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July/August 2001

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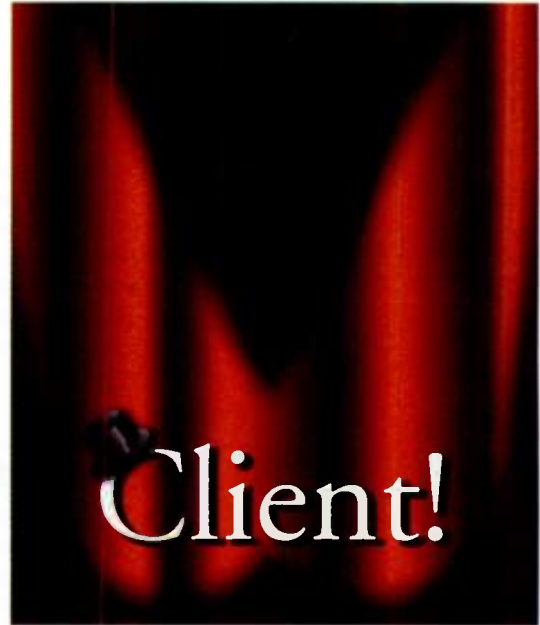
BY CAROL KENT

Author and speaker Kent knows how to motivate and move people. Find out what she knows about becoming a person of influence.

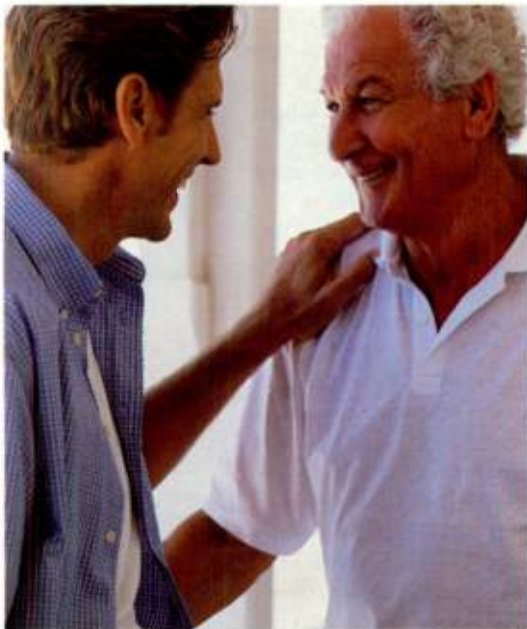
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BY DR. JOSEPH M. STOWELL, III

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A Grateful Heart



Dr. & Mrs. E. Brandt Gustavson

Dear NRB Friends,

Throughout our time with NRB, the graciousness of the membership has been remarkable. But nothing could have prepared us for the great outpouring of love and prayers you showered us with during these last weeks.

I wish you could have been with us while Brandt read the early e-mails and cards. You would have glimpsed what pure joy it was to hear from you. His cheeks were always wet with tears of humility, gratitude and sometimes laughter at the kind words of remembrance you wrote.

During his last weeks, I sat by his bed and read your notes to him. I am thankful that we had that precious time together to share your happy memories and words of encouragement. Thank you for providing me with such a gift.

We have so much to be thankful for in spite of the brevity of time we had. God answered my chief prayer for mental clarity to the end, which was evident in the various interviews Brandt was able to record. As a nurse, I also thank the Lord that His mercy enabled us to provide Brandt with good pain control, keeping him comfortable.

The path through his illness was liberally paved with acceptance and gentleness, two attributes I always have cherished in my husband. I know through your words of condolence that you saw those qualities, too. How thankful I am that he touched your lives ... and how grateful I am that you touched his.

— Mary Gustavson

Presidential Windfall, Industry Opportunity

There's a "new wind blowing" in Washington, DC, and across the nation. It was obvious when the NRB Executive Committee met in April in the Roosevelt Room of the White House with Attorney General John Ashcroft and President George W. Bush. The President has surrounded himself with a wonderful staff of people of faith. And it's obvious that people of faith are being welcomed back to the public square.

