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May 2001

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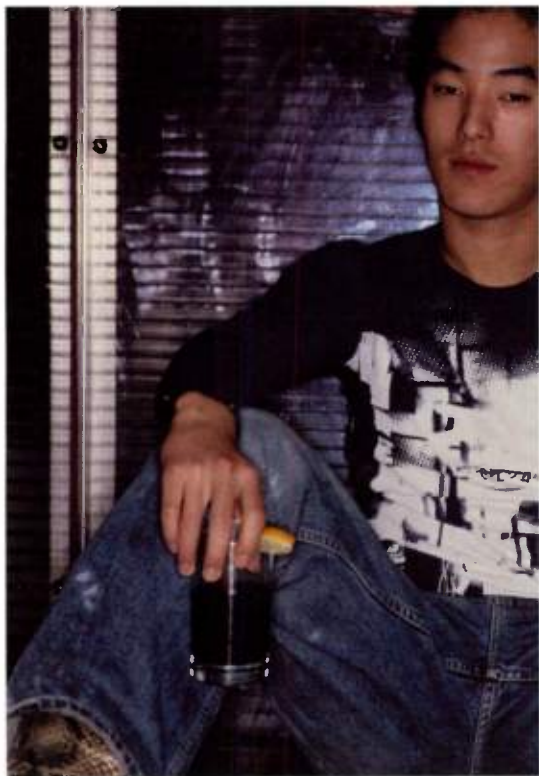
NRB staff members and their children evaluate the latest offerings in family programming. Move over, Roger Ebert!

Fighting for the Millennials 30

NRB member Ron Hutchcraft cuts through the chaos to reach the millennial generation. Find out how to attract and motivate youth — the future evangelists, pastors, teachers and broadcasters of the world.



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Cover Photography by Randy Gregory

Giving Honor Where It Is Due

This is the most difficult article I've ever had to write. But I want to write it ... and I need to write it. This month's column honors a dear friend, who faces a challenge most of us fear and wonder how we would respond if the doctor gave us only a short time to live.

NRB President Brandt Gustavson called me on a Saturday afternoon in late March. He and Mary had been on a cruise to Panama that the NRB membership had given to him in recognition of his 10 years of leadership of NRB. Three days into the cruise, he became ill and was flown back to his doctor in Richmond, VA. After tests, the doctor told Brandt he had cancer in his liver and pancreas.

In working closely with Brandt these last 14 months, he has become a dear friend and confidant. And when we face the prospect of losing someone, we realize how valued and dear that person is.

But that's the way everyone feels about Brandt. Since the news has spread literally around the globe, people have universally expressed their love and respect for Brandt. He has a singular way of endearing himself to all he meets; some might be surprised by his directness and familiarity, but those same characteristics make Brandt well loved.

A Rich History

Brandt earned his stripes in broadcasting. Raised in Rockford, IL, he began his career in Christian broadcasting with Northwestern Radio at KTIS/Minneapolis, MN. He worked for Billy Graham at KAIM/Honolulu, HI. He rose through the ranks at Moody Broadcasting to become the director of Broadcasting for Moody. His heart for missions led him to a leadership position at Trans World Radio.

In 1990, NRB was in trouble. The scandals of the '80s had left religious broadcasting in a sad state. Our image to the secular press was badly damaged. Financially, NRB was hanging by its fingernails. Our membership was losing confidence in the Association's ability to set the tone for Christian media.

At this important juncture, the Board of Directors was led of the Lord to bring Brandt Gustavson on board as president. Brandt had already served faithfully for many years on the Executive Committee. He was NRB chairman (then called president) for many years. No one was more familiar with the opportunities and the challenges facing NRB. No one knew Christian media and NRB membership better than Brandt. He was God's man to head the Association.

So Brandt led the turnaround. He refocused NRB in a renewed spiritual direction. He tightened the organizational efficiency. He cut costs and began increasing revenue. He built a strong ministry team at the Manassas headquarters. He traveled to the membership and the Chapter conventions to rebuild the confidence of the membership in the mission of NRB.

A Lasting Legacy

Today, NRB is one of the most respected ministry organizations in the world. We have a strong staff, an excellent magazine and a powerful convention. Membership is at an all-time high of nearly 1400 members. Finances are strong. And we're about to move into our own headquarters building, which is well on the way to being paid for.

How does this happen? Surely we know the source of this blessing is the hand of God upon NRB. But God always uses people, strong leaders to advance His cause upon the earth. Brandt is a man of God.



NRB President E. Brandt Gustavson (L) and Chairman Wayne Pederson meet in the Green Room during NRB 2001 in Dallas, TX.

If you've heard him speak, you know he shares as a man of passion. He's a man of the Word. He knows Jesus and follows Him with all his heart. He's committed to the mission God has called him to.

This is Christian broadcasting's finest hour. There are more opportunities for growth, expansion, influence and professionalism than ever before. God has used Brandt Gustavson to help bring us to this point.

We see the accomplishments of his professional and ministry career. But he also is deeply committed to his family and friends. His love for his wife, Mary, and their two children, Tim and Ruth; his care for his closest friends; and his concern for his circle of influence are models of personal integrity. When a man's inner world is in order, his family is a priority and his outward world is in proper perspective.

Brandt, on behalf of Christian media worldwide, thank you for giving of yourself so effectively for the cause of Christ. You are an encourager, a statesman, a strategist and a friend. You have effectively and consistently modeled for many of us the qualities of integrity, passion, servanthood, professionalism and spirituality. To paraphrase Paul, "You have fought the good fight, kept the faith. As a result, there is a crown of righteousness awaiting you; and not you only but for everyone who believes."

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

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President

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 39 years many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

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Rich Bott, II
Executive Vice President



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- **May 17-19**
Church Leadership Conference;
Barrington, IL. 800-570-9812.
- **May 20-23**
Broadcast Cable Financial
Management Association 41st
Annual Conference; Toronto,
Ontario. Mary Teister, 847-296-0200.
- **May 21-24**
Annual Pastor's Conference; Moody
Bible Institute, Chicago, IL.
800-356-6639.
- **July 7-12**
Christian Booksellers Association
International Conference; Atlanta,
GA. 800-219-7483.
- **July 19-21**
Southeastern NRB Regional
Convention; The Cove, Asheville,
NC. Tom Atema, 828-669-8477.
- **July 26-28**
Southwestern NRB Regional
Convention; DFW Marriott, Irving,
TX. Ron Harris, 817-792-3800.
- **August 26-28**
Western NRB Regional Convention;
San Francisco, CA. Dave Kersey, 520-
742-6976.
- **September 9-11**
Midwestern NRB Regional
Convention; Maranatha Convention
Center, Muskegon, MI. Dale Davis,
651-631-5000.
- **September 16-18**
Christian Stewardship Association
2001 National Conference; Marriott-
Downtown, Indianapolis, IN. 414-
483-1945.
- **September 19**
See You at the Pole. www.syatp.org.
- **September 21-24**
111th AES Convention; Javits
Convention Center, New York, NY.
212-661-8528.
- **September 23-25**
Eastern NRB Regional Convention;
Sandy Cove Bible Conference Center,
North East, MD. James East, 410-
543-9652.
- **February 16-20, 2002**
59th Annual NRB Convention &
Exposition; Opryland Hotel,
Nashville, TN. Gina Ebbardt,
703-330-7000, ext. 503.

NRB

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The power of priority is the power to be effective.

We believe that true effectiveness comes from having the right priorities. Doing the right things for the right reasons with the right attitude. Using our experience, gifts and skills for a higher purpose. Partnering with organizations who work to see God's will done here on earth is more than an exciting challenge: it's the most important thing we do.

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Changes Ahead for Broadcast Ownership Rules



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

Although the shape of the "Powell era" at the Federal Communications Commission (FCC) is only beginning to emerge, the new chairman has signaled that a number of broadcast ownership restrictions soon will face significant review. Michael Powell's background as an antitrust lawyer likely will be evident in the coming months — as it was in his recent testimony before the House Telecommunications Subcommittee. During his first foray to Capitol Hill as FCC chairman, he repeatedly stressed the need for the agency to either justify many of its rules under today's marketplace conditions or to eliminate them as obsolete.

With respect to broadcast-specific rules, Powell pledged that the FCC would begin this month to reconsider its decades-old broadcast-newspaper cross-ownership rule. That restriction bars common ownership of a daily newspaper and either a television or radio station in the same local market. In recent years, several media companies and industry associations have sought repeal of the restriction without success. They have argued that a rule initially imposed in the mid-1970s, before the full development of cable (much less the Internet), is no longer needed to protect media competition or to ensure that audiences have access to a diversity of voices.

Powell also testified that the FCC would review its national cap on TV ownership as part of the agency's next biennial review. The current national television ownership rule bars one entity from owning stations that reach more than 35 percent of households nationwide. The Chairman noted that the cap was devised "in an entirely different media environment than the present one and should be validated if it has any merit in the current context."

The FCC may be compelled to review the national TV ownership cap by more than just the chairman's competition-centered approach to communications rules. In March, a federal appellate court struck down a similar rule on First Amendment grounds. The FCC's national cable ownership cap barred entities from owning cable systems that together served more than 30 percent of subscribers across the country. The agency determined that a cap at that percentage was needed to protect the ability of independent programmers to reach enough viewers nationwide to succeed.

But the appellate court in *Time Warner v. FCC* concluded that the FCC failed to provide sufficient market-based evidence to justify the 30 percent figure, as opposed to some higher number. Among other points, the court faulted the FCC for not considering the impact of direct broadcast satellite (DBS) service as a direct competitor to cable — one which, because of its nationwide footprint, offered independent programmers an alternative outlet to reach viewers in essentially every locality.

