Christ's resurrection, and shows us how the disciples' experiences can help us overcome our natural fear of death.

Ministry: Dr. Lutzer is senior pastor of the Moody Church since 1980, and a sought-after speaker.

Radio: He is heard on radio via *Running to Win*, *Moody Church Hour*, and *Songs in the Night*.

Interviews/Guest Spots:
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Erwin W. Lutzer

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TRADE TALK



INTERNET

Tucson, AZ – Christian Emergency Network (CEN) (www.christianEmergencyNetwork.org) added a new feature to its website to help keep Christians informed. People with pagers, mobile PDAs, or cell phones can now subscribe to CEN's free SMS Alerts to receive Flash News Bursts – brief text messages alerting subscribers to check their e-mail or the CEN website for a breaking crisis. (Mary Marr, 520-577-6589)

UNITED KINGDOM – What does the Great Commission look like in the 21st century? That's the question CounterCulture (www.counterCulture.org.uk) wants to define. The UK-based site is a collection of articles and musings on the contemporary Christian response to the timeless call to spread the Gospel to all nations. (*Internet for Christians*, 12/01/03)

Muskegon, MI – Wally's World Online, home of the *Guideposts for Kids Magazine* (www.gp4k.com) on the Web, features coloring pictures, easy-to-make crafts, prayer request submissions, a card shop, "Dear Wally" advice, a sports area, a home school zone, humor, games, stories, poems, a discussion board for kids and a place for parents to learn about Wally's World. Teens can check out GP4T (www.gp4teens.com). (*Internet for Christians*, 12/01/03)



Muskegon, MI – Wonderzone (www.wonderzone.com), sponsored by Child Evangelism Fellowship, Inc., is touted as a fun place for kids to learn about God's Word and enjoy games, puzzles, stories and activities. Discover a daily adventure with God in *The Wonder Devotional Book* online, become a Wonder Agent and travel the world in search of clues to find missing Wonder Agents and play in Wonderland, eight fun-filled lands with outrageous characters. A privacy page for parents is included to assure the safety of your child. (*Internet for Christians*, 12/01/03)



INTERNATIONAL NEWS

Seoul, SOUTH KOREA – MANMIN TV (www.manmintv.org) aired live broadcasts worldwide of its ministry events that took place November 12-14 in St. Petersburg, Russia. An aggregate of more than 75,000 people attended the 2003 Russia Miracle Healing Festival, with Dr. Lee Jae-Rock, senior pastor of the 80,000-member Manmin Joong-Ang Church in Seoul, South Korea, and his 140-strong team, including the church's 40-member orchestra. The St. Petersburg outreach received worldwide coverage via the Internet on MANMIN TV and through two local TV channels in St. Petersburg, as well as by TKV, a Christian TV affiliate of ACCR, using the "EXPRESS 6A" satellite. In the United States, the Christian Television Network carried the meetings live, while JAIN TV in India broadcast live across the sub-continent and into Nepal, Pakistan and other surrounding countries. (Dan Wooding, danjuma1@aol.com)

Colorado Springs, CO – International Bible Society (IBS) and The Bible League recently signed a distribution agreement that allows The Bible League to use IBS Scripture translations in its ministries in Africa and South Asia. According to the terms of the agreement, Bible League will have use of 24 African languages IBS translations and 15 translations for South Asia. The agreement is the first of its kind for The Bible League and will primarily impact its ministries in Ghana, Nigeria, Kenya, Zimbabwe and South Africa. For IBS, the alliance will aid efforts to get IBS translations into more hands more quickly. (Judith Billings, 719-488-9200)

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What's Next?

Charles H. Dyer

Connecting the dots...

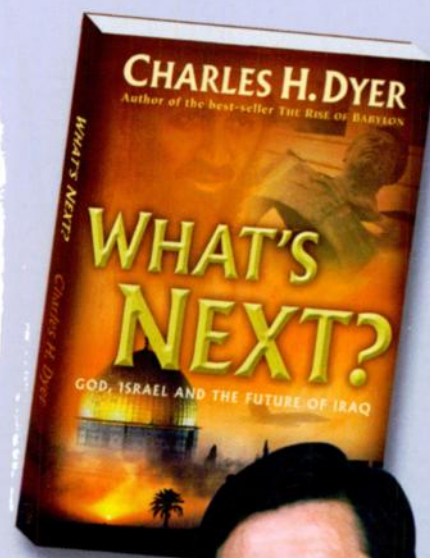
Best-selling author and Middle East expert Charles Dyer unravels the complexities of today's Middle East, showing how current happenings affect the world at large. Here are in-depth answers to questions, such as "Will the Middle East ever be at peace?", "Where does bin Laden fit into all of this?" and "Is another attack on the U.S. imminent?"

Profession: Provost of Moody Bible Institute, licensed guide of Israel.

Radio and TV: Featured on A&E.

Interviews/Guest Spots:
Contact Janis Backing at 312/329-2108
or janis.backing@moody.edu

www.middleeastbrief.com



Charles H. Dyer

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St. Louis, MO – WCBW-AM began airing *Cry Justice* on December 12. *Cry Justice*, hosted by Judy Redlich, is a seven-part radio series addressing healthcare for those who are incarcerated. (Judy Redlich, knlc24judy@hereshelpnet.org)

Knoxville, TN – WYLV-FM hosted Harvest Fest 2003 on October 31 with a live remote in Morristown, TN, where a crowd estimated to be more than 5000 gathered for a free, family friendly Halloween alternative of food and drinks, carnival games, blow-up games, prizes, trunk-n-treating, hayrides and much more. (marisa@love89.org)



WYLV-FM PD Jonathan Unthank and Promotions Director Marissa Lykins

Black Mountain, NC – WMIT-FM and WFGW-AM joined hands to collect 13,802 shoeboxes for Operation Christmas Child. The Black Mountain studios served as a relay center for churches that donated filled shoeboxes to boys and girls overseas. (Tom Atema, tatem@brb.org)



Grand Rapids, MI – WCSG-FM held its annual fundraiser December 2-4. The goal of \$1.25 million was surpassed by \$500,000. WCSG staff hosted more than 200 volunteers over the course of the fundraiser. New this year was Faithful Friends, a giving club. Those who contributed \$30 per month (in honor of WCSG's 30th anniversary) received the *Family Album of Favorites: 30th Anniversary Edition* double CD set containing 30 of Christian music's top songs from the past three decades. (Jenelle Jonkman, Jenelle_M_Jonkman@cornerstone.edu)



Sarasota, FL – In November, WJIS-FM (www.thejoyfm.com) welcomed more than 5000 worship fans to the first annual Worship Florida three-day event featuring MercyMe, The Passion Tour and SONICFLOOD. Worship Florida was held at Carpenter's Home Church in Lakeland. In other news, WJIS-FM partnered with four area cities for the annual Mayor's Campaign to Feed the Hungry. More than 16 tons of food for underprivileged families were collected during the effort. (Andrea Kleid, andrea@thejoyfm.com)



PD Steve Swanson with volunteers from the Mayor's Campaign to Feed the Hungry

Ponca City, OK – KLVV-FM participated in Operation Christmas Child to collect 2576 boxes from area churches and businesses. The regional total collected at the Tulsa Collection Center was 23,363. In other news, Michael Boggs of FFH was recently an in-studio guest of *McCoy in the Morning* on KLVV-FM. Later in the day, other guests included Big Daddy Weave and Warren Barfield. (Janelle Keith, janelle@klvv.com)



Loading boxes collected in Stillwater for Operation Christmas Child (L-R): KLVV-FM Promotions Director Janelle Keith and Mike, Jordan and Nancy Philpott from The Christiand Bookstore in Stillwater



Dallas, TX – KCBI-FM MD Marc Anderson and PD Rich

Hooper were on hand to celebrate MercyMe and its gold-certified INO Records album *I Can Only Imagine* at the Tower Club on November 18. KCBI congratulated MercyMe for staying faithful to God's call and sharing the hope of Christ through today's music. (Laura Best, lbest@kcbi.org)

Airwave News Radio Continued on pg. 22

Splitting Heirs

Ron Blue

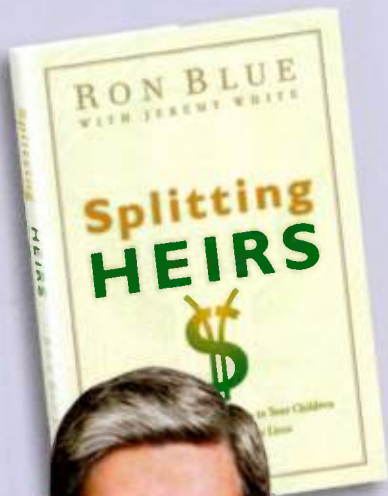
Passing on your wealth with wisdom

Ron Blue shows readers how the transfer of wealth can have relational and spiritual benefits too. Learn how to pass along an inheritance without wrecking the lives of the heirs... and thus follow the Scripture's command to "finish well."

Ministry: Ron is currently president of the Christian Financial Planning Institute, and is the Board Chairman of Crown Financial Ministries.

Radio: Frequent guest on *Money Matters*.

Interviews/Guest Spots: Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu



Ron Blue

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TRADE TALK

Airwave News Radio Continued from pg. 21

Worcester, MA – Blount Communications, owner of WVNE-AM, recently took control of WNEB-AM, with plans to purchase the station in early 2004, giving Blount Communications a full-time presence in the Worcester market. (Steve Tuzeneu, Wvnmamanager@aol.com)

Duluth, MN – KDNW-FM served as an Operation Christmas Child collection center for the first time this past year. The surrounding community filled 7275 boxes, many of them from young children who used their own money to purchase items or who gave their own personal items away. (Paul Harkness, paul@kdnw.org)



At Wal-Mart in Hermantown, MN: KDNW-FM Administrative Assistant Trudy Youngren, SM Paul Harkness, Morning Show Host Michele Sorvik and Afternoon Host Eric Svoboda

Nashville, TN – Comedian Brad Stine recently entertained a select group of music row



(L-R): On-stage of The Basement following Brad Stine's showcase: Charles Dorris, VP of Williams Morris; Johnny B (Bozeman); Brad Stine; Phil Valentine; and Stine's manager, Mike Smith, president of Michael Smith and Associates.

executives and radio winners from WLAC-AM at a private showcase. The crowd was treated to Stine's brand of humor from his current DVD, *Put a Helmet on!* Phil Valentine, host of WLAC's *Phil Valentine Show*, and his producer, Johnny B, were emcees for the event. The following day Stine filled in for Valentine on his show and fielded calls from listeners. (Janet Bozeman, bozemanmedia@comcast.net)

Ft. Lauderdale, FL – As of December 6, *Come Receive The Light*, flagship program of the Orthodox Christian Network, can be heard weekly on WAVA-FM-AM/Arlington, VA. (Chuck Powell, chuck@receive.org)

Saint Paul, MN – KTIS-FM partnered with Northwestern Book Stores (NBS) to collect hymnals for American military troops in Iraq. The goal was to enable American troops to sing Christmas carols from new hymnals this holiday season. Maj. Robert Burmeister, pastor of First English Lutheran Church in Spring Valley, MN – currently serving as an Army Reserve chaplain in Iraq overseeing the chaplaincy needs of more than 4000 troops – requested 300 hymnals. The amount collected totaled 545, which cleaned out NBS's stock. The hymnals were shipped to Iraq in early December with NBS paying shipping costs. (Janell Wojtowicz, jbw@nwc.edu)

Glendale, CA – Listeners joined KFSH-FM host Lauren Kitchens on December 7 to experience the free "Bethlehem Walk" at the Living Spring Christian Fellowship Church in Garden Grove. Participants strolled through the streets, talked to the citizens and met the shop owners in the birthplace of Jesus. They then experienced *Christmas in Hometown USA*, a multi-sensory, multimedia musical production. (*Fishline*, 11/14/03, KFSH-FM@lists.salemwebnetwork.com)

Ft. Lauderdale, FL – SCOBA, Standing Conference of Canonical Orthodox Bishops in the Americas, has named Orthodox Christian Network (OCN), producers of *Come Receive The Light*, the newest commissioned agency of the Pan-Orthodox organization. OCN is the first commissioned agency of SCOBA charged with creating a national media presence for Orthodox Christianity in America. (Chuck Powell, chuck@receive.org)

Springfield, MO – On November 1, KADI-FM's morning show team, Rod and Leah, aired a live remote from Silver Dollar City's Ozark Mountain Christmas opening day. Highlights: lighting a five-story singing Christmas tree, a Christmas parade of lights and an interview with Radio Hall of Fame inductee Jim Bohannon. (Leah Bassett, bassettleah@hotmail.com)

The Five Love Languages

Gary Chapman

Learn how to express your love in ways they'll understand

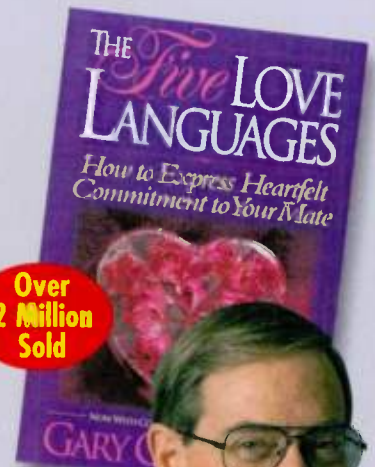
A marriage and family counselor for over 30 years, Dr. Chapman describes the five languages in which we communicate love and how to determine which ones will work best for your marriage. Bestseller for over a decade.

Ministry: Dr. Chapman is a senior associate pastor for Adult Discipleship, Marriage Counseling and Pastoral Care. He conducts marriage seminars across the country.

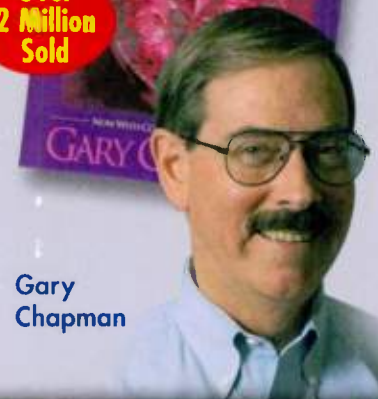
Radio: Heard on daily radio broadcasts.

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AIRWAVE ANNIVERSARIES

Boise, ID – KTSY-FM

held its Day of Feeding on November 24, raising more than \$7000 to feed 70,000 people through the Mission of Mercy Feeding Program in Calcutta, India. In addition, KTSY-FM listeners purchased more than 400 turkeys and 500 pounds of food for the Great Thanksgiving Banquet at Boise Rescue Mission's three locations. (Jerry Woods, jwoods@ktsy.org)



West Palm Beach, FL

– The DivaDuck, an amphibious tour bus, traveled to area K-Marts the weekend of

December 12, where WAY-FM (www.wayfm.com) listeners "Stuffed the Duck" with toys for Urban Youth Impact and New Hope Charities. (Donna Cruz, 561-881-1929)

Chicago, IL – John Fuller, VP of Focus on the Family Broadcasting and co-host of the *Focus on the Family* radio program, was recently the morning show guest host on Moody Broadcasting Network's WMBI-FM. (Collin Lambert, collin.lambert@moody.edu)



John Fuller guest hosts WMBI's morning show

Knoxville, TN – On November 15, WYLV-FM helped host the first annual Prom of the Stars, a formal prom for physically and/or mentally challenged individuals. More than 200 participants and parents/caregivers pre-registered, and approximately 120 volunteers were in attendance. WYLV-FM donated the use of its Mobile Music Ministry system and DJ service. (marisa@love89.org)



Timisoara, ROMANIA –

Alfa Omega TV entered its 10th year of activity as a Christian media organization in a post-Communist country. From its small beginnings translating and distributing *The 700 Club* to Romania in 1994, the ministry has grown into an important content provider with more than 1000 programs translated and 500 programs produced and distributed through local and national secular. Great challenges lay ahead as the ministry develops a media center as an operation base/media hub for Christian media projects in Southeastern Europe and other regions, including Asia and the Middle East. (Tudor Petan, alfa@mail.dnttm.ro)



Grand Rapids, MI –

WCSG-FM (www.wcsg.org) wrapped its 30th anniversary with a concert series featuring music from past years. WCSG-FM welcomed Dallas Holm in July to represent the 1970s; Sandi Patty in August for the '80s; Ray Boltz and Phillips, Craig & Dean in September to represent the '90s; and Selah and Scott Krippayne in October for the new millennium. The concert series concluded with Michael W. Smith and MercyMe. The series was presented as a thank-you to WCSG listeners. (Jenelle Jonkman, Jenelle_M_Jonkman@cornerstone.edu)

Unlocking the Bible

Colin S. Smith

The Bible for Postmoderns

The *Unlocking the Bible* line of books, study guides and videos is being used across America to reveal and study what the Bible really says. In January, author Colin S. Smith, Moody Radio and Total Living Network mobilized 2,000 small groups for Chicago's Largest Bible Study.

Ministry: Senior pastor of Arlington Heights Evangelical Free Church.

Radio: Colin S. Smith is heard on the radio broadcast, *Unlocking the Bible*.

Interviews/Guest Spots: Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu



Colin S. Smith

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TRADETALK



MUSIC

Nashville, TN – Word recording artist Terry Jones announced her departure from Point of Grace. Jones has been a member of Point of Grace for 13 years, and is retiring to be home with her three young children. Jones will continue performing with Point of Grace through March 1. Long-time friend Leigh Cappillino will step in to fill the vacancy. (Leanne Bush, Leanne.Bush@WBR.com)



(L-R) Point of Grace: Denise Jones, Heather Payne, Terry Jones and Shelly Breen

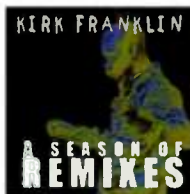
Franklin, TN – Jeremy Camp will release *Carried Me: The Worship Project* on February 10, and his sophomore album in the fall of 2004. (Rebekah Spent, Rebekah@theMcollective.com)



DOWNHERE

Nashville, TN – Word Records artist DOWNHERE (www.downhere.com) and The Salvation Army partnered for a free benefit concert on December 5 at The Factory in Franklin, TN. All donations received were applied toward The Salvation Army's "Forgotten Angel Fund," used to purchase Christmas presents for the Angel Tree commitments that were not fulfilled by Christmas Eve. Joining DOWNHERE for this special concert was Elevate Records artist Charmaine. (Anita Crawford, anita.crawford@wbr.com)

Nashville, TN – Multi-Grammy® and Dove Award-winning Gospo Centric Records artist Kirk Franklin and Kmart released *Kirk Franklin: A Season of Remixes*, an exclusive CD featuring remixes of some of Franklin's biggest hits. (Lynn McCain, lynn@mccainpr.com)



Chicago, IL – The award-winning a capella group, Chapter 6 (www.chapter6.com), embarked on a Christmas tour in support of its new CD, *Christmastime*.



Chapter 6

The tour targeted colleges and churches, with some shows benefiting local charities. During the tour, Chapter 6 made media appearances



on FamilyNet's *At Home Live!*; WGN-AM and WGN-TV/Chicago, IL; KTVI-TV/St. Louis, MO; and KTHV-TV/Little

Rock, AR. (Janet Bozeman, bozemanmedia@comcast.net)

Nashville, TN – Jump5 joined the *Nick At Nite Holiday Special* with a performance of "Joy To the World." Other musical guests included Raven, Sarah McLachlan, Natalie Cole, Vince Gill, Amy Grant, Li'l Romeo and Clay Aiken. (*Zeebozine*, 12/01/03, zeebozine@juno.com)

Grand Rapids, MI – Discovery House Music announced this month's release of *Spirituals: Songs of the Soul*. The album, produced by Grammy Award-winning producer Scott V. Smith, brings together a 54-piece orchestra and world-renowned artists Marilyn McCoo, Billy Davis, Jr., Larnelle Harris and Wintley Phipps singing well-known spirituals such as "Motherless Child," "Nobody Knows the Trouble I've Seen" and "Wade in the Water," in a Gershwin style. (*Zeebozine*, 12/01/03, zeebozine@juno.com)

Nashville, TN – Cross Driven Records singer/songwriter Kelly Minter was a guest on The Fish Network to talk about her recent album, *Wrestling the Angels*, her book, *Water Into Wine*, and her performance at Kim's Kafe, a free women's devotional luncheon sponsored by WFFH-FM, held at Michael W. Smith's Rocketown Cafe. (Lynn McCain, lynn@mccainpr.com)



Chapman

Los Angeles, CA – Sparrow Records artist Steven Curtis Chapman was awarded the American Music Award (AMA) for Favorite Artist in Contemporary Inspirational Music on November 16. This was Chapman's second time to be nominated and his first

win in this category, which has been recognized by the AMA for the last three years. Chapman also was a co-presenter with actress Sara Rue to introduce The Bomb Squad, an unsigned band that won the Coca-Cola New Music Award Competition and the opportunity to perform on the broadcast. (mick@mail.sparrowrecords.com)

Nashville, TN – Grassroots Music Distribution and Enter The Worship Circle released the indie project *Enter The Worship Circle: Third Circle*, the third installment of the series, which has sold more than 1000,000 copies. (Rick Hoganson, Hoganson@prodigy.net)

Anaheim, CA – KFSH-FM partnered with Pacific Mortgage & Lending Company to offer free concert tickets to the listening audience to attend "A Very Special Christmas" with John Tesh. Chances to win tickets were given on Tesh Tuesdays, December 9 and 16. (KFSH-FM@lists.salemwebnetwork.com)

New to the e-Store in 2004

E-Mails for Growing Churches
by Elizabeth Crisci

Public Radio Legal Handbook: A guide to FCC rules and regulations
Revised and updated by John Crigler
(National Federation of Community Broadcasters)

Radio Ministry 101: How to Start or Improve Your Radio Broadcast Ministry
by Michael Collins

Revitalizing Your Ministry: Guidelines for Enhancing Your Station's Ministry
by Roger Lonnquist

Successful Christian Television
by Phil Cooke

The Church on the Web: A Hands-On Tutor for the Novice by John L. Hoh, Jr.

The Founder's Almanac
Edited by Matthew Spalding
(The Heritage Foundation)

What Will You Be Taking With You When You Move to Heaven?



*"When you focus on your eternal destination, your purpose for today becomes much clearer."
— Rose Martin*

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Rose will share with your audience:

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- What you need to do while waiting for Jesus' return so you are ready at any moment.
- Keys to knowing if you are fulfilling God's purpose for your life.
- How you can train right now for the most fulfilling and exciting position ever!



Rose Martin is author of "Eternal Life Skills, Improving Your Life Today, While Preparing for Your Future in Heaven," and co-founder of Perfect Will Ministries.

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Reviving Christians

The Revive Our Hearts Trilogy

Nancy Leigh DeMoss

Words of wisdom that Rekindle, Reconcile and Refresh

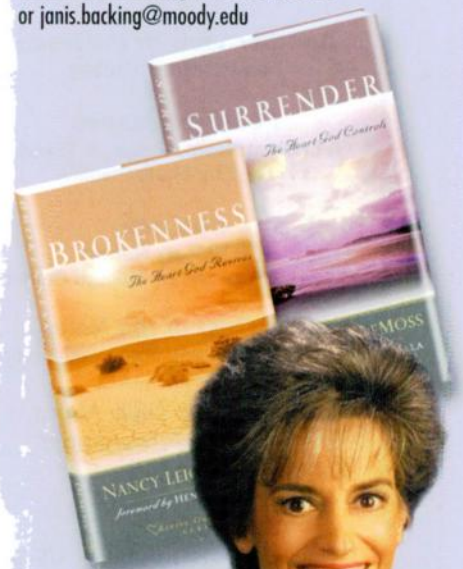
In each book of her inspiring trilogy, Nancy Leigh DeMoss examines one aspect of a Christian's relationship with God, and shows how true joy and satisfaction come only after brokenness, surrender and holiness.

Ministry: Since 1980, Nancy has served as the director of women's ministries and as the editor of *Spirit of Revival* magazine for Life Action Ministries. She also speaks at personal and corporate conferences.

Radio: Nancy is host and speaker for *Revive Our Hearts*, a radio program for women heard on approximately 500 stations.

Interviews/Guest Spots:

Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu



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TRADE TALK



AIRWAVE NEWS TELEVISION



Dallas, TX – The Potter's House TV specials *Follow the Star* and *Behind The Scenes of Follow The Star* aired on BET in

December. Bishop T.D. Jakes taped the special November 5 at the 28,000-member church. Jakes and The Potter's House Mass Choir were joined by Beverly Crawford; Grammy Award-winning Blind Boys of Alabama; Angie Winans; Kirk Whalum; Paul Jackson, Jr.; MaryMary; Smokie Norful; Aaron Neville; El Trio De Hoy; Vickie Winans; Darwin Hobbs; and Donald Lawrence and the Tri-City Singers. (*Zeebozine*, 12/01/03)

Portland, OR – Boisseau FilmWorks, a subsidiary of Pamplin Communications Corporation (PCC), released the first two episodes in the new drama/comedy video series for girls, *The Missy Files*, on November 18. "Adventure at Sun Rock Ranch" and "Changes in the Wind" feature Harleigh Jean Upton as Missy and co-star Maylo McCaslin-Aames as Harleigh's mother, on and off-screen. *The Missy Files* are from the producers of the *Bibleman Adventure* video series. "Adventure at Sun Rock Ranch" and "Changes in the Wind" were written, directed and produced by "Bibleman" Willie Aames and distributed by Crossroads Marketing and CNI Distribution. (*Zeebozine*, 12/01/03)

Naples, FL – Work is underway on a new contemporary Christian music video channel scheduled to debut in 2004 on Sky Angel (www.skyangel.com) nationwide direct-to-home Christian satellite television service. The channel, as yet unnamed, is being developed by Spirit Communications of Columbus, OH, creators of TVU Music Television (www.tvulive.com) and The RadioU Network, which includes a non-commercial FM radio station and national radio network. Both TVU and RadioU air 24/7 nationwide on Sky Angel and feature a Christian music format targeting college- and high school-aged listeners with a mix of hip-hop, alternative and rock music. In other news, Sky Angel began airing *Life In the Word*, the half-hour teaching and ministry program of Joyce Meyers Ministries, on its Angel One network. (Nancy Christopher, Nancy.Christopher@SkyAngel.com)



Fort Worth, TX – Premiering last month, *Tonya's Creative Cooking* is a new cooking program on FamilyNet

(www.FamilyNet.com) designed to encourage average, everyday cooks to think creatively when preparing meals. Chef Tonya Greenfield is the founder of Mama Rose's Gourmet Foods. ([Denise Cook, dcook@FamilyNet.com](mailto:dcook@FamilyNet.com))

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General Sessions

SATURDAY, FEB. 14

12:00 pm

Women's Luncheon: Connecting Hearts, Engaging Lives

– ticket required

SPONSOR: Blue Ridge Broadcasting

SPEAKER: *Star Parker, President, CURE, Los Angeles, CA*



MUSIC: *Shannon Wexelberg, Doxology Records, Franklin, TN*

7:00 pm

Opening Session: Renewing Our Vision

– badge required

SPONSOR: KMA Direct Communication

WELCOME COMMENTS: *SEN. Elizabeth Dole (R-NC, invited)*

SPEAKER: *Chip Ingram, President & CEO of Walk Thru the Bible Ministries and teaching pastor of the Living On the Edge Radio Ministry, Atlanta, GA.*

SPEAKER: *Chuck Swindoll, Chairman of the Board, Insight for Living, Plano, TX*

MUSIC: *Larnelle Harris, Crowne Music Group, Franklin, TN*



MUSIC: *Chris Tomlin, Sixstep Records and CAA, Nashville, TN*

SUNDAY, FEB. 15

10:00 am

Call To Worship

– badge required

SPONSOR: Cornerstone TeleVision

SPEAKER: *Franklin Graham, President, Samaritan's Purse and President, Billy Graham Evangelistic Association, Charlotte, NC*



MUSIC: *Dick & Mel Tunney*

TESTIMONY: *Lois Evans, Senior Vice President, The Urban Alternative, Dallas, TX*



DRAMA: *Max McLean, Fellowship for the Performing Arts, Morristown, NJ*

MUSIC: *Stuart Neill*

Spanish translation available

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Live for Him

1 CORINTHIANS 13:3

Beyond the Call

Ron Cline

BreakPoint

Chuck Colson

BreakPoint This Week

Chuck Colson

Decision Minute

Billy Graham

FamilyLife Today

Dennis Rainey, Bob Lepino

FamilyLife This Week

Bob Lepino, Ashley Escuro

The Garlow Perspective

Jim Garlow

Grace to You

John MacArthur

Grace to You Weekend

John MacArthur

HAVEN Today

Charles Morris

HAVEN Now

Charles Morris

HAVEN on the Weekend

Charles Morris

Hour of Decision

Billy Graham

Joni and Friends

Joni Eareckson Tada

Joyas de la Vida

John C. Willke, M.D.

Keep it Simple

Emilia Barnes

Key Life

Steve Brown

Left Behind Drama Series

Tim LaHaye, Jerry B. Jenkins

Life Issues

Brad Mattes

Life Jewels

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Living Way

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Don Stephens

MOMSense

Eliza Morgan

Portraits of Grace

John MacArthur

PowerPoint

Jack Graham

Precepts For Life

Kay Arthur

Precepts from God's Word

Kay Arthur

Real FamilyLife

Dennis Rainey

Renewing Your Mind

R. C. Sprout

Renewing Your Mind Weekend

R. C. Sprout

Revive Our Hearts

Nancy Leigh DeMoss

Speak Up With Compassion

Wess Stafford

Spend a Minute In It

Lenny & Sid

Telling the Truth

Stuart Briscoe, Jill Briscoe

Think Spots

Steve Brown

Timely Truths

Stuart Briscoe, Jill Briscoe

UpWords

Max Lucado

Voice of Calvary

Jack MacArthur

A Woman After God's Own Heart

Elizabeth George

Women Today

Vonetta Bright

YouthBuilders

Jim Burns

YouthBuilders This Week

Jim Burns



General Sessions

MONDAY, FEB. 16

12:00 Noon

International Luncheon: Working Together To Impact the World

– badge required

SPONSORS:

Romanian
Christian Television
& Little Samaritan
Mission

SPEAKER: Michael
Cassidy, Founder
and International



*Team Leader, African Enterprise,
Pietermartizeburg, South Africa.*

*MUSIC: Motivo,
Crowne Music
Group, Franklin
TN*



4:00 pm – 5:15 pm

Super Session: Public Policy – The State of Religious Broadcasting: Access Denied

– full registrant badge required

Sponsor: The Visual Bible

MODERATORS: Janet Parshall, Host,
Janet Parshall's America, Arlington,
VA; Stuart Epperson, Chairman, Salem
Communications Corp., Winston-
Salem, NC

7:30 pm

NRB Media Awards

– badge required

Pre-release viewing of *The Passion* following
awards ceremony

Spanish translation available

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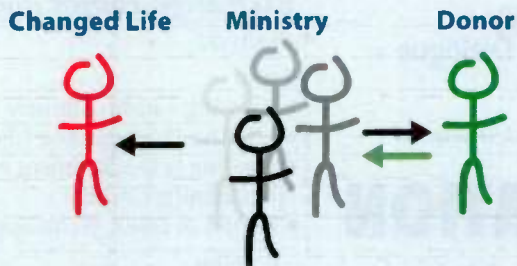
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Are You Talking to Yourself?

MANY MINISTRIES ARE.

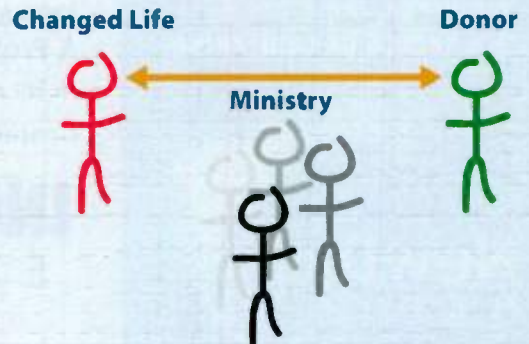
Unfortunately, many ministries today are unintentionally talking to themselves in their donor communication, failing to involve the very people they want to talk to — their donors. Chances are, your donor communication model looks like this:

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General Sessions

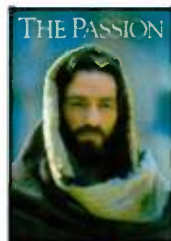
SPONSOR: WLMB-TV

*Emcee: Kirk Cameron,
Living Waters Publications*

*Music: Shane
Barnard & Shane
Everett, Inpop
Records*

*Music: The Talley
Trio*

*MUSIC: George Rowe,
Rocketown Records,
Nashville, TN*



PRE-RELEASE VIEWING:
*The Passion, directed
by Mel Gibson –
budget required*

**Open to all NRB
Registered
Convention
Attendees**

TUESDAY, FEB. 17

7:30 am

**Innovation Exchange:
A Problem Solving Dialogue –
ticket required**

Continental Breakfast Included

INNOVATION EXCHANGE *A problem solving dialogue*

New to NRB this year, the Innovation Exchange promises to be a hotbed of lively discussion and innovative thinking. Twenty small groups will be meeting about a spectrum of topics related to some of the most pressing issues facing

communicators and ministry leaders. You can be directly involved by asking the group for ideas and resources to meet your current challenges or by sharing your success stories. Think of it as an Internet forum or listserv without the Internet — a dynamic time of interaction and peer-to-peer resource exchange!