It's clear that the mission of our national leadership is to impact the moral climate of our nation, not by legal mandate, but by providing a model of righteousness and godliness. The President speaks openly about his faith and starting each day "on bended knee."

On May 31, 100 ministry leaders met at the White House for a briefing on the Faith-Based Initiative. Bush spokesman and NRB friend, Tim Goeglein, said that by changing hearts one at a time, you change a community and a culture. John DiIulio, head of the Office of Faith-Based and Community Initiative, made it clear that the President is committed to making public funds available to faith-based ministries that are meeting the most difficult social needs in their communities.

The 1996 Charitable Choice Law provides protection for those faith-based organizations that seek public funding to perform community help and healing, without setting aside their religious identity. The Watt-Hall Bill (HR 7) sponsored by J.C. Watts (R-OK) and Tony Hall (D-OH) will further promote providing funding for social services through grassroots community and faith-based organizations.

Of course, there are sensitive legal issues. The administration has stated that it is essential that ministry organizations be allowed to hire staff of like-minded belief and to maintain the spiritual character of the organization.

Obviously, a ministry can't use federal funds to lead worship or proselytize. And organizations that use public funds must

be above reproach, using funds in a way that will withstand the scrutiny of those who examine if those funds are being used for social service or for religious purposes. Groups such as the Salvation Army for years effectively have used public funds to augment their social ministry of housing, food, medicine and clothing.

Public funding of faith-based ministry is not for everyone. Not every ministry will be able to demonstrate separate social and religious functions. Not every organization can keep separate, autonomous accounting for religious and social ministry. Not every ministry will be able to get past the obstacles that would allow them to access public funds.

At any rate, we need to respond positively. Our nation's leaders are calling Christian organizations to the public square. As NRB member James Robison said at the meeting, "Christians who have become known for what they're against must now become known for what they're for." We who have criticized the wall of separation between government and ministry must now step up to the plate with our positive message of a better life here on earth and an eternal life of joy in Heaven.

The whole scenario has yet to unfold. But, as Christian media, we have a story to tell. Our stations and programs can present, more effectively than anyone, the need, the issues and the opportunities to network with effective ministry in our communities. NRB members need to think creatively on how we can use our facilities to link with public and private resources to make a difference in our culture. And NRB can be a resource to help coordinate Christian media information that will tell the story of help and healing available in our communities.

This could be a new day for our nation ... and for our industry.



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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CALENDAR

- **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 26-29**
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 16-19, 2002**
59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.
- **February 8-11, 2003**
60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.
- **February 14-18, 2004 (Tentative)**
61st Annual NRB Convention & Exposition; Charlotte (NC) Convention Center. Gina Ebhardt, 703-330-7000, ext. 503.

NRB

National Religious Broadcasters

July/August 2001

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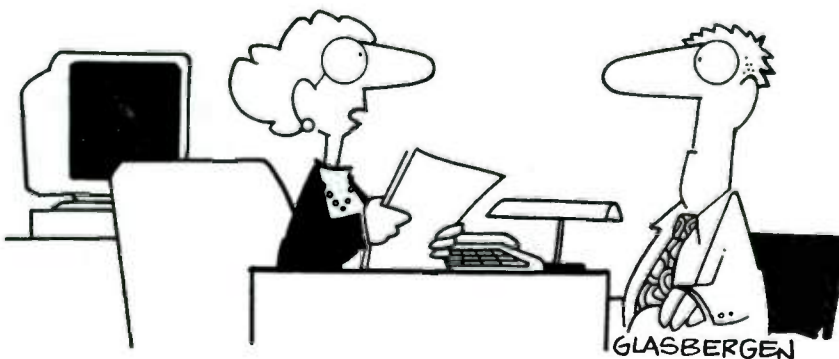
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In Remembrance of E. Brandt Gustavson



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein & Fielding. Partners Rosemary C. Harold & Lawrence W. Secrest, III assisted in the preparation of this column.

Brandt Gustavson was a true Christian “gentle man” in all senses of the term — a quality that helped him to be an effective advocate in Washington for religious broadcasters. In the wake of our shock and sorrow over the news of his passing, several of my law firm colleagues and I sat down to consider his accomplishments for NRB through the years. As the association’s Washington counsel, we have had a special perspective on his leadership skills and essential decency, and I would like to share some of these insights with you.