Broadcasters already have begun arguing that the Time Warner decision has ramifications for the national TV ownership cap. Relying in part on that appellate ruling, Viacom recently asked the FCC to stay a requirement — imposed in connection with its CBS merger — that the combined company sell several television stations. The agency rejected that request, which is now before a court.

During his testimony on the Hill, however, Powell reflected on his understanding that the FCC's role as regulator encompassed more than a traditional antitrust approach to preserving

competition in defined markets. He noted that U.S. communication policy included "the notion of diversity of programming, [which] may or may not bear resemblance" to market concentration concerns. "It's also difficult because when [the FCC's legal mandate] involves diversity, it usually means that it involves media — which usually means that you have to defend your rules against First Amendment scrutiny." The latter, the chairman noted, requires the government to satisfy a higher burden of proof than in typical antitrust cases.

Update on Digital TV Transition

During Powell's session on the Hill, lawmakers questioned him on other broadcast issues — chiefly the ongoing transition from analog to digital television broadcasting. Although the transition period is formally targeted to end in 2006, the chairman said he doubted that 85 percent of U.S. households would have digital receivers by that time. Under a law enacted in 1997, that level of digital TV penetration is required before analog broadcasts are to cease and television licensees are to surrender their second 6-MHz channel to the government for other uses.

House members also queried Powell on the pending "digital must carry" proceeding, which focuses on the carriage obligations to be imposed on cable operators in the digital context. In January 2001, the FCC released its first order on the issue, which was limited to those few television stations that currently broadcast only in digital mode. The same document also called for further comment on industry-wide rules; the initial comment deadline is set for May 10, 2001, and reply comments are due June 25, 2001.

The key question for most TV broadcasters is whether the FCC will require cable operators to carry both the analog and digital signals of local stations during the transition period. The January order contains hints that the agency might construe the statutory must-carry obligations narrowly.

The Communications Act states that television licensees are entitled to cable carriage of only their "primary video" signal, together with some "program-related" content. With respect to digital-only transmissions, the FCC ruled that guaranteed carriage applies to only one program stream — and so, if a broadcaster chooses to transmit several "multiplexed" video streams at one time, it may not insist on cable carriage of all the signals. The FCC also tentatively concluded the same provision means that the agency may not order cable operators to carry both analog and digital signals during the DTV transition.

Rep. Cliff Stearns (R-FL) asked Powell to discuss what impact that decision might have on smaller TV stations, including those operated by Christian broadcasters. The chairman agreed that it might be difficult for some licensees to obtain cable carriage for their digital offerings, but he also thought it "important to emphasize that nothing [in the January decision] precludes any broadcaster from reaching a negotiated carriage agreement for those kind of services. It's only that we can't interpret the must-carry statute to provide a government-preferred, absolute right to that carriage."

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AIRWAVE NEWS RADIO

Grand Rapids, MI - CBH Ministries launched its new radio program *Down Gilead Lane*, to replace *Children's Bible Hour*, a program



with a 58-year history. *Gilead* aired internationally for the first time on March 3. (Shannon Nieuwkoop, 616-451-2009)

Nashville, TN - GSF & Associates announced the addition of *New Life Live* to its family of clients.



The nationally syndicated, 60-minute, interactive talk radio program deals with mental health, emotional, relational and spiritual issues from a biblical perspective and is hosted by

founder Steve Arterburn, along with Dr. Henry Cloud, Dr. John Townsend and Dr. Paul Meier. Also partnering with GSF & Associates is *Parent Talk OnCall*, a live, daily, one-hour, call-in radio program with host Dr. Randy Carlson, president of Family Life Communications. (615-361-1810)

Keokuk, IA - KMDY-FM is a new addition to the Moody Broadcasting **MBN** Network, broadcasting a non-commercial, inspirational Christian format. (Robin Jones, 312-329-2042)

Mexico City - *Grace to You* and *Back to the Bible* began airing on the 10,000-watt AM station Trans World Radio utilizes to transmit Bible teaching and evangelistic programs, including the current *TTB*, *Insight for Living* and *Women of Hope*. (lsink@lwr.org)

Harrisonburg, VA - Produced by Mennonite Media, a department of Mennonite Board of Missions, in cooperation with Family Life Network, a new CD of Spanish and English PSAs was released to 8000 U.S. radio stations in early January. Titled *Forgiveness: It's Your Choice*, the two-minute Spanish spots are narrated by Ernesto Pinto and are based on interviews of Latin Americans' personal stories. Clips of interviews from David Balzer's *Connecting Points* radio program are used in some of the 30-second English spots. (FLN, 204-667-9576)

Dallas, TX - Ben Kinchlow, former *700 Club* host, author and lecturer announced his return to the airwaves at the 2001 NRB Convention. Kinchlow will host *Tell It Like It Is!*, a 30-minute, daily, national radio program exploring real issues Americans discuss and that strike at the foundation of American life. The program debuted on April 2 in 25 markets nationwide. (972-980-4898)



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AirwaveAnniversaries

Pittsburgh, PA - March 5 marked the 50-year anniversary of partnership for WPIT-AM/Pittsburgh, PA and *Back to the Bible*. The Bible-teaching program initially featured founder/President Theodore Epp. Today the program features Dr. Woodrow Kroll, president/senior Bible teacher, and Dr. Tony Beckett, associate Bible teacher. Due to an illness, Kroll was unable to visit WPIT on the golden anniversary. In his stead, his assistant, Art Figurski, presented the station with a commemorative plaque. (Tami Weissert, 800-759-6655)



Kroll



St. Paul, MN - The following affiliates have joined the SkyLight Satellite Network: WDER-AM/Derry, NH; WLJF-FM/Springfield, IL; KLRN-FM/Milton-Freewater, OR; KMOC-FM/Wichita Falls, TX; WGNV-FM/Milladore, WI; and WLTK-FM/Broadway, VA. (Dale Davis, 651-631-5032)

Colorado Springs, CO - *Life on the Edge-Live!*, a teen talk show hosted by Joe White and Susie Shellenberger and recognized as the Talk Show of the Year at NRB 2000, recently added its 160th station. (Julie Hamilton, 719-531-3386)



Lincoln, NE - The ministries of Back to the Bible, FamilyLife and Life Action Ministries have partnered to carry on the ministry goals of *Gateway to Joy* through a new radio program for the next gen-



eration of Christian women. Author and speaker Nancy Leigh DeMoss will follow Elisabeth Elliot as speaker. Since 1980, DeMoss has served as director of Publications and Women's Ministries, and editor of *Spirit of Revival* magazine for Life Action Ministries. This summer, Elliot will introduce DeMoss to *Gateway to Joy* listeners; DeMoss assumes full host responsibility September 3, when the program title will change to *Revive Our Hearts*. Elliot will continue her ministry through writing and public speaking. (Tami Weissert, 402-464-7200)

Florence, KY - Sacred Heart Radio entered into station ownership with the purchase of KBLE-AM for \$3.2 million cash. Ron Belter, president, will oversee the station. (Lisa Bierman, 859-647-0101)



Florence, KY - Word of God Fellowship, Inc. purchased WELL-TV (LPTV) for \$250,000 cash. Marcus Lamb, president, owns other LPTVs across the nation as well as some full-power TV stations in Dallas and Houston, TX; Denver, CO; Phoenix, AZ; and others. (John Pierce, 859-647-0101)

Madison, TN - Media meets ministry as The Entertainment Ministry joins the two in prime-time parables to impact Christians in their everyday lives in the *Beverly Hillbillies Bible Study* videos. Using situation comedy, the studies also carry underlying lessons. The four biblical principles covered in "Volume One" are blessings, truth and motives. Stephen Skelton, previously a writer-producer with Dick Clark Productions and co-creator of *The Andy Griffith Show Bible Study Series*, serves as host for the series. (Stephen Skelton, 615-260-5363)



Virginia Beach, VA - On March 6, *The 700 Club* featured recording artist Billy Ray Cyrus to discuss his new show *Doc*, his debut album *Southern Rain*, and his love for the Lord. *Doc* debuted on PAX TV March 11 with Cyrus playing Dr. Clint Cassidy. Select songs from *Southern Rain* are included in various episodes. Cyrus also wrote and recorded the show's theme song, "Stand Still." *The 700 Club* also welcomed country music star Randy Travis on February 20 to discuss his career and his faith, as well as perform from his latest album, *Inspirational Journey*, his first gospel album. (Carolyn Miller, 757-226-2729)



Portland, OR - Pamplin Entertainment released the first episode of the *Agents of Truth* series, "Rescue Team Alpha." Similar to *Bibleman*, it appeals to an older audience containing serious

action, explosions, stunts, spy gadgets and narrow escapes backed by good storytelling woven with Scripture and Christian principles. It also contains kid-pleasing elements like BMX biking and skateboarding. (Melissa Sturgis, 503-251-1555)

Fort Worth, TX - FamilyNet is among the networks approved by the National Cable Television Cooperation (NCTC), an organization of independent cable television companies serving more than 13 million cable TV subscribers throughout the United States. In other news, FamilyNet premiered 2 worship programs from two mega churches in Texas on January 5: *Powerpoint*, produced by Prestonwood Baptist Church in Plano and a half-hour program by First Baptist Church in Dallas. (Denise Cook, 817-570-1400)



POWERPOINT



Dallas, TX - Affiliated Media Group entered into an exclusive agreement with the Major Broadcasting Cable Network (MBC) to provide public and affiliate relations support. Launched in 1998, MBC provides gospel and family-oriented programming as well as coverage of collegiate athletics, business and other entertainment programming with a vision to provide intelligent, spiritually significant, values-oriented programming that involves every sector of the community. (Bob King, 972-980-4898)

Conway, AR - February 4 marked the beginning of the nationwide broadcasting of *Lifeword*, a 30-minute, weekly, television show broadcast over FamilyNet and also Victory Television Network. (503-329-6891)

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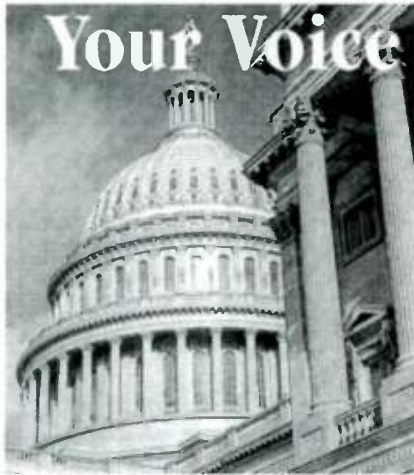
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Pro-Life Perspective is the official radio program of the National Right to Life Committee, the nation's largest pro-life group. First broadcast from our Washington D.C. studios in 1985, *Pro-Life Perspective* has attracted millions of listeners from coast to coast - an audience that continues to grow.