Use your registration form to register for the Innovation Exchange, which includes a continental breakfast. When you arrive at the convention, visit the “NRB Concierge Desk” in the lobby to register for your topical discussion. Each topic will consist of 20 participants around an open table and will be led by a group moderator, who will help guide the discussion. Every participant is encouraged to share ideas and ask questions.

The Innovation Exchange features a variety of topics to meet each segment of the Christian communications industry. Some topics of popular interest will have multiple groups meeting to allow greater participation. Here is a sampling of some of the topics (subject to change).

Sampling of Innovation Exchange Topics (subject to change):

Radio

- Growing a Radio Ministry
- Effective Programming Choices
- Funding & Development of Programming Content
- Impact of Latest Technology

TV / Film

- Growing a TV Ministry
- Effective Programming Choices
- Funding & Development of Programming Content
- Impact of Latest Technology

TV, Radio & Internet

- Politics, The Gospel and Broadcasting
- Covering News and Current Events



from a Christian Newsroom

- Developing On-Air Talent

Publishing / Products

- Identifying Winning Partnerships Between Publishers and Broadcasters

Agency / Consulting

- The Challenges of Being Relevant and Cutting Edge in Today's Society

Internet

- Web Development Strategies
- Latest Web Technology (Tips & Tricks for Technical Staff)
- How to Communicate Internationally

Church Media

- Integrating Technology into Worship
- Working With Your Pastoral Staff

International

- Developing & Maintaining an International Broadcast

Management / Finance

- Proper Care of Donors
- Senior Level Staff Challenges to Managing a Ministry
- Managing and Motivating Employees Plus Training and Maintaining Quality Volunteers

Legal / Copyrights / Licensing

- Critical Legal Issues Facing Broadcasters (includes Music Licensing)

4:00 pm – 5:15 pm

**Super Session:
Defending The Faith In The
Public Arena**

– full registrant badge required

PRESENTER: John Piper, Bethlehem Baptist Church, Minneapolis, MN

The all-satisfying beauty of Christ is the ground of the Gospel and of the life that gives it credibility. Therefore, seeing, savoring and showing that beauty

 **Spanish translation available**

PRO-LIFE *perspective*



Wanda Franz, Ph.D.

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Workshops

is the deepest duty of all defenders of the faith. "Father, I desire that they also, whom you have given me, may be with me where I am, to see my glory" (John 17:24). If we don't see it, we can't savor it. And if we don't savor it, we won't show it. And if we don't show it, the world will perish. The greatest struggle is to see — for the world and for us.

7:00 pm

Banquet: Renewing Our Vision

🌟 – ticket required

SPONSOR: World Vision

SPEAKER: John Piper, Senior Pastor, Bethlehem Baptist Church, Minneapolis, MN



SPEAKER: Adrian Rogers, Chairman of the Board, Love Worth Finding Ministries, Memphis, TN

MUSIC: GLAD, Glad Productions, Purcellville, VA



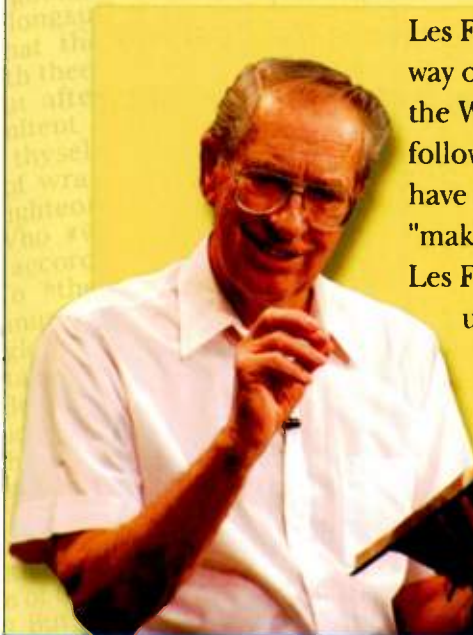
MUSIC: George Beverly Shea, Billy Graham Evangelistic Association, Charlotte, NC



MUSIC: Kurt Kaiser, Tyndale House Publishers, Carol Stream, IL

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WED., FEB. 18

9:00 am

Presidential Session

– badge required



SPEAKER: President George W. Bush (Invited)

🌟 Spanish translation available

"There were a lot of times I went down the driveway with tears in my eyes because I didn't want to go. I knew it would be days or weeks before I would see her again."

BILLY GRAHAM

"Ruth has always had a thing for the underdog—the person who was on the outside . . .

if they believed or not, she was their friend."

LEIGHTON FORD

"Ruth Graham, married to one of the most famous men who ever lived, is unafraid to let you know that she has suffered. She's unafraid to let you know she feels depression and pain and anguish. I love that in her."

JAN KARON

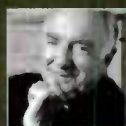
"I look at her and I think, How can a person become that way? I don't think her life *reflects* her faith; I think her life *is* her faith."

BERDJETTE TCHIVIDJIAN BARKER

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TRADE TALK

Workshops

RADIO

Monday, 9:00 am - 10:15 am
FCC Update - Part 1

Monday, 10:30 am - 11:45 am
FCC Update - Part 2

Monday, 2:30 pm - 3:45 pm
Programming Strategies for the 21st
Century ☀

Monday, 2:30 pm - 3:45 pm
Watchman on the Walls: News as Part of
Your Ministry

Tuesday, 9:00 am - 10:15 am
Good to Grand - 25 Things You Can
Start Doing Tomorrow To Reach More
Listeners For Christ

Tuesday, 10:30 am - 11:45 am
Political Programming in an Election Year

Tuesday, 2:30 pm - 3:45 pm
Finding Funding For True Ministry

Tuesday, 2:30 pm - 3:45 pm
Think Locally, Act Globally: Selling to the
National Market

TELEVISION

Monday, 9:00 am - 10:15 am
What Women Want: Capturing the Female
Audience

Monday, 10:30 am - 11:45 am
DVD & DTV: The Unlimited Potential of
Digital Production & Broadcasting

Monday, 2:30 pm - 3:45 pm
Making It Real: The Christian Response to
Reality TV

Tuesday, 9:00 am - 10:15 am
Lessons From Network TV News

Tuesday, 9:00 am - 10:15 am
Power Public Relations:
What Do They Think of When They Think
of You? ☀

Tuesday, 10:30 am - 11:45 am
Show Me The Money! The Future of
Fundraising and Financing Christian
Television

Tuesday, 2:30 pm - 3:45 pm
Future Trends:
Stop Chasing the Big Dog's Tail and Start
Leading the Pack

Tuesday, 2:30 pm - 3:45 pm
Going Global:
Taking Your TV Ministry to an
International Audience

INTERNET

Monday, 9:00 am - 10:15 am
Get In the Stream

Monday, 10:30 am - 11:45 am
FLASH - Engaging Your Audience
Using Animated and Interactive
Content

Monday, 2:30 pm - 3:45 pm
Internet: The Doctor Is In Again -
Website Clinic

Tuesday, 9:00 am - 10:15 am
Guerrilla Internet Marketing

Tuesday, 10:30 am - 11:45 am
Building a Strong Integrated Revenue
Model ☀

Tuesday, 2:30 pm - 3:45 pm
Keeping Your Web Presence "Fresh"

CHURCH MEDIA

Monday, 9:00 am - 10:15 am
Lessons We Can Learn From Thigh
Master, Ginzu Knives, and Popiel's Pocket
Fisherman

Monday, 10:30 am - 11:45 am
How to Buy and When to Buy Time For
Your Ministry

☀ *Spanish translation available*

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10:00 p.m., Room 208A

Special Alumni Event
(Regent Alumni Only)
Sunday, February 15, 2004
6:00 p.m., Room 213 B & C

Workshops

Monday, 2:30 pm - 3:45 pm
Media Ministry & Money

Tuesday, 9:00 am - 10:15 am
Church Radio: Thinking Outside the Box

Tuesday, 10:30 am - 11:45 am
Transition to Digital: What Does It Mean
For My Ministry?

Tuesday, 2:30 pm - 3:45 pm
Show and Tell

INTERNATIONAL

Monday, 9:00 am - 10:15 am
What the Local Station Can Do
Internationally

Monday, 2:30 pm - 3:45 pm
How To Get Involved in Radio Ministries
Worldwide

MARKETING

Monday, 9:00 am - 10:15 am
Event Fundraising: Educate, Inspire,
and Involve!

Monday, 10:30 am - 11:45 am
Creating Effective Newsletters

Monday, 10:30 am - 11:45 am
Branding: Why Everything Matters...How
It Works

Tuesday, 9:00 am - 10:15 am
How Would Jesus Market?
The Biblical Imperative for Good
Marketing

Tuesday, 10:30 am - 11:45 am
Relating Development & Marketing to
Fulfillment

MORE...

Monday, 9:00 am - 10:15 am
Leadership for Effective Media Ministry

Tuesday, 9:00 am - 10:15 am
How To Get That Job in Broadcasting

Tuesday, 10:30 am - 11:45 am
The Power Of A Good Question:
Five Questions Your Organization
MUST Ask

Tuesday, 10:30 am - 11:45 am
Tapping Into The Heritage Foundation's
Resources for Programming Content

 Spanish translation available

PREMIERE EPISODE

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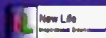
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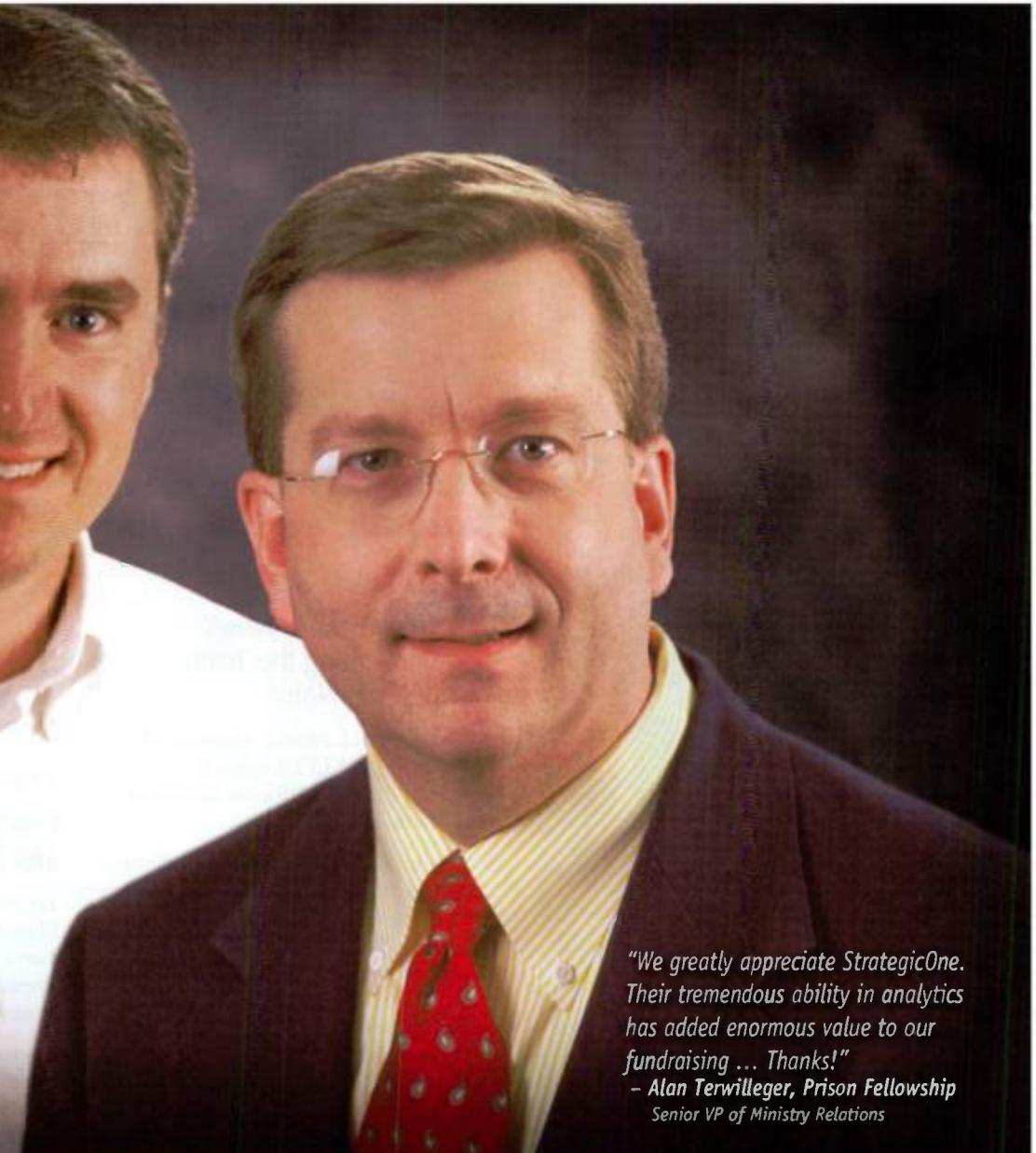
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TRADE TALK

Boot Camps

RADIO

Saturday, February 14

9:00 am - 10:30 am

Can You Hear Me Now? Communicating the Truth Through the Noise

SPEAKER: *Chuck Finney, Director of Programming, KLTU/Dallas & National Program Director of Salem Fish Music Stations*

We live in the world's first over-communicated society. Every day, radio listeners are bombarded with thousands of messages from multiple sources. So, how do you compete to be heard above the din of the crowd? This seminar will give you the tools you need to understand and reach your listeners, while effectively communicating the truth through the clutter.

10:30 am - 11:30 am

Whose Ministry Is It Anyway?

SPEAKER: *Tom Atema, General Manager, Blue Ridge Broadcasting, Black Mountain, NC*

This panel discussion will present a behind-the-scenes look at how a 40-year-old radio ministry successfully answered

this question and brought the Gospel to more listeners in the process. What led them to the decision that changes had to be made? How did they face the brutal facts and deal with the board, staff, and listeners in implementing the change? If you're facing tough decisions and want to view a biblical model with practical application for managing change in your broadcast ministry, this is a session you'll want to attend.

12:30 pm - 2:00 pm

Effective Audience Research: The Power of Knowing

SPEAKERS: *Jim Marshall, General Manager, WMHK-FM, Columbia, SC; Larry Rosin, Co-founder and President, Edison Media Research Co., Somerville, NJ*

Has today's audience research made us more effective communicators or simply squeezed the creativity out of the art? In this session, we'll wrestle with that issue while surveying the basic approaches to audience research. We'll also study real-world examples of research projects and tackle the tough questions about the role of audience research in the world of religious broadcasting.



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TV/FILM

Saturday, February 14

9:00 am - 2:30 pm

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Idea Explosion - The Art and Science of Brainstorming

Section 2 – Secrets of Direct Response

The Importance of Results

Section 3 – Producing

Producing contemporary, compelling, and relevant television spots and campaigns

Section 4 – Marketing & Promotion

How to reach an audience with impact; understanding the importance of demographics

LEADERSHIP

Saturday, February 14

9:00 am - 2:30 pm

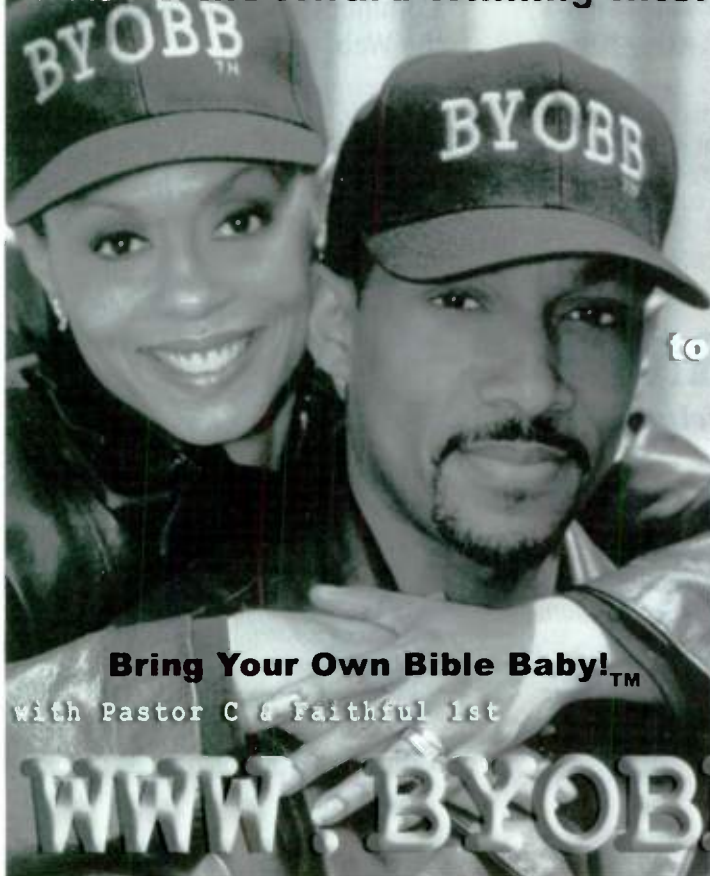
Lessons From Good and Bad Leaders

Based upon the writings of John Maxwell & Jim Garlow in *The 21 Irrefutable Laws of Leadership – Tested By Time*.

SPEAKER: Dr. Jim Garlow, Senior Pastor, Skyline Wesleyan Church, La Mesa, CA

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Dr. Jim Garlow, senior pastor of Skyline Wesleyan Church in La Mesa, California, is a best-selling author, sought after speaker, and an acknowledged expert on both church history and leadership principles. Dr. Garlow holds a Ph.D. in Historical Theology from Drew University and hosts the radio program, The Garlow Perspective.

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All of us can name good leaders and bad leaders. What was the difference? What are the key indicators that a leader is headed for trouble – whether it be a country, a company, a church or a Christian ministry?

Conversely – and admittedly, much more positive – what are the indicators that a leader is taking the organization or ministry forward to a bright and effective future?

Christ, Orlando, FL; Steve Goddard and Simon Jenkins, Editors, www.shipoffools.com

In cooperation with the Internet Evangelism Coalition (IEC), a coalition of major ministries and denominations, NRB offers an in-depth look at the impact of the Internet on our job as Christian communicators. The IEC, an office of the Billy Graham Center at Wheaton College, exists to “stimulate and accelerate Web Evangelism within the worldwide Body of Christ.” Join with us as we look at the whole area of Internet Evangelism and the opportunities it provides.

Internet 2 – Communicating Effectively on the Web

MODERATOR: J. Sebastian Traeger, President, Christianity.com, Alexandria, VA

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- Creative Excellence: Attractive Design, Consistent Navigation and Clear Communication of Mission
Panel led by Michael Shafer, Creative Director, OpenBox9
- Content Is King: Building an Extensive Resource Library and Keeping It Fresh
Speaker: TBD
- Guerrilla Promotion: Online, Offline, Search Engines, E-mail and Grassroots

INTERNET

Saturday, February 14

9:00 am - 2:30 pm

Internet 1 – Evangelism

MODERATOR: Robby Richardson, Chairman, NRB Internet Committee

PRESENTERS: Dr. Sterling Huston, Billy Graham Evangelistic Association, Minneapolis, MN; Keith Stonehocker, Christianity Today, Carol Stream, IL; Alan Beeber, Campus Crusade for

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Panel led by Richard Randolph, Amusement Ride, Air Craft & Internet Promoter Extraordinaire

- Nerds Welcome: Data Integration, Tracking Mechanisms and Results

Speaker: Duncan Rein, CEO, Christianity.com, Alexandria, VA

- Web Ministry Audit

Your turn! Send us your site. The panel will evaluate it and give practical suggestions. E-mail your URL in advance to Sebastian@christianity.com for consideration.

CHURCH MEDIA

Saturday, February 14

9:00 am - 2:30 pm

The 2004 NRB Church Media Boot Camp focuses on two critical, but often under-appreciated areas of production: lighting and audio. Kent Morris and Paul Wonsek, two nationally-known industry professionals, lead intense two-hour sessions to give you a better understanding of technical principles that will take your church production to the next level.

Audible Images: Understanding Audio for Video

Sound isn't an afterthought; it's a vital part of your visual communication. Learn how to create professional audio tracks for video productions. Kent Morris will lead you down the path of excellence, from proper gain structure, through mic-ing technique and into the digital future. Learn how to develop a mix that translates for video while taking as little time as possible away from your video and lighting duties.

Lighting Design: Fundamentals, Functions, Fabrics and Fun!

Paul Wonsek leads this informative session that shows you how creative lighting techniques improve the appearance and mood of your worship center.

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- Dealing with ambient light
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Inspiring Member: Pastor David Jesson/Action House Perú

At NRB 2003, Action House Perú Productions (AHPP) received the inspiration to challenge tradition and launch a new type of Christian show. AHPP is a new member of NRB, and it was the ministry's first conference.

We had no idea we would leave with the idea to design and film an innovative show that would be produced completely in Perú. The show, *Abundante*, has a formatted script designed to be a seed-planting show that crosses over into the secular market. Many of the show's ideas originated



from Phil Cooke's presentation at the TV/Film Boot Camp at NRB 2003.

Abundante – more than a cooking show is produced at Dream Center Perú through the Action House Perú multimedia school. The majority of *Abundante's* crew is comprised of interns from poor churches across the jungles and mountains of Perú. These students have no money to attend college or help bring technology into the churches in their nation. They receive a one-year scholarship, the opportunity to excel and the possibility of continuing with the apprentice program. Each intern learns administration, leadership, multimedia, drama, dance, cell group management, theology and the Metro Kidz programs. Each multimedia apprentice learns sound, camera, production and post edit. The Center also has a multimedia missionary program and trains missionaries from around the world.

My wife, Andrea, and I founded Dream Center Perú in August 2001. Before becoming missionaries, Andrea was a nutritional consultant and I taught culinary arts. This afforded us the opportunity to work with celebrity chefs such as Hiroka Shimbo, Craig Clairborne and Graham Kerr (who is an advisor on *Abundante*).



During the early '90s, we began an evangelistic ministry in Delaware feeding millions, then moved to Los Angeles to work for Pastors Tommy and Matthew Barnett. While there, we were asked to develop a Dream Center in Perú. Our vision always has been to conquer hunger and poverty with the Word of God, which we are accomplishing through Dream Center Perú. More specifically, *Abundante* permits us to see some of this vision become reality by promoting biblical family morals and values on an international scale.

The script was designed with several goals in

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mind, many helping to better serve our mission field, the country of Perú. We thought, if a show could be produced that could help the nation economically by building capacity, then the existing percentage of extreme poverty could be reduced. *Abundante* primarily is trying to promote the beauty of Perú, hoping to boost its tourism and thereby providing job security to the many poor people working in the tourism industry. Instead of shooting a normal cooking show in a studio, the show is filmed live in beautiful and spectacular areas across Perú: in front of water falls, in the jungle, on an oasis and so forth.

Abundante's second goal was to reveal some of the great produce and products of Perú, such as avocados, asparagus and citrus. The script was designed to cover a food's process from the farm to the plate. Viewers experience going into the jungle to see how coffee beans are grown and processed, watching artichokes being harvested on the coast, and viewing how olives are picked, packaged and shipped.

The key was producing a show that would reach families worldwide by teaching values based on the Word of God while still keeping the attention of an audience. For this reason, each show has two themes, the product and the message. Each product has a recipe, for which the preparation and presentation are shown. The recipes are not complex and are easily reproduced in the home. A biblical message is interwoven throughout the show. A strategy was created to get the audience thinking about the topic of the message while they enjoy the other parts of the show. This is accomplished through random street interviews with questions related to the theme.

During the preparation of the recipe, Chef David switches hats to Pastor David to bring the message, which never lasts more than five min-

utes. A message overview is given during the closing, as well as a call to action. A few examples of the themes: Avocados & Gentleness, Coffee & Building a Communication Bridge, Asparagus & Gossip.

The series includes 26 programs; the first several already are in release and the series will be finalized this spring. We are receiving tremendous responses and requests from networks worldwide. The show began airing in New Zealand in October and in Australia in December. Spring releases are scheduled in North America and Europe.

The street interviews are in Spanish and are subtitled since the show is in English. Our second phase includes dubbing, which will allow release to the Spanish communities of Central and South America. The program is being released for free, helping the country in which it is being produced.

Abundante has brought favor to AHPP, and ultimately Dream Center Perú, helping serve thousands of moms and children every week. It has given AHPP credibility and confidence with the government as well as private industries, allowing

us to build relationships of future benefit. A top U.S. official in Perú loves the show and is a frequent guest in our home.

Internationally, NRB is expanding its influence and AHPP is honored to be a part of the organization. We believe *Abundante* will help other programmers to break out of the mold of just another "pulpit show." Our industry often hears that the networks are searching for compelling, high-quality content. We think we have a program that answers their search. Many thanks to our fellow NRB members who encourage new members to flourish!

Pastor David Jesson is president of Action House Perú, based in Lima. Contact him at djesson@aol.com.



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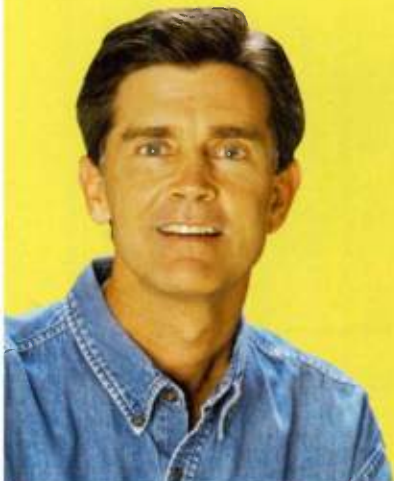
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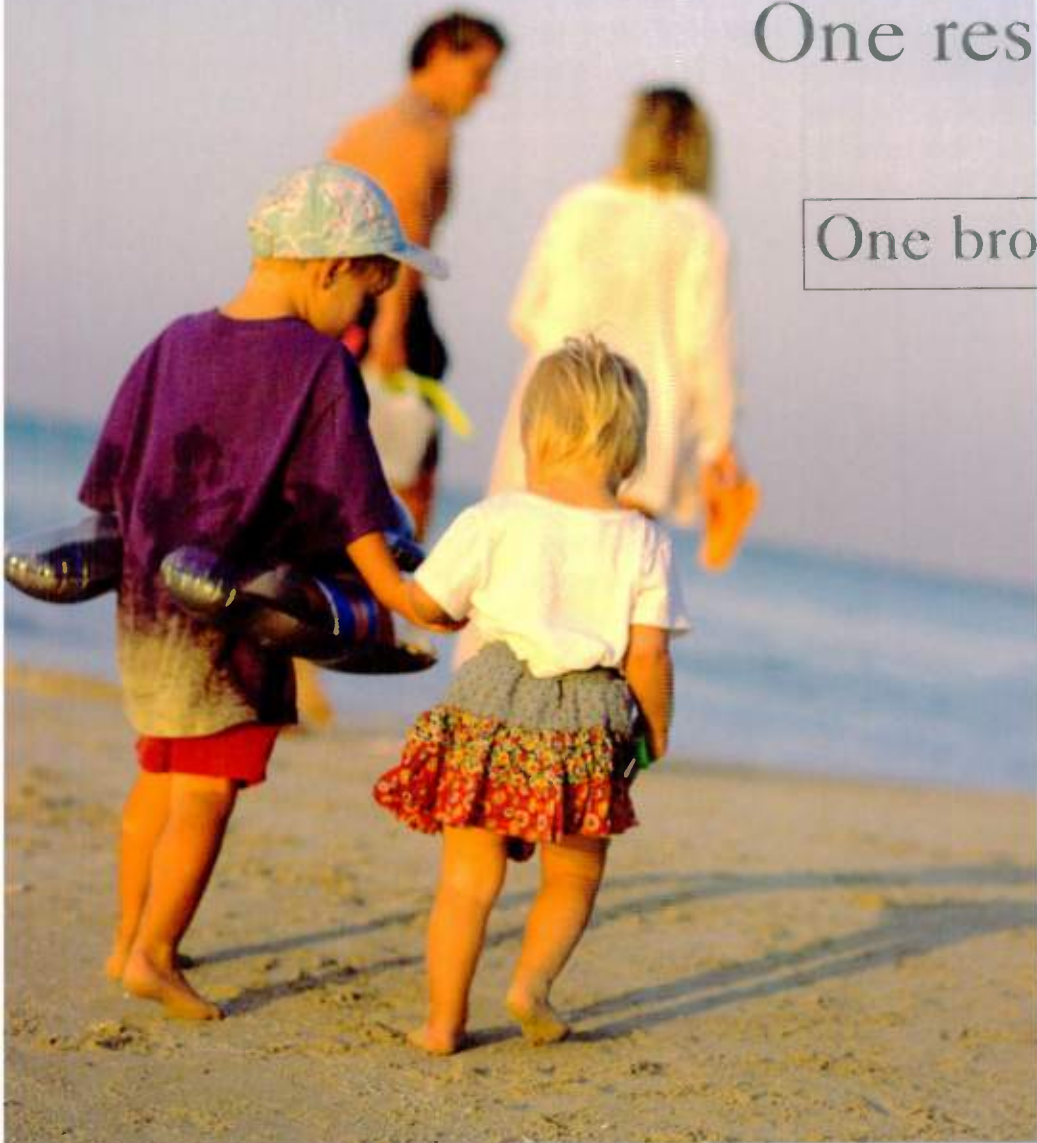
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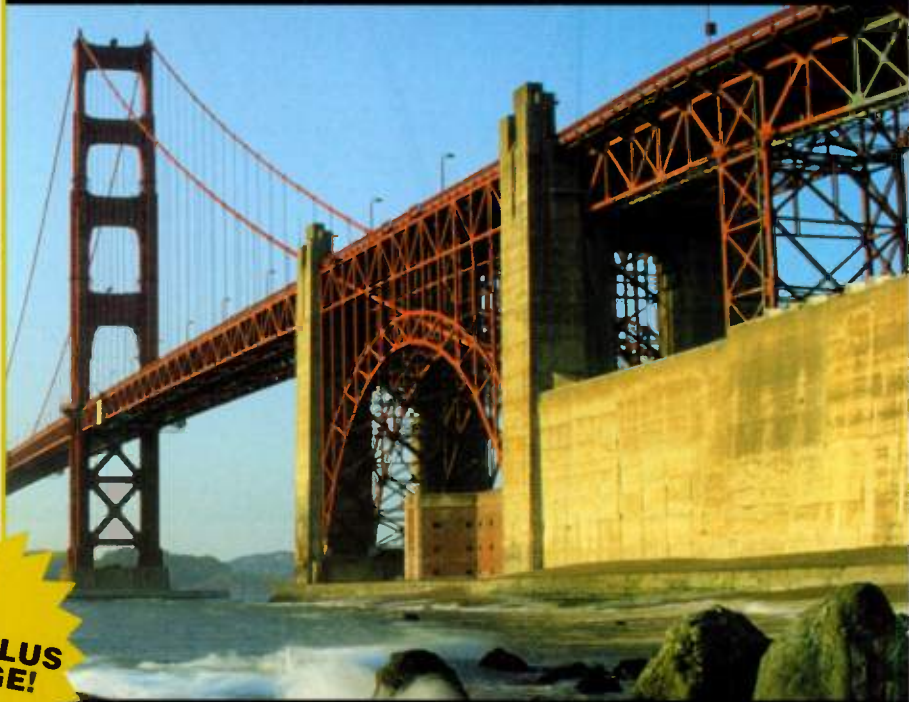
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The Post-modern Church Building

BY JIM COUCHENOUR

I *Imagine a church where...*

- *Attendance is recorded through fingerprint technology*
- *Offerings are given by a swipe of a debit card*
- *You choose your musical style*
- *The speaker interacts with a life-size hologram of Moses*
- *Touch-screen art galleries and wireless computer hook-ups are commonplace throughout the facility*

We are now in an “experience” economy where the process of buying and selling is measured both monetarily and experientially. With this experience emphasis in mind, entering this building gives you a sense that you have just entered into a beautiful floral and botanical garden. Earthy elements such as abundant flowers and trees are combined with a large central waterfall and natural light from skylights above.

Center Atrium

The center atrium is much like an “Embassy Suites” area with the addition of interactive touch-screen art galleries, computer terminal hook-ups and Scripture verses from the Psalms placed throughout the greenery. A large gas plasma screen on one side gives the opportunity for friends to meet and experience a church service or seminar while at a table drinking coffee from the Higher Ground coffee shop.