I first met Brandt more than 20 years ago, when he was a vice president of the Moody Bible Institute and I was chairman of the FCC. I clearly recall being struck at the time by his intelligence, clarity of purpose, sense of humor and unassuming demeanor. These traits helped greatly to turn the tide at the FCC in a case that could have led to substantial discrimination against religious applicants for noncommercial reserved channels. I came to learn that Brandt’s attributes were a reliable constant, no matter what the setting.

Brandt later became a prominent and steady force within NRB. Beginning as a board member in the late 1970s, he was an important presence in many of the association’s internal debates over policy issues. In the late 1980s, as many long-time NRB members will recall, the misdeeds of a few “televangelists” impaired the reputation of religious broadcasters generally. Brandt, along with other NRB leaders, was a firm advocate for the adoption of ethical and financial accountability requirements for members as one means of regaining public trust. With some modifications, those standards remain in place today (as the NRB Code of Ethics and its requirement that non-profit entities of a certain size be members of the Evangelical Council for Financial Accountability (ECFA).

Brandt also carried that same mission forward in a subtle way after NRB tapped him in 1990 as its executive director (a title later changed to president). For many Washington policymakers, meeting Brandt to discuss a particular issue of the day was their first direct exposure to a real religious broadcaster. Brandt’s affability and manifest integrity directly counteracted the stereotypes created by some secular news reports concerning broadcast ministers.

Still, those who knew him understood that Brandt’s good nature was coupled with a strong and steadfast commitment to his principles and his faith. Those guideposts included a bedrock devotion to First Amendment rights and to fair regulatory treatment for religious broadcasters.

Political developments in 1993 provided an opening for Brandt to demonstrate his passion for such positions. Congress made a significant effort that year to revive the so-called “fairness doctrine,” an FCC policy that had required broadcasters to air contrasting viewpoints on issues of public importance — and which the FCC itself abandoned in 1987 as unnecessarily intrusive and unconstitutional.

In testifying against the bill before Congress, Brandt explained that revival of the fairness doctrine “would represent a grave danger to the free exercise of religion over the broad-

cast airwaves.” He noted that, in the past, small religious stations had borne the brunt of the FCC’s enforcement efforts and cautioned that the current cultural environment made the potential for such governmental interference even greater: “In a nation that has become increasingly polarized with respect to ‘cultural’ issues, many traditional topics of religious teaching have become highly controversial. ... Religious programs dealing with such basic moral issues as sexual promiscuity, marriage, parental responsibility, divorce, and the sanctity of human life could now easily trigger fairness doctrine complaints, investigations, and enforcement proceedings.” His words, together with the outpouring of support from NRB members and their audiences, were instrumental in persuading lawmakers to drop the proposed legislation.

That same Gustavson zeal came to the fore during the so-called “Cornerstone” controversy. In January 2000, Brandt helped to quickly rally religious broadcasters to oppose a new religious content restriction that the FCC established in a station swap proceeding involving Cornerstone Television, a noncommercial NRB member in Pittsburgh. The FCC approved the transaction on the condition that Cornerstone — and all other noncommercial licensees — satisfy a new obligation to devote at least 50 percent of their regularly scheduled weekly broadcast hours to “educational, instructional, or cultural” programs. The new policy would have barred such stations from using “programming primarily devoted to religious exhortation, proselytizing, or statements of personally-held religious views and religious beliefs” to meet the educational programming requirement.

Brandt also alerted Capitol Hill to this troubling development, stating that “NRB believes that the FCC’s discriminatory bias against religious educational and cultural expression is fundamentally at odds with this country’s founding principles.” His efforts, combined with those of many NRB members and devoted viewers and listeners, prompted the FCC to rescind the policy before it ever officially took effect.