Wanda Franz, Ph.D.

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TRADE TALK



INTERNET

West Palm Beach, FL -

TheXstation.com is WAY-FM Media Group's newest operation, an internet-only 24/7 Christian modern rock station for youth. Future plans are to expand this format beyond the Web to FM outlets in selected cities. (Natalie DiBisceglie, 561-881-1929)



Lincoln, NE - Back to the Bible recently received Gospelcom.net's Fishers of the Net Award, given annually by Gospelcom.net to one of its members displaying excellence and creativity using the Internet to minister to others and draw people to the Gospel. Back to the Bible's Web site, www.backtothebible.org, averages 1.7 million page views each month and offers a variety of features including daily devotionals, downloadable Bible studies, transcripts of all programs, testimonies, international ministries information and The Bible Challenge. (Tami Weissert, 800-759-6655)

Wheaton, IL - leftbehind.com was the title sponsor of Randy MacDonald's No. 72 Chevrolet in the NASCAR Craftsman Truck Series Florida Dodge Dealers 400K at the Homestead-Miami Speedway on March 4. It is the first time a Web site for a series of evangelical novels has sponsored a truck at a NASCAR event. (Beverly Rykerd, 888-481-0405)

Charlotte, NC - INSP-The Inspirational Network and Multicast Media Networks have agreed in principle to jointly develop interactive cable television and Internet ministry programming applications using broadband video streaming technology. In addition, INSP will offer a wide range of broadband services to churches and Christian broadcast stations. (Sara Lowe, 704-561-7728)

WEBWATCH:

Kid Safe Internet Search Directories

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www.ajkids.com

Lightspan Study Web:

www.studyweb.com

Searchopolis:

www.searchopolis.com



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INBOX			3 new messages		
DATE	FROM	SUBJECT			
1/29/01	Org Name	Your mail segmentation has been completed.	Name	Online Donations have been downloaded.	
	Name	Your Lockbox file has been sent.	Name	Your Lockbox file has been sent.	

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INTERNATIONAL NEWS

SOUTH AFRICA - The Association of Christian Broadcasters (ACB) - Southern Africa, held the ACB Conference 2001 at the Kempton Park Conference Center February 20-22. (012-807-0053)

CHINA - In 2000, Trans World Radio (TWR), in collaboration with various groups, placed 4000 radio church kits and 2000 short-wave radios throughout China. TWR's goal for 2001 is to distribute 10,000 additional kits. To date, more than 50,000 kits have been requested by house churches within China. (lsink@twr.org)

Cary, NC - Trans World Radio (TWR) plans to begin broadcasts for the first time in the Qashqa'i language in mid-2001. In 1996 there were no known Christian Qashqa'i nor were there any churches, Bibles or missionaries among them. The new programs will air on Sundays via short-wave immediately following TWR's Farsi broadcasts. In other news, TWR now is beaming the Gospel in



the Ukraine on national radio stations across the country. TWR signed an agreement allowing them to transmit Christian programming on two of the country's radio networks, totaling 217 radio stations, to broadcast programs with a potential audience of 50 million people. Also, TWR's Arabic Ministries is expanding its outreach among teenagers and young adults by airing the popular *Street Talk* program throughout North Africa. Broadcasts began in March. More TWR news reports that after years of broadcasting into North Korea, TWR recently received its first letter from the country. An excerpt: "Thank you so much for your sending radios and songbooks to us several times...it is so good to study. As you know, we meet many dangerous things every time, however we are not depressed but are doing His work by faith." Finally, Radio Trans Mundial-Paraguay (RTM) recently produced and are airing a Guarani children's program — the first such Christian broadcast in existence. (dmccrear@twr.org)

LATIN AMERICA - During the year 2000, 50 new stations throughout Latin America were added to the list of stations that air Ernesto Pinto's Spanish program *Ecuentro* either weekly, daily or twice a day without cost to Family Life Network (FLN). Each month program CDs are mailed to approximately 300 stations that pass them on to subsidiary stations in their countries. (204-667-9576)

Dallas, TX - Affiliated Media Group has acquired ownership of the BBC's short wave radio operations worldwide and formed Affiliated Broadcasting Corporation and the World Beacon Network. (Jim Hairston, 972-980-4898)



Herts, UK - The Fellowship of European Broadcasters (FEB) announced that the application for a single FM radio license for Christian Voice in the UK's West Midlands was denied and granted to Saga Radio. In other FEB news, The DTI (Department of Trade & Industry) White Paper, *A New Future for Communications*, has been issued. Its main proposals include: regulation in which a new regulator known as Ofcom will replace the current watchdogs of television and radio including telecommunications systems currently regulated by Ofcom; the government's goal that the United Kingdom will have the most dynamic and competitive communications and media market in the world; access to ensure public service channels are free to air and universally available on cable and satellite; diversity and plurality; quality; and safeguarding the interests of citizens and protecting the interests of consumers. More information can be found at www.communicationswhitepaper.gov.uk. Any comments about the proposal can be made to the FEB office at feb@feb.org. (feb@feb.org)



RUSSIA - The Keston Institute

The Keston Institute is reporting that the Justice Ministry of the Russian Federation has granted the Salvation Army the status of a centralized religious organization, or CRO. The status encourages department of justice to register local religious organizations, such as the Moscow branch, which has been threatened with liquidation. (mnn-news@mnnonline.org)



Conway, AR - *Lifeword* added four languages to its radio programming, making it available to 307,744,000 more people than just a year ago: Russian, African French, Moore and Praiah Creole. (501-329-6891)



PUBLISHING

Wheaton, IL - Combining humor, 18 years of research, and feedback from more than 50 families who turned off their TVs for a month, youth culture and media expert Bob DeMoss invites readers to find a balance in their television viewing in *TV: The Great Escape!*. (Kathy Jacobs, 630-682-4785)



Modesto, CA - Christian author D.S. George recently released a new book entitled *The Gospel According to Mamalujo*, a compilation of the Bible's four Gospels and portions of the book of Acts into one comprehensive narrative of the life and teachings of Christ. "Mamalujo" is an acronym created from the first letters from the names of the four Gospels: Matthew, Mark, Luke and John. (David George, 209-526-1244)

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View Past Gift History (Callout pointing to the 'DONOR'S HISTORY' table)

ONLINE DONATION FORM

NAME [Image]

STREET

CITY STATE ZIP

CREDIT CARD #

TYPE MC VISA AMEX

EXPIRATION DATE MM

CONTRIBUTION

DESIGNATE TO

Organization Name

INBOX COMPOSE OPTIONS FOLDER ADDRESSES SEARCH LOGOUT

WELCOME "donorname@orgname.org"

INBOX 3 new messages

DATE	FROM	SUBJECT
1/29/01	Org Name	Thank you! Here is your latest gift receipt.
1/29/01	Org Name	Respond to our donor survey and get a free gift!
1/29/01	Org Name	Volunteers are needed for an upcoming event.

LOCAL WEATHER City, State

WEDNESDAY	scattered showers	hi 59 lo 40
THURSDAY	showers	hi 53 lo 34
FRIDAY	partly cloudy	hi 49 lo 28
SATURDAY	sunny	hi 66 lo 45
SUNDAY	sunny	hi 69 lo 47

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Your Gift History

- Organization Web Site
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Donation	6/24/00	\$100.00		
Donation	8/5/00	\$75.00		
Pledge	1/10/00	\$1200.00		
Total Gifts			\$1	
Prior Year Total				

Organization Name

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Favorite food
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Favorite way to spend the weekend
Boogie boarding at the beach on Saturday and taking a nap while pretending to watch sports on TV after church on Sunday.

What led you to a career with Christianity.com?
After 15 years as president of Pepperdine University, I was looking for another important place to work at the intersection of faith and culture.

Most needed area of improvement in Christian communications
The Christian world must not miss the opportunity to share the greatest message ever told on the most powerful communication medium yet invented (Internet). We must get out of our little corners and groups and communicate with the larger world.