Computer kiosks provide new guests with links to Christian Web sites, church information and archived reference materials. They also allow newcomers to interact with the staff via e-mail. Hard copy materials can be immediately printed at a central printer. Existing members can contribute tithes and offerings through stewardship stations that accept debit cards via instant fingerprint access technology.

Interactive Zone

Next to the atrium is the interactive zone. This includes three round pods that present an IMAX-like theater presentation of stories from the Old and New Testament. In the center of each pod are life-like representations of elements from the particular story being experienced. This could include elements such as a Roman cross, palm branches and a sling much like David would have used to slay Goliath.

Instruction Theaters

From the interactive zone a churchgoer enters one of four instruction theaters that vary in size. These theaters allow for a number of ministry opportunities. For worship, you would have your choice between music ranging from a single acoustic guitar player to an alternative Christian rock band. Large screens at the front would be used to display additional musical offerings and teachings from the pastoral staff and other Christian specialists on a variety of topics.

Each seat contains infrared hookups, a pop-up writing table and a small computer with access to the Internet and searchable databases. Throughout the week, various seminars and teachings are offered in these theaters. All functions of the building are remotely controlled under these theaters. Security, lighting, video recording, projection and post-production are housed here.

Worship Center

The octagon worship center is at the other end of the building and contains four to eight large projection screens. Since multiple congregations may use the same space, each screen can be programmed to provide images that support the preferences and traditions of the congregation. Liturgical services may show one image of a stained glass, whereas Gen-X services would involve multiple images that are constantly moving and evolving. The space is flexible to allow for dramatic presentations, musical concerts and even a three-dimensional hologram projector for life-like dramatizations. Each of the seats is equipped with modem and infrared connections that allow for live interaction from the congregation to the speaker. Smart lights are controlled from the central control room to create the right ambience for presentations. Special spray systems are installed to provide experiences of mist and fog. These would augment teachings such as when the glory of God filled the temple or Noah and the Ark. Outer "living rooms" provide an area for those who wish to speak to a church staff person at any time. Heat sensors alert the control room personnel who then radio a staff person.

Children's Zone

The children's zone is adjacent to the atrium, with a large window separating the two areas. Parents can monitor their children's activity through this window. Those who are not within sight are given a special video screen monitor. This allows them to see their child at any time. The children's zone also includes a recreation area that houses multiple video games based on biblical characters and stories. Learning centers reward children with tickets

to additional games as they answer Bible questions correctly. A miniature golf course allows parents and children to putt their way through Old Testament events such as the parting of the Red Sea.

Recreational Zone

The last major area is a recreational zone that holds multiple activities. Customized flooring allows flexible set-up and video cameras broadcast all events to a website for disabled family members and others to view at anytime. This area also serves as overflow via large projection screens for concerts and other gatherings.

Contact Zone

A smaller, but important area is the contact zone. This area contains individual rooms that surround a center media resource room. Each room is designed and decorated to replicate living rooms in a home where smaller groups can meet in a much more intimate setting. Floor lamps, large windows and comfortable furnishings contribute to the warmth of these rooms. Resources are readily available for study and discussion.

Administration

Administrative space is laid out in office groupings of five or six rooms. A central administrative area serves each of the offices with much of the support coming from remote locations through telecommuting and freelance services. Each staff person involved in presentations has a miniature view of the worship area and theaters for planning and brainstorming on upcoming presentations.

Why a building like this? Every major transition in history began with a corresponding architectural paradigm shift. As we seek to design ministries that reach post-modern culture, we will need buildings that allow for effective, innovative connection points to those who are searching for spiritual fulfillment. This post-modern prototype building facilitates high tech and touch ministry with the goal of people coming to say, "Hi, Jesus."

Since 1983, Jim Couchenour has partnered with hundreds of churches to design and build new facilities through his work with Cogun Industries, Inc. Most recently, he has developed "Building the Church After Building the Facility," an outreach/assimilation plan for churches that are building. He also is a volunteer worship leader at New Hope Community Church in Boardman, OH, and is currently working on solutions to bridge the gap between the church and the unchurched. Contact him at jrc@cogun.com or 800-258-5540.

Developing a Risk/Crisis Response Team

BY LEE MILLER

Recently, the church I attend became an evacuation center for hurricane victims from the Gulf coast. Weeks before, we prepared an emergency response plan to organize our congregation for just such an event. This planning helped us to minister to more than 400 people who called our church building home for a couple of days. A Risk and Crisis Response Team can be a great public relations tool. Not only do the people who are directly affected by the crisis receive ministry from your church, but also the community sees your church as a place that attends to the physical needs of people as well as their souls.

The team should meet on a regular basis to assess risks such as building problems, security during regular church events and preschool area protocols. As for Crisis Management, the team should create plans that can be activated at a moment's notice for a variety of situations. Don't forget to interact with your community Emergency Management Team. Most likely, your team will be invited to participate in required emergency drills. This can help evaluate your team's response. Prepare your team before it is needed. Following are some suggestions on getting started.

To build your crisis risk/crisis management team, you will select members and provide the authority, resources, and funding they will need to act. The team will need to determine its strategies.

Selecting Team Members

An ideal risk/crisis management team includes between three and eight members and may include necessary subcommittees, depending on the size of the church and the type of ministries in which the church is involved. Members may include those who are current or former:

- construction contractors
- facilities managers
- law enforcement officers
- medical professionals
- personnel directors
- public relations personnel
- others who desire to serve

Suggested sub-teams:

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Provide Authority, Resources and Funding

The church administrative body should officially affirm the formation of the team, and give it the authority to act. It is important that the team also be provided with the necessary resources (equipment, funds, support staff) to carry out its ministry. Many teams can be formed with minimal costs, sometimes as little as \$500 to \$1,000. These costs might include funds for training and an initial resource library. The risk/crisis management team also will need the funds necessary to make any physical changes the church feels are needed to adequately protect members, visitors and property. These costs can range from minimal to quite expensive, depending on the size and commitment of the congregation and leadership, and will be determined over a period of time as the team develops a comprehensive plan.

Determine Team Strategies

Once selected, the team should be concerned with the following general strategies:

- Identifying risks and potential crises
- Analyzing the impact and scope of the risks and crises
- Selecting the best risk and crisis management techniques
- Implementing appropriate techniques and responses

More specifically, once the team is selected, it should set out to accomplish the following:

- Become informed
- Establish protocols and safety inspection forms
- Establish and maintain a regular inspection schedule
- Recruit inspectors
- Review insurance coverage
- Motivate the congregational members
- Provide feedback to leaders
- Develop crisis management contingency plans

Key Components of a Church Risk Management Policy

The following areas should be covered in an initial church risk management policy. Other areas should be added as needed.

- Financial safeguards
- Hiring employees and selecting volunteers
- Property safety and security
- Transportation
- Youth and children's ministry
- Crisis management

Procedures for an Incident

- Call 911 or immediately notify the appropriate emergency response agency
- Notify staff, beginning with the appointed staff liaison

- Engage Crisis Management Team
- Follow plan for specific action
- Interact with the organization requesting shelter (i.e., Red Cross, city, nursing home, industrial facility, etc.)
- Provide a representative knowledgeable of church capabilities to serve at the Emergency Operations Center
- Assist in transportation and parking of evacuees
- Keep an accurate list of evacuees, including where they are from and their future destination upon leaving the facility; collect contact numbers for individuals and closest relative contact information
- Provide the church number, contact information, an outbound calling area and long-distance calling cards to evacuees
- Assign members to provide snacks and food for evacuees
- Arrange for bedding and toiletries if an overnight stay is required
- Assign a "Staff Person in Charge" for shifts
- Assign members for security of facilities and parking area
- Assign a media contact person
- Assign a medical person on-premise for all shifts

Crisis to Consider

- Natural or man-made disaster
- Terrorist
- Environmental
- Incident involving a church member
- Incident with a staff person
- Incident with a church sponsored trip or event
- Legislative or court actions
- An outside incident that enacts the church's emergency management plan

More Information

Please share these ideas with others so we can reach more people for Christ through crisis management and good public relations. For more information on crisis management, visit www.msget.com/churchpr/Crisis.htm.

Lee Miller is a principal with Media Services Group (MSG), based in Lufkin, TX. Miller has been involved in public relations for more than 15 years. He has worked in commercial television news, creative services, promotions and public service, and serves on NRB's TV/Visual Media Committee. Contact him at lmiller@msget.com. Visit www.msget.com/churchpr to see MSG's Church PR Newsletter.

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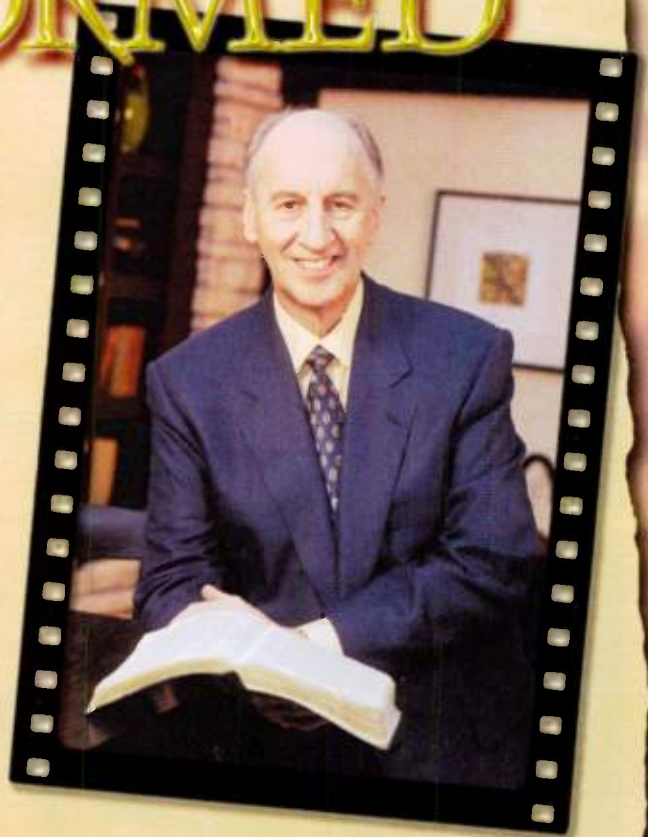
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Ten Predictions for the Church by 2010

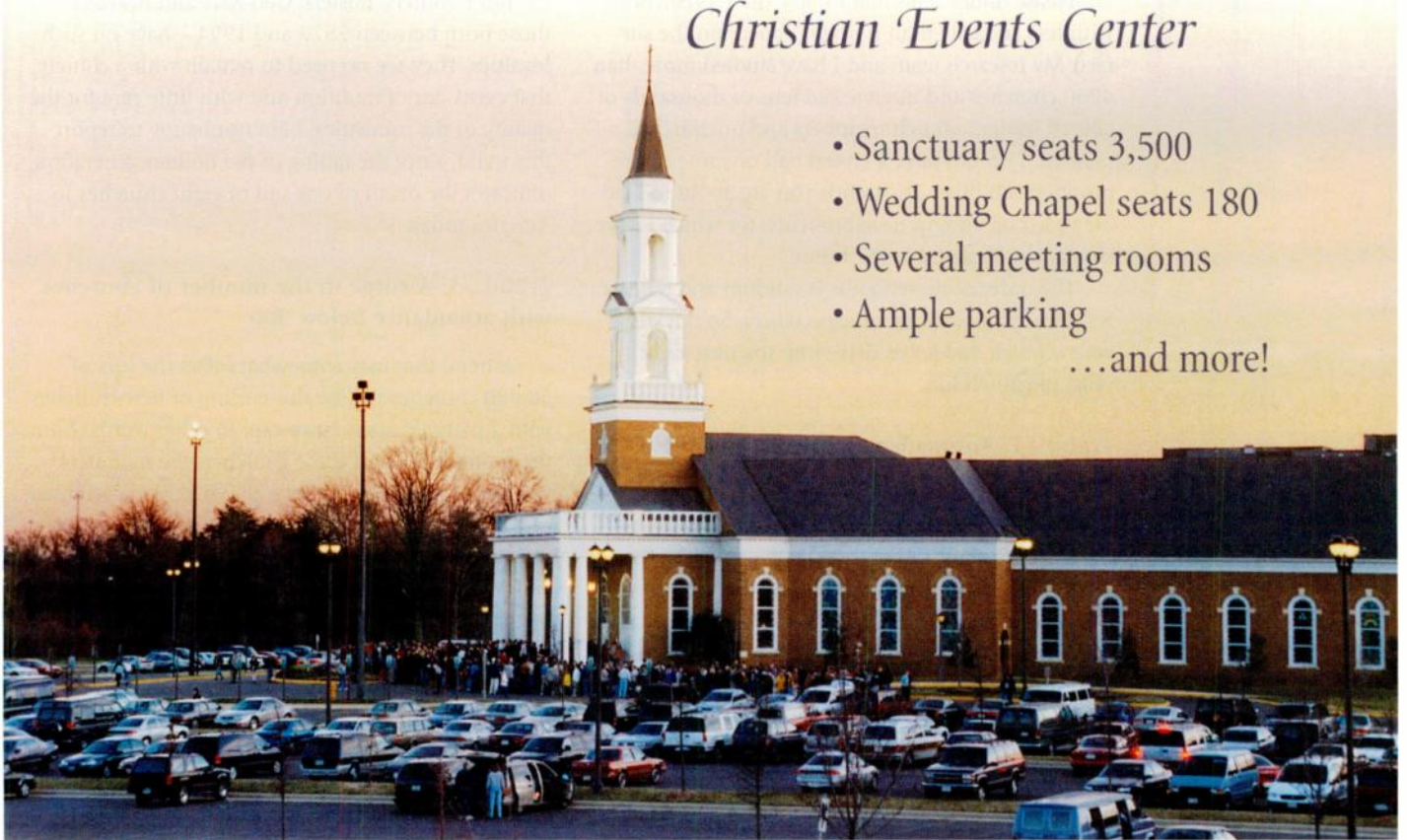
BY THOM S. RAINER

I have some level of enjoyment looking at old predictions. Those pundits of the past seemed very informed at the time of their predictions. Years later they often look like some of the most uninformed people in their respective fields. I realize that I take the same risk in projecting trends for the Church. Predictions are precarious in any field, and maybe particularly so for the Church. The American church has seen more changes in the past two decades than the previous eight decades combined. Who would then be so audacious to foretell for the Church? Such is the risk I take in writing this article.

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Please understand that I make these predictions with less audacity than it might appear on the surface. My research team and I have studied more than 4000 churches and interviewed tens of thousands of church leaders, church members and unchurched persons. I do not have a crystal ball or some future prophetic abilities. The trends you are about to read are based on current developments, for which I have simply extrapolated to the future.

The order of these trends is random and reflects no priority or certainty of expectation. So buckle your seatbelt and let us delve into the next eight years of church life.

Trend #1: An increasing interest in spiritual warfare

The wildly popular *Left Behind* book series is only symptomatic of the increasing interest in the world of spiritual warfare. And after the many pronouncements of the reality and presence of evil after 9-11, people across America are seeking answers in a world where evil is a real and present reality.

How will church leaders respond? There naturally will be the extremes present in any movement. On one hand, some churches will continue to ignore the reality of the demonic world as if Ephesians 6 has little to do with their day-by-day existence. On the other hand, there will be churches that see demonic activity in every phase of the church life. Church members must be taught the biblical balance of the supernatural world. Church leaders also must be taught the biblical percepts of spiritual warfare. In a survey we did of 23 seminaries, only seven taught any courses related to spiritual warfare; leaders of those seven seminaries indicated that the courses were among the most popular.

Trend #2: The closing of 50,000 churches

Thousands of churches are on the precipice of closing. The conventional wisdom was that churches were tenaciously stubborn and could keep going for years. But those churches were led by the Builder generation, those born before 1946. The churchgoing Builders attended churches out of loyalty and tradition. They often would remain loyal to a church despite deteriorating quality and attendance.

But Boomers, Busters, Gen-Xers and Bridgers – those born between 1977 and 1994 – have no such loyalties. They see no need to remain with a church that exists out of tradition and with little care for the quality of the ministries. I am not happy to report this trend, since the fading of the Builder generation indicates the death of one out of eight churches in America today.

Trend #3: A surge in the number of churches with attendance below 300

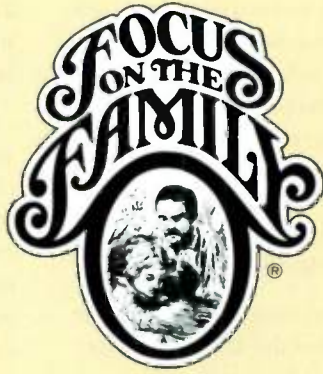
A trend that may somewhat offset the loss of 50,000 churches will be the starting of new churches with a planned attendance cap. In other words, from the point of birth of these churches, the members will not let attendance move above a pre-determined cap, most commonly in the 200 to 300 range. When the attendance approaches the cap, the members will plan to start another church. Of course, the daughter church will have the same philosophy of size and ministry, so the number of these smaller churches will continue to grow.

Why will these churches proliferate? Both Gen X and the Bridger generation include millions of young adults who desire the small church intimacy of 300 or less. But they have been unable to find many small churches that offer quality preaching, childcare, youth programs and the like. Therefore, they will start their own churches with a focus on quality while remaining relatively small.

Trend #4: The incredible influence of the Bridger generation

The impact of those born between 1977 and 1994 will be more than just the starting of new churches mentioned in the previous trend. The paradoxical implication of this generation is that although there are fewer Christians in this age range than previous generations, their impact will be more profoundly felt than the larger numbers of Christians in the older age groups.

According to our research, as few as 4 percent of the 72 million Bridger generation may have a born-again experience. Yet, that 4 percent will practice a radical Christianity. They will take their faith more seriously than previous generations. And many will go into dangerous mission fields, willing to give their lives for the sake of the Gospel.



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The Bridger generation will not be satisfied with business as usual in the churches. And those churches that desire to reach the second-largest generation in America's history must be prepared to give more than lip service to the cause of Christ. These young people are shaking up life in many churches.

Trend #5: The increasing demand for clarity and conviction in doctrine

Led by the Bridger generation and Gen X, those who come to the churches of the 21st Century are increasingly seeking to learn the tenets of the Christian faith. They are not satisfied with coming to church for the sake of coming to church. They desire to know more of what they believe and they insist that the church and her leaders express conviction about these beliefs. The churches that survive and grow in the years ahead will provide numerous opportunities for members and seekers to learn more about the faith to which they adhere.

Trend #6: Stabilized church attendance with declining church membership

It is no easy task to measure church attendance in America. Even in a single church, measurement standards often are inconsistent or nonexistent. Many of the polls of recent years suggest that church attendance has been mostly stable for the past four decades. Our own samplings, however, indicate that church attendance declined from 1975 to 1999, and that attendance has leveled off for the past three years.

The leveling of attendance must be seen as a positive development in light of 25 years of declining numbers. But church membership, largely stable for decades, is showing early signs of erosion. Is this trend healthy or unhealthy?

We believe that the better indicator of church involvement is attendance rather than membership. But the early indicators of declining membership may not be negative signs. Many church leaders, frustrated with nominal and nonexistent members, are purging their rolls. One large church recently removed 10,000 members from its rolls. Yet the attendance in the church has seen healthy increases. It would appear that the positive perspective of this trend is that more church leaders are taking church membership more seriously.

Trend #7: The emergence of "homegrown" ministers in 30 percent of all full-time ministry positions in the local church

Many followers of American church life would express surprise that an increasing number of churches are finding full-time ministry staff persons within the ranks of their own membership. Our recent sampling found that 8 percent of all staff ministers were homegrown. But we are amazed to see the number of such ministers increase significantly in the past three years. The proportion has doubled from 4 to 8 percent since 1999. Based upon these trends, we anticipate that nearly one out of three full-time staff ministers in the local church will be called from the ranks of laypersons in that particular church by 2010.

The implications are many. One obvious benefit is that each of these ministers will have an intimate knowledge of the church. The minister will certainly believe in the church's core values and vision. And training time will be minimal since an orientation to the church will not be needed.

But a possible concern is the lack of formal and theological training of the minister, seminary or otherwise. Some churches, realizing both the advantage of homegrown ministers and the disadvantage of their having no formal training, have partnered with seminaries to have the best of both worlds. Watch for this trend to grow in this decade.

Trend #8: An increase in intentional evangelistic ministries focused on children and youth

Our research shows that 82 percent of American Christians became Christians before the age of 20. While this statistic is noteworthy, even more amazing is the 75 percent of Christians who accepted Christ before the age of 14, according to our research.

A casual observer probably would expect churches to be intensely involved in evangelistic activity, based on some awareness of the young people's receptivity. An additional impetus, it would seem, is the large numbers of this generation. Most of them belong to the Bridger generation; at 72 million strong, it is the second largest generation in America's history.

But the reality is that relatively few churches are intensely intentional about evangelizing or pre-evangelizing children and youth. Most churches seem to

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ignore their own data, which shows, according to our research, Vacation Bible School to be the most effective evangelistic tool used today. Most of the highly intentional evangelizing activity for young people has been led by parachurch organizations.

We see a reversal in this trend. Early signs indicate a significant interest by local churches in reaching and evangelizing children and youth. Some of the most innovative new church buildings are for youth and children. Church leaders are closely examining the numbers of conversions of young people. And even more leaders are becoming increasingly aware of the competition for the souls of America's youth. Mormons, Jehovah's Witnesses and Muslims, to name a few, have not been shy about proselytizing young people. Look for more churches to become highly intentional about reaching children and youth.

Trend #9: An increasing number of churches with succession plans for their senior pastor or minister

An abundance of research has made clear the importance of the senior pastor or minister in a local church's health or growth. Yet most churches have no idea what will take place when their present pastor leaves.

In our survey of 312 churches, only seven had some type of plan in place when their pastor resigned, moved or died. We believe, however, that the trend will develop where more and more churches have some type of plan in place.

Why do we predict this trend when the current evidence seems contrary? A few significant churches have established succession plans, and many other church leaders are observing closely. Southeast Christian Church in Louisville, KY, one of America's largest churches, has a clearly established succession plan in place. Even though Senior Minister Bob Russell will not retire for several more years, Associate Minister Dave Stone already is in place to take the leadership helm. This trend is beginning to take root in some mid-sized churches with attendance of 300 to 700. We believe the number will grow.

Trend #10: The emergence of a children's minister as the third full-time staff minister

We are frequently asked the best priority for calling and hiring staff ministers. Which position, after pastor, should be our second staff person? Should that person be full-time or part-time? Which position is next? The questions seem endless.

The traditional hiring pattern has been pastor, music/worship leader and then numerous possibilities for the third. The third position may include education, discipleship, missions, administration, youth or student. The context and needs of the church, as well as past patterns, typically determine the choice.

In recent years, we have seen an increased interest in hiring a children's minister as the third staff person. That position may or may not include the responsibility of preschool children. In a recent survey of churches with three ministers on staff, 17 percent had a children's minister. The youth/student minister or the education/discipleship minister was still the dominant choice (53 percent and 27 percent respectively), but children's ministers are gaining ground significantly. Undoubtedly, an awareness of the issues related to Trend 8 influences church leaders in this direction.

The Implications

As I indicated earlier, these 10 trends are neither perfect predictions nor an exhaustive collection. They are, however, major trends that have emerged on our radar. Few would argue that the Christian faith in America is slowly but perceptibly being moved to the margins of society. The churches that make a difference will not do church the way we've always done it. Since the church will no longer be a part of the mainstream culture, it cannot expect to survive or thrive with the loyal churchgoer base of old. These times are either the most exciting or the most disturbing for church leaders.

Dr. Thom S. Rainer is founding dean of the Billy Graham School of Missions, Evangelism and Church Growth at Southern Baptist Theological Seminary in Louisville, KY, and president of Church Central Associates. This article first appeared on www.churchcentral.com. Reprinted with permission.

America Is In Trouble

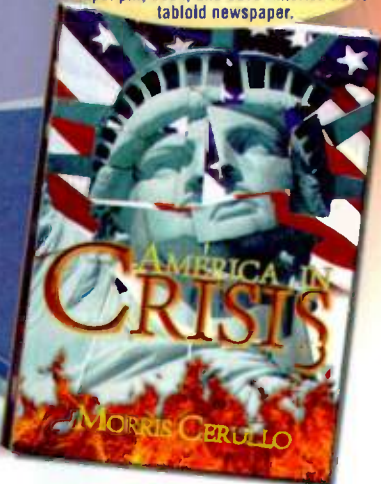
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2 Chronicles 7:14

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America is in deep trouble.

We watch in dismay as our nation has turned its back on its historic dependence on the guiding hand of God to direct our path. Although America was founded on Godly principles 227 years ago, our people and many of our leaders have largely abandoned the foundational truths and holy heritage inherited from our founding fathers.

The time has come for all Christians who love their country to rise up and commit to action.

We must ask our Lord to save our nation... to return the United States to its historic course. Although the peril is great... it is not too late. There is still time if we act now.

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How Death Is Stalking Africa

and how Christ is restoring lives

BY DAN WOODING

The horror of HIV/AIDS that has swept Africa is almost beyond belief. More than 17 million Africans have died of HIV/AIDS-related diseases since the late 1970s, leaving more than 13 million orphans in sub-Saharan Africa. Most of these children do not have AIDS but are in danger of slavery, dying of childhood diseases or being forced into prostitution to survive.

Zambia has more than 650,000 orphans as a result of the HIV/AIDS epidemic. Zimbabwe has close to 1 million orphans, representing 9% of the population. According to the *Global Issues Report*, "The typical African is dead three years from the time he or she learns they have the disease. Some 9600 people die of AIDS-related diseases in Africa every single day."

Time magazine reports, "By the end of this decade it would take 80,000 orphanages, holding 500 orphans each, just to house the children orphaned by AIDS in sub-Saharan Africa alone."

Whole villages are made up of the very old and the very young because the family-age adults have died as a result of AIDS.

AIDS Orphans & Street Children, based in Merritt Island, FL, says, "Within a five-mile radius in sparsely populated southern Zimbabwe, there were 600 children found without parents. In four households, the oldest living person was 10 years old."

It is estimated that 40 million people around the world are infected with HIV/AIDS. Of these, 2.5 million are children and around 14,000 people are infected with the disease every day. South Africa is home to 5.3 million people with HIV – more than

any country in the world. In Botswana, 39% of the population is HIV positive.

African Church Leaders Take HIV Test

In an extraordinary event in November, some 800 of Africa's leading church men and women – representing more than 150 churches in 39 countries – were tested for HIV at a meeting in Cameroon. According to the BBC, they lined up to take the tests at the eighth assembly of the All Africa Conference of Churches (AACC) to encourage others to know their HIV status.

The AACC secretary general told the BBC that church leaders would support anyone who tested positive. Bishop Mvume Dandala urged those who were HIV positive to reveal their status to fight the stigma of HIV/AIDS. "I think it is important for people like that to come out into the open and for us all as a church to learn how to handle one another in a responsible way," he said.

The African Connection

Bob Blackford is a Christian who contracted HIV/AIDS after living a double-life. "My long and dark detour into homosexuality as a married man, with a full-time Christian ministry to adolescents, is a shameful, ugly story," he says. "For years I tried to live outwardly as a decent father, husband, Christian minister and community leader, while each new season brought less peace and more internal conflict. Any authority I had to speak life and truth into my two children diminished every time I acted out of our marriage. Any integrity I once possessed eroded with each encounter and relationship.

"My wife, Joanne ... chose to forgive me the first time she found out about my unfaithfulness. She had enough understanding about my personal history and about homosexuality for her to empathize through her hurt. Sadly, that was not the end of my journey... more years of deceit preceded another confession.



Forgiveness came harder this time. Joanne was as unsure of her desire to stay in our marriage as I was.

"How God began a remarkable healing both in my own spirit and in our marriage is a testimony to His mercy and unbelievable pursuit of His children. Through the patient and truthful work of Desert Stream Ministries, my pastor and friend, and the believing church of Jesus Christ, I began to believe in myself and in God's ability to change my heart. Truth won out. Love works! If Jesus wasn't enough for me as I faced the inevitability of AIDS and the shame of homosexuality, then He isn't enough for any of us or for anything we face."

Since then, through his Setting Free Ministries, he and his wife have been particularly working in Africa ministering and teaching about AIDS in Western Africa, Nigeria, South Africa, Kenya and East Central Africa.

More Than Conquerors

Hoping to make a significant impact on South Africans living in impoverished rural areas, international Christian broadcaster Trans World Radio (TWR) has launched Project Mofenyi (which means "conqueror" in the Tswana language). This series of innovative programs on HIV/AIDS and other practical biblical broadcasts soon will be available in Zulu and Pedi, with Tswana, Xhosa and several additional indigenous languages to follow.

Project Mofenyi, an umbrella name for several key ministry initiatives, primarily will offer programs about HIV/AIDS from a biblical perspective. Thanks to a strategic new partnership with Doctors for Life, TWR will authoritatively address the widespread health crisis from a preventive and holistic perspective, providing useful information to a predominantly illiterate audience. Programs also will present the hope and salvation that can be found only in Jesus Christ.

The magazine-style format sensitively will deal with issues such as home-based medical care, legal and financial concerns, and emotional, social and cultural considerations. TWR and Doctors for Life are partnering to address HIV/AIDS in a way that will supplement the on-the-ground work Doctors for Life currently provides in KwaZulu-Natal and elsewhere.

In addition to the HIV/AIDS programs, the drama series *Reach Out* will follow the story of a Christian nurse working in a rural community clinic. Over time, the nurse interacts with various people, gaining their respect and ultimately offering godly counsel on a variety of real-life issues.

The AIDS Pandemic

Plagues of disease are really nothing new. Throughout history, plagues have ravaged vast regions, primarily targeting the young and the elderly. "But," says Glen Megill of the ROCK of Africa Mission, "the AIDS pandemic is tragically unique. Never before in history has a plague targeted the strongest and most productive adults, leaving behind the elderly and very young. There are communities in sub-Saharan Africa where an entire generation is virtually gone. The sociological impact of losing so many parents is ominous. Can abandoned street children understand unconditional love?"

"The Church has the only real medicine for the AIDS pandemic. In sub-Saharan Africa the problem is overwhelming. What hope can governments or secular relief agencies offer the millions of already infected and dying people?"

"With death everywhere and medicine virtually non-existent, men with life slipping away are frantically searching for hope. When tribal myth teaches the cure for sickness is to have sex with a virgin, the result is the tragic epidemic of child rape as little girls become victims of dying men without hope. Can secular relief agencies bring the comfort and hope necessary to radically change the lives of desperate men?"

ROCK of Africa Mission is a missionary outreach of the World Bible Society, based in Costa Mesa, CA. Former NRB Executive Director Dr. Ben Armstrong serves on the ministry's board of directors.

The Book of Hope and AIDS

Teen Challenge has issued *The Book of Hope*, which identifies specific cultural/emotional issues faced by young people in various nations. Jesus Christ is always offered as the ultimate solution to every problem. *The Book of Hope* has responded to the growing AIDS/HIV crisis (particularly in southern Africa) as part of the "felt needs" section in the *Book of Hope International Youth Editions* and the *Teen Challenge International Special Edition*.

"As with all our children and youth publications, Teen Challenge offers a plan for salvation at the end of each of these books so readers can make the best choice of all – Jesus Christ," said a spokesperson for the ministry.

Musicians Challenged to Join the Fight

Dan Haseltine, a member of Jars of Clay, issued an open letter to fellow Christian artists. "It was in

Malawi, and we had traveled two hours out from the major city to a community where HIV/AIDS was spreading at the rate of one in four," he wrote. "There the fear of the stigma attached to HIV/AIDS was greater than the peoples' resolve to utilize proven methods for being healed. Mostly because being rid of HIV/AIDS required a brutal honesty that would subject those who let down their guards to losing their jobs, be disowned by their families, be overlooked during government food distributions and basically be left to die a lonely death."

He added, "We have started a foundation to provide support to grassroots medical facilities in South Africa. We also do symposiums on college campuses, and are building a plan for true activism on behalf of those suffering with HIV/AIDS." For more information, visit www.bloodwatermission.org.

The Gift of Hope; Compassion's Response

One of the tragic side effects of poverty is hopelessness. And when you add a disease like HIV/AIDS on top of poverty, hopelessness is compounded to the point of abject despair.

"This disease really brings out who we are as Christians," says Compassion Africa Area Director Mulatu Belachew. "As caring Christians, we must reach out to our children and their families affected by HIV/AIDS and restore hope."

Under Mulatu's direction, each of Compassion's six country offices in Africa is providing hope through vital supplemental benefits to children affected by this silent killer. "Actually, it's a natural part of our mission of holistic Christian development," Mulatu says. "A key component in our child development program has always been physical health. We serve a God of miracles. He has not abandoned His creation to be defeated by HIV/AIDS. And we at Compassion will not give up, even in the face of this pandemic."