But Brandt’s leadership skills extended to more than high-profile First Amendment matters. For example, he helped to shape NRB’s slow-but-steady strategy against the now-rescinded King’s Garden policy on religious broadcasters’ hiring practices. Beginning in the mid-1990s, NRB under Brandt’s guidance took careful aim at this decades-old restriction on religious broadcasters’ freedom to set faith-based requirements for all employees. Later, when the Lutheran Church-Missouri Synod faced renewal sanctions for alleged violations of the rule, Brandt expanded the association’s EEO efforts from rulemaking proceedings into the licensing case. As a result, NRB won a repeal of the King’s Garden policy years before the broadcast EEO rules themselves were struck down.

It is difficult to bring this column to a close. I know that this recounting of Brandt’s successes on behalf of NRB do not do full justice to the man. Let me simply add my voice to the thousands who have wished him Godspeed on his final journey home — to claim the prize for which the Lord called him.

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AIRWAVE NEWS RADIO

Dallas, TX - The Salem Radio Network (SRN) signed an agreement to purchase the Dame-Gallagher Networks (DGN) headquartered and produced in New York City. With the transaction, SRN acquires ownership of the *Mike Gallagher Show*, two associated Gallagher programs and syndication and sales rights for *CopNet-The Police Radio Network* and *OnLine Tonight*. (Tricia Whitehead, 615-599-7746)

Nashville, TN - The Gospel Music Association (GMA) awarded WAY-FM the honor of Large Market Station of the Year. WAY-FM has been able to serve the community and use radio to encourage and challenge Christians through activities, including media sponsorship of the Billy Graham Crusade, a large Mother's Day give-away for listeners, hosting concerts and conferences, and holding annual food and clothing drives. WAY-FM also is actively involved in the gospel music industry with staff participating in Gospel Music Week Conferences. (Kortland Fuqua, 615-261-9293)

Dallas, TX - USA Radio Network helps Christians take back control of their health with a new show *The 21st Century Medicine Man* hosted by Greg Meadows. The program focuses on all aspects of healthy living including expert guests who discuss topics like medicine and nutrition. *The 21st Century Medicine Man* is available 1-3 p.m. (EST) weekends. (Buddy Vaughn 800-829-8111 ext. 1340)



Nashville, TN - Jon Shipman, station manager/news director of KPNO-FM/Norfolk, NE, was the grand prize recipient of an all-expenses-paid trip of his choice to an NRB Chapter Convention, sponsored by GSF & Associates. Shipman chose the Western NRB conference August 26-28 in San Francisco, CA. Each year at NRB, GSF & Associates offers all radio station management in attendance the opportunity to win a trip to an NRB Chapter Convention. (615-361-1810)



Jon Shipman

Dallas, TX - KMA Companies announced that WMBI-AM/Chicago, IL, will carry the 25-minute daily broadcast *Living on the Edge*, featuring Chip Ingram, pastor of the Santa Cruz (CA) Bible Church. *Living on the Edge* launched in 1997 and airs on more than 200 outlets nationwide. (Melanie Dobson, 719-282-3822)



WMBI

Black Mountain, NC - WMIT-FM and WFGW-AM presented the Lifetime Ministry Achievement Award to former company President T.W. Wilson and longtime board member George Beverly Shea. The stations, which were founded by Dr. Billy Graham, hosted a banquet honoring Shea and Wilson March 26 at the Billy Graham Training Center at The Cove. Dr. Charles Stanley delivered the keynote address. (Tom Atema, 828-669-8477)

Roseville, CA - Amazing Facts' popular program, *Bible Answers Live*, is now aired for a full hour on WMCA-AM/New York, NY. In its sixth year, the call-in question-and-answer program hosted by Pastor Doug Batchelor is heard on more than 120 stations from Guam to Nova Scotia and from Alaska to the Caribbean. (Scott Steward, 916-434-3880)