TECHNOLOGY

Salt Lake City, UT - Wall Street Communications, a marketing communications agency specializing in video and broadcast equipment and electronic components accounts, announced the opening of its office in Newbury, Berkshire, UK, the company's first location in Europe and sixth office worldwide. (Sunny Branson, 901-533-2669)

Eugene, OR - Broadcast Software International (BSI) recently launched its Studio Kits, optimized combinations of software and hardware customized for small, medium and large market broadcasters, containing all the hardware and software needed to equip a production and air studio. Among the products included in the Studio Kits are BSI's acclaimed WaveStation digital automation system, Syntrillium Software's Cool Edit Pro editing software and AudioScience's professional audio adaptors. Each Studio Kit also comes with one year of free technical support and software upgrades. In other news, BSI contracted with Broadcast Supply Worldwide (BSW) to be the sole outside domestic distributor of BSI Software products. BSI is a subsidiary of Cumulus Media and has more than 5000 clients worldwide and distributors in 26 countries. BSW, headquartered in Tacoma, WA, distributes products to customers in the United States and more than 70 other countries. (Ron Burley, 541-338-8588)



LaFox, IL - Richardson Broadcast Electronics announced its Broadcast Business Unit has changed its name to Broadcast Richardson, signifying its move from component supplier to a provider of integrated solutions. (Joe Ziemer, 765-966-6468)



Huntington, NY - Quantegy once again supplied the audio recording media for this year's Grammy Awards telecast. Assisting mobile recording specialists Effanel Music, Quantegy provided the Recordable Compact Discs (CDR) in addition to its other recording media. Pictured (L-R) in the Effanel Music remote truck at the Grammy Awards are John Harris, Lead Music Mixer; Tim Miller, 'N Sync Front-of-House Mixer/Tour Manager; Murray Allen, Sound Designer; and Hank Neuberger, Broadcast Audio Supervisor. (Stephanie Biagioli, 631-784-7865)



Photo by David Goggin, Quantegy

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MUSIC

Santa Clara, OR - Incubator Creative Group announced the signing of UniSon to its roster of artists. UniSon is a contemporary Christian music group consisting of Ron Berg and Irl Marshall. Plans for UniSon include



establishing an active concert performance schedule and releasing a recording on the Incubator label. (541-998-2470)

Atlanta, GA - Pamplin recording artist Charles Billingsley recently announced the formation of The Finish Strong Foundation, a non-profit organization designed to provide Christ-centered physical, financial, emotional and spiritual guidance for individuals over the age of 50. Billingsley will serve as chairman of the board while continuing his extensive concert ministry. (Brian Smith, 615-298-5505)

Detroit, MI - The Gospel Music Hall of Fame & Museum announced its 2001 inductees: Jean Anderson, Vanessa Bell Armstrong, Senator Bristol Bryant, Donald Vails & The Choraleers, Rev.

Charles A. Craig II, Rev. C.L. Franklin, Fred Hammond, Evangelist Bertha Harris, Howard Lemon, Lucille Lemon & The Lemon Singers, Dorgan Needam, Charles Pennington, Herbert Pickard, Della Reese, Larry Robinson, Evangelist Esther Smith, Dr. E'lou Eloni Wilks and the Winans. The Annual Induction Banquet and Awards Ceremony will take place in Detroit, MI, on October 27, 2001. (Phyllis Siders, 313-592-0017)

Nashville, TN - After 10 years of concert touring, five Top 5 and three Top 10 songs on the national Inspirational radio charts, contemporary Christian group River (Ministry Music/Diamante) released its 8th project simultaneously with the like-titled movie, *Road to Redemption*. River wrote the original theme song of the theatrical release of the film by request of Billy Graham's World Wide Pictures. (Gina Adams, 615-331-3314)



Fresno, CA - The Newsboys, Audio Adrenaline and O.C. Supertones top the bill for the Christian-themed Festival Con Dios (Festival With God), a two-part caravan featuring a traveling amphitheatre and a full lineup of music. Part one kicks off May 17 in Florida and runs through mid-June. The three headliners will be joined by the Elms, the Normals, Earthsuit, SuperChick, Pillar, Cadet and Benjamin Gate. After a summer break, the second leg launches September 13 with the same three headliners plus Switchfoot, Phat Chance, Pax 217 and Luna Halo among the support acts. The festival differs from many all-day events in that the tour is fully self-contained, supplying its own staging, sound, lighting and video. (POLLSTAR - The Concert Hotwire Feb. 28, 2001)

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NEWS

Manassas, VA - NRB 2001 daily drawing winners at the NRB magazine booth: Lana Garner of Exaltation Corporation; David Lungu of L. Plummer Communications; and Kevin Mast of WXPZ-FM/Milford, DE. Prizes were an NRB polo shirt and NRB coffee mug. (Christine Pryor, 703-330-7000, ext. 515)

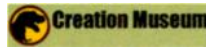


Atlanta, GA - Dr. Charles Stanley and In Touch Ministries said thank you to affiliates and ministry partners with a Partners Appreciation Reception during NRB 2001 in Dallas, TX. The reception included a performance by pianist Gary Menzies, as well as a ceremony during which Stanley was honored with an award for 3.5 million books sold, presented by Mark Hyatt, executive VP and publisher of Thomas Nelson Publishing. (Charles Powell, 770-451-1001)

Warsaw, POLAND - The Bible League has established its new ministry program in Poland with a commitment to provide the country with Bibles and related materials, as well as training studies designed to bring people into a relationship with Christ and His Church. (866-825-4636)

The Bible League

Florence, KY - Answers in Genesis supporters gathered on March 17 for a groundbreaking ceremony at the site of the future Creation Museum and Family Discovery Center in Northern Kentucky. The 95,000 square foot facility, which also will contain AiG's headquarters, will offer a walk-through history of the world starting from the Bible's first



verse. AiG unveiled its 17-foot-long by 10-foot-high Stegosaurus model at the ceremony. About 70 dinosaurs, colorful dioramas, eye-opening videos, excellent fossil and mineral collections and other first-class exhibits eventually will be displayed. Joining AiG Executive Director Ken Ham during the ceremony was recording artist Buddy Davis, Pastor Charles Wagner, and Jim Sales, president of the architectural firm A.M. Kinney Associates. (Mark Looy, 858-727-2222)

Cleveland, TN - Phillips, Craig & Dean, of the Sparrow record label, and the Sparrow Foundation contributed \$15,000 each to establish the Phillips, Craig & Dean/Sparrow Foundation Endowed Scholarship Fund at Lee University. The

group presented Vanessa Hammond, Director of Grants at Lee, with a \$30,000 check during a concert in Houston, TX, in January for the initial endowment of the scholarship. (Lee University, 423-614-8621)



Dallas, TX - The B&B Media Group received the Silver Angel Trophy from Excellence in Media for Page Turner Radio Theater, highlighting the *Left Behind* series novel, "The Mark." (Tyndale). (800-927-0517)



PEOPLE

St. Paul, MN - Rev. Mel Johnson, 83, world-renowned Christian radio broadcaster for 60 years and former chairman of the Northwestern College Board of Trustees, died March 16. A graduate of Moody Bible Institute, Johnson began the *Children's Bible Hour* radio program in 1942, today broadcast over 700 stations. In 1953, his *Tips for Teens* began broadcasting over WMBI. VP of Youth for Christ International from 1961-65, Johnson was named to the board of trustees of Northwestern College in 1967 and continued on the board until his death, serving as chairman from 1978-97. Johnson also authored more than 40 publications and lectured at some 1,500 schools and youth conferences. He received several awards, including: Honorary Doctorate of Humane Letters from Cornerstone College in Grand Rapids, MI; Honorary Alumnus of Northwestern College in St. Paul, MN; Golden Mike Trophy (NRB Milestone Award); NRB Award of Merit; and Alumnus of the Year from Moody Bible Institute. A memorial service was held March 24 at Maranatha Hall on the Northwestern College campus. (Janell Wojtowicz, 651-628-3387)



Wheaton, IL - Pastor Richard Wurmbbrand, founder of The Voice of The Martyrs and credited with being the man that awakened the Western world to the reality of Christian persecution under communism in the 1960s, died February 17, following a long illness. Born in Bucharest, Romania, Wurmbbrand married Sabina Oster in 1936 and was converted and baptized in the Christian faith, joining the church of the Anglican Mission, later becoming a minister and pasturing the Norwegian Lutheran Mission in Bucharest. Wurmbbrand and his wife were arrested several times by the Nazi government and actively began working with the underground, unregistered church in Romania during WWII and throughout the Communist regime. (www.vom.org)

Wilmore, KY - In March, Dr. **Asbury College** Paul Rader was named to the presidency of Asbury College. From 1994-99, Rader was the international leader and General of The Salvation Army. Prior to his election, Rader held leadership positions in The Salvation Army at the divisional and territorial level in the United States on the east and west coasts. (Leslie Mitchell, 859-858-3511)



L-R: Bonnie Campbell, Richard Green, Rick Horne, Scott Hughes and Matthew Ladisa

Brentwood, TN - EMI Christian Music Group (EMI CMG) announced a number of organizational changes and promotions at EMI CMG and Chordant Distribution Group: Rick Horne, executive VP and Chief Financial Officer for EMI CMG; Richard Green, executive VP and General Counsel for EMI CMG; Bonnie Campbell, Senior VP, Information Technology; Scott Hughes, Senior VP Strategic Marketing and Development, and New Media for EMI CMG; Ron Huff and Rich Peluso, Co-presidents, Chordant Distribution Group; Matthew Ladisa, Senior VP Distribution Operations for Chordant; George Lindholm, manager of national accounts; Steve Blair, sales and marketing representative for the South District based in Gastonia,

SC; and Jon Rees, sales and marketing representative for the Chicago area. To coincide with its new vision, EMI CMG also created a new corporate logo identity. (Tricia Whitehead, 615-599-7746)

Ottawa, ON - CHRI is pleased to introduce a new weekend announcer. Korona Felix can be heard on the Saturday and Sunday editions of *Hands Up!* from 7 to 8 p.m. Korona's previous experience includes CKUT, CKHC, CKSY, CKDO, and Radio Canada International. Korona has co-produced a Gospel music album and has performed with the Canadian Friends Choir. (chri@chri.ca)

Nashville, TN - Charles Dorris, head of the William Morris Agency's Nashville-based Christian Music Division, announced the addition of Mark Guynn as the new territorial agent for the central United States. Guynn is an 8-year veteran of William Morris and moved from the country division. (Melissa Hambrick, 615-662-1241)



Mark Guynn

Woodstock, VA - Arthur Stamler has been named to fill a vacancy on the Board of Directors of the Virginia Association of Broadcasters. Stamler is the general manager of a low-power television station group in the Shenandoah Valley and also WAZR-FM. (800-459-4210)



Worcester, MA - Fifteen-year broadcast industry veteran Jim Hurwitz joined the staff of Telecast

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PEOPLE, cont.