Planting a Movement of Compassion

Brian Considine of The Hope Network explains how this group is mobilizing churches to respond to the HIV/AIDS pandemic. "AIDS has been destroying lives and ruining nations throughout the world for more than two decades now," he says. "When you consider the devastating numbers of infections, deaths and orphans left behind in what is considered the worst humanitarian crisis in history, it is mind numbing. How we can adequately deal with the more than 40 million people currently infected and the 25 million children who will be orphaned in the next several years is a question that begs an answer, but one that is difficult to grapple with.

"The better question, to date at least, for the Church of America is: Are we called to do something, anything, about the plight of the millions

infected and the millions left behind?"

John Clause, senior director of World Vision, who was instrumental in the design of The Hope Network, states: "The Hope Network is uniquely positioned to bring cities across America together in collaborative response to the HIV/AIDS pandemic through its strategic partnerships. This organization, led by its World Vision partners, strives to be a witness of God's compassion as we collectively work toward the reduction and eradication of HIV/AIDS. Through united prayer and collaborative, compassionate ministry, The Hope Network mobilizes churches and communities into action with the goal of seeing God move to heal the nations of the world being devastated by this disease."

Rick Warren, senior pastor of Saddleback Church in Lake Forest, CA, recently said: "The church's integrity and relevance is really being tested today by the issue of HIV/AIDS, but I fear the Church-at-large is not going to respond to this issue until it becomes personal. If we'd just open our eyes, we'd see that the need for ministry to those affected by HIV/AIDS is staggering. This is an open door for missions that will require extreme faith to pursue, and I believe deeply that the primary delivery system for this care is the local church."

Prescription for Hope: Opening Samaritan's Purse

Samaritan's Purse, which became involved in HIV/AIDS ministry in 1996 by ministering to children in Romania who were infected by tainted blood transfusions, has become an international leader in mobilizing Christians to respond to the HIV/AIDS pandemic. In 2002, Samaritan's Purse brought more than 900 Christian leaders and workers from 87 countries to Washington, DC, for Prescription for Hope, an unprecedented global conference on the Christian response to HIV/AIDS. Speakers included U.S. Sens. Jesse Helms (X-XX) and Bill Frist (X-XX) and Mrs. Janet Museveni, First Lady of Uganda. Following the success of that conference, Prescription for Hope became the name for Samaritan's Purse HIV/AIDS programs around the world.

To demonstrate the impact of Christian HIV/AIDS ministry, Samaritan's Purse and Tenwek Hospital launched a comprehensive HIV/AIDS ministry in northwestern Kenya. Programs include preventive education, church leadership, compassionate care for the sick and needy, and medical treatments. The first of several voluntary counseling and testing centers is already open, and 50 teachers in the African Gospel Church school system have been trained to teach the Why Wait abstinence curriculum.

Since the Prescription for Hope conference, Samaritan's Purse has funded more than 60 HIV/AIDS projects in some 30 countries, and has



Rev. Dr. Jaerock Lee

THE VISION OF MANMIN

Go into all the world and preach the good news to all creation. [Mark 16:15]

Jaerock Lee

After meeting God miraculously by being healed from seven years of severe diseases in 1974, Lee Jaerock devoted himself to pray and study the Bible so that he could understand God's will clearly and practice it. He was called to be the servant of God and established Manmin Joong-Ang Church with thirteen members and five dollars in 1982. As the members obeyed God's Word with fervent prayer, they have experienced wonderful works of God in everyday life and the rapid church growth. Countless people around the world, through his ministry, have witnessed the blessing, healing, changing both physically and spiritually. Serving more than 80,000 members, Jaerock Lee with the branch churches, missionaries and strategic alliance ministries around the globe exerts himself to fulfill the God-given missions : Evangelizing the whole world with Fivefold Gospel and Building the Grand Sanctuary.

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helped to build group homes in Africa and Asia for children infected or orphaned by HIV/AIDS. In 2003, regional Prescription for Hope conferences were held in Uganda and Honduras.

Operation Christmas Child, a division of Samaritan's Purse that is the world's largest Christmas gift program for children, also has emphasized HIV/AIDS outreach.

In 2001, Franklin Graham addressed the United States Senate Foreign Relations Committee, emphasizing the crucial role of Christian organizations in African HIV/AIDS strategy. In 2003, he was twice invited to the White House as President Bush developed his \$15 billion Emergency Bill for AIDS Relief.

Speaking at the Global Business Coalition on HIV/AIDS held in New York City in 2002, Graham said, "I believe that the heart of God is broken tonight over this pandemic. I want my heart to be broken with the things that break the heart of almighty God. I believe that the Church of Jesus Christ around the world should be on the forefront of prevention through biblical education and caring for those impacted by this deadly virus."

Mobilizing For Life

World Relief is the humanitarian arm of the National Association of Evangelicals (NAE). For nearly 60 years, World Relief has worked with local churches to create sustainable solutions that help the desperately poor. Operating in more than 20 countries and 26 cities in the United States, World Relief's programs include disaster relief, refugee assistance, community health, agricultural development, community banking and AIDS ministries.

Through its AIDS ministry, Mobilizing For Life, World Relief is implementing HIV/AIDS programs throughout Africa that are gradually helping to break social taboos and myths surrounding HIV/AIDS. Through education, awareness programs and prayer, World Relief is teaching people how to stop spreading the disease by changing patterns of unhealthy sexual behavior and how to care for those already living with the disease.

"Since there is no AIDS vaccine, we believe that the church is instrumental in stopping the African and global AIDS pandemic," said Clive Calver, World Relief president. "Through programs like Mobilizing For Life, churches can prevent more infections and care for families already affected by the disease."

The program equips churches and trains local believers to reach out with compassion to their hurting neighbors – demonstrating Christ's love. World Relief's holistic ministries meet people's physical, emotional and spiritual needs – restoring dignity, a sense of self-worth and hope.

World Relief also is working through African churches to provide employment opportunities and counseling for AIDS sufferers as well as training families to care for sick relatives at home. Churches are educating people about the dangers of promiscuity and the spread of the virus – teaching God's design of a faithful monogamous relationship within marriage.

South Africa: Prisoner 46664

British journalist Steve Goddard reported that Nelson Mandela has backed a music-led campaign to raise awareness of AIDS in Africa. "The former South African president joined musical celebrities in London ... to launch 46664 – Give One Minute of Your Life to AIDS," he said. The number was Mandela's prisoner number during the apartheid era. "I was just a number," Mandela said. "Millions of people infected with AIDS are just that – a number. They too are serving a prison sentence for life."

Zambia: Princess Offers Living Proof of Hope After AIDS

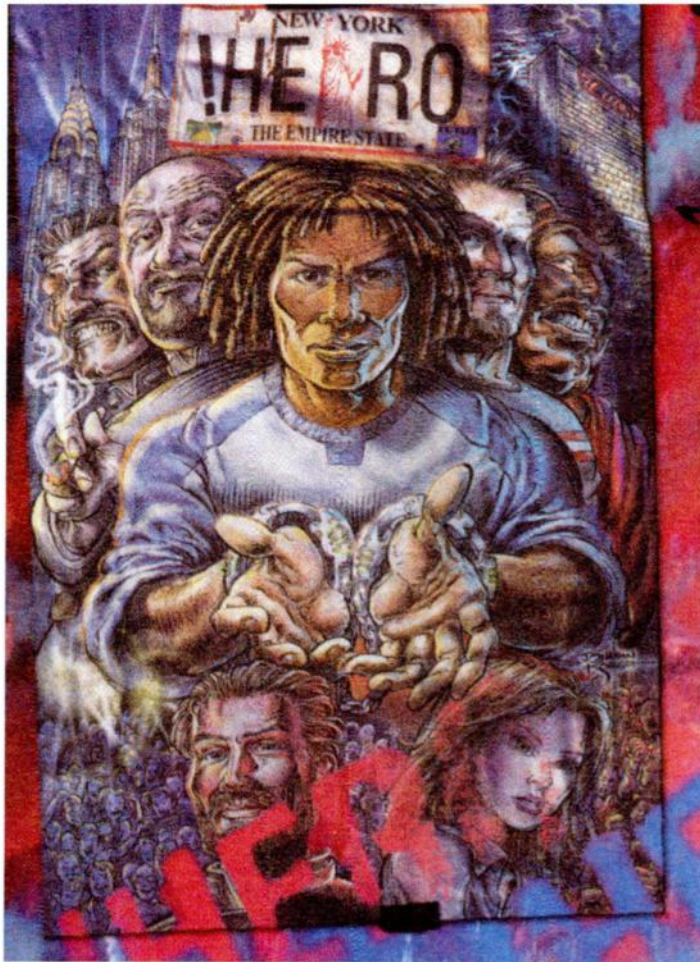
Since 1997, Princess Zulu has been on a mission to help fellow HIV/AIDS sufferers in her native Zambia escape the stigma that accompanies the disease and perpetuates its spread. "For me to live is the grace of God," says Zulu, who tested positive six years ago. "I shall not die but live and proclaim the grace of God." For Zulu, part of proclaiming that grace is to inform the already afflicted that they can find abundant life in Christ.

Ken Casey, World Vision International's special assistant to the president on AIDS, was in Zulu's village when he first heard her testimony. "I was so impressed," he says. When she tells her story, the pandemic becomes real." Zulu, 27, is now an AIDS educator for World Vision's I Hope Initiative and hosts a weekly national radio program, *Positive Living*. "World Vision and the I Hope Initiative shows there is hope," Zulu says. "I am living proof."

Mother Teresa once said, "Whenever I look into the eyes of someone dying of AIDS, I have an eerie awareness that Jesus is staring back at me."

So there is hope, but we will all have to join the battle for Africa. The question is, will you?

*Dan Wooding is an award-winning journalist living in Southern California, where he is the founder of the ASSIST News Service (www.assistnews.net). He also is the author of more than 40 books, including *He Intends Victory*, a book about Christians living with HIV/AIDS and how Jesus touched their lives. A free copy of the book can be obtained by calling (800) HIV-HOPE or by logging onto www.heintendsvictory.com. Dan's latest book, *From Tabloid to Truth*, his autobiography, is being launched at this year's NRB Convention in Charlotte, NC.*



!Hero: The Rock Opera

NRB magazine sent three reviewers – a music writer, a pastor and a youth worker – to shows in Ohio, Michigan and Virginia. Their reviews give a multi-dimensional perspective to this musical phenomenon that brings the Gospel to today's youth in their language ... and their media.

Impacting Sold-Out Crowds

BY GINNY MCCABE

Christian music industry veteran Eddie DeGarmo's dream to write a rock opera has come to life in *!Hero: The Rock Opera*.

As DeGarmo delved into the effort and lived out his aspirations of creating the massive work, *!Hero's* mission was formally introduced during Gospel Music Week 2003 in Nashville, TN.

DeGarmo, half of the Christian rock powerhouse duo DeGarmo & Key and co-founder of ForeFront Records, proves he has the knowledge and experience under his musical belt to appeal to the likes of the MTV and VH1 generation with all the sounds, lights and personalities that are involved in telling the *!Hero* story.

DeGarmo describes the concept of *!Hero: The Rock Opera* as a simple one: "It strives to get people talking about Jesus." In writing the storyline, he adapts the Gospel and communicates about Jesus and His life in a cutting-edge, relevant way that appeals to today's culture.

Charting new territory, *!Hero: The Rock Opera* is the first of its kind to make its mark in Christian music history. There have been other previous projects geared to an older demographic, such as the Gaither *Homecoming* series, Christmas musicals, or multi-artist choral projects (i.e., *Child of the Promise* and *The New Young Messiah*, both of which had accompanying tours and record projects). However, this rock opera style that combines the revolutionary aspects of rock with the theatrical components of opera has not been showcased in the Christian arena to date. From its inception, the project took a musical direction, with the expertise of DeGarmo and collaborator Bob Farrell at the helm. It was natural for the work to grow into a full-blown, dramatic stage presentation.

The live performance made its debut in major cities across the country in fall 2003. Many of the shows reported sold-out crowds, with largely diverse Christian audiences of all ages taking in the different messages that *!Hero* offers.

This massive live production utilizes the creative energy of DeGarmo and a talented, collaborative cast, including: one-third of dcTalk and Tait frontman, Michael Tait (*Hero*, a modern-day Jesus), Rebecca St. James (*Maggie*, a modern-day Mary

Magdalene) and Audio Adrenaline's frontman, Mark Stuart (Petrov, a contemporary version of Peter), along with T-Bone (Jairus), Farrell (Pilate), and others. All of the performers are well-suited for their respective roles.

St. James said the cast is talking about the significant impact *!Hero* has made on nationwide audiences. "I loved being out on this tour. It was awesome," says St. James. "I always dream things up to be really cool, and then I get disappointed when it's not as great as I hoped, but I wasn't disappointed at all in my expectations of this."

Captured in two acts, *!Hero: The Rock Opera* delivers 31 scenes of Jesus' life. Born in Bethlehem, PA, Hero flees to Brooklyn's Jewish neighborhood and lives out His ministry. As He grows into manhood, He begins to speak out against the systems of the world, and has to deal appropriately with hate and injustice. He teaches people to love their enemies and shares promises of personal freedom and a new life in Christ.

A live band accompanies each scene: Chad Chapin (drums), Lonnie Chapin (bass), Justin York (guitar), Dave Holvig (guitar) and Bryce Bell (keyboards).

The production enlists some top industry experts, including Production Manager Ian Cattle, Sound Engineer Ryan Rettler and Lighting Director Neil Whitehorn.

Throughout the live performance, *!Hero* goes through a series of events, all set in New York City. Act 1 focuses on a variety of ministry situations, and on the relationships He has with some of His followers. Act 2 is geared toward His opposition and His adversaries' plans to silence Him.

Overall, the live production of *!Hero: The Rock Opera* holds nothing back. It certainly stirs one's emotions. One minute provides laughter, another tears, and still another has you singing along. The messages are strong and engage your senses, especially visually. Throughout most of the scenes, multi-media is involved: singing, dancing, video, music and drama.

"It's touching people," says St. James. "We are hearing people in the audience crying during certain scenes, or laughing at other scenes. It's very entertaining, (but at the same time) it is very touching."

One example is Act One, Scene 14, "Manna From Heaven." The scene sparks some laughter when the characters share Manna (candy) with the audience. When Petrov declares there's nothing to eat, Hero demonstrates that the bread can be multiplied and that no one will go hungry. To illustrate

Creators

- Eddie DeGarmo: Half of the powerhouse duo DeGarmo and Key, co-founder of ForeFront Records and president of EMI Christian Music Publishing
- Bob Farrell: Half of the hit duo Farrell & Farrell, celebrated songwriter

Main Characters

- Special Agent Alex Hunter: Paul Wright: Gotee Records, CD Flyaway
- Hero (Jesus): Michael Tait: dcTalk, Tait
- Maggie (Mary Magdalene): Rebecca St. James
- Petrov (Peter): Mark Stuart, Audio Adrenaline
- Mama Mary: Nirva

Products

- *!Hero* The Graphic Novel Comic series
- *!Hero* Trilogy Novel City of Dreams
- *!Hero* The Rock Opera 33-Track Double CD

how the production incorporates modern symbolism and humor, a row of hot dogs on buns appears on the video screen.

St. James says the scene is one of her personal favorites. "At one point, we are all on stage together, and we actually shoot candy into the audience. It is like manna from Heaven. It is a really cool part."

!Hero: The Rock Opera is a multi-faceted endeavor. In addition to the tour and full-length, double-disc CD, a line of related products combines multiple art forms, including novels, comics, a graphic novel, an audio book, and a website, all which tell about the life of Jesus in modern terms.

Ginny McCabe is a freelance writer, specializing in music, based in Ohio.

A Hero for a New Generation

BY MARK A. SCHNELL

As I walked into the Bethesda Christian Church in Sterling Heights, MI, I admit I was pretty skeptical. I had come to see the rock opera, *!Hero*, and I had many questions going through my mind. How were some of the biggest artists in Christian music today going to translate their performing styles into musical drama? How were they going to pull off a performance of any substance that is held mostly in local churches? And most importantly, how were they going to take the story of the King and Kings and make it relevant to the MTV crowd without losing the Truth? Would the story of Christ be watered down, would it be sacrilegious?

I didn't have to wait long for my answers. From the beginning, this Eddie DeGarmo and Bob Farrell story was true to Scripture. The names are changed a little, the costumes were modern, and Jerusalem was New York City, but the Truth is still there. I found myself impressed with the love and care that Michael Tait brought to his performance as Hero/Jesus. Tait, Rebecca St. James and Mark Stuart all brought the amazing talent to the stage that we have come to know and expect from them. I was equally impressed with the performances of the rest of the cast and was brought to my feet with T-Bone's rendition of *Raised in Harlem*.

!Hero takes place in a New York City that has never known the influence of a Messiah. The world is controlled by I.C.O.N., an international confederation of nations that rules with an iron fist. There are no moral absolutes, no churches and no hope. Hero is born in Bethlehem, PA, and has to flee with his family to the Jewish section of Brooklyn, NY. He grows up there and begins to speak out against hate and injustice and to teach others to love one another. He declares that he is the Messiah sent from the Father above.

With a bare minimum of set changes and multimedia, I was completely drawn into the story portraying the darkness and despair of a modern world without Christ. Stuart, St. James, and the other followers of Hero do a wonderful job of showing the joy and new life of following Him. I was concerned that Hero would never be translated as Jesus for an audience that might not understand the allegorical nature of the story. My concerns were laid to rest when Petrov and Jude sang:



Jesus, our Hero
Man of promise, we've
been waiting...

And after Hero has been crucified on a street sign, Maggie sang:

Jesus, my Hero
Dying for me – bleeding for me
Jesus, my Hero

There was no altar call or explanation at the end of *!Hero*. Even though *!Hero* was true to the story of Christ, I found myself wishing that there had been at least a few words about the historical and biblical Jesus at the end for those who don't know anything about Him.

I was very impressed and moved by the musical. The performances were amazing, the set and multimedia pulled me into the story, and the Gospel was portrayed truthfully. DeGarmo and Farrell had the goal of getting people talking about Jesus. They have achieved that goal for a whole new generation.

Mark Schnell is a pastor in Howell, MI.

Imagine...

BY VALERIE D. FRAEDRICH

Close your eyes and listen ... honking horns, sirens, cars whizzing by, subway rails clattering, people talking and screaming, gunshots ... a cacophony of noise rising from a swirling ocean of humanity.

The gang's all here, too: prostitutes, drug addicts, the homeless, the lame in body and spirit, power politicians, dirty cops and the corrupt religious elite ... a world devoid of good. That is until Hero, born just 30 years ago in Bethlehem, PA, enters the New York City scene with his dark skin, dreadlocks, blue jeans, T-shirt, in-your-face boldness, street savvy, uncommon authority, goodness and hope.

This probably is not the setting for your grandmother's account of the Gospel ... but why couldn't it be? Jesus was born into the muck and mire of life in an animal shelter. It was dirty, noisy, chaotic and unsettling. The city bulged with people from all

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walks of life crammed into every nook and cranny – and they probably were not happy campers because this was a government-imposed requirement.

The imagery of a silent night, snugly warmth and the peaceful existence of a weak-looking Caucasian depicted in so many paintings and movies doesn't quite fit reality. His skin color could have been anything from light olive to dark as midnight or anything in between based upon His earthly descent. He could have had dreadlocks, but maybe his hair was straight and jet black. Perhaps his features were a bit Asian. Who really knows? Is any of this really the point anyway?

Eddie DeGarmo's point is aimed straight at the post-modern, multimedia-saturated culture that has grown up outside the church. Motivated by a survey his daughter conducted of high school students in the Bible belt that showed only one in 10 teenagers could connect the dots between Easter and the Resurrection, DeGarmo wondered what he could do to get people to think and talk about the Gospel. What if Jesus was born in Bethlehem ... PA? What would it be like if He came into our contemporary world? If Jesus was not born 2000 years ago, what would the world look like today? What would it feel like? And how would He interact with it?

DeGarmo figured that people could more readily connect to dirty cops than they could to Roman Centurions, to power politicians rather than magistrates. Collaborating with long-time friend and songwriter Bob Farrell, what was conceived in DeGarmo's heart and mind 10 years ago has been delivered in *!Hero: The Rock Opera*.

Since the Bible doesn't give accounts of everyone directly impacted by Christ or details of His entire life, some plausible adaptations were made to tell the story. As DeGarmo aptly states, "A few sacred cows were kicked around from time to time." A few of those cows include: Maggie (aka Mary Magdalene) seated with Christ during the last supper; Jude (aka Judas) shoots himself (although nothing is shown, you get the idea); a drive-by shooting victim is raised from the dead vs. Lazarus; Jesus is hung on two intersecting street signs in the heart of the city vs. the cross; and Maggie sees Jesus after His resurrection in a morgue vs. a cemetery. Rest assured, however, that the



integrity and intent of the Gospel is never disturbed.

The account is told from the perspective of an additional character, Special Agent Alex Hunter, portrayed by Gotee newcomer Paul Wright. An idealistic agent of I.C.O.N. (International Coalition of Nations) – the government – Hunter is on assignment to discover the truth about Hero. In the process of his mission, Hunter becomes a seeker and discovers the Savior.

Although played by Michael Tait (dcTalk and Tait), the part of Hero wasn't written with race in mind. Four years ago, DeGarmo realized there were some parallels between the historical oppression of the Jewish people and African-Americans and decided to cast an African-American for the part of Jesus/Hero. Having been friends with Tait for several years (DeGarmo executive produced all of dcTalk's recordings) he believed that Tait could bring integrity to the role as well as make it believable. That decision has not been without its allotment of bad e-mails, threats, protests and the like, but it also has been an evocative way to encourage thought and discussion about the Gospel of Jesus Christ.

!Hero definitely takes the Gospel to a post-modern culture with its use of multimedia: multiple video screens and visuals; up-to-date music (hip-hop, pop, rock and reggae); professional dance sequences; props and setting; lighting; fog machines; and modern dress. Because it is not your typical presentation of the Gospel, it is unique, fresh, high impact and high energy. *!Hero* is extremely engaging – and powerful.

Leaving people's hearts in God's hands, DeGarmo's mission was simple: to get people to talk about the Gospel. Imagine.

Valerie D. Fraedrich is Assistant Editor for NRB and has a passion for youth.

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In Defense of Marriage

BY MATTHEW SPALDING, PH.D. &
JOSEPH LOCONTE

This troubling decision has significantly ratcheted-up a growing national debate over the nature and purpose of marriage. In this debate, despite the many complexities of the issues involved, conservatives must stand for and defend the centrality of the institution of marriage to the welfare of society.

While recognizing that this decision is confined to the state of Massachusetts, and that further legal analysis is required, a few general principles are clear.

First, the Massachusetts decision is an egregious example of activist judges making sweeping policy decisions with vast societal implications. Policymaking decisions of this kind are broadly political, not narrowly judicial, and should be made through the lawmaking process in a way that reflects settled public opinion, informed by long-established traditions and the principles of social order.

Second, steps must be taken to remedy this assault on marriage by the courts. While it is not yet clear what constitutes the best strategy, all responsible options should and must be carefully explored. There are strong legal, policy and political arguments surrounding a variety of proposals. Beyond dispute is that judicial decisions that threaten marriage cannot stand unchallenged.

Third, the policy objective is to uphold and defend the institution of marriage. It would be a dangerous folly to weaken this institution by elevating non-marital unions to the same position as marriage, or relegating the institution of marriage to the status of merely one form of household. To the extent that homosexuals or other individuals face obstacles to claims of benefits, legislative bodies may choose to address these matters. Such questions must not be addressed, however, in a way that endangers the centrality and distinctiveness of marriage to the welfare of society.

The Massachusetts Court's Attack on Marriage

What did the Massachusetts Supreme Judicial Court do? First, the Court ruled that homosexual couples are legally entitled to marriage under the Massachusetts Constitution. The decision holds that "barring an individual from the protections, benefits

Marriage is a fundamental social institution, deeply rooted in all societies, which has been tested and reaffirmed over thousands of years. The Massachusetts Supreme Judicial Court has ruled that marriage is "an evolving paradigm" and that homosexual couples are legally entitled to marriage under the Massachusetts Constitution. The decision recognizes a fundamental right to marry the person of one's choice and changes the definition of marriage to include same-sex unions.

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and obligations of civil marriage solely because that person would marry a person of the same sex violates the Massachusetts Constitution.”

The Court asserted that the Massachusetts Constitution “affirms the dignity and equality of all individuals” and “forbids the creation of second class citizens.” The traditional definition of marriage lacks a rational policy basis, says the Court, and upholds “persistent prejudices” against homosexuals. And the court rejected the state’s argument that the purpose of marriage is procreation. Rather, the history of marriage law demonstrates that “it is the exclusive and permanent commitment of the marriage partners to one another, not the begetting of children, that is the sine qua non of marriage.”

Second, the opinion redefines marriage to include same-sex marriage. It reformulates the common-law definition of civil marriage to mean “the voluntary union of two persons as spouses, to the exclusion of all others.” Noting that “civil marriage has long been termed a ‘civil right,’” the court concluded that “the right to marry means little if it does not include the right to marry the person of one’s choice, subject to appropriate government restrictions in the interests of public health, safety and welfare.”

Third, the decision seeks to force the legislature to act according to the court’s dictates. The court stayed the entry of judgment for 180 days “to permit the Legislature to take such action as it may deem appropriate in light of this opinion.” It leaves intact the legislature’s discretion to regulate marriage, but reserves the right to pass final judgment on legislative actions. The decision purports to defer to the legislature, but then gives the legislature the rationale, guidelines and timeline for their lawmaking.

The Massachusetts ruling is similar to Vermont’s 1999 Supreme Court ruling that prompted the state legislature to approve gay unions in 2000. In this case, however, the ultimatum to the legislature seems less forceful, but the action the court calls for goes well beyond providing benefits to imposing a new definition of marriage.

One option is for the Massachusetts legislature to take up existing legislation that would amend their Constitution to legally define marriage as a union between one man and one woman. This has the potential to mirror what happened in Hawaii and Alaska, where court rulings similar to Massachusetts’ decision were followed by the adoption of constitutional amendments limiting marriage to one man and one woman.

Quotes From the Decision

Writing for the majority, Chief Justice Margaret H. Marshall opined, “Marriage is a vital social institution. The exclusive commitment of two individuals to each other nurtures love and mutual support; it brings stability to our society. For those who choose to marry, and for their children, marriage provides an abundance of legal, financial and social benefits. In turn it imposes weighty legal, financial and social obligations.” The question before the court was “whether, consistent with the Massachusetts Constitution,” the Commonwealth could deny those protections, benefits and obligations to two individuals of the same sex who wish to marry.

Writing the joint dissent, Justice Robert J. Cordy said that the marriage statute, as historically interpreted to mean the union of one man and one woman, does not violate the Massachusetts Constitution because “the Legislature could rationally conclude that it furthers the legitimate State purpose of ensuring, promoting and supporting an optimal social structure for the bearing and raising of children.” This case is “about whether the State must endorse and support [the choices of same-sex couples] by changing the institution of civil marriage to make its benefits, obligations and responsibilities applicable to them.” This issue “is one deeply rooted in social policy” and “that decision must be made by the Legislature, not the court.”

In a separately filed dissenting opinion, Justice Martha B. Sosman wrote that “The issue is not whether the Legislature’s rationale behind [the statutory scheme being challenged] is persuasive to [the court],” but whether it is “rational” for the Legislature to “reserve judgment” on whether changing the definition of marriage “can be made at this time without damaging the institution of marriage or adversely affecting the critical role it has played in our society.”

Matthew Spalding, Ph.D., is director of the Center for American Studies; Joseph Loconte is the William E. Simon Fellow in Religion and a Free Society. © 2003 The Heritage Foundation. Reprinted with permission. Contact The Heritage Foundation at 202-546-4400 or staff@heritage.org.

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Where to Look for Help in Tough Times

BY RICHARD G. ENSMAN

20 Things You Can Do to Stay Upbeat in Down Times

Facing tough times? Although difficult circumstances may present many business challenges to you, perhaps the greatest challenge is maintaining a positive, enthusiastic workplace atmosphere. It's easier than you think. Here are 20 ways you can create an upbeat business environment during good times and bad. Select a few, and build a workplace dynamic that will make you and your people proud:

1. Celebrate successes, large and small.
2. Break tasks into easily conquered components.
3. Ask your people how things are going.
4. Confront rumors the minute you hear them, admitting its truth or dismissing it clearly and publicly.
5. Acknowledge uncertainty; the people around you will appreciate your candor.
6. Seek updates on a regular basis and offer your findings to your people.
7. Use slow periods productively by upgrading your team's skills.
8. Promote continuous learning through seminars or professional associations.
9. Foster teamwork to involve your people in problem-solving.
10. Boost morale by playing music and holding pizza or ice cream breaks.
11. Identify people who can offer suggestions, inside and outside the business.
12. Boost your credibility and performance by helping and advising others.
13. Communicate clearly and directly, inspiring confidence.
14. Be available and walk the floor, always ready to answer anyone's questions.
15. Look for value-added skills and talents employees can bring to the business.
16. Show gratitude with a small token of appreciation, coffee with the boss or a simple thank you.
17. Ask, "How are we doing and what can we do better?"
18. Encourage your employees to assume positions of leadership — as team chairs or project managers, for example.
19. Remember past successes and the skills you bring to the table.
20. Remain forward-looking and optimistic, and share your enthusiasm with the people around you.

When times are tough, what's the first thing many owners and managers do? Cut costs. Trim payroll. Defer purchases. While there's nothing wrong with trimming expenses, few businesses have ever thrived because of a cost-cutting strategy.

Creative, forward-thinking leaders know that tough times provide opportunities to rethink the way they do business. In fact, difficult financial circumstances can provide the seeds for fundamental changes in operations; these changes can, in turn, pave the way toward stellar success in the future. Think of yourself as one of those creative, visionary leaders. To move you toward a bright future, here's where to look for help:

- **Knowledge.** Learn about your customers and prospective customers by examining the demographic and psychographic characteristics of your market. Also, look up industry data that summarizes customer needs and attitudes, and gear your marketing efforts toward what you learn.
- **Present customers.** These people are your best future customers. Let them know you're here! Holiday cards, special promotions, referral programs and get-reacquainted events help draw them in.
- **New customers.** Yes, it's sometimes hard to stomach the thought of giving premiums or services away during tough times. But offering nominally priced free merchandise, samples, special training or something else of value can bring new customers to you.
- **Friends.** You probably have a number of acquaintances from non-competing firms. Ask yourself: Can you develop cross-promotions with these individuals? Or can you conduct joint

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advertising or merchandising campaigns? These tools can bring new business your way, often at a fraction of the cost of traditional advertising.

- **Employees.** Any employee can be a source of fertile ideas for increasing revenue, generating new customer leads or promoting your business. Building a sense of in-house teamwork often can be your best insurance against an economic downturn.
- **Rewards.** Don't hesitate to show your appreciation to employees during tough times. And don't hesitate to reward top performers — the people who make aggressive attempts to help you boost productivity and profit when you need it most.
- **Communication tools.** What vehicles can you use to communicate and sell to your customers for the first time? Billboards? Direct mail? The telephone? Special media? By selecting just one or two new communication vehicles, you may successfully reach new customers.
- **Products and services.** Analyze your existing product line. Does it truly meet the needs and interests of your present and future customers? If you could change something, what would it be? Product decisions often spur new sales initiatives.

- **Availability.** Might you attract a new group of customers by making products or services available during expanded or different hours? Or can you sell on a 24/7 basis by building a new Web site or boosting the capability of your existing site?

- **Other professionals.** Where do you need help in your profit-boosting efforts? Advertising and marketing? Communications? Technology? Employee development? Seek out top-notch professional assistance in your area of need, and remember that the money you spend on this is an investment.

- **Other locations.** Where are your potential customers? Once you answer this question, fig-

ure out how you can get to them. Locating sales efforts at a new location, kiosk or counter, fair, or other venue might be the fastest way to reach more people.