Fiber Systems, Inc. as U.S. sales manager for the western region. Hurwitz manages the company's relationships with Telecast distributors and end system users. (Sunny Branson, 801-533-2669)

Garden Grove, CA - During the 12th Biennial General Assembly of the Evangelical Association of the Caribbean (EAC), the Rev. Kenneth Ragoonath was appointed as the new EAC president. Born in Trinidad, he served more than 25 years as regional promoter of the Hospital Christian Fellowship and recently took office as president of the Bible Institute of Technology in San Fernando, Trinidad. He has served for many years in executive leadership of EAC and for the past nine years has represented EAC on the International Council of the World Evangelical Fellowship. (assistcomm@cs.com)



Colorado Springs, CO - In early February, Dan Benson joined the publishing team of WaterBrook Press as senior editor. Benson most recently served as senior editor for Multnomah Publishers. A veteran in the publishing world, Dan also is an award-winning author, receiving the ECPA Gold Medallion Award and an award from the Evangelical Press Association. (719-590-4999)



Charlotte, NC - Tom Gentry, a 27-year member of NRB and general manager of WHVN-AM/Charlotte, NC, WAVO-AM/Rock Hill, SC and WCGC-AM/Belmont, NC, recently received the first Salt & Light Award from the Charlotte World newspaper. The award recognizes Charlotte area Christian activists. (The Charlotte World, 704-548-1737)



Chicago, IL - In February, Bob Neff was named the Alumnus of the Year for Moody Bible Institute (MBI). The award is presented each year by the Alumni Association as part of MBI's annual Founder's Week conference. (Becky Scott, 312-329-4408)

Chicago, IL - In January, Moody Broadcasting Network (MBN) welcomed Wayne Shepherd as permanent host of *Open Line*, a nightly, call-in program. Shepherd has acted as an interim host since April 2000, filling in for Jim Warren, whose health prevented him from continuing in that role. Shepherd will share hosting duties with MBI Radio Pastor Donald Cole. MBN also welcomed Tracy Hanev as the new *MIDDAY CONNECTION* co-host with Anita Lustrea, taking over for Shepherd. *MIDDAY CONNECTION* is a daily, one-hour, call-in program. (Becky Scott, 312-329-4408)

Florence, KY - Tricia Laurent was recently named *Bible Answers Live* Sponsor Coordinator for Paragon Advertising & Communications, Inc. Featuring speaker Doug Balchelor, the program is a live radio broadcast produced by Amazing Facts ministry out of Sacramento, CA (Lisa Bierman, 859-647-2800)

Grand Rapids, MI - The HCJB World Radio board recently named David Johnson to succeed Ron Cline as president of the international evangelistic broadcast ministry, pending ratification of its membership. If ratified, Johnson's inauguration will be in Quito, Ecuador, on September 26. As only the sixth man to serve as president of HCJB World Radio, Johnson will direct this historic ministry as its nearly 1000 missionaries and staff celebrate the ministry's 70th anniversary on Christmas day. (mnn-news@mnnonline.org)

Atlanta, GA - In Touch Ministries appointed Conrad Cantrell as director of International Ministries overseeing all aspects of the ministry of In Touch outside the United States. Also, James Terrey has been appointed as the Director of Operations, responsible for all operations includ-



ing maintenance, security, food service, tape duplication, warehouse, renovations and future expansion building projects for In Touch Ministries. (Don Black, 770-451-1001)

Kampala, UGANDA - Members of the Africa Christian Broadcasters (ACB) elected Mr. Anton Becker as the new chairman, replacing Rev. Martin Frische. (powerfm@africaonline.co.ug)

West Palm Beach, FL - Bob Augsborg, president of WAY-FM Media Group, is relocating from Nashville, TN, to Colorado Springs, CO, to open a corporate office that will serve as the administrative headquarters for all media ministries under WAY-FM Media Group.



Bob Augsborg

Dusty Rhodes, station manager of WAYF-FM/West Palm Beach, FL, for the past 8 years has been named VP of the Radio Group and will relocate to Colorado with Augsborg. Matt Austin, program director of WAYM-FM/Nashville, TN, was named station manager of this flagship station of the radio group, CHRSN and TheXstation.com. All three ministries will continue to operate from the new 7,000-square-foot Ministry Center in Franklin, TN. (Natalie DiBisceglie, 561-881-1929)



Dusty Rhodes



Matt Austin

Nashville, TN - Wil Bane, associate general secretary for the Public Media Division of United Methodist Communications, retired February 2. A 30-year veteran of UM-Com, Bane was elected to head the division in 1990. (800-476-7766)



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August 26 - 28

Cathedral Hill Hotel, San Francisco, CA

Highlights: Cruise of harbor and visit to Alcatraz Island

Speakers: Chip Ingram, Max McLean, Randy Carlson and Nancy DeMoss

Music: David Meece, Christine Wyrzzen and Ken Medema

Contact: Dave Kersey 520-742-6976, ext. 103, or dkersey@flr.org



September 9 - 11

**Maranatha Conference Center,
Muskegon, MI**

Highlights: Workshops on cutting-edge issues for broadcasters, legal updates and developing fresh marketing strategies.

Speakers: Bible teachers Dr. Erwin Lutzer and Dr. Ed Dobson

Music: To be determined

Contact: Dale Davis at (651) 631-5000 or ddd@nwc.edu



September 23 - 25

**Sandy Cove Conference Center,
North East, MD**

Highlights: Percy Award Banquet with speaker Joni Eareckson Tada

Speakers: Ken Davis, host of radio feature Lighten Up

Music: To be determined

Contact: James East (410) 543-9652 or jeast@wolc.org



July 26 - 28

Dallas/Ft. Worth Marriott North, Dallas, TX

Highlights: Tenors at the Bass Theater concert, auction, "Free Legal Advice" from Ashton Hardy

Speakers: Jill and Stuart Briscoe, David Ferguson, David Barton and Coach Bill McCartney

Music: Concert with Steve Green, Larnelle Harris, Steve Amerson and the Ralph Carmichael Orchestra

Contact: Ron Harris (817) 792-3800 or ronh@kcbi.org



July 19 - 21

Billy Graham's Cove, Asheville, NC

Highlights: Broadcasting workshops for commercial and non-commercial, couples workshops with Claudia and Dave Arp

Speakers: Kay Arthur, Henry Blackaby

Music: Matthew Ward

Contact: Tom Atema (828) 669-8477 or tatemala@brb.org

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RAM



Things

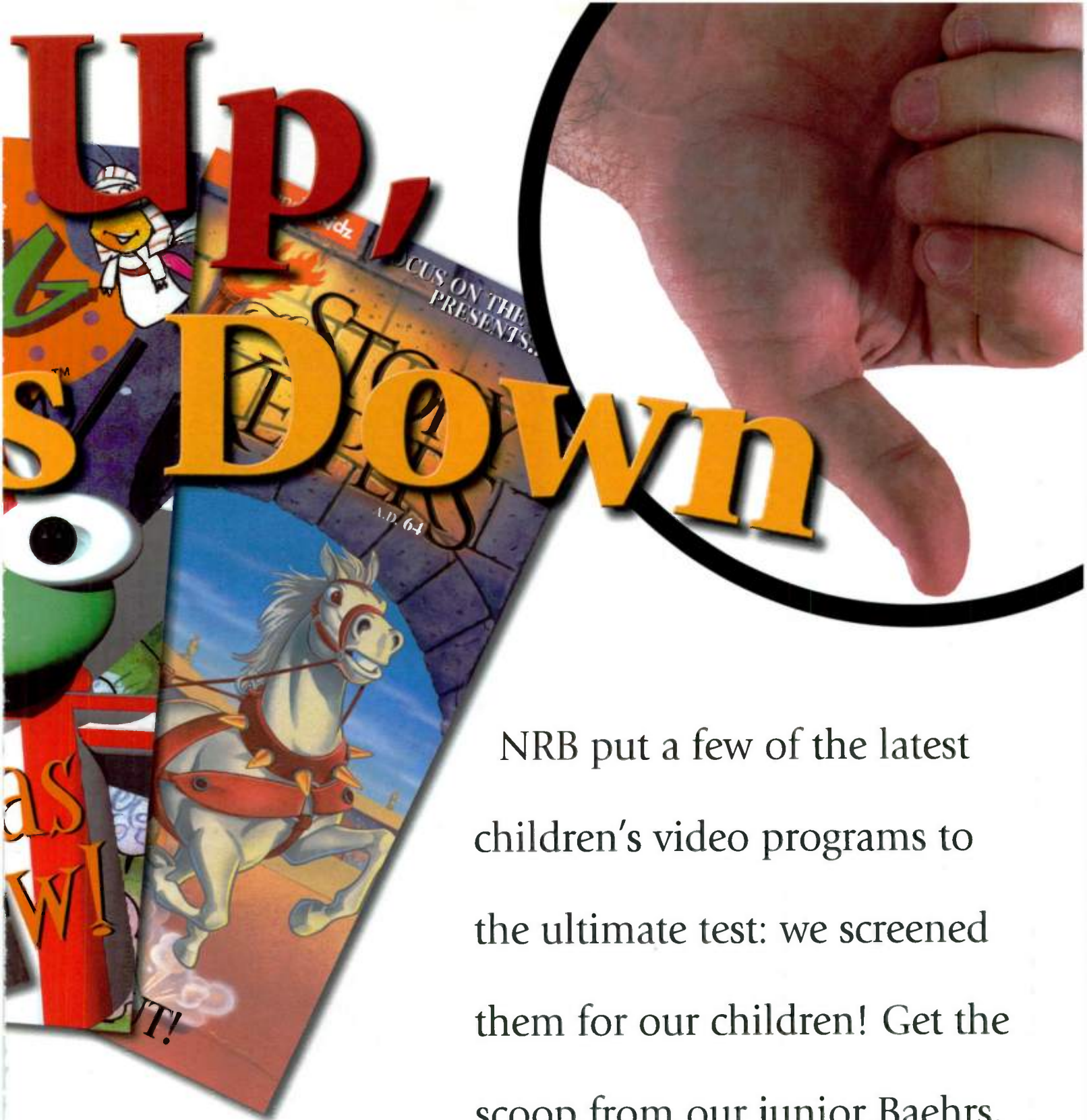
Squibs



Things

Things
VEGETABLES "A SMASH HIT!"
Newswatch

Things
Squibs



NRB put a few of the latest children's video programs to the ultimate test: we screened them for our children! Get the scoop from our junior Baehrs, Medveds, and Siskels & Eberts.