- **Technology.** Used wisely, today's technology can help you streamline operations and reach out to new customers. The Internet and e-mail communication offers a myriad of powerful marketing opportunities. New database technology helps you to simplify record keeping and retrieval. Self-paced tutorial CDs give you the opportunity to train employees at minimal cost. A little research can yield great technological benefits.
- **Past successes.** What accomplishments can you showcase to customers and the community? Products that solved real-life problems? People whose personal or business lives were simplified because of your efforts? Spreading the word through customer testimonials and your own powerful advertising sends the message that you have been — and remain — a great problem solver.
- **Budget.** While trimming expenses may not be a core strategy in tough times, take an hour someday and play "what if" with your budget. Better yet, ask a trusted colleague to look at your budget with an objective eye. The goal: To identify revenues that could be increased, or expenses cut, with a minimum of effort.
- **Problems.** In tough times, make a special effort to ferret out any problems that have been nagging you in recent years. Even better, make an effort to uncover problems you didn't know you had through intensive customer feedback. For example, suppose you pinpointed slow response time to customers or faulty display materials as perennial problems. Now would be the time to work on these two issues — and to highlight the way you've improved your business operations as a result.
- **NRB.** Now is also the time to comb through Association studies, literature and Convention materials covering profit-boosting strategies. This is like tapping into the minds of the world's experts, each of them able to offer you clues about what you can do to strengthen your business efforts.
- **Yourself.** Do you convey a positive, upbeat attitude about your business? Do you project confidence to those around you? Most important, are you ready and willing to promote and sell all the time? Answer yes to these questions and you'll travel squarely on the road to success.

Richard G. Ensmann is a freelance writer in Rochester, NY.

The Basics of Staying Upbeat

You can do many things to build and maintain a positive business atmosphere, whether times are booming or tough. Whatever you do, remember four basic principles:

1. Constantly reinvent your business. Never sit still. Always seek out new customers, new markets, new products, new technology and new ways of doing things.
2. Pay attention to the little things. Simple courtesies, such as notes of appreciation and words of thanks, go a long way toward building an upbeat atmosphere. Remember to pay attention to workplace details and encourage others to do the same.
3. Display your values. Trust, respect for others and personal integrity go a long way in today's world. These sometimes-rare qualities will rally people around you, both inside and outside your business.
4. People are important. Take note of the personal and occupational needs of your people. Listen to them, encourage them, and praise them for their achievements. Led well and feeling heard, most employees will motivate themselves and repay you with great performance time and time again.



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Addressing Conflicts of Interest at the Board Level

BY THOMAS F. BAKEWELL

Conflicts of interest at the board level. Do they matter? Should you address them at the board level? If so, how? Should your view differ depending on the role you are playing or serving in the organization? First, the easy answers. Yes, conflicts of interest at the board level do matter. And yes, you should address them at the board level. So much for the easy answers. Now let us consider the difficult ones. But first, some background.

Conflicts Defined

Corporations and organizations of all types, whether for-profit, nonprofit, associations, partnerships, or trusts, are all faced with handling conflicts of interest at the governance level. Simply put, a conflict of interest at the board level may be defined as “any transaction in which a director of the corporation has material interest.”

This material interest can be direct or indirect, and conflicts can even exist for directors who receive no money or tangible benefits from a transaction. For example, access to information about a corporate opportunity misused, or disclosure of important confidential information, can create very real conflicts.

In the for-profit world, most state corporation statutes follow the Model Corporation Act in requiring disclosure of material facts as to any relationship or financial interest of corporate officers and directors in contracts or transactions with the organization. In the nonprofit world, the basic duty of loyalty to put the organization’s interests first has always been a general principle required for directors to apply openness

and fairness in dealing with potential conflicts.

The potential for conflicts of interest at the board level is broad indeed. It includes such related issues as fraud, abuse, kickbacks, embezzlement and undue influence, to name just a few. No small amount of litigation has resulted from these cases in various forms, including shareholder actions, derivative lawsuits and government investigations.

Information

Interestingly, much good information is surfacing regarding conflicts of interest. In the for-profit world, a recent study by three professors at the University of Pennsylvania’s Wharton School of Business found six board characteristics linked to both higher CEO pay and weaker performance. One of the key characteristics was “outside directors who have business dealings with the company.” That sure sounds like a classic conflict of interest to me!

In the nonprofit world, a number of fine publications address conflicts of interest, such as *The Guidebook for Directors of Non Profit Corporations* (American Bar Association) and *The Legal Obligations of Non-profit Boards* (National Center for Nonprofit Boards).

10 Examples: Conflict or Not?

Recently, three of my real-world board experiences coalesced to highlight this hot topic of conflicts of interest in the boardroom.

Early in the week, I conducted a dozen one-on-one confidential interviews with trustees of a large charity as part of my work on an operations review consulting engagement. During the interviews, several trustees voluntarily raised a number of concerns regarding perceived conflicts of interest at the board level. Specific concerns included the following examples:

- **Example 1.** Some directors – a stockbroker, an insurance agent, a construction manager and a real estate broker – were providing services to the organization.

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- **Example 2.** A retiring president of the charity was pushing to create a related-party foundation to focus on fundraising, with herself as the new foundation's first president.
- **Example 3.** Several trustees who worked for or served on the board of this charity also served on the board of other local charities, which could be considered competitors for services and fundraising dollars. Some could be perceived as direct competitors of the charity.
- **Example 4.** Several of the officers of this large charity also served as officers of an unrelated organization that managed investment funds for this charity.
- **Example 5.** Attorneys representing this charity also represented some of the trustees.
- **Example 6.** One attorney also represented the corporate trustee of a foundation and trust fund that was a major source of revenue for this charity.

Midweek, I received a call from a new board member of a thriving local business. This was an astute professional who was having some concerns and questions about her service on the local board she had been so eager to join. She knew we shared a common interest in the topic of good corporate governance and she wanted to discuss her concerns on possible conflicts of interest within this organization's board and its structure. The questions she posed were precise and pointed:

- **Example 7.** "Does anyone have a say on this board besides Mr. Jones?"
- **Example 8.** "I have heard the management team is highly compensated. It is hard to find out how much pay they are getting. Should I be concerned?"
- **Example 9.** "The organization's attorney is a voting director himself and the personal attorney of several directors, including the key player, Mr. Jones. Doesn't that present conflicts and cause some problems?"

My third encounter on the topic of good corporate governance surfaced while attending a fun social event for one of the nonprofit boards where I serve as a trustee. Some time back during a management transition, a very talented new president chose, for expedience and other good reasons, to handle an important real estate transaction for the charity through a top local real estate agent. This agent would be serving in

the dual capacity as both a trustee for the charity and serving as their real estate agent. This was an obvious conflict of interest for the real estate agent, but because it was acknowledged and disclosed as such, many trustees were ready to go along. I objected vigorously to this plan. My position was simple. This distinguished trustee and top real estate agent could serve well in either capacity, as trustee or real estate agent, but he should not do both. He creates a troubling conflict and sets the stage for other trustees to expect the benefit of business relationships with the charity, a slippery slope I personally opposed.

- **Example 10.** "It is probably my imagination, but ever since being vocal in my opposition to this transaction, my active involvement with the good people of this board and organization has never been quite the same."

The experiences and examples recited here are typical. Some conflicts are easy to spot and address; others are not. The level of concern about conflicts ranges widely among various persons, organizations, industries and authorities. These 10 examples of perceived conflicts of interest at the board level deserve attention. The Armchair Response sidebar on page 92 gives my on-the-spot advice and practical responses. In addition, my work with conflicts of interest has surfaced several key thoughts and findings:

Organizations Are Always Subject to Conflicts

Conflicts will regularly surface. Sooner or later, almost every trustee, director and executive will face a potential conflict of interest.

The Nature of the Conflict Must Be Carefully Weighed by Boards and Individuals

Knowing that conflicts of interest will regularly surface, it is good to anticipate key points. Are we dealing with minor issues or substantive matters? Are we handling a one-time issue or a recurring event? Are we intentionally setting policy or inadvertently establishing precedent with how we handle a particular conflict? Are we taking the moral high ground, reflecting integrity and the standard we want for the organization or are we starting down a slippery slope to future conflicts with serious potential problems attached?

Conflicts of Interest Generally Are Not Inherently or Per Se Illegal

Conflicts of interest involving a director or an executive are not inherently illegal; nor are they to be regarded as a reflection on the integrity of the

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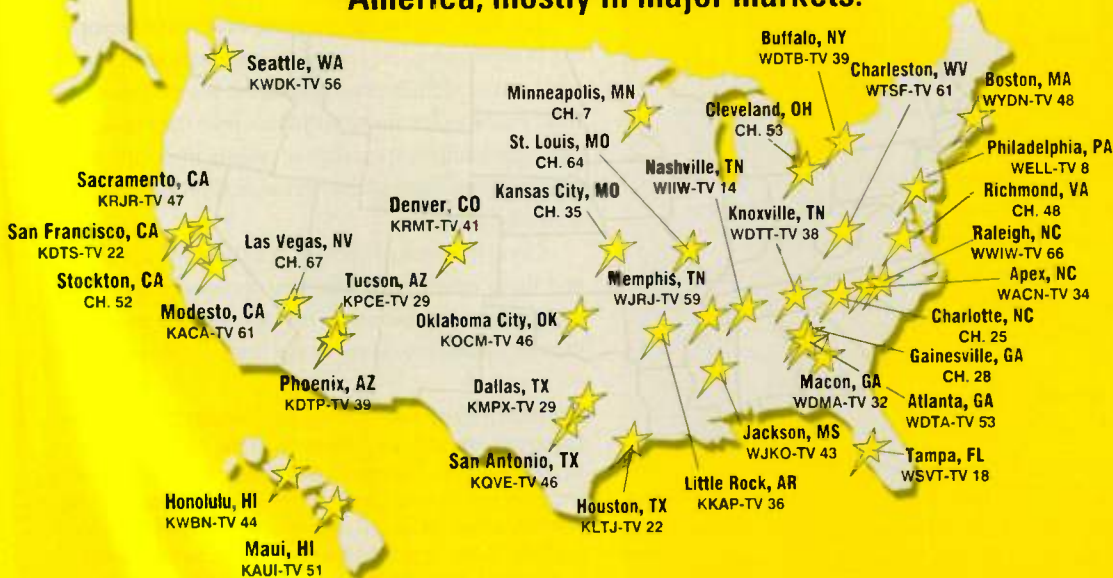
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Standards to Apply

As a result of my research on conflicts of interest, I have developed a simple frame of four possible standards to apply when boards or individuals are considering the topic of conflicts of interest, considering individual cases involving conflicts of interest or developing conflicts of interest policies.

No Standards (includes vague or no standards)

Directors avoid or ignore the issue of conflicts. Directors react to conflicts only when they surface as real problems. Conflicts are recognized only after the application of some internal or external influence or force. Conflicts can occur without review. Conflict policy does not exist or is not applied.

Standards Reflecting Minimum Legal Requirements

Directors follow the form and letter of the law related to conflicts. Directors attend to the basic legal formalities that are required to keep them safe. Conflicts are defined according to all applicable legal standards, including local rules, state statutes, federal laws (IRS, etc.), corporate articles and bylaws, company policies and procedures, attorney opinions and advice, and insurance contracts and policies. Conflicts occasionally occur, usually with review. Conflicts policy exists, but policy may not be actively enforced.

Standards Reflecting Principles of Good Governance

Directors adhere to the substance and intent of the law related to conflicts. Directors establish "Best Practices" to surface conflicts and provide independent review. All minimum legal requirements are applied. Board of the organization defines conflicts and encourages the consistent compliance and disclosure: awareness is key applied through compliance work; disclosure is key and not discretionary; independent review is key to compliance. Conflicts seldom occur, always with review. Conflicts policy is regularly enforced, reviewed and disclosed. The policy includes procedures for addressing conflicts.

Highest Possible Ethical Standards

Directors' actions reflect integrity beyond reproach. Directors assiduously seek to avoid conflicts, making this an organizational priority. Directors take the position that conflicts must be avoided and will not be permitted, except by rare exception. Conflicts rarely occur, and only after independent review and by exception. The board builds on good governance by paying assiduous attention to conflicts, proactively developing ways to prevent or resolve them.

board, the executive, the director or other parties. The manner in which the director and board handle the conflict, assuming it is properly disclosed, determines the propriety of the transaction.

Threshold Thoughts on Conflicts

While most conflicts of interest involving trustees, directors or executives are not inherently illegal, many of the standards, rules or guidelines on conflicts provide limited direction for effectively dealing with conflicts of interest. Remembering that it is fair to say that everyone has the potential for a conflict sooner or later, three polarities should be kept in mind when thinking of conflicts:

- Is this an inherent conflict we are all subject to or a self-inflicted conflict we choose to make?
- Is this an unavoidable conflict or an avoidable conflict?
- Is this best addressed by adhering to minimum legal standards or best addressed by the highest principles of good corporate governance?

Some Final Thoughts

Effective boards pay serious attention to conflicts of interest. Many boards strive for and focus on collegiality and trust. That's good. But in the words of Tom Horton, National Association of Corporate Directors (NACD) chairman and former president of the American Management Association, "Every good board needs a curmudgeon."

Yes, building trust is very important in developing boards and good corporate governance. But trust can become debilitating, and as the record shows from many unfortunate incidents over the years, failing organizations specialize in hiding the truth. So trust must be tempered with responsibility and accountability.

Good governance demands a dynamic tension, and those unwilling to play the occasional role of watchdog at the necessary and appropriate times may be destined to serve as lap dogs ... or worse.

Reprinted with permission from the February 2001 issue of Director's Monthly, a publication of the NACD, Washington, DC. Thomas F. Bakewell is a consultant on corporate governance, management and fiscal integrity. He currently serves on several corporate and nonprofit boards in the St. Louis area, and has been a director of Gramex (Grandpa's) and Roto-Die, Inc. He served for 15 years as a trustee of Lindenwood University. Tom can be reached at thomasbakewell@hotmail.com or 314-725-5552.

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Armchair Responses

Example 1. Professional on the board providing services. Absolute conflicts of interest on the board must be disclosed and should be avoided. Once the first such conflict occurs, it can move to the point where you have the potential for every party or director around the table having a deal.

Example 2. Retiring president of charity pushing to head related party foundation. No apparent technical conflicts of interest if handled as an arm's length transaction, but likely big potential for management and organizational problems, especially if the new president of the charity is not in the loop on this event. If the relationship between retiring president and new president is good and healthy, this could work out nicely. A few of the many issues to sort through with this include a threatened incoming president unfamiliar with the situation or circumstances, the reporting relationship of the retiring president serving the new foundation and overlapping directors.

Example 3. Trustees serving on "competing" charity board. It is common practice and a fact of life in most communities with the non-profit world, and especially in smaller communities. Seek to avoid dual service on major competing or contending agencies. E. Fram and J. Withers studied this in the March-April 1999 issue of *Nonprofit World*, 17 (2) pp. 19-21, "Conflict of Interest in the Boardroom?"

Example 4. Officers of charity also serving as officers of investment fund manager for charity. Absolute conflict of interest; requires full disclosure; parties involved should remove and recuse themselves from decision making for the client charity on matters related to investment fund management and services. This represents the classic conflict of interest and should seriously be avoided.

Example 5. Attorneys on the board represent charity and trustees. It is common practice, and raises very real conflicts of interest. It is seldom addressed and only poses serious problems in the most unusual circumstances, but those circumstances can be compelling and create real problems, such as a loss of attorney/client privilege for the charity. Leave this to the lawyers and their malpractice carriers. For fun, you might read "Danger, Lawyer on Board," *ABA Journal*, July 1993, p. 102.

Example 6. Attorney trustee represents both foundation and trust that is major source of revenue for charity. Let's be real here ... you treat this person very special, and let the attorney worry about the obvious multiple conflicts of interest this presents. Alternately, you can carefully seek to surface the issue of

conflicts in an appropriate fashion and with the greatest of skill, seeking to assure fairness in all transactions with the foundation and trust.

Example 7. Does anyone have a say besides Mr. Jones? Probably not. Mr. Jones built the company and you, along with the other directors, serve at his pleasure. Be clear about why you are there, review the D&O policy, if there is one, and if the company does not have a policy be sure there is substantial equity or net worth in the company to cover potential liabilities. Alternately, check the bylaws for good indemnification language on the directors, do bulletproof estate planning, live at risk or resign from the board.

Example 8. Key information not shared with directors. No real issues of conflict here, but the standard of conduct applicable to the individual corporate director includes the duty of care, which requires that a director be informed and exercise independent judgment. Why isn't information being shared and what do you think is really going on here? Read the comments in Example 7 above, and if you have any concerns at all, either politely obtain the information, live at risk or resign.

Example 9. Attorney represents corporation and directors. Read response to Example 6. Example 6 refers to a charity situation; Example 9 refers to a for-profit corporation. Consequently, the standard of care and the potential for real risk and adverse consequence could be substantially higher. This calls for substantial due diligence on your part, a whole lot of trust or very good protection as outlined above.

Example 10. My involvement never has been the same. It is not my imagination. Directors, particularly in charities, are polite and do not like personal conflict. Interestingly, while a number of the trustees privately tell me they support my position and are pleased that the issue surfaced, no other trustee has publicly objected to this continuing conflict or voted to end it. Interestingly, the board voted to add an appropriate and comprehensive conflict of interest procedure to the bylaws. Despite this positive development, however, I am disappointed to report that no one has yet deemed it appropriate to use with the ongoing conflicts with our trustee serving in the dual capacity as our real estate agent.



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5 Steps to Creating a High Trust Organization

BY KEN SCHEID

Trust me, there will be no more layoffs," said the CEO. "This time we have it fixed."

What is it about the above statement that makes you skeptical? Does it sound a little like Dad saying "This is going to hurt me more that it will hurt you?" Can managers build and maintain trust in an organization when it seems we all have a predisposition to distrust management?

Of course this is just an academic question for Christians, right? Isn't the word "trust" synonymous with the word "Christian"? After all, your organization is being run by Christians, your peers are Christians, and all who work for you are Christians; all followers of Jesus Christ. Therefore, Christian organizations all have high levels of trust ... don't they?

We surveyed employees in Christian organizations to discover the answer to this question. *Christianity Today's* Best Christian Places to Work program is a project sponsored by *Christianity Today*, the Best Christian Workplaces Institute (BCWI) and the Christian Management Association. Last spring, 85 Christian organizations participated in the survey, with more than 8700 employees completing surveys by answering 56 multiple choice and three open-ended questions. The survey results represented the attitudes and perceptions of more than 15,000 employees at a statistically significant and high level of confidence. Unfortunately, the results of the survey show that simply being a Christian organization does not mean they are immune from having low trust levels.

To be fair, Christian organizations did better than similar secular organizations on the employee survey for overall workplace satisfaction and trust. Some of the Christian workplaces came very close to the ideal.

Trust Research

According to Dr. W. Edwards Deming, the father of Statistical Process Control, modern Japanese management and Total Quality Management, 93% of all organizational problems

are caused by management, and possibly only 7% of the low trust level can be attributed to employees. What do managers do differently in high trust organizations than those in low trust organizations?

Statistical analysis of the data from the Best Christian Places to Work survey gives us revealing insights into the world of trust. The statement, "There is a high level of trust in my organization between senior management and employees" was answered with a strongly agree, agree, neutral, disagree or strongly disagree. The answers to this question are highly correlated to overall workplace satisfaction.

To determine the key elements of trust, a multiple regression analysis was completed. We found the top five elements accounted for 65% of the variance of the trust question. The five statements, starting with the highest correlation:

1. My organization conducts its activities openly and honestly.
2. My organization is well managed.
3. My organization's leaders demonstrate compassion for people at all levels.
4. My organization involves employees in decisions that affect them.
5. My organization values diversity of cultural backgrounds, personal styles and ideas among our employees.

This model is very similar to a model derived from a study completed by the International Association of Business Communicators (IABC), Measuring Organizational Trust, Cross-Cultural Survey and Index, 2000. This research is based on the results from 4000 employees representing 52 organizations ranging in size from 100 to 146,000 employees from around the world. The purpose of the survey and study was to identify specific organizational attitudes, norms and values that influence organizational trust. The five key factors IABC discovered (in order of significance):

1. Concern for employees
2. Openness and honesty
3. Identification
4. Reliability
5. Competence

Additionally, we find some similarities in the model presented in a book by Robert Bruce Shaw, *Trust in the Balance, Building Successful Organizations on Results, Integrity and Concern* (Jossey-Bass, 1997). Shaw, an organizational behavior Ph.D., identified three trust imperatives in his book:

1. Achieving results: following through on business commitments
2. Acting with integrity: behaving in a consistent manner
3. Demonstrating concern: respecting the well being of others

The similarity between the three independent research projects is striking. When comparing the BCWI results to the IABC results, openness and honesty are at the top of both surveys. Compassion and concern for employees are nearly identical and, when we add elements of concern for employees, we see diversity fits into this category as well. IABC divided the management issue into reliability and competence, which causes these issues to match nicely.

The identification issue with IABC includes some aspect of involving employees in decisions. Allowing employees input in the company increases their sense of ownership and commitment. But IABC's identification factor has a large component related to employees identifying with the mission, vision and goals of the organization.

This identification of mission, vision and goals for Christian organizations is more of a prerequisite for work than a prerequisite for trust. Our sense from the survey is that few people work in Christian organizations for the money; most all were called to the work.

Similarly, Shaw's model is nearly identical with the top three issues: results, integrity and concern. However, it leaves out mission identification, diversity and employee involvement.

Biblical Principles of Trust

The Bible presents a model that matches the BCWI model. First, looking at openness and honesty, there are proscriptions against lying throughout the Bible. Of course it is plainly stated in the Ten Commandments: "You shall not bear false witness against your neighbor" (Ex. 20:15). This covers the honesty issue and one could also argue that this principle is very consistent with being open. It is harder for people to be dishonest when they are open.

Second, compassion or concern for employees is linked with a common theme throughout the Bible, to love one another. This is the second greatest commandment as stated in Matt. 29:39 "You shall love your neighbor as yourself." We think it is fair to say, if a person were to follow this commandment as a manager, and love the people working for and with him or her, then they would meet the requirement of the compas-

sion dimension. In fact, the acceptance and inclusion of diversity in the workplace is also covered by this commandment. It would be a contradiction to say you are obeying this commandment and still be prejudiced or biased. Taking this one step further, it would be difficult to exclude employees from decisions that affect them and still love them.

Finally, there is the dimension of competence. Although there isn't an overt commandment to be competent, nor do we have to be competent to obey God (some of us are thankful for that), there is a formula for how the Body of Christ should function. We see in Eph. 4:11-12 that we are to serve according to the gifts God gives. This formula, having people serve in the areas of their gifts and talents, is guaranteed to build competence in an organization. The recent best seller *First, Break All the Rules: What the World's Greatest Managers Do Differently* by Marcus Buckingham and Curt Coffman (Simon & Schuster, 1999) has turned modern management on its ear by rediscovering this fact. The major finding presented in this book, after millions of hours research by the Gallup organization, is to hire, place and promote people based on their talent, not their experience, skill or intelligence.

Therefore, using the BCWI model, supported by biblical truth, we have our five steps to creating a high trust organization:

1. Be open and honest
2. Be well managed
3. Show compassion to all employees
4. Involve employees in decisions that affect them
5. Value diversity

Building and maintaining an environment of high trust is difficult and often misunderstood. It has an emotional and spiritual element; it depends on what you say, how you say it, when you say it and what happens before and after you say it. It can be killed by gossip, selfishness, pride or a moment of indiscretion. There is no formula for creating trust in an organization, but there are a million ways to destroy it. The ability to build trust is much like leadership; some are born with it, some have to work at it and some will never get it.

Regardless of how difficult or complex, it is essential for leadership to model to the five areas mentioned above. But strictly paying attention often is not enough. Managers need to get a reference check once in a while and measure the level of trust in their organization.

Ken Scheid works for the Best Christian Workplaces Institute. Contact him at kscheid@bcwinstitute.com.

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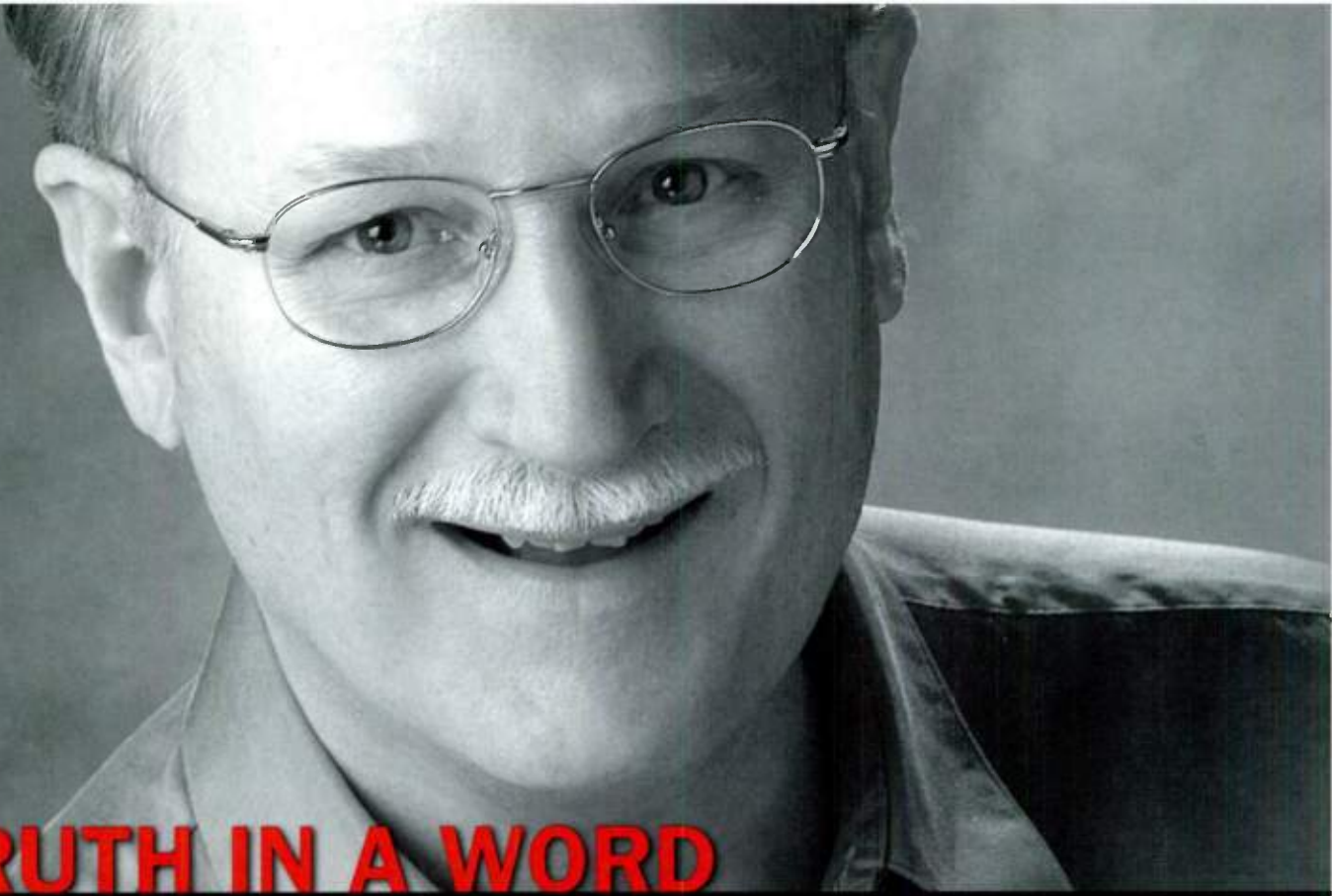
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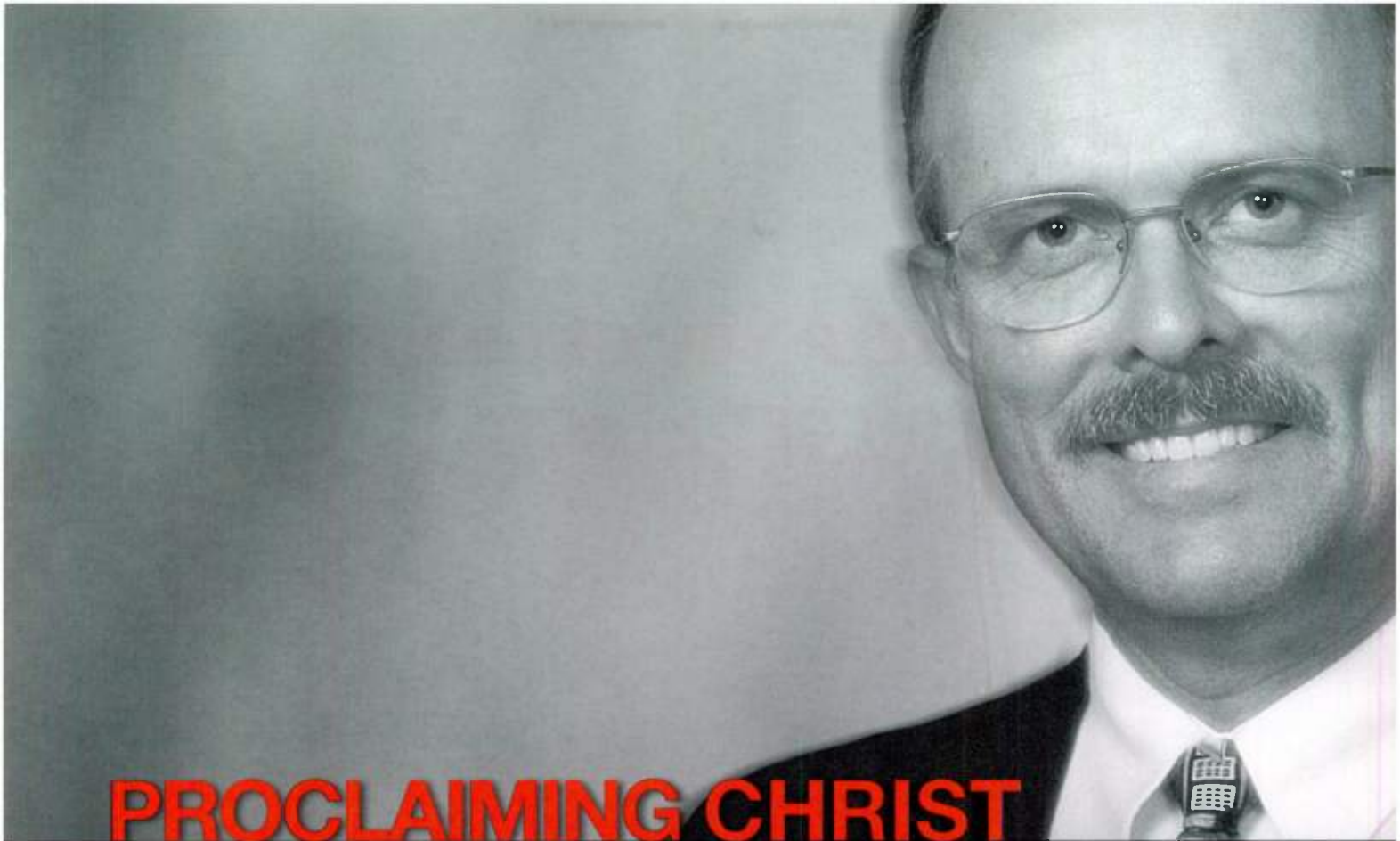
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Executive Summary

1. Jesus' message, spoken to all, was for "He who has ears ..." thus singling out the God-fearing.
2. To one criminal being crucified, Jesus said, "... today, you will be with Me in paradise." What did He say to the other?
3. By reaching out to God-fearing people, not dichotomized by saved or unsaved, we are able to speak to believers as well as interested unbelievers.

Who Is Our Audience?

BY GEORGE COOPER

Who listens to your radio programs?" a missionary recently asked me. I had mentioned that most of our programs are Bible teaching, and the questioner's implication was that only Christians listen to TWR. This is not an uncommon understanding of radio missions. But those of us fulfilling Christ's mandate via the airwaves see things differently.

The question, nevertheless, is a valid one. Who is the audience we intend to reach? Simply unsaved people? In radio missions, our primary desire is to be evangelistic, fulfilling the Great Commission in the best way we can. But that doesn't really identify the audience. The question is important because the answer affects the way we speak, what we say and the words we use.

A Christian Audience?

Obviously, we do not intentionally reach out to Christians if our goal is evangelism. It's true that many Christian radio stations intentionally program their broadcasts toward Christians and church members. In fact, if the station is listener-supported, then

the station must broadcast what the listeners want to hear. Even if the station is funded by advertisements, this still must be coordinated with the likes and dislikes of the listening audience.

In international missionary radio, however, our primary intended audience is not Christian. Many of our listeners are believers, but many are not. Yes, Christians who listen and are blessed by the programs often help to support the ministry locally through their prayers and giving. But for us, the Christian audience is too limited; we need something broader.

An Atheistic Audience?

At the other end of the scale are those who do not believe in God at all — people who are antagonistic to the Church, Christians and religion in general. As much as we might want to reach atheists, once we are identified as missionary or Christian radio, we will not have a significant audience of these people. Although there are some who accidentally tune in and turn to Christ, when this occurs, it certainly is God's Spirit at work and not necessarily our skill in broadcasting.

A God-fearing Audience?

Within the Central East European region, we have identified our audience as 'God-fearing people.' To some, that may mean believers. To others, it may refer to wise people, since "the fear of the Lord is the beginning of wisdom." To us, it means anyone who

acknowledges there is a God, or a Supreme Being. This would include almost all religious people, including Christians.

Perhaps the main reason for this designation is that radio is useful for speaking to this audience. Many have an appreciation, if not an understanding, of the Bible. And in many countries, this group makes up the majority of the population.

What Does Scripture Say?

There is biblical support for this idea of God-fearing people as the audience. For example, Jesus Himself expressed it in John 6:44: "For people can't come to Me unless the Father who sent Me draws them to Me, and at the last day I will raise them from the dead" (NLT). The inference here is that even Jesus depended upon God to draw people to Him before He could make an impact on their lives. I like the way Eugene Petersen puts this same verse in *The Message*: "You're not in charge here. The Father who sent Me is in charge. He draws people to Me — that's the only way you'll ever come. *Only then do I do my work, putting people together, setting them on their feet, ready for the End*" (emphasis mine).

Jesus further supported this idea when He told the disciples about the Holy Spirit and His task on Earth. "And when He comes, He will convince the world of its sin, and of God's righteousness, and of the coming judgment. The world's sin is unbelief in Me" (John 16:8-9, NLT). The Spirit's task is to convict people of sin. Ours is to proclaim the Good News.

A few weeks ago in my Bible reading, I came to the crucifixion scene at the end of Luke (23:35-43). I don't know how many times I've read this passage and its parallel passages in the other Gospels, but this time I saw something completely new. Picking up the narrative in verse 39: "One of the criminals hanging beside him scoffed, 'So You're the Messiah, are you? Prove it by saving Yourself — and us, too, while you're at it!'

"But the other criminal protested, 'Don't you fear God even when you are dying? We deserve to die for our evil deeds, but this man hasn't done anything wrong.' Then he said, 'Jesus, remember me when You come into Your Kingdom.'

"And Jesus replied, 'I assure you, today you will be with Me in paradise'" (NLT).

What I noticed for the first time was this: What did Jesus say to the other criminal? Why didn't He warn him about the danger he was facing? We sometimes forget that Jesus let people walk away without getting to yes. He simply let them go. His message,

"Come," is always a plea, not a command. In His earthly ministry, Jesus spoke to the crowd — the masses — a mix of followers from disciples to critics and every kind of follower in between. His message, spoken to all, was for "He who has ears ..." thus singling out the God-fearing.

What Difference Does It Make?

Missionary and Christian radio struggle with the issue of audience. While desiring to be evangelistic, how do we get the unsaved (read: uninterested) to listen to the message?

Some broadcasters spice it up with contemporary music and trendy speech. More often than not, broadcasters satisfy the supporting constituency with Bible-teaching programs, yet wonder who really listens. However, by identifying the intended audience as God-fearing people, we are able to satisfy believers and interested unbelievers. This includes unsaved church members as well as members of non-Christian religions. These are seekers whom God draws in to listen.

Our primary task as Christian broadcasters is to unapologetically teach God's Word, which He has promised to bless: "It will not return to me void" (Isaiah 55:11). For me, Proverbs 9:8 sums it up: "So don't waste your time on a scoffer; all you'll get for your pains is abuse. But if you correct those who care about life, that's different; they'll love you for it" (*The Message*).

George Cooper is a producer for Trans World Radio – Europe. Contact him at gcooper@twr-europe.sk. His website is www.friendshipleader.com.



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Beachfest Takes Christ

1200 stations broadcast Beachfest



Imagine 1000 feet of fiber-optic cable stretching from a video truck in the Fort Lauderdale Beach parking lot, through the sand, to the Yankee Clipper hotel overlooking the surf, running up three stories, burrowing through newly bored holes, creeping along the hallway and culminating in rooms with a view of events happening below.

to the Nation

live from Fort Lauderdale, FL

BY KIMBERLY CLAASSEN



What the room occupants couldn't hear reverberating through their windows, the cables provided through stereo programming and ambience. Quite possibly the largest spring break party in history was happening below — and NRB members were sending it across the country from their Yankee Clipper remotes.

John Riley, program director for American Family Radio (AFR), and his two-man crew set up in room 367, overlooking the back of the stadium-sized main stage on the sand. They found out firsthand the breadth and width of this party called *Beachfest*—Luis Palau's answer to spring break mayhem.

Party With a Purpose

Florida's *Sun-Sentinel* called it "one of the largest such religious events ever." With the Atlantic lapping on the east and Fort Lauderdale's main drag hemming in festival grounds 500 feet to the west, *Beachfest* stretched one-third mile north along the shoreline. In true festival style, food booths marked the western perimeter. An inflatable 28-foot Larry the Cucumber and 14-foot Bob the Tomato towered over the VeggieTales Children's Area. The 10,000-square-foot extreme skate park anchored the festival at the northern end.

Beachfest's two-day attendance topped out at 300,000 — Palau's largest U.S. event. (His festival in Buenos Aires, Argentina, drew a crowd of nearly 1 million just one month earlier.) As could be expected of the international evangelist, the festival was about more than having fun. It was all about introducing people to Jesus Christ.

Whether jamming in the mosh pit or dodging obstacles in the Miami Dolphins Sports Zone, getting faces painted or gasping at skateboard stunts, attendees could not drown out or dodge the festival message. It was inescapable and unmistakable: Jesus Christ is what makes this life worth living. Throughout the day, multiple evangelists called children, teens and adults to open their hearts to Christ.

That's what caught AFR's attention.

"What really piqued my interest was the evangelistic side," Riley revealed. "This is so much bigger than just a festival. It's about more than having fun on the beach. It's about saving souls."

Broadcasting Live from *Beachfest*

Palau's drive to save souls put *Beachfest* front and center at NRB 2002 in Nashville, TN, less than two months before the festival. His team's goal was to enlist the help of 600 stations to broadcast *Beachfest* across the nation. More than 1200 stations signed on to be part of this rather large, and rather loud party, with Jesus Christ at the center.

"The enthusiasm from NRB partners was infectious," said David Jones, Palau's executive radio producer. "They saw this as a Christian Woodstock-sized event, with the potential for reaching a lot of people

with the Good News of Jesus Christ."

Adding their own unique marketing touches, stations adopted *Beachfest* as an exciting evangelistic opportunity for their listeners. Portland's the FISH (KFIS-FM), Seattle's Spirit 105.3 (KCMS-FM), and three other stations and networks promoted *Beachfest* through a fly-away contest. At *Beachfest* itself, AFR, Air 1, and K-LOVE were among the 13 local and out-of-town stations and networks broadcasting live from the event.

"Our organizations share a vision of evangelism," said K-LOVE's Lloyd Parker. "We appreciated the opportunity to be a part of *Beachfest*."

Ken Vaughn of WRMB-FM/Boynton Beach, FL, ran a live feed cut into the station's regular programming, based 18 miles north of *Beachfest*, with interviews, reports and call-backs.

"We were giving people a slice of the sights and sounds," Vaughn explained. "There was this attitude of Holy Spirit anticipation. There was really an electricity — it just can't be beat."

NRB Carries *Beachfest* to the Nation — and Beyond

The hundreds of stations that couldn't make it to Florida carried the 4-hour *Beachfest* radio special, produced and broadcast live from the festival by Joe Battaglia of Renaissance Communications. Wayne Pederson of Mission America and Mike Bingham of Moody Radio co-hosted the program from an open-sided tent to the right of the main stage, while Christian Vision operated from the tent next door, broadcasting the event in Spanish to 200 Hispanic stations in the Americas.

Just far enough away from the mosh pit to avoid getting jostled, Pederson experienced the festival up-close and personal. "Seeing 200,000 young people on the beach Saturday night, praising God and hearing the Gospel is an unforgettable sight," he enthused. "Seeing tens of thousands raising their hands, indicating a desire to follow Jesus is indescribable. Like the First Century church, Christians are becoming known for their joy. And like the early

church, people like what they see ... and God continually adds to the number of those who believe."

The crowds added their own challenge for the popular music artists trying to make their way from backstage to the radio tent at the edge of the crowd. Toby Mac came anyway, with only his apology of, "It took me a while to get here" hinting at delays en route. "It's amazing that something this culturally 'hitting' is, at the same time, associated with Christ," he told his interviewers. "So culturally relevant to the whole community, but still so undeniably 'Jesus.' That doesn't happen too often."

Ricky McKinnie of The Blind Boys of Alabama dropped in, telling listeners that "Jesus is the baddest man in town! Any time the people can come together in agreement on the same thing, it's always good," he said. "It's one God, one baptism. It's coming together."

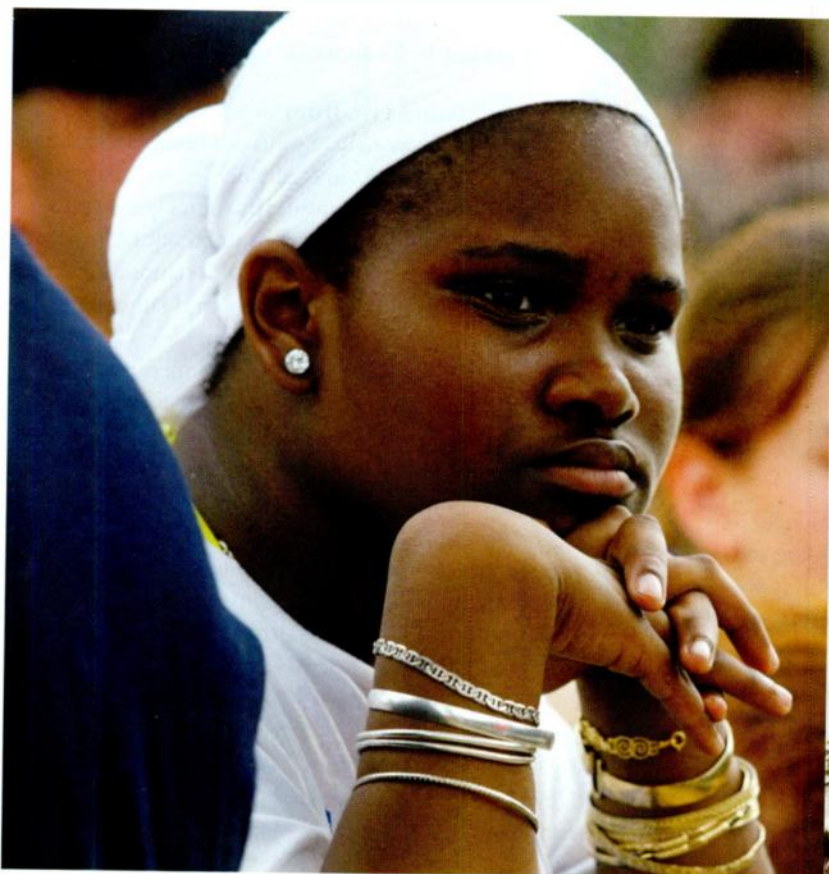
Not Your Average Spring Break Party

A former Las Vegas DJ, with Philippians 2:10-11 emblazoned on his arm, shared McKinnie's opinion. He said his life changed dramatically two months earlier, when he chose to follow Jesus Christ. Newly arrived in Fort Lauderdale, he was one of many who heard the pre-festival radio announcements and came to check it out. "The beautiful thing about this: It's for all people," he said. "Black, Caucasian, Hispanic ... everyone's here!"

"This is one of the most significant events I've ever been involved in during my almost 30 years in Christian broadcasting," Battaglia said. "I can't remember live coverage of an event that involved more radio stations — and certainly none that engendered this kind of cooperative spirit between all major Christian radio networks. It was truly a Kingdom event!"

"The spirit of cooperation was fantastic," Jones noted. "The attitude of stations involved helped make the myriad of logistical issues far more manageable. Together, we reached a nation for Jesus Christ."

Kimberly Claassen is senior editor for the Luis Palau Evangelistic Association and can be contacted at kim.claassen@palau.org.



The dot.com of Christian Broadcasting

BY LARRY AMON

Twenty years ago, if you wanted to start a company, it took a good idea and a lot of capital. However, in the late 1990s, that changed. All you needed was an idea that was technical in nature and a website and boom, you're a dot.com millionaire. Even though a dot bomb followed a few years later, it created a new and easy way for entrepreneurs to enter the marketplace. But could I apply this to starting a ministry in Christian broadcasting? That's the question I pondered in the summer of 2000.

Like most Gen-Xers, I watched hours of television and a multitude of movies, but there wasn't much in the way of Christian shows or films – and even less for Christian adults. A lot of the Christian movies were so cheesy that the entertainment came mostly from laughing at their corniness. Also there were no explicitly Christian dramas on television. For example, *Touched By An Angel*, which a lot of people liked for its family friendliness and running theme that “God loves you” never pointed to Jesus as the answer. For this and other reasons, they could be referring to the god of any religion.

There was Christian radio, of course. I found *Adventures in Odyssey* very entertaining with good Christian teaching and values, but as much as I loved it – and still do – it was and is geared toward kids. I thought it would be great if there were something like this directed at an older audience. Because Christian radio was an outlet that already existed, it would be our first and primary area of ministry: a Christian audio drama that was geared toward a college-and-career audience.

Now What?

Much of what you hear on Christian radio is teaching and preaching from pastors who have churches or from people who have large organizations as a foundation. But what if you don't have a

church or a large organization and you have a ministry that you feel called to start in Christian radio?

“Why not start non-traditionally?” suggested Paul Buchanan, my friend and partner in the ministry. Although the Internet was new to a lot of people, as tech junkies, it already was a way of life for us. A few years earlier, Paul and I hosted an Internet-based movie review show, *Wired for Cinema*. At the time, video over the Internet was new technology. We did this just for fun as part of a project that a local Internet service provider created called ISP-TV. They used video technology named See-You C-Me and Real Video, which had just come out.

Unfortunately, the whole ISP-TV idea crashed a few months later. Maybe it was bad marketing or bad timing, but the concept of having a show strictly on the Internet seemed more feasible now, especially if it was just audio and didn't require the bandwidth that video did.

Now that we had an idea and an outlet for sharing it, I started putting things together. I e-mailed two other Christian friends, Darrell Winston and Neil Johnson, and asked for their help. With a call from God, Paul, Darrell, Neil and I started the ministry. We began the long and tedious process of setting up a 501(c)3 non-profit corporation, Christian Walk Alive (CWA, www.christianwalkalive.org). CWA would be the umbrella under which we would make Christian entertainment that would encourage the audience to be more alive in its Christian walk.

Next came the purchase of equipment, and then Paul and I sat down to build a story and characters for the show. We spent hours choosing character names and deciding on a general idea for a continuing drama. I suggested to Paul that we name the town Progress and we call the show *A Work in Progress*, since we are all a work in progress spiritually and the show would be about people living and working in the town of Progress. The hard part was done ... all we needed were voice actors.

We cast Christian friends ranging from semi-professional actors to people with no experience at all. Although it was a little challenging, I stuck to one

rule: we used only Christians as voice actors. I thought this was important because the actors might one day become role models to the listeners.

Next we rolled out www.aworkinprogress.org, and then everything was ready to go. After a month or so of writing and recording, we started putting Real Audio episodes on the website. With a studio that was only a few microphones in my bedroom, and a web page, we were broadcasting! But we didn't have much of an audience at first.

You Mean We Have to Pay for It?!

At an NRB chapter conference, Bryan Mager, a fellow member of our ministry, and I learned that Christian radio worked much differently than we had thought. You had to pay the radio station to air your ministry's program; the commercials didn't pay for your broadcast. About a year later, Oneplace.com made an offer to host our program on its website. It was going to be a bit harder to get the funds, but Oneplace aired all of Christian broadcasting's big names, such as Focus on the Family, Chuck Swindoll and many more.

In the beginning, we knew money would be somewhat of a challenge. The money for microphones, mixers, software and the cost of running a website had to come from somewhere. But we decided we needed to do it to get the exposure and a larger audience.

It's been two years since we've been broadcasting on Oneplace.com. After receiving the listener reports from Oneplace, Paul was confident we did the right thing. In the meantime, we have had offers from Christian radio stations to air *A Work in Progress* and we've even had some international interest. But we didn't have the money necessary because we were still finishing the legal paperwork from the IRS. We have only recently completed the process of becoming a legally recognized nonprofit corporation.

A Work in Progress is our primary focus for now. According to numbers provided by Oneplace, the show has about 700 listeners a month. We want to continue broadcasting on the Internet, because it's a whole new outlet for reaching people. We also want to raise the money necessary for broadcasting on Christian radio so we can reach the already plugged-in millions of listeners there. And although we are focusing on the audio drama right now, other forms of media definitely are in our future, including movies and animation. Our goal is to make Christian entertainment that is relevant and real.

Did You Say Entertainment?

I've called what we're doing Christian entertainment. But what do I mean by that? We live in a world where many people feel the need to be constantly entertained or bombarded with noise. This is not what we want to provide. We want to use media to spread the Gospel, to edify believers and to help Christians with their daily walk.

We don't want to be just noise nor do we want to divert people from thinking. But people usually don't go to a movie theater planning to learn and grow. They want to enjoy the film. We want people to enjoy the media we create, but in a fun and godly way – enjoying it for what it is while experiencing the Gospel and learning how to deal with life issues using biblical responses. Also, we want people to learn that God is the Source of those responses and He is accessible to us personally through Jesus.

Hard Work and God's Blessings

This wasn't how I thought Christian radio ministries started and I guess for the most part it isn't. Maybe now that we've done it, it can help pave the way for other ministries to get started. Don't misunderstand, this was not as simple as it sounds and it has taken a lot of work. In fact, everyone involved gives a lot of his time and all of us have regular day-time jobs.

I spend many hours weekly writing, editing and planning. Moreover, coordinating recording times for all of the voice actors can be very challenging. Many of us who are involved have donated all of the funding required so far. One reason for this is that we lack fundraising skills. According to Paul, "Fundraising isn't as easy as it seems ... asking people you know for money (like your church), is an interpersonal barrier that needs to be crossed."

Using the dot.com idea, it didn't take hundreds of people or tens of thousands of dollars to start. It did, however, take a lot of hard work. But God has blessed us. One of the best blessings is receiving letters from listeners telling us how the ministry has blessed them. I pray that God will continue to use this ministry for His glory, continually using us as works in progress.

Larry Amon is co-creator of A Work in Progress. Contact him at amon@umbc.edu.

Divine Programing Secrets of the Blah-Blah Sisterhood

7 Things Becky Really Wants You to Know

BY DAWN BUMSTEAD

If this article's fictional Becky — a representative of your typical listener — were alive, she'd be rolling over in her minivan right now. She's stunned by how much time you spend speculating about her thoughts. Amazed that you truly think you have a handle on her life and activities. And while the idea of profiling the image of your ideal listener may not be dead, Becky is sick — sick and tired of being pigeonholed, as radio programmers all over the world try to figure out what she thinks, does and wants to hear. She wonders why you just don't ask her in the first place.

Meet the Blah-Blah Sisterhood

The Sisterhood is a group of vibrant Christian women, with members ranging in age from 34-57 years old, developed to help take the mystery out of your target demographic. All of them listen to radio, but not all of them choose to listen to Christian radio, a fact that led to the choosing of the group name. When one of the members was asked why she doesn't listen to Christian radio, she thoughtfully responded, "It's like they play one or two songs, and then the rest is just blah, blah, blah."

They are diverse women with real lives, real families and real problems. Many of them have opinions

that will surprise you and even challenge what you've always thought about your typical listener. They were asked in-depth questions about their lives and families, and about certain aspects of radio programming that impact their daily routine.

Divine Secret #1: She cares less than you think she does — especially about you.

It may come as a shock to you, but the woman who has your station on while she's in the car is not anxiously hanging on your every word. She doesn't know how well crafted your last bit was and she does not have your promotional calendar memorized. She's much more concerned about how to pay for the braces she just found out her 12-year-old needs. She's wracked with guilt over snapping at her mother yesterday. She wishes she had more time to spend alone with her husband.

You, your station, your air talent and your agenda are not on her list for today. Or any other day, for that matter. Top talent coach Tommy Kramer often uses the sun and moon to illustrate. "The sun gives our solar system light. The moon reflects light from the sun. It's easy for talent to think that his or her job is to bring things to the table that the listener doesn't know. Stuff that wouldn't ordinarily come up in the listener's everyday conversations in the hallway or at lunch. Just look at what she needs to know today, that she may have missed, so later on when she gets asked about it in the hallway, she won't feel stupid. Your job is not to be 'the sun' and create light. It's to be 'the moon' and reflect what your listener is already thinking about — what's already on her mind. You can shine light on anything you want, but if it's something she doesn't care about, what's the point?"

Divine Secret #2: She can see right through you.

When asked what the phrase, "coming up next," meant to her, here's how a few members of the Sisterhood responded:

- Jo – 45, Administrative Assistant: "It feels manipulative and cues me that commercials are what's really coming up next."
- Anne – 49, Disabled Children's Worker: "That's code for 'there's a lot of commercials coming up.'"
- Penny – 42, Travel Agent: "It doesn't fuel my will to listen more, if something wonderful is coming up."
- Jenell – 42, Budget Analyst: "It means, 'right after all the commercials, this thing I really want to hear about will be presented ... hopefully.'"
- Linda R. – 57, Insurance Agent: "If you want me to hear something, just tell me already!"
- Rene – 37, Real Estate Appraiser: "It means time to change the station."

Divine Secret #3: She thinks news is good, but sports is a waste of airtime.

The vast majority of the Sisterhood agreed that news was an important feature of the radio station(s) they listen to. Most wanted to see a balance of world and local news, with the emphasis on the biggest, most important stories of the day. All agreed that they only wanted the basics, however. They will go elsewhere when they have more time to get all the details.

Many programmers believe that women in their target audience want to hear the day's top sports scores or stories to be able to converse intelligently with their husbands at the end of the day. Nothing could be further from reality. When asked if they wanted to hear any type of sports news on the station(s) they listen to, every member of the Sisterhood shared a loud, resounding no. Except for Midge – 42, Patient Care Representative: "I like sports on the radio only when I'm trying to take a nap." The key phrase is "on the radio." Your average listener may enjoy watching NASCAR on television, or being in the stands at her son's football game or catching the last game of the championship (as long as the home team is involved) – but that's where it ends. Their sporting experience doesn't drive their desire for sports news on the radio.

Divine Secret #4: Sometimes, she just wants to have fun.

"Just give me a laugh on the way to work," says Sandra – 36, Computer Systems Engineer. When asked what they need most from their radio in the morning, most responded with the usual basics – news, weather and upbeat music. Fun was a major recurring theme for most of the members of the Sisterhood. "I need encouragement and humor in the morning," says Christy – 34, Homemaker.

Being too serious is one reason Lori – 37, Bookstore Manager, doesn't listen to Christian radio in the morning: "I can't listen to people who are somber and super-spiritual. My life is serious enough as it is." Contests were not high on the list of enjoyable programming elements among women who work outside of home, but a few mentioned that they listen to contests, even though they don't participate. The majority of stay-at-home moms and those who work out of their house said they enjoyed contests, although they wouldn't likely try to win. Linda M. – 40, Self Employed: "I never call in. Some are fun, if they involve people who don't want to participate."

Divine Secret #5: She's not who you think she is.

Your target listener is not always driving a minivan full of kids to a soccer game. She is most certainly not doing that at 10 a.m. on a weekday. She's not necessarily married – she could be one of thousands of single moms in your audience, struggling to make it on her own. She's not always fresh-faced and coming back from the grocery store with a swinging ponytail, humming the hook from one of the songs on your playlist. "My day hits the fan in some way, shape or form – every single day," remarked one member of the Sisterhood, "Nobody lives like a sitcom."

Just as her day changes, what she needs from her radio changes. The challenge is to push her forward naturally without sacrificing the integrity or consistency of your station's total personality. Sure, you can play up-tempo music in the morning and slow things down for the dinner hour. You can have a wacky fun morning crew and turn things over to your slower, more serious announcer (who sounds like he's been sucking lemons) at 10 a.m. You may think you're changing with her needs, but before long, your target listener gets the idea that your station is schizophrenic. She doesn't tune in as often, simply because she doesn't know what to expect.



Paula White

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- Sunday - 2:30 pm EST

Black Entertainment Television (BET)

- Tuesday - 7:00 am EST
- Thursday 7:00 am EST

Daystar Television Network

- Sunday - 7:30 pm EST

CourtTV

- Friday - 6:30 pm EST

The Word Network

- Sunday - 10:00 pm EST

Consult your local listing for additional broadcast times in your area.

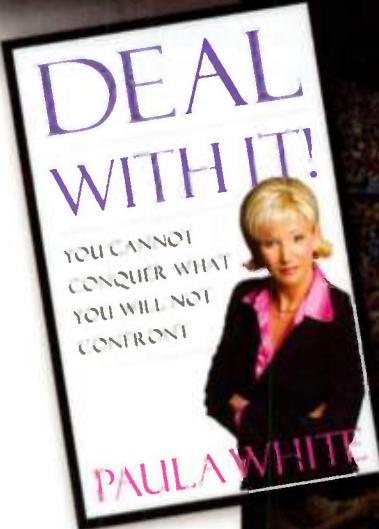
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Divine Secret #6: She has a TV.

Television is not the root of all evil and chances are good that your target listener watched hers last night. If any version of *The Bachelor* was on, chances are even greater. Unlike the traditional image of today's evangelical woman, Becky does live a mainstream life. She is not spending all of her free time reading the Bible, praying for the lost or sewing blankets for the homeless. She uses television both as an escape and as a social activity with her family. Not surprisingly, here are some of her favorites:

- *Everybody Loves Raymond*
- *The Bachelor*
- *CSI*
- *Law and Order*
- *Trading Spaces*
- *er*
- *7th Heaven*
- *Everwood*
- *Judging Amy*
- *Friends*

Because she is watching television, it's okay for your announcers to talk about television. Kramer coaches talent to be mindful of where the center of perspective is. "A great film director will let the actors rehearse a scene while he (or she) looks at it from all different angles, sitting or standing in different places, to decide where to put the camera, before one foot of film is shot – because the camera decides what the perspective will be.

"Whether something is appropriate or not is largely a matter of coming from the right perspective, so that it relates to the listener in a way that's consistent with what your station stands for. There's almost always a way to deal with any subject – if you ask yourself the question, 'Where do you put the camera?'"

Even if you decide not to talk about certain aspects of pop culture, Kramer cautions to at least be aware of them. "Part of our service to the listener is helping her be a better parent, and that means steering her in the right direction for her children's sake. If there's something on TV, for example, that she shouldn't let her kids watch – we should know about it and be helping her in that way. So many programmers are so concerned about being of the

world, they're afraid to be in the world. Your listener is a real person who lives a real life all week long before [she walks] into church on Sunday morning. The question for you is, 'Am I going to address her real life, or only the part that I approve of?'"

Divine Secret #7: She never, ever listens to her radio in a big room filled with other women named Becky.

Believe it or not, your target listener knows the difference between a professional operation and a cut-rate radio station. She may not be able to articulate it, but it registers with her when announcers on Christian radio are sub-par, compared to more polished and produced (and higher paid) secular counterparts. "I don't listen to Christian radio mainly because it's slow and clunky, and sounds boring," says Sally – 51, Administrative Assistant. Slow, clunky and boring – that's how your listener may perceive an announcer who hasn't been trained well or who's still speaking to her as if she's "out there in radioland."

You can program to her needs, wants and wishes all day long – but if your talent isn't good at connecting, she still won't listen. Help your on-air staff to do what it takes to capture Becky and keep her there so she can be blessed by your message.

The Bottom Line Is No Secret

The message your station has for your target listener – that God loves her, cares about her life and wants a personal relationship with her – is the most important thing she will ever hear. A realistic and objective picture of who she is that is not based on the small circles many evangelical radio folk live in could be the very thing that makes your station irresistible to her. Above all, the members of the Sisterhood would encourage you, "Be fun. Be positive. Be better than anyone else competing for my attention – and maybe you'll get it."

Dawn Bumstead is a freelance writer and radio station GM whose favorite TV show, What Not To Wear, was not mentioned at all by the Sisterhood.



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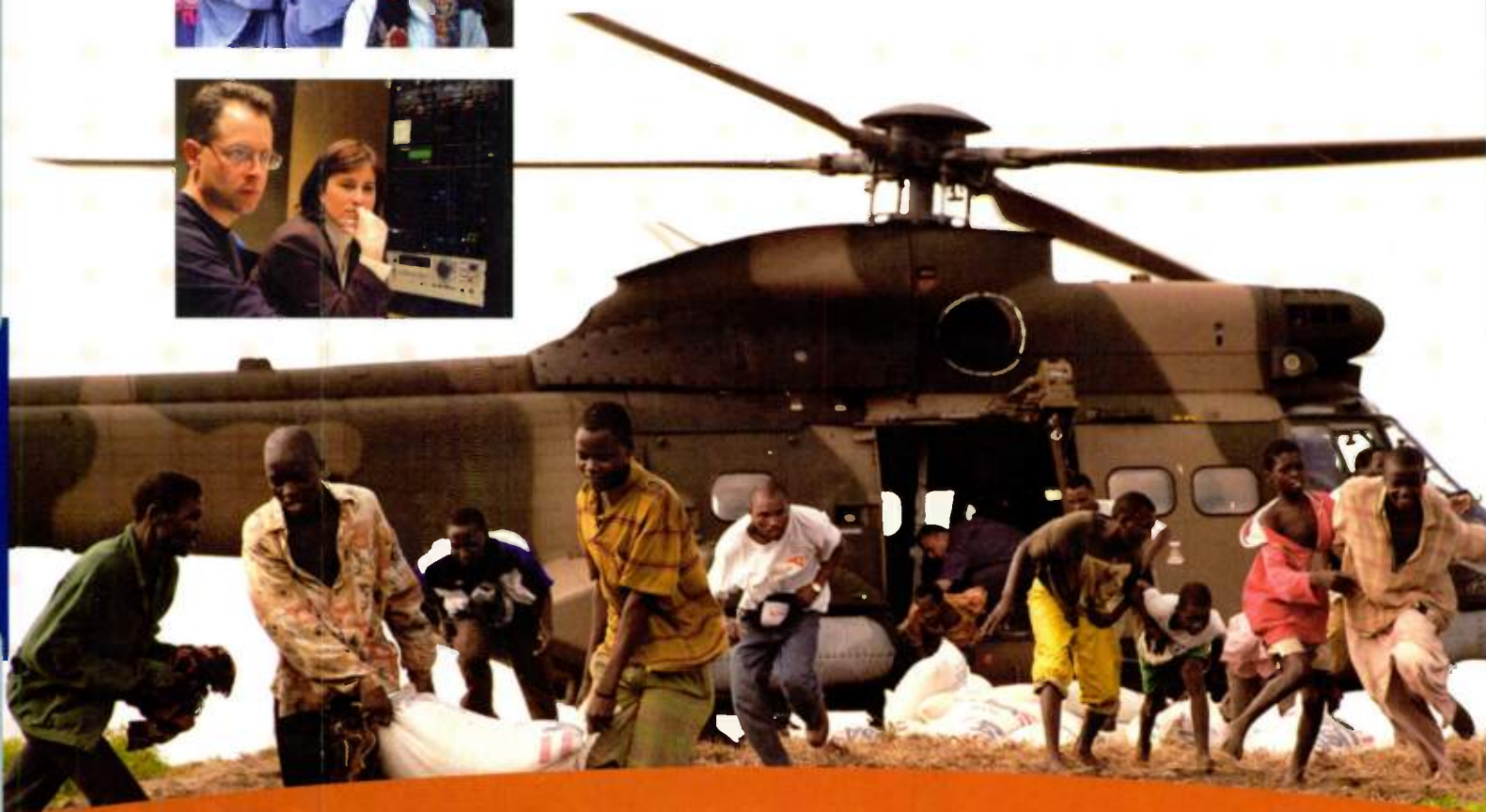
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HNRB

INFORME ESPECIAL DE LA HNRB: LOS HISPANOS DE EE.UU.

Ya usted debe de estar al tanto del nuevo rumor en el mercado: "la diversidad", y sin duda ha tenido una experiencia personal con el "fenómeno" latino. Quizá haya leído estadísticas impresionantes que resaltan el crecimiento sin precedentes de este sector. Es muy posible que haya estado en restaurantes y en almacenes frecuentados también por consumidores hispanos. Hasta quizá haya oído a nuestro Presidente hablar en español. Aún así, sigue surgiendo la dichosa pregunta: ¿En realidad tiene importancia la población hispana de los EE.UU. o es pura publicidad? La respuesta a esta pregunta sincera es un rotundo ¡sí! Considere las realidades siguientes:

REALIDAD No. 1: LA POBLACIÓN HISPANA ES LA ETNIA MINORITARIA MÁS GRANDE DE LOS EE.UU.

Población: 37.4 millones
13,3 por ciento de la población total de EE.UU.