Agents of Truth:

Rescue Team Alpha (Pamplin)



Kid Rating

Reviewer Ages: 11+

Gender: Male

Quality: Good to Great

Music: Liked It a Little; Liked It a Lot

Length: Not Long Enough

Comments from Kids:

"I like how they joke. I also like the [technology] that they use."

"Intro was cool. I loved the BMX stuff. Great actors, too."

Parent Rating (scale of 1-10)

Biblical Accuracy: 10

Holds Children's Attention: 9

Teaching Value: 9

Production Quality: 9

Entertainment Value: 8.5

Overall Quality: 9

Comments from Parents:

"Good humor, good adventure. A few audio problems. A little too trite and preachy for [older children]."



Colette Zdobysz and Kerrigan Harrison are captivated by a video at their grandmother Anne Tower's home. Tower is VP of Membership for NRB.

Threads:

A Pond Full of Pigs (Word Entertainment/Everland Entertainment)



Kid Rating

Reviewer Ages: Under 2

Gender: Female

Music: Will Be Humming It in the Tub

Length: Just Right

Parent Rating

Biblical Accuracy: 8

Holds Children's Attention: 8

Teaching Value: 4

Production Quality: 9

Entertainment Value: 8

Overall Quality: 8



BedBug Bible Gang:

Christmas Show (Morning Light Media)



Kid Rating

Reviewer Ages: Under 2

Gender: Female

Music: Will Be Humming It in the Tub

Length: Just Right

Parent Rating

Biblical Accuracy: 7

Holds Children's Attention: 7

Teaching Value: 8

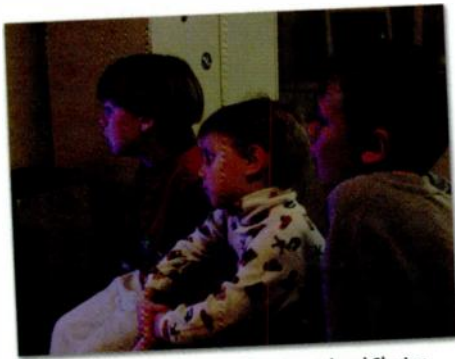
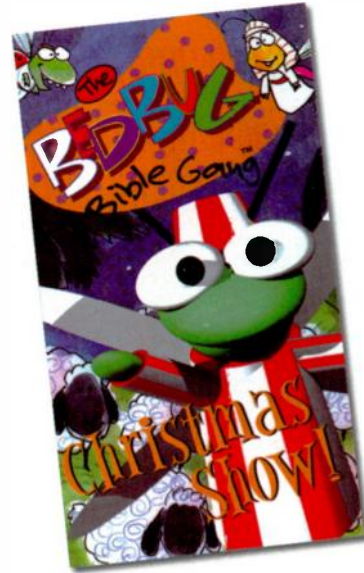
Production Quality: 9

Entertainment Value: 8

Overall Quality: 7

Comments from Parents:

"Some animation, some puppetry. Uses good storytelling."



(L-R) A video captivates Jordan, Conrad and Clayton, sons of NRB VP of Communications Karl Stoll.



Other Reviewers: Michelle (L) and Christiana. Michelle is the daughter of NRB VP of Finance Michael Kisha, while Christiana is the daughter of NRB Administrative Assistant for Conventions Gina Ebhardt. Not pictured is Rebecca, granddaughter of NRB President Brandt Gustavson.



Bibleman:

Shattering the Prince of Pride (Pamplin)



Kid Rating

Age: 5-10

Gender: Male

Quality: Good to Great

Music: Liked It a Little

Length: Just Right

Parent Rating

Biblical Accuracy: 7

Holds Children's Attention: 9

Teaching Value: 8

Production Quality: 8

Entertainment Value: 9

Overall Quality: 8

Discovery Jones:

The Sky Is Not the Limit (Media Comm, Inc.)



Kid Rating

Reviewer Ages: 2-11+

Gender: Male and Female

Quality: OK to Great

Music: N/A

Length: Too Long to Just Right

Comments from Kids

"I thought it was sort of a boy's show."

"The puppet clubhouse was a little old. Just jump into the Discovery Adventure and talk to the people, not the puppet."

"The skydiving part was awesome."

"I'm 11 and it was OK for me, but my little brothers (2, 4 and 7) liked it a lot. The music was pretty cool."

"I learned about parachutes and that nothing is too hard for you."

"It was cool that [the video] showed us the army guys skydiving ... the interview part needs to be more upbeat. I think the host tried to do that, but it totally didn't work. He came off as obnoxious."

Parent Rating

Biblical Accuracy: 10

Holds Children's Attention: 8.5

Teaching Value: 8.5

Production Quality: 8.5

Entertainment Value: 8.5

Overall Quality: 8

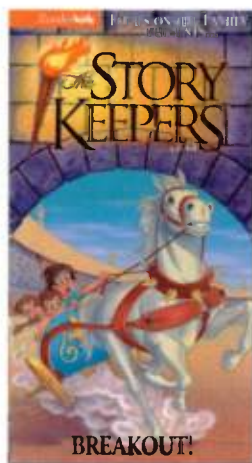
Comments from Parents

"Well done and creative in approach. Geared toward the 8-10 crowd. Boys would find it interesting."

"Looks like Cat in the Hat. The simulator segment was tight. Cool jerky camera work."



(L - R): Taylor, Natalie, Heather and Andrew, children of NRB Executive VP Michael Glenn, are focused on their chore: reviewing videos.



Kingdom Under the Sea:

Return of the King (Bridgestone Multimedia)



Kid Rating

Reviewer Ages: 5-7

Gender: Female

Quality: Good

Music: Will Be Humming It in the Tub

Length: Just Right

Comments from Kids

"I wish you didn't make the squid so scary."

Parent Rating

Biblical Accuracy: N/A

Holds Children's Attention: 7

Teaching Value: 7

Production Quality: 9

Entertainment Value: 6

Overall Quality: 8

Comments from Parents

"Superb quality but unfortunately, the producers felt the need to compete with Disney on the 'fright factor.' We stopped the video after 10 minutes. Great concept but too much for young children."

Story Keepers:

Breakout (Zondervan)



Kid Rating

Reviewer Ages: 2-10

Gender: Male and Female

Quality: Good to Great

Music: N/A

Length: Too Long to Just Right

Parent Rating

Biblical Accuracy: 8

Holds Children's Attention: 8

Teaching Value: 10

Production Quality: 10

Entertainment Value: 9

Overall Quality: 9

Tails From the Ark:

Honk If You're Special (Treetop Studios/Brentwood Records)



Kid Rating

Reviewer Ages: 5-11+

Gender: Male and Female

Quality: OK to Great

Music: Liked It a Little to Will Be Humming It in the Tub

Length: Too Long to Just Right

Comments from Kids:

"Cool characters and humor."

Parent Rating

Biblical Accuracy: N/A

Holds Children's Attention: 8

Teaching Value: 8

Production Quality: 8

Entertainment Value: 7

Overall Quality: 7.5

Comments from Parents:

"A much-needed precept for today's children."

"The story seemed somewhat hard to follow for my 5-year-old."



Madison and Emma, daughters of NRB VP of Conventions David Keith, get ready to start "Lyle, the Kindly Viking," a VeggieTales video on sharing.



VeggieTales:

Lyle, the Kindly Viking
(Big Idea Productions)



Kid Rating

Reviewer Ages: 2-10

Gender: Male and Female

Quality: Great

Music: Liked It a Lot to Will Be Humming It in the Tub

Length: Just Right

Parent Rating

Biblical Accuracy: 10

Holds Children's Attention: 9

Teaching Value: 9

Production Quality: 10

Entertainment Value: 10

Overall Quality: 9.5

Comments from Parents

"Kids love to sing the theme song and enjoyed the promos for other Big Idea programs."

"What can we say — they've done it again! A video we will all want to watch again and again!"

Angel Wings:

Episode 1 (Media Comm, Inc.)



Kid Rating

Reviewer Ages: 5-11+

Gender: Male and Female

Quality: OK to Great

Music: Liked It a Little to Liked It a Lot

Length: Just Right to Not Long Enough

Comments from Kids:

"It is a really nice video for little kids, like 2-7. I liked it. Keep up the good work."

"I learned that we should not be rotten on the inside. Everybody is important."

"The fantasy of a cartoon was awesome."