Podemos decir oficialmente que más de uno de cada ocho habitantes de los EE.UU. son de origen hispano. De modo extraoficial, se calcula que hay unos 6 millones más de hispanos sin documentos (según un informe del INS publicado en febrero del 2003) que hacen de este país su hogar. A pesar de la polémica que existe en cuanto a este tema, no se puede negar el empoderamiento que los latinos dan a la mano de obra migratoria en el sector agrario y de la construcción. (Fuente: Censo, marzo del 2002)

REALIDAD No. 2: LOS HISPANOS ESTÁN CRECIENDO MÁS RÁPIDAMENTE QUE OTROS GRUPOS DEMOGRÁFICOS.

Para el año 2050, se prevee que la población hispana se triplique. Para ese entonces representará la cifra impresionante del 24% de la población de EE.UU. Para el año 2030, el 48,2% del aumento en el consumo de este país estará en manos de la población hispana. (Fuente: AHAA: Hispanic Media & Marketing Factoids)

REALIDAD No. 3: LA POBLACIÓN HISPANA DE EE.UU. ES MÁS JOVEN QUE LA POBLACIÓN GENERAL.

En el 2002, el 34,4 por ciento de hispanos estaba por debajo de los 18 años de edad; en cambio, en la población anglosajona era el 22,8 por ciento. Es más, solo el 5,1 por ciento de hispanos llega a los 65 años o más; a diferencia de los anglos, que es el 14,4 por ciento (Vea "Diagram 1"). Podemos esperar que una parte muy significativa de los líderes del mañana sean hispanos. (Fuente: Censo, marzo del 2002)

REALIDAD No. 4: EL PODER ADQUISITIVO DEL MERCADO HISPANO ESTÁ AUMENTANDO MÁS RÁPIDAMENTE QUE EL DE LA POBLACIÓN GENERAL.

Según cálculos del Selig Research Center, el poder adquisitivo de los latinos había llegado a los \$580.000 millones en el 2002 (fuente: Terry College of Business,

abril del 2002). Se espera que esta cifra suba a \$675.000 millones en el 2003, a \$928.000 millones para el 2007 y a \$1.2 billones para el 2010 (AHAA: The Power of the Hispanic Market). Mientras que el poder adquisitivo de la población general de EE.UU. aumentó 9,6% en el 2002, el poder adquisitivo hispano aumentó más del doble de esa cifra. (Fuente: Synovate, *On Diversity*, February 2003)

A pesar de que los hispanos representan el 8% del poder adquisitivo total de todos los consumidores, los anunciantes comerciales principales de este país están invirtiendo solo el 2,4% de sus recursos para llegar a este sector (fuente: AHAA: The Right Spend). Según el San Antonio Business Journal (4 de abril del 2003): "un estudio nuevo hecho por la Asociación de Agencias de Publicidad Hispanas informa que la rapidez para crear riqueza y el consumismo del mercado hispano no concuerdan con la falta de inversión en el mercado que se le da en la mayoría de los rubros".

REALIDAD No. 5: LOS HISPANOS, INCLUSO LOS QUE SON BILINGÜES, PREFIEREN LOS MEDIOS EN ESPAÑOL.

La ADFlorida Advertising informa en su sitio Web que "el noventa y nueve por ciento de hispanos son usuarios de alguna forma de medio en español. Este fenómeno demuestra que los hispanos buscan los medios en español porque para ellos es importante". Se ve claro que prefieren los medios en su propio idioma. Según un informe de Doublebase



HNRB SPECIAL REPORT: HISPANICS IN THE UNITED STATES

By now you have certainly caught wind of the new marketing buzz “diversity” and have undoubtedly experienced in some personal way the Latino “phenomenon”. You may have read impressive statistics heralding the explosive growth of this sector. You more than likely have visited restaurants or gone shopping with Hispanic consumers dining at the table next to yours or browsing the same racks in the department store. You may have even heard our President speak Spanish. Still, the nagging question persists, “Is the Hispanic population in the U.S. *that* significant, or is it just **hype**?” The definite answer to that innocent question is a resounding “Yes! It is *that* significant!” Take a look at the following profile:

FACT #1: HISPANICS ARE THE LARGEST ETHNIC MINORITY GROUP IN THE UNITED STATES.

Population: 37.4 million
13.3 percent of total US population

Officially, more than one in eight people in the U.S. are of Hispanic origin! Unofficially, there are an estimated 6 million additional undocumented Hispanics (according to an INS report issued in February 2003) who call this country “home”. As controversial as this discussion is, Hispanics undeniably empower the migrant workforce behind our agriculture and construction industries, but the politics of this debate are beyond the scope of this article. (Source: Census, March 2002)

FACT #2: HISPANICS ARE THE FASTEST GROWING DEMOGRAPHIC IN THE UNITED STATES.

The Hispanic population is projected to triple in size by 2050, at which point it would comprise an overwhelming 24% of the population of the United States. By the year 2030, 48.2% of this country’s total consumer growth will be in the Hispanic population. (Source: AHAA: Hispanic Media & Marketing Factoids)

FACT #3: HISPANICS HAVE A MUCH YOUNGER U.S. POPULACE THAN NON-HISPANICS.

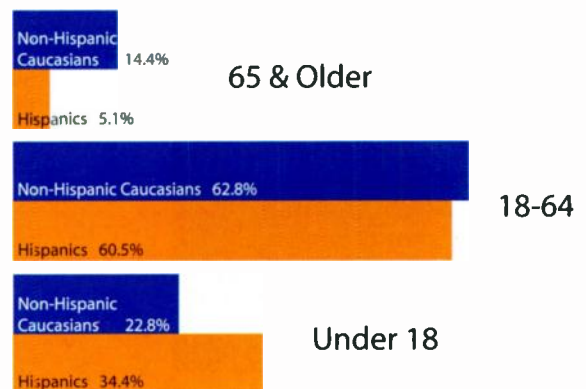
In 2002, 34.4 percent of Hispanics were under 18 years of age, compared with only 22.8 percent of non-Hispanic Caucasians. Furthermore, only 5.1 percent of Hispanics are 65 years old or older in contrast to 14.4 percent of non-Hispanic Caucasians (See Diagram 1). We can expect that a lion’s share of tomorrow’s leaders in the United States will be Hispanic! (Source: Census, March 2002)

FACT #4: THE PURCHASING POWER OF THE HISPANIC MARKET IS GROWING FASTER THAN THAT OF NON-HISPANICS.

According to the Selig Research Center, Latinos currently have an estimated purchasing power of \$580 billion as of 2002. (Source: Terry College of Business, April 2002). This number is expected to soar to \$675 billion in 2003, \$928 billion by 2007, and \$1.2 trillion by 2010 (AHAA: The Power of the Hispanic Market). While the overall buying power of the U.S. consumer marketplace increased 9.6% in 2002, the Hispanic buying power alone increased by more than *twice* that figure! (Source: Synovate, *On Diversity*, February 2003)

Notwithstanding, despite the fact that Hispanics comprise 8% of the total con-

DIAGRAM 1:
Population by Age



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Mediamark Research, Inc. de 1998, 9 de cada 10 hispanos de los EE.UU. consideran que el idioma es el elemento cultural más importante que deben preservar. El noventa y cuatro por ciento aprenden primero a hablar el español antes que el inglés, y el ochenta por ciento de los latinos adultos hablan en español en sus hogares. Y algo muy interesante, según un estudio del Roslow Research (*Spanish vs. English Advertising Effectiveness Among Hispanics* – Roslow Research Group 2000): “La publicidad en español es el 45 por ciento más efectiva para ganarse este mercado que la publicidad en inglés”. Es más: “cuando se trata de recordar el mensaje, la publicidad en español rinde el 56% de mayor entendimiento y es cinco veces más convincente en cuanto a crear una actitud de ‘posibilidad de compra’”. Queda claro que si queremos alcanzar a la América hispana en la década que se avecina, tendremos que hacerlo al ritmo latino.

REALIDAD NO. 6: ¡LOS HISPANOS QUIEREN CONOCER LA VERDAD!

En la *National Survey of Latinos* del 2002, tan solo el 14% de latinos se identificaron como cristianos evangélicos nacidos de nuevo, mientras que el 70% se identificaron como católicos romanos (Vea “Diagram 2”). El mayor porcentaje de hispanos nacidos de nuevo corresponde a los centroamericanos, con un respetable 25%. Según Barna Research Online, en el 2001 el 60% de hispanos reconocen que quieren hallar sentido y propósito para sus vidas. Este porcentaje es más del doble que el de la población general que anda en busca de lo mismo.

REALIDAD No. 7:

LA CONCENTRACIÓN GEORGRÁFICA HACE DE LOS HISPANOS DE EE.UU. UNO DE LOS SEGMENTOS DEL MERCADO MÁS FÁCILES DE ALCANZAR.

Según la Oficina de Censos de EE.UU., el 80% de todos los hispanos residen en solo cinco estados, y casi el 60% vive en diez áreas metropolitanas, incluyendo a Los Ángeles, Nueva York, Miami, San Francisco, Chicago, Houston, San Antonio, McAllen, Dallas/Ft. Worth y San Diego. Aunque la población hispana está aumentando en todo el país, no se espera que estas tendencias cambien radicalmente en el futuro cercano. El tiempo para empezar un ministerio hispano es *ahora*. El tiempo para captar la visión, para cruzar la barrera del idioma y para alcanzar a nuestras comunidades con buena programación radial y de TV es *ahora*. La HNRB está a la espera para poder servirle en el desarrollo de sus medios y de su ministerio en español en cualquier forma que podamos. ¡No se tarde!

REALIDAD No. 8: “... LA MIES ES MUCHA, MAS LOS OBREROS POCOS. ROGAD, PUES, AL SEÑOR DE LA MIES, QUE ENVÍE OBREROS A SU MIES”. – MATEO 9:37-38

¡Manos a la obra! ¡Llame a la HNRB hoy mismo!

Néstor Colombo, presidente de la HNRB, es consultor en asuntos de mercadeo y medios para el desarrollo y extensión de ministerios evangélicos en los Estados Unidos y en Latinoamérica.
nestor@cmcagents.com,
hnrh@nrh.org





sumer buying power in the United States, America's leading commercial advertisers are investing, on the average, *only* 2.4 percent of their resources to target this group. (Source: AHAA: The Right Spend). According to the San Antonio Business Journal (04/04/03), "a new study by the Association of Hispanic Advertising Agencies reports that the Hispanic market's speedy wealth creation and high consumerism is at odds with the *neglect* it receives in marketing investment across most categories."

FACT #5: HISPANICS, EVEN BILINGUAL HISPANICS, PREFER THEIR MEDIA IN SPANISH.

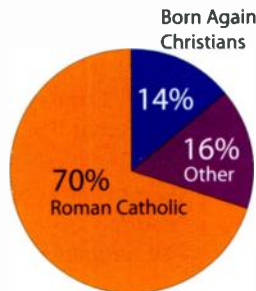
ADFlorida Advertising reports that "ninety-five percent of Hispanics consume some form of Spanish language media. This phenomenon demonstrates that Hispanics actively seek out Spanish language media because it is relevant to them." It is clear that they prefer their media in their own *lenguaje*. According to a 1998 report from Doublebase Mediamark Research, Inc., nine out of ten U.S. Hispanics rate language as the most vital element of their culture to safeguard. Ninety-four percent of them learn to speak Spanish before they learn to speak English, and eighty percent of Latino adults speak Spanish at home. Interestingly enough, a Roslow Research Study (*Spanish vs. English Advertising Effectiveness Among Hispanics* – Roslow Research Group 2000) reports "Spanish language advertising is 45 percent more effective than English advertising in reaching this market segment." Furthermore, "for main message recall, commercials in

Spanish yield 56 percent higher comprehension, and commercials in Spanish are five times more persuasive in creating an 'intent-to-purchase' attitude." Clearly, if we intend to reach America in the coming decade, we will need to go the route of *la Vida Loca*.

FACT #6: HISPANICS ARE SEARCHING FOR THE TRUTH!

In the 2002 *National Survey of Latinos*, a mere 14% of Latinos considered themselves to be evangelical, born-again Christians, while 70% identified themselves to be of the Roman Catholic faith (See Diagram 2). The greatest percentage of born-again Hispanics living in the United States today corresponds to Central Americans, a respectable 25%. According to Barna Research Online, in 2001, 60% of Hispanics acknowledged that they are *searching* for meaning and purpose in life. This is more than twice the percentage of non-Hispanic Caucasians who shared the same search.

**DIAGRAM 2:
Hispanics and Religion**



FACT #7: GEOGRAPHIC CLUSTERING MAKES HISPANIC-AMERICANS ONE OF THE EASIEST CONSUMER SEGMENTS TO REACH.

According to the U.S. Census Bureau, 80% of all U.S. Hispanics reside in only *five* states and almost 60% live in just *ten* metropolitan areas including Los Angeles, New York, Miami, San Francisco, Chicago, Houston, San Antonio, McAllen, Dallas/Ft. Worth and San Diego. Although the Hispanic community is growing across the country, these patterns are unlikely to change dramatically in the foreseeable future.

The time is *now* to move into Spanish-language ministry. The time is *now* to catch the vision, cross the language barrier, and reach our diverse communities with effective broadcast strategies. The HNRB is standing by to serve you in the development of your Hispanic media and ministry plan in any way we can. Tarry not!

Fact #8: "THE HARVEST IS PLENTIFUL BUT THE WORKERS ARE FEW. ASK THE LORD OF THE HARVEST, THEREFORE TO SEND OUT WORKERS INTO HIS HARVEST FIELD."
– MATTHEW 9:37.

Let's get started! Call the HNRB today!

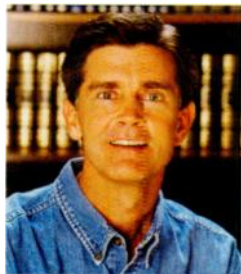
Néstor Colombo, HNRB President, is an Independent Latin Media and Marketing Consultant. nestor@cmcagents.com, hnr@nrb.org

¡Llegó la convención! ¿Está usted preparado para un extraordinario fin de semana lleno de actividades, de conectividad, de enseñanzas y de edificación ministerial? Nos complace invitarles a la primera convención *bilingüe* de la NRB. En Charlotte, la HNRB hará interpretación simultánea para que los comunicadores hispanos puedan aprovechar las sesiones generales de la NRB y algunos de los talleres que se impartirán. Sírvase ojear el programa siguiente y anote en su agenda los eventos bilingües especiales.

SÁBADO 14 DE FEBRERO

- 9:00AM - 2:30 PM Entrenamiento básico sobre TV/Filme: Secretos para tener éxito en la publicidad, mercadeo y promoción de TV.
- 3:00 PM Sesión a puerta cerrada de la HNRB (solo con invitación)
- 7:00 PM Apertura: Renovemos Nuestra Visión (se requiere credencial)

La senadora Elizabeth Dole (R-NC), Chip Ingram, presidente y director ejecutivo de Ministerios Walk Through the Bible, y Chuck Swindoll, Presidente de la Junta, Insight for Living, Plano, TX, darán inicio a la convención. Únase a muchos asistentes de otras partes del mundo para la apertura de la Convención del 2004.



DOMINGO 15 DE FEBRERO

- 10:00 AM Llamado a la adoración (se requiere credencial)
- Este servicio de adoración matutino sin duda será de inspiración gracias a la participación de Franklin Graham, música especial de Tenor Stuart Neill y



Dick y Mel Tunney (ganadores del Premio Grammy y Dove), pieza teatral con Max McLean, del Fellowship for the Performing Arts, y

testimonio especial de Lois Evans, primera vicepresidenta de The Urban Alternative, de Dallas, Texas.

- 7:00 PM Recepción Anual de la HNRB. Acompañennos en una gran noche de compañerismo y conectividad auspiciado por BMC Advertising.

LUNES 16 DE FEBRERO

- TALLERES EDUCATIVOS con interpretación simultánea que incluyen:
- 9:00 - 10:15 Liderazgo: Liderazgo para un ministerio de medios eficaz (CC Rm. 207B C)
- 10:30 - 11:45 Mercadeo: Circulares que dan resultado (CC Room 207D)
- 2:30 - 3:45 Radio: Estrategias para programar (CC Room 203A)
- 7:30 PM Premios de la NRB a los Medios (se requiere credencial)

Acompañennos en una noche especial de reconocimiento y entretenimiento. El amenizador de este evento anual será Kirk Cameron y contará con la

Special Thanks To: aviatours VIAJANDO CON FE

participación de los artistas Shane Barnard y Shane Everett, el Talley Trio y George Rowe. No se pierda el preestreno de la tan elogiada película *The Passion*, dirigida, escrita y producida por Mel Gibson. Este filme se trata de las últimas horas de la vida de Cristo.



MARTES 17 DE FEBRERO

TALLERES EDUCATIVOS con interpretación simultánea que incluyen:

- 9:00 - 10:15 TV: Relaciones Públicas poderosas (CC Room 208A)
- 10:30 - 11:45 La Internet: Cómo construir un modelo rentable (CC Room 203B)
- 7:00 PM Banquete de clausura: Renovemos Nuestra Visión

Acompañe al orado Adrian Rogers de El Amor Que Vale y a John Piper de Bethlehem Baptist Church en el banquete anual de clausura de la Convención de la NRB. Habrá música especial con GLAD, George Beverly Shea y Kurt Kaiser.

No se le olvide inscribirse para la Convención de la NRB para que pueda participar en todas estas actividades bilingües. Es nuestra esperanza que este año la NRB sea una experiencia inolvidable para nuestros comunicadores hispanos. ¡Nos vemos en Charlotte!



It's convention time! Are you ready for an action-packed long weekend of networking, education and ministry building? We are pleased to present to you the first ever *bilingual* NRB convention. In Charlotte, the HNRB will be providing simultaneous interpretation, allowing Spanish-speaking communicators to enjoy the NRB General Sessions as well as selected educational workshops in their first language. Take a minute to review the schedule below and mark your calendars to attend these special bilingual events.

SATURDAY, FEBRUARY 14TH

- 9:00 AM - 2:30 PM TV/Film Bootcamp: Secrets of Successful Television Advertising, Marketing and Promotion
- 3:00 PM HNRB Closed-door Session – By Invitation Only.
- 7:00 PM Opening Session: Renewing Our Vision – badge required.

Senator Elizabeth Dole (R-NC), Chip Ingram, President and CEO of Walk Thru the Bible Ministries and teaching pastor of the Living on the Edge Radio Ministry, Atlanta, GA, and Chuck Swindoll, Chairman of the Board, Insight for Living, Plano, TX will start the Convention off with a bang. Join together with convention goers from around the world to kick off the 2004 Convention.

SUNDAY, FEBRUARY 15

- 10:00 AM Call to Worship – badge required.

This Sunday morning worship session is bound to inspire with speaker Franklin Graham, special music from Tenor Stuart Neill and



Grammy and Dove Award winning artists Dick and Mel Tunney, drama from Max McLean of Fellowship for the Performing Arts and special Testimony from Lois Evans, Senior Vice-President of The Urban Alternative, Dallas, TX.

- 7:00 PM HNRB Annual Reception. Join us for an entertaining evening of fellowship and networking sponsored by BMC Advertising.

MONDAY, FEBRUARY 16

EDUCATIONAL WORKSHOPS with bilingual interpretation to include:

- 9:00 - 10:15 Leadership – Leadership for Effective Media Ministries (CC Rm. 207B and C)
- 10:30-11:45 Marketing – Effective Newsletters (CC Room 207D)
- 2:30-3:45 Radio – Programming Strategies (CC Room 203A)
- 7:30 PM NRB Media Awards – badge required.

Join us for a special night of recognition and entertainment. Hosted by Emcee Kirk Cameron, this annual event will feature performances by musicians Shane Barnard and



Special Thanks To:



MEDIA POSSIBILITIES FOR A NEW GENERATION

Shane Everett, the Talley Trio, and George Rowe. Also, don't miss the sneak-preview of the acclaimed film, "The Passion", directed, written and produced by Mel Gibson, depicting the dramatic final hours of the life of Christ.

TUESDAY, FEBRUARY 17

EDUCATIONAL WORKSHOPS with bilingual interpretation to include:

- 9:00 - 10:15 TV – Power Public Relations (CC Room 208A)
- 10:30-11:45 Internet – Building a Strong Revenue Model (CC Room 203B)
- 7:00 PM Closing Banquet: Renewing Our Vision

Join Speaker Adrian Rogers of Love Worth Finding Ministries and John Piper of Bethlehem Baptist Church for the annual closing banquet of the NRB Convention. Special musical performances by GLAD, George Beverly Shea and Kurt Kaiser.

Don't forget to register for the NRB Convention in order to take part in the many bilingual educational and networking opportunities. It is our hope that this year the NRB will be an unforgettable and invaluable experience for our Hispanic Communicators. "See you in Charlotte!"

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ANTES DE CONSTRUIR...ORE y PLANIFIQUE

Pero es que necesitamos más espacio para nuestro ministerio. ¡Construyamos un edificio!": esto es lo que dicen equivocadamente, aunque con buena intención, muchos pastores y líderes de ministerios. Muchas organizaciones al verse ante la bendición de que Dios está prosperando su ministerio, creen que la respuesta a sus problemas de espacio es construir un edificio. No importa si lo que se busca es reubicar, remodelar o ampliar las instalaciones, hay algunos pasos muy importantes a seguir para que la empresa tenga éxito.

ORE: Aunque esto parezca obvio, sin embargo, muchas veces la oración se pasa por alto a la hora de hacer planes para construir un edificio para el ministerio. ¿En realidad han orado los líderes en cuanto a esta empresa? ¿Está usted convencido de que ese es el rumbo que el Señor quiere que siga? Si no lo está, ¡ALTO!; espere a que el Señor le guíe, pueda ser que Él tenga otro plan para su ministerio. O quizá haya otra manera de resolver el problema de falta de espacio; como redistribuir el espacio existente, convertir áreas en multiuso o valerse de la tecnología (por ej., salas de vídeo). En muchos

casos, el problema de falta de espacio o de instalaciones se puede resolver de otras maneras sin tener que construir otro edificio.

PLANIFIQUE: He asesorado a muchos ministerios que no planificaron bien, y se vieron ante un proyecto que no podían costear o ante un edificio que no era adecuado para sus necesidades o visión. El tiempo y el espacio para imprimir no nos permiten explicar más a fondo este asunto como quisiéramos. Podríamos pasar horas hablando acerca de todo lo que hay que planificar. Antes de trazar la primera línea de un proyecto o erigir una estructura. No obstante, quisiera resaltar algunos puntos claves de la planificación.

- ¿Cuál es nuestra visión?
- ¿Cuál es el verdadero motivo de tener un edificio nuevo?
- Si hemos visto mucho crecimiento, ¿podemos mantener ese crecimiento?
- ¿Qué "forma de entrega de servicios" debemos considerar?
- ¿Cuál es el "Costo" inicial en comparación con el Valor a largo plazo?

- ¿Qué está a nuestro alcance?
- ¿Cuánto espacio necesita el ministerio ahora y cuánto necesitará en el futuro?
- ¿Contamos con suficiente terreno para las instalaciones que necesitamos?
- ¿Ya existe la infraestructura necesaria? (por ej., agua, alcantarillado, etc.)
- ¿Qué permisos y reglamentos gubernamentales tendremos que considerar?

Repito, esta lista es tan solo una muestra de las cosas que hay que tomar en cuenta antes de iniciar un proyecto. Hasta cierto punto, es fácil *Trazar* un proyecto; sin embargo, casi todas las decisiones importantes que determinarán el costo y el valor de un proyecto se toman durante la etapa de planificación. Le insto a que Ore con fervor y Planifique con diligencia.

Tim Cool es gerente para el Distrito Sudeste de Cogun, Inc. Lleva más de 17 años asesorando a ministerios en la planificación y construcción de instalaciones. Puede comunicarse con él al 1-800-775-1671 ó escriba a tlc@cogun.com. www.cogun.com

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BEFORE YOU BUILD...PRAY and PLAN

But we need space for our ministry. Let's just go build a building" is the well intended but misguided mantra of far too many pastors and ministry leaders. Faced with God's blessing of growing ministries, many groups think that the answer to their facility woes is to build a structure. While expanded, renovated or relocated facilities may indeed be the end result, there are some critical steps that must be taken for the venture to be successful.

PRAY: This may sound obvious but this step in building a ministry facility is far too often overlooked. Has the Leadership really prayed about this venture? Are you convinced this is the direction the Lord is leading? If not, **STOP!** Wait on the Lord and His leading. It may be that He has another plan for your ministry. Or there may be another way to resolve your space needs such as reallocating current space, converting areas to "multi use", or using technology (i.e. video venues). In many cases, there is more than one way to solve space/facility needs that does not require the construction of a new facility.

PLAN: I have worked with dozens of ministries that did not properly plan and have either found themselves with a set of plans that they could not afford or a building that did not meet their needs and vision. Time and printable space will not afford us the opportunity to explain this issue as deeply as is necessary. We could spend hours discussing all of the planning that is necessary **before** you draw the first line on a set of plans or undertake the building of a structure. However, allow me to briefly highlight some key areas of Planning:

- What is our vision?
- What is our "real" reason for a new building?
- If we have seen great growth, can we sustain this growth?
- What "Delivery Method" should we consider?
- What is the Initial "Cost" vs. long-term Value?
- What can we afford?
- How much space do we need now and for future ministry needs?
- Do we have enough land to support our facilities' needs?

- Do we have adequate site infrastructure? (i.e., water, sewer, etc.)
- What codes and regulatory agencies will have a "say" in our project?

Again, this is only a sample of the list of items that needs to be considered prior to launching a project. In reality, it is relatively easy to *Build* a project. However, almost all of the major decisions that

will impact the cost and value of a project are made during this planning stage. I encourage you to **Pray** fervently and **Plan** diligently.

Tim Cool is the Southeast District Manager of Cogun, Inc. He has been assisting ministries plan and construct ministry facilities for over 17 years. He can be reached at 1-800-775-1671 or tlc@kogun.com. www.kogun.com

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Television and the Gospel in Iraq

SAT-7®, an indigenous Christian satellite TV network, is changing lives in Iraq and across the Middle East and North Africa

BY TERENCE ASCOTT &
DAVID HARDER



As we drove across the Tigris River, a column of diesel trucks led by armored Humvees passed by. Above us, we saw U.S. soldiers sitting in the open doors of Black Hawk helicopters, machine guns in their hands, on the alert for trouble.

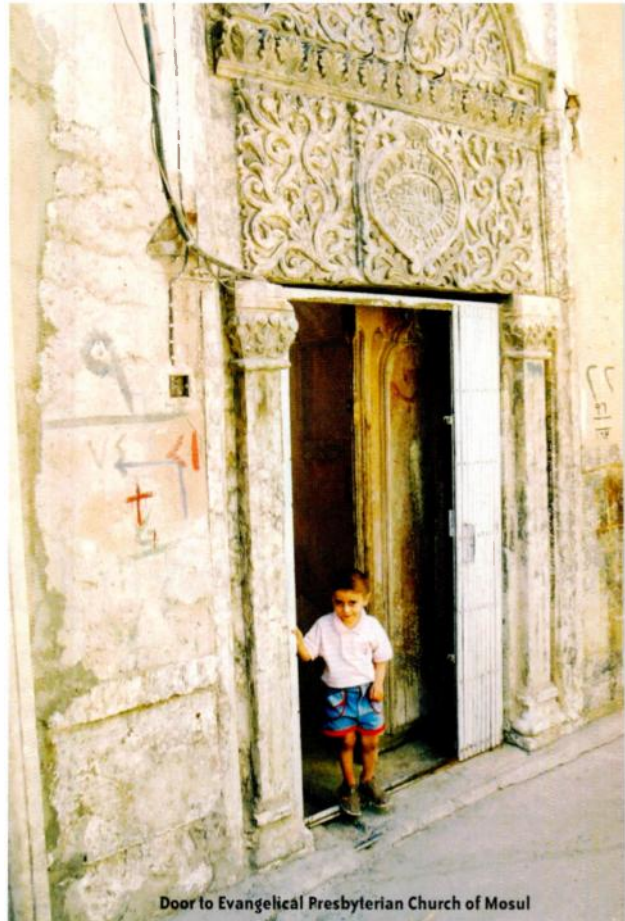
SAT-7's Audience Responds

During the past seven years, SAT-7 has received a flood of responses from people who give testimony to their lives being changed by the broadcasts. Here are excerpts from a few recent letters:

"It is because of SAT-7 that I got to know more about Christianity. I accepted Christ as my personal savior and I try to apply what I learn in my life. I have some questions to be answered, can you help me?"
— man from North Africa

"I am 16 years old. I used to take life lightly until my father bought us a dish. I started to watch SAT-7 programs and my life started to change, as well as my understanding of life. Through your programs I came to know Jesus better and grow in the understanding of the Bible."
— young man from Egypt

"I love your station SAT-7, because it helps us to come closer to God. It gives us the assurance that God forgive (sic) all our wrong doings."
— female from Algeria



Door to Evangelical Presbyterian Church of Mosul

But in downtown Mosul, business went on as usual. Stores were so packed that our car could barely pass the stalls of fruit, the businesses selling everything from bread to satellite dishes, and the crowds of people mixing with vehicles to create a massive traffic jam. We finally pushed through the morass and exited our car in the heart of the old city, where our guide led us down a tiny cobblestone alley. We turned a few corners and soon arrived in front of an ancient wooden door. We were now standing at the entrance of the Evangelical Presbyterian Church of Mosul — nearly 200 years old and one of the longest surviving Protestant communities in the region.

Inside we met the reverend and several of the church's leaders. One of the walls of the office was stacked with dozens of VCDs (Video Compact Disks).

"What are those?" I asked. One of the men responded, "Here we started to record some programs of SAT-7. We record them on the computer and produce them on video-CDs because the video-CD service is very common here in our country. We want everyone to watch the programs that can really make a difference in their lives. It made the difference in our lives and we want this difference to become a reality in everybody's life."

He showed us some of the disks, copies made of SAT-7 programs, and I showed him a recent edition of an Arabic-language SAT-7 newsletter that included some quotes from Iraqi viewers. The publication

prompted him to say, "Most of the world thinks that here in Iraq there aren't any Christians, that Iraq is a Muslim country only. But the Christians are about 3 or 4 percent of the Iraqi people and they need words of hope and encouragement. As this magazine says, 'Iraqi Christians thank SAT-7 for its Words of Hope,' this is really a very true expression of our feelings. We are very thankful to you."

Under the regime of Saddam Hussein, it was illegal to own a satellite dish. "You could be sent to prison for six months and pay a heavy fine," said one of the church leaders. But now the dishes are for sale seemingly everywhere. *The New York Times* recently reported that more than 52 Baghdad stores were selling them along one two-kilometer stretch of road. The price is apparently low enough that even people of modest means can afford a satellite receiver.

In Mosul, I saw a new satellite dish perched on a ramshackle house right in front of the gates to the ancient city of Nineveh. In the place where Jonah the prophet once preached, dish owners now can hear a call to repentance through Christian channels.

While driving through northern Iraq we also visited one church in Kirkuk, the largest city in the region. The church was larger than the one we saw in Mosul, but it

lacked Christian teaching materials.

The pastor said, "There are many needs here in the East. Maybe the people of the West — because they have many books, many cassettes, many video-CDs — don't know how much we are in need for such materials, Christian materials. In our city we have not even one Christian bookshop! So you can see how the Christian television channels are important."

He pointed out one additional reason that Christian channels such as SAT-7 play a vital role, "Most of the people ... don't know in what we believe. They heard from others that the Christians

don't believe in one God, they have three Gods. And when we want to share with them something of our faith, we cannot. So having a Christian channel is very good."

SAT-7

SAT-7 was created to support the Church in the Middle East and North Africa. Its first transmission was on May 31, 1996, and the ministry's goals and ethos have remained the same since that initial broadcast. Nearly all of SAT-7's programs are transmitted in Arabic and most are created in Middle Eastern studios by Middle Eastern Christians, making the station unique and distinguishing it from the hundreds of satellite TV stations (including more than 70 Arabic-language networks) that can be watched in the region. SAT-7 does not sell time to churches from Western nations; instead it raises the profile of local pastors by giving them a voice on its airways.

SAT-7 never attacks the major religion of the region, Islam. Instead, it allows the Word of God to be taught in dramas, talk shows, children's programs, songs and many other formats in a culturally sensitive manner that is attractive to everyone. SAT-7 works with all the denominations of the Middle East, as long as they subscribe to the Christian Statement of Faith laid out in the Nicene Creed. By using this positive approach, SAT-7 is able to broadcast Christ's words of hope across the entire Arab World.