Parent Rating

Biblical Accuracy: 8.5

Holds Children's Attention: 9.5

Teaching Value: 8

Production Quality: 8.5

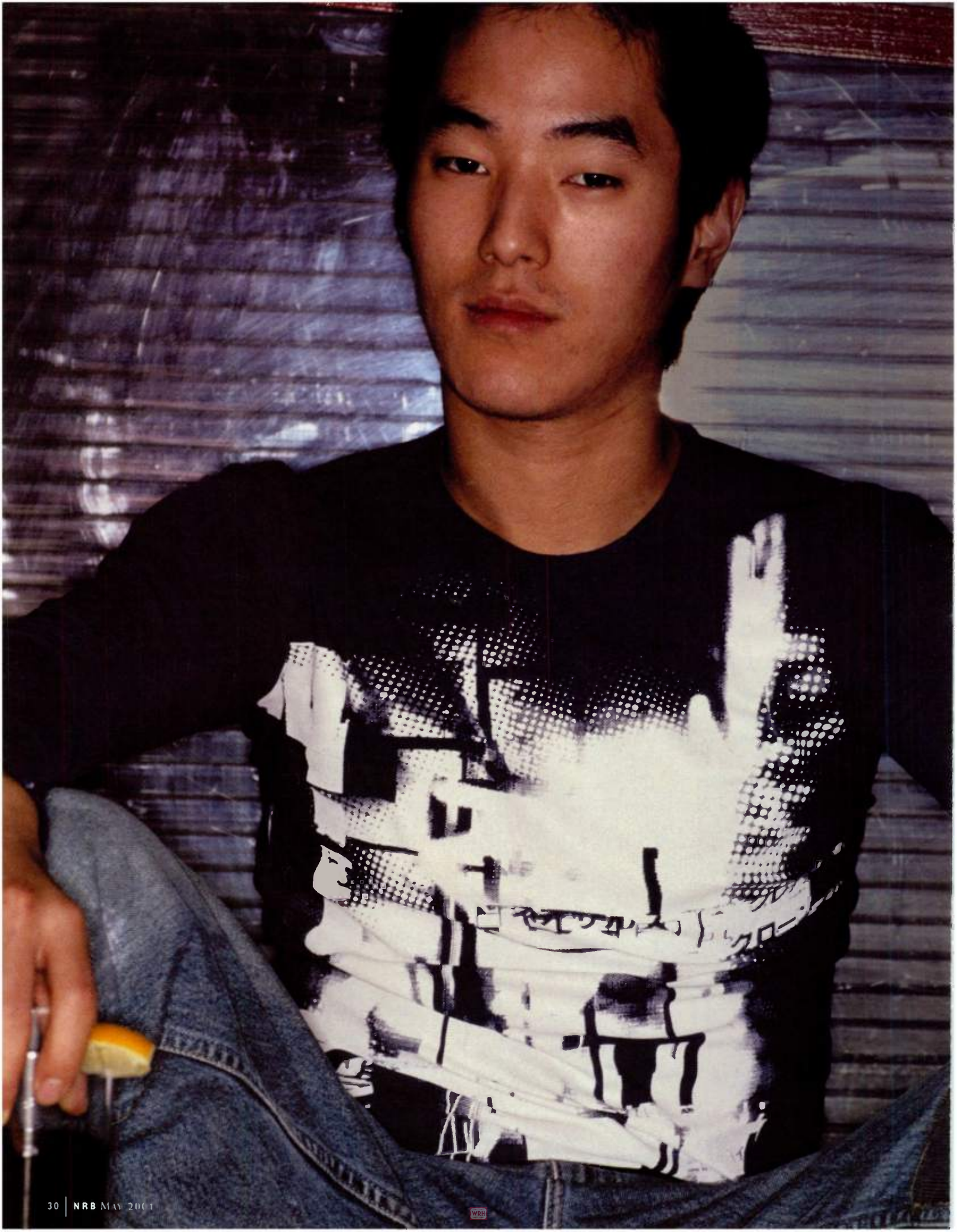
Entertainment Value: 8

Overall Quality: 8.5

Comments from Parents:

"Well done animation. A bit simplistic on the storyline, but appropriate for ages 5-7."

"Good animation, on par with many cartoons. Good stories with moral theme."



Fighting for the Millennial Generation

BY RON HUTCHCRAFT

It sounded like Niagara Falls," the doctor said, recalling the sound he heard as he listened with his stethoscope to the area around my wife's liver. Karen was battling an almost-fatal case of hepatitis, and the doctor said he could literally hear the roar of the blood racing to her liver to save it.

It's a reflex of the human body to rush its life-saving resources to whatever part has the most desperate need. If the Body of Christ were to do that today, we would be doing everything we can to get the life-saving message of Jesus Christ to the young people in our world. And knowing that radio, television and the Internet are primary delivery systems to get darkness into their lives, those of us in Christian media are responsible to use our delivery systems to get the Light to them.

The Battleground

There is so much evidence that our young people are the ones with the desperate need. One-third of them have seriously considered taking their own life; one out of seven have actually tried to die. In the age of shocking campus violence, it is unsettling to read the findings of a recent national survey: more than two-thirds of the high school students interviewed were angry enough in the past year that they hit someone — and half of those surveyed said they can get a gun anytime.

The young people in your area represent America's largest generation. There simply are more young people than ever before. And they are the most damaged young people in our history, with half of them growing up as children of divorce and experiencing higher rates of serious depression — at younger ages — than any generation in modern history. Tragically, they also are the most unreached young people ever in North America. Most of them know little or nothing about God's Book or God's Son. But, in spite of all this — and maybe because of all this — they probably are the most reachable young people ever. The very forces that have made them lost have made them ready for a Savior.

In this battle for the next generation that one *USA Today* columnist said should be approached with the "moral equivalent of war," we in Christian media are, or need to be, in a frontlines position. This is a day for us to be "wise shepherds" who, as described in Zechariah 11:16, follow this mandate: "Care for the lost ... seek the young ..." Sadly, Christian broadcasting has too often ignored or missed the young.

The Challenge

There is no doubt that using our media influence to "seek the young" can be risky business. After all, our natural audience is usu-

ally not the very young people who need us the most. But we never can be content with that — not when the people who need Christian media the most are listening to us the least! And all too often, for strategic and financial reasons, we focus almost totally on those who need Christian media the least — those who already receive mountains of Christian input.

When I attended Moody Bible Institute years ago, they offered one broadcasting major: Missionary Radio. Much of Christian radio in other countries is expected to be missionary radio — aimed at the lost, designed to cross cultures and speak to the unreached in their language. Conversely, in America, Christian radio is often "me" radio, shaped by what appeals to "me" as a Christian listener. But given the fact that the unreached in America, and especially the young, are most in need of our message, can we be anything less than missionary radio right where we live?

Surveying the landscape of Christian stations, many seem to miss the hearts of the next generation in one of two ways. The first is to have lots of style, but not a lot of substance. For example, stations with a contemporary all-music format can convene a young audience — but music alone cannot confront or close. That takes some content — something even contemporary artists recognize when they break at their concerts, stop performing and start talking to present the Gospel. Then there are many stations that have the substance — the message is there — but they offer little or no programming with the style that will attract young people.

But for those who will allow God to break their heart for the desperate need of the young people within their reach, there are ways a Christian station can join the battle for the next generation.

one station's battle plan

After 15 years of producing a national youth program called **Alive! With Ron Hutchcraft**, our own ministry has had to move in order to meet 21st-century young people where they are today. It has involved risk, but we believe the greater risk is letting lost young people go on dying spiritually without hearing about Jesus in a way they will respond to.

We are equipping local youth ministry leaders to follow our highly produced **RealTime** with their own **RealTime Local**. The local host is supplied with our script, our music selections and the questions we have asked young people on the program. From that, a local youth leader and local young people can build a second half hour that brings that night's **RealTime** issue home.

RealTime has tried to incorporate the millennials' "sound bite" pacing, fast-moving learning style, interest in hearing the feelings of people like them, and the "edginess" in their music tastes to create a package that can capture the attention of the people who most need Christ's message.

In a major Southern city, one station manager modeled what can happen when the principles of res-

cuing young people through media are put to work. She struggled with whether to go for the young people of her area on Saturday night, especially concerned with what her traditional listeners might think. When her 14-year-old son heard the pilot of **RealTime**, he said, "Mom, you've got to air this."

So, she built a block of Saturday night youth programming and got the word out in places where young people are. Before she launched this new youth outreach, she frequently played the 60-second spots we supply for every **RealTime** station — spots that paint a picture of the need and explain the station's mission to rescue spiritually dying young people. The station manager said, "That defused about 80 percent of the objections — I took the rest of the calls that came in."

With her audience prepared for the station's Saturday night mission, she began her youth outreach. After only three months on the air, the Arbitron ratings came out for that area. And, incredibly, at the time **RealTime** comes on, the Christian station is suddenly sharing the audience with the number one rock station in the city. Apparently, young people are actually leaving their rock station to listen to the Christian station. Why? Because what they're hearing there sounds like what they're used to listening to — except with real hope and real answers.

— RH

The Plan

1. Use the language and the culture of young people to reach them.

That's Missions 101 in any culture. The programs that will rescue spiritually dying young people will use their voices, their issues and their music to lead them to Jesus Christ. Just playing music the millennial generation can identify with is not enough in itself. But music is the language of this very lost generation, and using music they can relate to is as fundamental as a missionary to Russia speaking Russian.

Music is a convener of a young audience ... it is their voice, both of their need and Christ's answers ... but it must be viewed as a bridge to talking about a relationship with Jesus Christ. Besides their music, young people want to hear the voices of people like them, whose comments they can identify with. And they want straight talk about the issues that they face: relationships, depression, anger, partying, family conflicts and sex.