While it is undeniable that Christian satellite TV is changing lives in the Middle East and North Africa, many people have asked us if spending money on expensive satellite TV is the best use of funds at a time when many Christian missions are finding their budgets shrinking due to the global economic downturn. SAT-7's annual budget is more than \$7 million; \$2 million is spent to purchase

An NRB Member's Opinion on SAT-7

"As a North American, there are many things I do not understand about the Middle East and North Africa, however having traveled recently to this region, I do understand this: Sat-7's Christian satellite broadcasts are changing hearts and lives. Images — especially television images — create realities, and the reality that is widely believed in this region is that everything from the West, especially Hollywood, is Christian. However, SAT-7 satellite broadcasts are leading people to the Truth ... and the Truth is setting this region free." — Tim Borgan, VP of Ministry, Cornerstone TeleVision Network



Satellite dish by Nineveh city gates.

satellite airtime and another \$2 million goes to creating and acquiring programs. While considering these expenses, we must look at the strategic value of SAT-7's broadcasts.

The Whole Gospel, Via TV?

When it comes to Christian television, it is easy to see how it can be used to inspire and encourage the faithful; or even to spread the Gospel to all people through drama, animation, songs, storytelling, documentaries and children's programming, etc. It obviously is the only way that some people in restricted access countries will ever hear anything of the Gospel. Satellite television goes to places that often are off-limits to all other forms of Christian witness and to countries where there is not even freedom for expatriate Christians to meet and worship openly. Satellite television remains one of the few ways to impact the lives of illiterates, of women and children, or those who have limited contact with people outside their own society.

However, what is less obvious is how Christian satellite television can impact people and societies with the social dimension of the Gospel — helping society in its fight against poverty, injustice, disease, unemployment, etc.

In the final analysis, most of these social or political problems have their roots in people's attitudes (for example, toward women, the rights of children and the unborn, etc). Much of this is a matter of education and information, the big problems for the Arab world highlighted in the 2002 UNDP report on Arab Human Development (see the sidebar "Satellite TV and the Arab World").

Very often we, as Christians in development, invest much of our money into treating the symptoms of a problem. We provide food, aid and shelter

for refugees, but neglect to challenge the injustices or social actions that led to the problem. A classic example of this comes from the war in Ethiopia. Government forces commonly would burn villages and crops and then encourage aid agencies to set up feeding centers in locations they chose for displaced people to relocate.

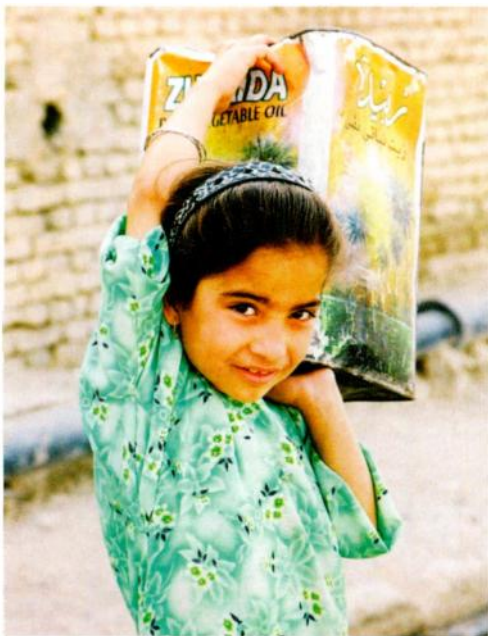
The Middle East and North Africa have a huge number of problems, most of which have been exhaustively dealt with in the UNDP report. It appears clear that we need to use the mass media to help bring needed

change. If we think that Christians have anything to contribute to social change, then we, as Christians, should be seriously looking at our use of the media. Yes, there always will be a need for some form of on-the-ground, incarnational ministry, but with half-a-million more Arabic-speaking people added to the region's population each month, we also have to approach the subject from a macro-perspective, where satellite television has an important, unique role to play.



SAT-7's Vital Role and Challenge

SAT-7 seeks to play that role by challenging stereotypes, empowering the Church, and proclaiming Christ's Kingdom. In Iraq this is a critical mission. Christian schools have been leafleted with threats demanding that students become Muslims or face death. In November 2003, bombs were discovered in two schools, one in Baghdad and another in Mosul. The lives of Christians we met at the Evangelical Presbyterian Church of Mosul and in Kirkuk are at risk. Christians of every denomination face possible retribution because they are believed to support all the actions of Western "Christian" nations. These





brothers and sisters need encouragement. They need to be inspired to hold firm to their faith. And their neighbors need to see that Arab Christians have a right to be part of the greater Arab society.

Someday, God willing, the fighting in Iraq will cease, and the brave soldiers can go home with their Humvees and Black Hawk helicopters, knowing that they have left the country a better place. But what legacy will American Christians leave? We have a tremendous opportunity to give aid and the life-changing truth of the Gospel through Christian satellite TV.

As my friend from Mosul says, "I just want to say, here in Iraq, that we are very grateful to SAT-7, to anyone who works at SAT-7 and anyone who supports SAT-7, because here, just after the war, we started to watch SAT-7 and we were very encouraged by the programs and by the words we hear. We previously didn't have any Christian programs."

SAT-7 Communications Manager David Harder (who visited Iraq in June and September 2003) first heard about SAT-7 during NRB 2001 in Dallas, TX. He and SAT-7 CEO Terence Ascott are passionate about reaching the Middle East and North Africa. Contact them at davidharder@sat7.org and terenceascott@sat7.org. To receive a SAT-7 newsletter or arrange interviews, contact RonEnsminger@sat7.org

Satellite TV and the Arab World

There is no doubt that satellite television is a phenomenon in the Middle East and North Africa. Approximately 115 million people (38 percent of a total population of 300 million) have satellite television in their homes today. In some countries, the number of homes with satellite television exceeds 90 percent of all households.

The 2002 United Nations Development Program (UNDP) Arab Human Development Report — the most comprehensive study on the Arab World concerning the 22 Arab countries in Middle East and North Africa — reports that the region is one of the most backward, from a development perspective, of any area of the world. Examples from the report include:

- The GDP of the region (5 percent of the world's population) is less than that of the GDP for Spain
- 65 million adults (two-thirds of them women) are illiterate; 10 million children (6-15 years old) do not attend school
- Arab countries have the highest unemployment rates of any in the world (15 percent on average)
- Only 1.6 percent of the Arab World has Internet

- access; and the region has the world's lowest number of telephones, PCs and websites per capita
 - Each year, Spain translates as many books as have been translated into Arabic in the last 1000 years
- The main reasons for this backwardness in the Arab World, according to the report, stem from a severe lack of:
- Social, political and religious freedom (the region has the lowest freedom index in the world)
 - Women's empowerment
 - Knowledge: modern education and access to information

Perhaps the reason why satellite television has been such a phenomenon in the region is that it provides information and entertainment for those who have been deprived of education, while bypassing the prevailing censorship on information. With so few people functionally literate, many individuals need a simple-to-use, visually based medium to get information and, just as importantly, a way to bypass the controls that limit access to information. Satellite TV does all this in a way no other media can.

UCB: Fulfillment of a Media Vision



BY RAY CRADOCK

This is a time of unprecedented opportunity for Christian broadcasters, a time when we are truly able to go into all the world to preach the Gospel of Christ. Matt. 24:14's prophecy: "And the Good News about the Kingdom will be preached throughout the whole world, so that all the nations will hear it," is happening today.

If anyone is in any doubt about this, one only has to consider the phenomenal rate at which the global Church is growing. The rapid development of new technology, particularly in areas of satellite, Internet and wireless technology, has played a major role in this. While satellite technology may have loosened government controls over radio and TV broadcasting around the world, the Internet has introduced further freedoms. Recent advances in wireless technology will enable ubiquity of such freedoms. This new technology has played a major role in the fulfillment of Matt. 24:14.

While the United States of America has been blessed with Christian radio and television for many years, Europe still is largely known as the "dark continent" in regard to Christian broadcasting. For example, legislation prohibiting Christian organizations from holding national radio broadcasting licenses remains firmly in place around Europe; this certainly is true in the United Kingdom. Despite this, thanks largely to digital satellite/cable television and the Internet, Christian radio has been established and has thrived over the past 10 years.

UCB's Birth

In December 2003, United Christian Broadcasters Europe (UCB Europe) will launch UCB TV from the United Kingdom on the Sky Digital platform. UCB TV will present a unique blend of



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Christian Ministries and Media Agencies Sing the Praises of Media Professional Plus

“Media Professional PlusSM gives us insight, for the first time, into how many people are listening to our program beyond those who are responding financially. This helps us to evaluate station performance. For instance, does the station have a lot of listeners but they're just not responding to the program? Or, is our response in line with who is actually listening? Media Professional Plus not only gives us a good idea of the numbers of people who are tuning in, but it helps us to know qualitatively who our audience actually is.”

*Jeff Carter, Media Director,
Western Region, In Touch Ministries*

“I like everything about Media Professional Plus. Arbitron's National Regional Database has been particularly helpful in enabling us to analyze a station's numbers immediately before and after a program comes on the air. That way, we can tell if our program is building off the lead-in numbers or if people are tuning out when it comes on. This helps us to place programs more effectively. For example, if we can spot a trend where every time we lead in from a certain program our client's audience grows, then we can try to position our client's programming in that regard. Looking at what comes on before and what comes on after is a feature we never thought we'd have.”

*John Wesley, Senior Account Executive,
GSF & Associates*

“We analyze radio station listening performance in a number of ways at FamilyLife. Looking at overall response levels, new listeners who contact us, quantifying the donations that come in, and examining the station's effect on conference attendance. Media Professional Plus, however, finally makes our toolbox complete. Now, for the first time, we can report as accurately as we know possible how many people are listening to specific programs. The industry respect of the Arbitron brand and its database will enable us to better reflect to our constituency our impact in doing what we're called to do.”

*Mike Clowers, Director of Broadcast, FamilyLife,
A division of Campus Crusade for Christ*

“One thing in particular that major donors really want to know is how many people are listening to a given program. Previously, we could say, 'We know a lot of people are listening because X number have contacted us in some way.' But we know that the actual number is greater than this estimate, because not everyone sends a letter or calls, etc. With Media Professional Plus, we can now document more accurately how many people are tuning in to our clients' programs. In turn, this enables them to say to prospective donors, 'Here is the kind of audience we know our broadcast is generating.' It also provides a wonderful tool for guiding us, additionally, in making programming recommendations and decisions on their behalf. We are thrilled to have access to these types of data.”

*Peggy Campbell, Vice President, Marketing,
Ambassador Media*

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inspired preaching, teaching, music, current affairs, world news and a variety of other Christian programs, and will be broadcast across the United Kingdom, Ireland and much of Europe.

UCB Europe is not new to broadcasting, but the story didn't start in the United Kingdom. In 1961, God birthed a vision for Christian radio in New Zealand that took 17 years to be fulfilled. From that humble beginning, what is now known as the Rhema Broadcasting Group (RBG) reaches that nation through some 60 stations across three networks. From that success, UCB was birthed, with a vision to unite Christian broadcasters around the world. UCB International was formed to share and spread this global vision; since that time, a number of UCB affiliates around the world have been formed. In 1986, UCB Europe became one of the first affiliates of UCB International.

UCB Europe

UCB Europe launched its first Christian radio station on Sky's analog satellite system in April 1993. In July 2000, UCB Europe switched to Sky's digital platform and added three more stations in 2001. The same year, UCB Europe started broadcasting via the Internet. In 2002, UCB Europe added support for digital cable platforms in the United Kingdom. UCB Europe's Internet presence recently has been augmented by www.thewordismusic.com, a radio station with more contemporary output, designed to attract and interest younger listeners.

UCB Europe established the UCB brand in the United Kingdom with five Christian radio stations on each of three platforms. UCB Europe also has sought a more tangible role in meeting the spiritual needs of its listeners and of its many supporters through the following areas of activity:

- UCB Europe – Provides adult contemporary music, inspired teaching and ministry programs, cutting-edge news, and current affairs.
- UCB Inspirational – Blends uplifting selections of inspirational Christian music, classical hymns, traditional worship and the latest inspirational sounds with teaching, ministry and news programs.
- UCB Talk – Delivers inspired Bible teaching, ministry programs, dramatized productions, phone-ins, news and current affairs.
- UCB Bible – Nothing but the Bible with a selection of narrated and dramatized readings from different, well-known versions of the Bible.
- Thewordismusic.com – The latest station to be launched, only available on the Internet, targeting a younger audience. The website features videos and fosters live debates via e-mail.

- UCB's *The Word for Today* – A daily devotional written by Bob Gass. More than 2 million copies globally are produced and distributed quarterly in several languages, as well as web-based editions. A Caribbean version has been developed by special arrangement with Reconciliation Ministries International, based in the United Kingdom and Jamaica. In 2003 a special youth version, *The Word 4U 2day* was produced in the United Kingdom, again targeting younger people. Outside of the United States, UCB International holds the worldwide printing and distribution rights for this amazing daily devotional, which also is used as an outreach tool.
- UCB Direct – UCB Europe first launched this mail-order service in 1998, distributing a wide range of Christian materials. All proceeds from this activity are used to support UCB Europe's Prayerline initiative.
- Prayerline – UCB's prayer ministry was launched in 1999 and works with UCB Europe's radio stations and *The Word for Today*.

Changing Lives

UCB International has grown to become a broadcasting ministry with integrity and a solid foundation. RBG's integrity in New Zealand was such that a move into Christian television broadcasting became a formality. In December 2002, Shine TV was launched in New Zealand. Just one year later, UCB Europe is able to build on its integrity as a Christian radio broadcaster as it launches UCB TV in the United Kingdom. With this launch, UCB Europe will become the U.K.'s largest Christian media ministry. Looking back at Matt. 24:14, not all of that verse has come to fruition. The passage retains a prophetic note, concluding "...and then, finally, the end will come."

Ian Mackie, UCB Europe's CEO, says "UCB Europe was birthed from the same vision which first brought UCB International into existence. [It was a] vision that one day God would bring revival of faith to the nations. Our ability to bring Christian radio and television against such odds tells me that God is serious about revival. The many lives of people we have seen, which have been changed for good, tells me that revival is happening. UCB TV is a most exciting next step for this ministry."

Ray Cradock is international director of media ministries for Pat Francis Ministries. For more information about UCB (www.ucb.co.uk), e-mail jason@m3diagroup.com.



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The Top 4 Misconceptions Christians Have About Finances

BY HOWARD DAYTON

She's baaaaaack! The so-called Madalyn Murray O'Hair Religious Petition 2493 has resurfaced – again! Don't believe any of this latest round of the hoax.

This bogus petition never has been filed with the FCC asking for the removal of religious broadcasting from the airwaves. Nevertheless, countless copies have been distributed by well-meaning churches and Christians, and people have spent an unbelievable number of hours asking others to sign a petition to squelch this non-existent document – a rumor that has persisted since 1975 for one reason: Christians fail to check their sources.

Christians believe and disseminate other misconceptions and myths. While it may be an overstatement to say that the following are the top four misconceptions about finances, they are important to address. So, let's squelch a few misconceptions.

Misconception #1: Once I've given a tithe (10 percent) I can spend the other 90 percent of my income any way I want.

The Lord reveals in the Scriptures that He owns all that we have: "The earth is the Lord's, and all it contains" (Ps. 24:1). And He has given us the responsibility to be stewards and managers of all He entrusts to us.

I was surprised to learn that God says a lot about money. More than 2350 verses in the Bible deal with money and possessions. Fifteen percent of everything Jesus said addressed this subject.

The Bible has principles dealing with earning,

spending, saving, giving, investing, getting out of debt and teaching children how to handle money. In short, the Bible reveals how we should take manage our income.

Too often, Christians only have been taught how to handle 10 percent – the area of giving. How to handle the remaining 90 percent largely has not been taught. Therefore, by default Christians have adopted the world's perspective of handling the rest of their income with unfortunate consequences. Surveys have found that there is almost no difference in the way Christians and unbelievers manage their money.

Misconception #2: It's wrong for Christians to have credit cards.

Credit cards aren't sinful, but they are dangerous. Studies show that when credit cards are used, people spend 30 percent more than when they use cash.

Scripture very clearly says that borrowing is not prohibited, but borrowing is discouraged. In fact, every biblical reference to it is a negative one. "The rich rules over the poor, and the borrower becomes the lender's slave" (Prov. 22:7).

Credit cards can be a great convenience. Here are some simple rules of thumb to avoid misuse:

- The average household carries 13 credit cards. Reduce your number of cards to one or two. This will make it easier for you to control them and help you simplify.
- Pay off your credit cards every month – no exceptions.
- The first month you're unable to pay off your credit cards, perform some plastic surgery – any scissors will do.

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Cynthia Swindoll,
President and CEO
Insight for Living with Dr. Charles Swindoll

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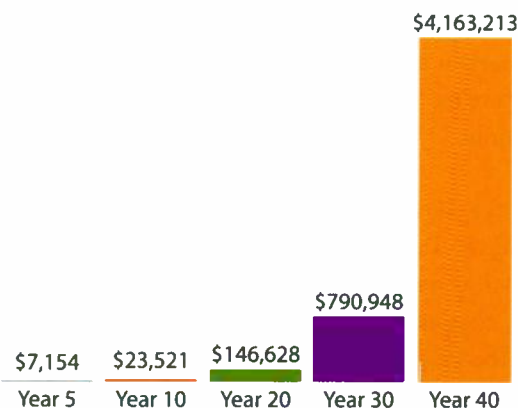
RAISE MORE. DO MORE.

Most people do not understand the real cost of the interest levied by credit card companies. Assume you have \$5,560 in credit card debt at an 18 percent interest rate – this would cost you \$1,000 in interest annually. Study the chart below:

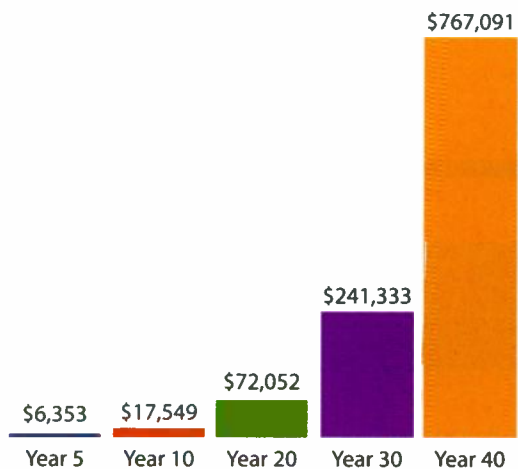
1. Amount of interest you paid



2. What you would accumulate on \$1,000, invested annually, earning 12 percent



3. How much the lender earns from your interest payment at 18 percent interest



You can see what lenders have known for a long time – the incredible impact of compounding interest working for you. The lender will accumulate a total of \$4,163,213 if you pay him \$1,000 a year for 40 years, and he earns 18 percent on your payment! Is there any wonder credit card companies are eager for you to become one of their borrowers?

Now compare the \$40,000 you paid in interest over 40 years with the \$767,091 you could have accumulated, earning 12 percent on \$1,000 each year. Next time you are tempted to purchase something with debt, ask yourself if the long-term benefits of staying out of debt outweigh the short-term benefits of the purchase.

Misconception #3: If I consolidate my debts it will be easier to pay them off.

Perhaps, but many people consolidate their indebtedness only to discover that they're still unable to pay their bills. They go from the economic frying pan into the financial fire and don't know how to get out of their money mess.

First of all, one of the simplest economic principles ever written is this: "If you don't borrow money, you can't get into debt." The second simple economic principle is like unto the first: "If you don't borrow any more money, you can't get further into debt."

So, you have to determine that you're going no further into debt. And any person in debt must begin reversing the process that got her or him there. If you find you're overspending month by month on your credit cards, cancel them and cut them up.

Next, create a budget that will control your spending as much as possible, but be realistic about it. Don't promise to pay more than you'll be able to pay. Write each of your creditors a letter and include your budget and how much money you have available. Give them a list of all the other creditors and divide your money proportionately.

If you're only able to pay half of what you originally promised, tell the truth. Lenders don't want you to go bankrupt; they want their money. Most lenders (with some exceptions) will work things out with you as long as you: 1) are honest, 2) keep in touch with them and 3) pay what you promise.

Running toward those you owe rather than away from them is one of the principles taught in Scripture. Jesus said, "Make friends quickly with your opponent at law while you are with him on the way, so that your opponent may not hand you over to the judge, and the judge to the officer, and you be thrown into prison" (Matt. 5:25).

Make this commitment, "I will not go any further into debt. I'll be honest with my creditors. I'll sacrifice what I have to. And I'll pay back what I've promised." The average person or family should be able to be debt free in two to five years (other than

“But you are the ones chosen by God, chosen for the high calling of priestly work,
chosen to be holy people, God’s instruments to do his work and speak out for him,
to tell others of the night-and-day difference he made for you—from nothing
to something, from rejection to accepted.

The Message 1 Peter 2:9-10



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those with business or investment losses).

The reason that debt consolidation doesn't work for so many people is that they don't ever correct the problem that got them into debt in the first place. So, before you consider debt consolidation, be sure you have corrected the problem that got you into debt.

Misconception #4: Bankruptcy is a legitimate way for a Christian to avoid paying debts.

God's Word makes it clear that believers should be responsible for their vows and repay what they owe (Ecc. 5:4-5). This means that Christians must be willing to repay every debt, whether or not the debt has been discharged through bankruptcy.

The term bankruptcy comes from two Latin words meaning "bench" and "break" and literally means "broken bench." Under Roman law, after dividing up the assets of a delinquent debtor, the creditor would break the debtor's workbench as a punishment and a warning to other debtors. Generally, they were also deprived of their civil rights.

Today, revised bankruptcy laws and changes in consumer attitude toward bankruptcy have fostered a climate in which people regard bankruptcy as a more plausible remedy for financial problems than they once did.

Skyrocketing increases in the number of personal bankruptcies seem to support this assumption. The executive director of the American Bankruptcy Institute says the dramatic increase in consumer filings is attributable to three variables:

1. Sustained levels of household debt
2. Household budgets so overextended that it seems impossible to get out from under debt
3. A decrease in bankruptcy's negative stigma combined with an abundance of credit

Seeking legal protection through bankruptcy, in order to give time to reorganize and work out a repayment plan, is an individual decision of conscience. However, one thing is very clear in God's Word: You are obligated to repay what you borrowed (Ps. 37:21) whether you chose bankruptcy or creditors forced you into it. "So then do not be foolish, but understand what the will of the Lord is" (Eph. 5:17).

We Are Facing a Crisis

The financial trends for the average households are discouraging. Consumer debt continues to increase relentlessly while the rate of savings has declined by 50 percent during the last 10 years.

A tidal wave of gambling has swept our country. Giving as a percentage of income has declined almost every year for the past three decades. You've heard the expression, "the good news and the bad news." Unfortunately, I've just shared the good news.

The bad news is that the younger generation, those 35 years old and younger, have more debt, less savings and are less generous.

Recently I met with the pastor of a large church who had conducted a survey of his church's giving. He found that 58 percent of the church budget was given by those 65 and older. The survey also showed that it required five younger households to replace the giving of one older one. He asked me, "What's going to happen to the ministry of this church when these loyal, generous die?"

The good news is that when the younger generation is trained, the people respond. About 60 churches that use the Crown Financial Ministries program surveyed graduates of the Crown program. They discovered that within three years of graduation, the average household reduced its debt by \$20,000, increased its saving by about \$10,000 and increased its giving 62.5 percent.

Larry Burkett and I had long discussions concerning these trends. We are in a race against time. We must train God's people to handle God's money or the funding of God's work will be seriously impacted over the next five to 10 years. A Barna Research Group survey released last year showed that tithing among born again Christians has declined 57 percent since 2001.

From the bottom of my heart, I want to thank all the radio stations that have partnered with Crown over the years to help train millions of people. God bless you!

Howard Dayton is CEO of Crown Financial Ministries (www.crown.org).

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Christian Communicators Impacting the World



Scoping Bathsheba

BY STEVE GALLAGHER

The sight of the Sweet Psalmist of Israel leering at Bathsheba from his rooftop must have been enough to make angels sit down and weep. How could the man with a heart after God stoop to such debauchery? It can happen more easily than you might think.

David had a unique hunger for the Lord from the time he was a young boy tending sheep. His spiritual appetite intensified as he spent time with Samuel and deepened during his years of running for his life from Saul. Undoubtedly, David was hitting his spiritual peak when he became King at 30. Yet, within 20 years, he committed the unthinkable: he lured Bathsheba into adultery and had her husband killed. What a tremendous blow this was to the Kingdom of God!

How could it happen? The same way it can – and does – happen to 21st Century Christian leaders. Long before David committed his wicked deeds, there were clear warning signs.

Danger, Danger, DANGER!

By the time he was in his 40s, David had experienced the depths of God, penned most of the Psalms and led Israel to great victories. All the while he was headed straight for disaster. He couldn't see it coming because he, like many natural leaders, had been blinded by a sense of invincibility. Some, who have lost sight of their need for God's daily grace, boast, "I will never fall!" However, the apostle Paul strictly warns, "Take heed."

In my 18 years of helping men find freedom from sexual sin, I have learned to watch for certain P Flags.

P Flag #1: Prayerlessness

The dangers and spiritual hunger that kept David pressed into the Lord in his younger years were gradually replaced by a sense of satisfaction and security. Though no outward lack of godliness was visible, we can easily suppose that his inward panting for God's abiding presence began to diminish. Consequently, over time he lost his intimate connection with God.

In my years of helping fallen pastors, I have never had to minister to a Mary, although I have dealt with many Marthas. In other words, those who stay at the feet of Christ are not nearly as susceptible to sexual temptation as those who do not. Paul said,



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"If you walk in the Spirit, you will not fulfill the lusts of the flesh" (Galatians 5:16). The sensuous and seductive atmospheres that the enemy creates are very intoxicating to those who allow the busyness of ministry to crowd out their time with God.

Jesus helped Martha to see that while her intentions were noble, her efforts were misplaced. He told her, "Martha, Martha, you are worried and bothered about so many things; but only a few things are necessary, really only one, for Mary has chosen the good part, which shall not be taken away from her" (Luke 10:41-42). Corrie Ten Boom also once warned, "Beware of the barrenness of a busy life."

P Flag #2: Pressure

God used David's leadership to usher the nation of Israel into its most prosperous and powerful period in history. However, as his government and military grew, so did the degree of his responsibility. The crushing weight of high-intensity leadership tends to drain a person's spiritual vitality – often at a time when he needs it most.

Many church leaders face the same kind of stress today, which can be a setup for disaster. Scripture offers the solution when it says to, "put on the Lord Jesus Christ, and make no provision for the flesh in regard to its lusts" (Romans 13:14). Those in top positions, burdened under countless concerns, desperately need the abiding presence of Christ.

How dangerous it is to seek relief from stress by turning to the world! Making provision for the flesh literally means to provide for its sustenance – to keep it alive and healthy. For example, this is what the believer who watches television does to himself. Let's face it; most contemporary secular TV programming is the enactment of all of the deeds of the flesh and does far more to corrupt than to edify. What may begin as a means to relax, entertain or unwind almost inevitably will lead to a quenching of God's Spirit and a spiritual downward spiral.

The Christian leader carrying the weight of ministry cannot afford to diminish his spiritual life. Anything that leads him to Jesus will strengthen his faith; anything that leads him away will deplete his spiritual storehouse, leaving him at risk to the enemy's attacks.

P Flag #3: Prosperity

The great sacrifices David made for the Kingdom of God during his early years by no means went unnoticed by the Lord. When He confronted David through Nathan, God told him, "...I gave you the

house of Israel and Judah. And if all this had been too little, I would have given you even more" (2 Samuel 12:8). For 20 years, David reaped the bounty of God's goodness to him. Unfortunately, that very prosperity led him into years of self-indulgence, which in turn left him spiritually weak and vulnerable.

I doubt if anything brings more joy to the Father's heart than to bless those who have shown their faithfulness to Him through years of hardship. Those who have risen through the ranks of church leadership often are compensated for their efforts monetarily. This is as it should be, for the Bible says, "The laborer is worthy of his wages" (1 Timothy 5:18).

I believe the purpose behind this injunction is that the extra finances afforded to the minister will allow him to be freed from some of the petty concerns of daily life so that he might be able to give himself more thoroughly to the work of God. However, there is always an inherent danger with wealth, as it tends to diminish a person's reliance upon God. Furthermore, a man who has money has more opportunity and ability to become involved in immoral activity.

P Flag #4: Pleasure

David's prosperity and prominence allowed him to lavish himself with pleasure – including Bathsheba. This should be a subject of grave concern for any modern believer, since Paul warned that in the last days many would be "lovers of pleasure rather than lovers of God; holding to a form of godliness, although they have denied its power..." (2 Timothy 3:4-5).

Kept in the right perspective, pleasure has its proper place in life. However, when gratification becomes overly important in daily existence, it not only corrodes one's spiritual life, but it eventually chokes out everything that is wholesome.

Pornography and illicit sexual activity are merely forms of extreme pleasure. Therefore, the person who becomes addicted to pleasure and entertainment might find himself at extreme risk to sexual temptation. The apostle Paul spoke of those who are "enslaved to various lusts and pleasures" (Titus 3:3).

P Flag #5: Power

The adage is true: "Power corrupts and absolute power corrupts absolutely." David's life proves that everybody is susceptible to the subtle influences of pride. It is very easy for the person who is reveling in the limelight of fame to become inflated with feelings of self-importance. This is a slippery slope that often leads to a fall (Proverbs 16:18).

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Perhaps David thought he deserved Bathsheba, considering her a just reward for a man who had given so much to Israel. Herein lies the danger of prominence: even the minister who begins his work serving the needs of others can arrive at a place where he sees himself as being so important that they should meet his needs. In other words, he has gone from seeing himself as a servant to that of a master.

Alexander MacClaren once said, "The humble mind thinks not of its claims on

others, but of its duties to them." One of the reasons a Christian leader falls into sexual sin is that he loses his sense of stewardship and his responsibility to the public to live above reproach. Once this has occurred, he is only one step away from disaster.

The Aftermath

David's life was never the same after his great moral debacle. The remainder of his life was marked by hardship, adversity and more failure. This is always the case when a man falls into horrible sin after reaching a position of great influence over God's people. James ominously warns, "Not many of you should presume to be teachers, my brothers, because you know that we who teach will be judged more strictly" (James 3:1).

One prominent radio preacher who fell into sin shared the following with me: "There are simply no words to describe the pain and agony my wife and I went through during the weeks, months and years that followed. Not only were we rejected by those we considered to be our friends, but both the elders and the entire staff of the church refused to have any contact with us whatsoever. Yes, indeed, my ministry was shattered as a result of my own foolishness."

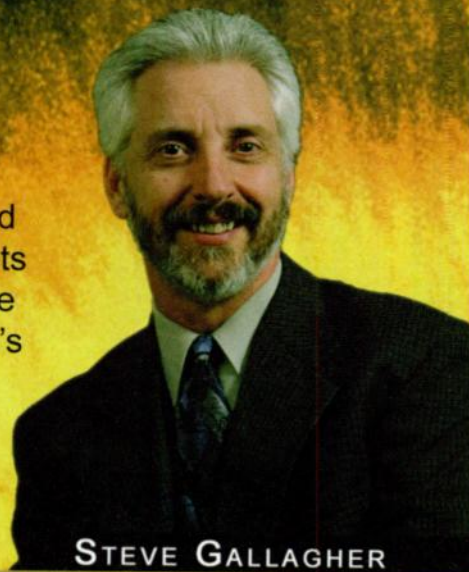
Christian broadcasting professionals have been given a tremendous opportunity to positively impact the spiritual lives of millions of people for the glory of God. But with this wide-open door comes a grave responsibility to uphold that stewardship with integrity of heart and an undying passion for Christ.

Perhaps the words of my friend who suffered so much from his one mistake will serve as an appropriate conclusion: "I hope you will carefully consider my words. If I have to drive a truck for a living, I'll spend the rest of my days warning men about the dangers of lust. Gentlemen, please be very careful!"

Steve Gallagher is founder of Pure Life Ministries, a residential program for Christian men seeking answers to habitual sexual sin. He recently released his autobiography, Out of the Depths of Sexual Sin. Contact him at 859-824-4444.

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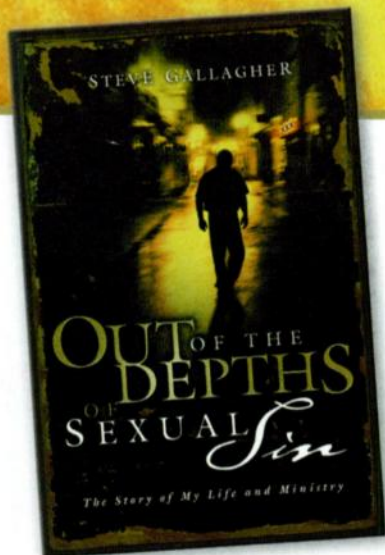


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