Remember, too, that this generation is very different from us in how they learn — they are mosaic rather than linear learners. That means they learn in bursts of information rather than blocks of information. Young people need programming to present the truth in those short "bursts," that tell the whole Gospel story yet change direction frequently and rapidly, often without introduction. Also, because the millennials are so Internet-connected, it is increasingly vital to offer an Internet link by which they can connect with a program that has impacted them.

2. Build a block of programming dedicated to young people.

One youth program, dropped into a sea of adult-oriented programs, will probably miss its target. Many stations need to build their audience of young people by offering a block of programs — probably on the weekend — that are designed for them. For radio stations, this can include nationally produced programs such as *Dawson McAllister Live*, *Life on the Edge*, *CCM Countdown*, *Z-Jam*, and our own youth outreach program, *RealTime*.

The youth block is strengthened with locally hosted programs, including features such as live call-in, in-studio guests, live remote broadcasts from youth events, reports from youth correspondents and contemporary music.

3. Promote your youth block where young people are.

If a Christian station only promotes its youth programming on its station, it probably will miss the young people who need it most. So strategic promotion is important — promotion which shows up in their hangouts, on the Internet, at their events, in the programs for their sports events, even in local media. Of course, every youth leader and Christian young person in the area needs publicity they can make available in their circle of influence. Christian concerts are a primary place to make Christian young people aware of "their night" on your station.

4. Prepare your audience for your effort to reach the next generation.

The hours you devote to rescuing young people are not going to sound like what your listeners are used to the rest of the week. You need to prepare them with spots during the week that explain that your station is becoming a "missionary" station during your youth block — to that grandson, granddaughter, son or daughter — that they wish listened to Christian radio. It is important to paint a picture of the lostness of young people and the responsibility a Christian station has to try to rescue them — and your station's commitment to do just that. Tell your listeners, "You may not want to listen on Saturday night — but please pray for us then as we join the battle for the next generation in a language they can understand."

Although those who need Christian media the most may be listening to it the least, it does not have to stay that way! A Christian station can become an impact player in the battle for the next generation — including the children and grandchildren of its

current audience! And since three-quarters of the people who come to Christ do it by the age of 18, how can we forfeit them to the darkness?

Are there risks in joining the battle for the young people of your area? No doubt. But, then, when has there ever been a rescue without risk to the rescuers? Just ask Jesus. The greater risk is to leave them lost, to leave them dying.

In a world like ours, the ancient words of King David become a battle cry: "We will tell the next generation!" — Psalm 78:4

Ron Hutchcraft is an author, speaker, radio host and contemporary evangelist. As president of Ron Hutchcraft Ministries, Inc., based in Harrison, AR, Ron and his team facilitate city-wide evangelistic outreaches, produce two radio programs (A Word With You for adults, and RealTime to impact lost youth) and the outreach Web site, www.hutchcraft.com. Ron's latest book is Called to Greatness: Becoming a Lifeline for Those Who Need Hope (Moody Press, 2001).

quick chat with... ron hutchcraft

NRB: Explain the purpose behind your new program, **RealTime**.

RH: If Satan can capture one generation, he owns all those that come after. Today, many hurting young people are looking for answers to their lives, in desperate need of hope. To connect with this media-generation of youth, we developed a weekly, cutting-edge, 26:30 broadcast geared specifically to reach today's lost teenagers for Jesus Christ.

NRB: How is **RealTime** formatted to connect with today's youth?

RH: **RealTime's** issue-oriented format combines aggressive youth-oriented music, comments from today's youth, the "hope story" of a young person who has battled the issue and won, and biblical straight talk. The program is essentially built around real comments from real young people, with practical answers from me. Fast-paced for the "MTV Generation," it is unpredictable and "in your face." Weekly issues include family relationships, sex, peer pressure, alcohol, anger, suicide and more.

Each **RealTime** program begins with a subject a lost young person cares about and finishes at the cross, ultimately explaining how a young person can begin a relationship with Jesus Christ. In partnership with the Need Him National Radio Outreach, listeners have the opportunity to call toll-free and talk to someone who can help them begin life's most important relationship.

NRB: Where can **RealTime** be heard?

RH: **RealTime** is currently heard on Christian and mainstream stations across the United States and in more than 100 countries of the world, including the Armed Forces Radio Network. Ultimately, our goals are to reach lost young people where they are. We want to be a voice for Jesus on the radio station they listen to every day. We are also encouraged by our friends in Christian broadcasting who share our burden to rescue lost and dying young people, who are joining us in this war for young lives. We recognize the cost of forfeiting young lives is simply too great.

NRB: What happened to **Saturday Night Alive**?

RH: **RealTime** is the 21st-century version of **Alive! With Ron Hutchcraft** (originally **Saturday Night Alive!**, first produced by the Moody Broadcasting Network). **Alive!** has been honored twice by the National Religious Broadcasters, including the 1997 "NRB Talk Show of the Year" award. However, after 15 successful years of outreach to youth and a significant shift in today's youth culture, we felt the need to introduce a much more aggressive program to impact today's generation of young people with the Gospel.

NRB: ...and **A Word With You**?

RH: In addition to the weekly production of **RealTime** for young people, we produce the daily, four-and-a-half minute challenge, **A Word With You** — a short feature that presents practical biblical truths in non-religious language to believers of all ages and introduces the lost to Christ.

NRB: How can local broadcasters reach their young people using **RealTime**?

RH: By following **RealTime** with **RealTime Local**, a national partnership between our ministry, local stations and area youth ministers. It allows the station to host a 30-minute follow-up program during which local young people can call and comment on that night's **RealTime** subject. Our ministry supplies the **RealTime** script, plus lists of the discussion questions and the music used in the program.

For More Information:
Ron Hutchcraft Ministries, Inc.,
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Harrison, AR 72602
Phone (870) 741-3300
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National Religious Broadcasters, 7839 Ashton Avenue, Manassas, VA 20109

It Is Time for USAID to Go



Steve Mosher is president of The Population Research Institute (PRI), which is "committed to ending human rights abuses committed in the name of 'family planning,' and to ending counter-productive social and economic paradigms premised on the myth of 'overpopulation.'" Reach PRI's media contact, Vince Criste, at 540-622-5240, ext. 206, or visit the Web site at www.pop.org.

In a move that sent shock waves through the foreign policy establishment, Senator Jesse Helms (R-NC) has proposed that the U.S. Agency for International Development (USAID) be shut down. The powerful chairman of the Senate Foreign Relations Committee, addressing an overflow crowd at the American Enterprise Institute, urged that international assistance in the future be handled by private charities and religious groups.

"The time has come to reject what President Bush correctly labels the 'failed compassion of towering, distant bureaucracies' and, instead, empower private and faith-based groups who care most about those in need," Senator Helms said in his speech, "Toward a Compassionate Conservative Foreign Policy."

In the past, Helms described foreign aid as the equivalent of throwing tax dollars down a 'foreign rat hole.' He now proposes replacing USAID with an International Development Foundation, which would award block grants to private and community relief groups. "Private and faith-based programs do more good, with less money, for more people around the world than the entire U.S. foreign aid bureaucracy combined," Helms said.

At present, perhaps only a quarter of the funds spent by USAID actually reaches its intended recipients — the poor of the developing world — in one form or another. The rest goes to overhead and administrative expenses. Private-sector charities do better than this; religious-based charities do much better.

There is little doubt that under the administration of a quasi-governmental foundation, with a smaller staff, streamlined operations, and a program of block grants, much more of

the \$7 billion a year that the United States spends in economic and humanitarian aid would actually reach those in need.

But there is another reason why those concerned about life and the family should get behind Helms' proposal.

Since the '70s, USAID programs have been driven by a population control agenda that harms women and families in the developing world. The indiscriminate promotion of sterilization and contraception that these programs entail poses a major risk to the health of malnourished women. And when contraception fails, it often leads to abortion.

Consider: This aid agency continues to spend massive amounts of money to further reduce the birth rate in countries in which the fertility rate is already in free fall. In Africa, where AIDS is decimating the population, population control budgets are actually being increased. Is it any wonder that African leaders are questioning our motives?

If we want to save lives in the developing world, the best way is by expanding basic health care, including maternal and infant health care, and through authentic economic development. USAID's population control policies are anti-woman, anti-child and anti-family and are causing increasing resentment against the United States in the developing world. It is time for them to go.

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Letter to the Editor

I am disheartened by the advertising on Christian radio. For several years, I have felt like a captive audience because there are few Christian radio stations to choose from and in order to hear the few good ministries on any of them, I am subjected to insistent, dire ads about diet, death, finances and children's education. Additionally, some of the programs — especially the local ones — are little more than soapboxes for a particular political position.

Recently, one of my Christian radio stations became all-Catholic Christian programming. I checked it out — and find it much more inspiring on a regular basis! Why? Although I'm Protestant (Anglican/Episcopal/Foursquare Evangelical), I appreciate that it is "All Christian all the time," as I call it, meaning no ads or anything that takes away from serious spiritual contemplation.

This must mean that there is a lot of money at the station's disposal so it doesn't have to air non-Catholic/non-Christian ads. But that doesn't mean the broadcasters of your organization can't find more appropriate advertising. I especially avoid Christian radio on Saturdays, as it's mostly infomercials, which I find appalling.

I talked to my local Christian station about it and the representative took down my complaint. But nothing changed. So now, I listen to a couple of morning shows during the weekday, then I tune out. Lately, however, I've just stayed on the Catholic station.

Surely I am not the only listener who is unhappy with the state of Protestant Christian radio.

Cherie Nomm
Seattle, WA
Via e-mail

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