Nashville, TN - The first months of 2001 saw increased growth for Salem Music Network in its continuing efforts to create exposure for the Christian music industry through the development of new radio broadcast outlets. Thus far this year, 12 stations have added Christian music programming from one or more of the three full-time music formats produced by Salem Music Network. Among the stations recently adding the network's Word in Praise format (in select dayparts): KLNG-AM/Omaha, NE; WBXR-AM/Fayetteville, TN; KCNW-AM/Kansas City, MO; KCFY-FM/Yuma, AZ; WDER-AM/Derry, NH; WARV-AM/Providence, RI; WBCI-AM/Portland-Topsham, ME. New outlets for Salem's Solid Gospel Network: WCGW-AM/Lexington, KY; WKFL-AM/Bushnell, FL; WCVZ-FM/Columbus, OH; KHGN-FM/Kirksville, MO; and WKFI-AM/Wilmington, OH. WCRS-AM/Greenwood, SC, added the contemporary-focused Today's Christian Music network. (info@salemusicnetwork.com)



Archie, MO - *Reality Check*, a new interview format program from Living Stream International, can be heard on KCWJ-AM/Kansas City, MO, as well as via the Internet at www.kcwj.com. Hosted by Mary Ann Thornton, *Reality Check* featured guests include Bill Barbour, former CEO of Fleming Revell and owner of Barbour Books and Promise Press; George Otis, president of High Adventure Ministries; Ben Kinchlow of *700 Club* fame; Shirley Rose, host of *Aspiring Women*; and various Christian musicians. (Mary Ann Thornton, mallspe@aol.com)



Airwave Anniversaries

Milwaukee, WI - VCY America Radio Network is celebrating its 40th anniversary. WVCY Radio was started by Vic Eliason in May of 1961. The ministry has grown to include the ownership of eight AM and FM stations as well as WVCY-TV/Milwaukee. All stations operate noncommercially and have been donor-supported from the start. In honor of 40 years of faithfulness and contribution to Christian broadcasting, Bob Jones University granted Vic Eliason an honorary doctorate on May 5. (Ingrid Schlueter, 414-607-1757)



Gainesville, GA - Crown Financial Ministries is celebrating its 25th anniversary. Founded as Christian Financial Concepts (CFC) in 1976 by Larry Burkett, CFC published its first newsletter in Burkett's basement in 1977. In 1982 *Your Money in Changing Times* began airing; in 1985 Crown Ministries was launched; in 1980 *Money Matters* was broadcast with the expertise of Ambassador Advertising Agency; in 2000 CFC and Crown Ministries merged to form Crown

Financial Ministries. This year, the "Freedom to Serve" initiative was launched, aimed at teaching five percent of the world's population with what the Bible says about money management and financial faithfulness. (Robert J. Sutherland, 770-534-1000)

Staunton, VA - This summer WNLR-AM will celebrate its 20th anniversary. WNLR (New Life Radio) signed on the air in 1981 after taking over the frequency from a rock station, WABH-AM. WNLR was the first full-time Christian station located in Augusta County. General Manager Tom Watson recently reflected on this milestone, "We have experienced God's rich blessing and seen His faithfulness in so many ways over these past 20 years. We look forward to the privilege of ministering in this community for many years to come." To celebrate this milestone anniversary, WNLR will host a free outdoor concert for its listeners. (Tom Watson, 540-885-8600)

Naples, FL - This year marks the 20th anniversary of the founding of the Dominion DBS



Television & Radio System. Dominion's Christian-based programming service, Sky Angel, was launched on December 10, 1996, becoming the first and only multi-channel DBS system with a mission to provide television and radio programming based on Judeo-Christian values to homes equipped with a small, inexpensive 18-inch DISH-brand satellite dish and set-top receiver box. (pr@skyangel.com)

Chicago, IL - Sunlite Broadcasting (www.sunlite-radio.com) celebrated its 15th anniversary in Christian broadcasting by partnering with Tesh Media to Webcast John Tesh's musical performance *One World* on Sunlite Radio's Web site on June 2. The musical journey from a castle near Galway, Ireland, to a 14th century villa in Italy and the Parthenon in Rome also features Dove Award winners Point of Grace. The program was archived for on-demand viewing and listening during the month of June. (Allan Winters, 312-397-0838)



AIRWAVE NEWS TELEVISION

Los Angeles, CA - The Damah Group, a new non-profit group based in San Clemente, has



been accepting submissions for the First Annual Damah Film Festival—Spiritual Experiences in Film. The festival will be held October 10-11, 2001, at the Space Needle in Seattle, WA. Damah is unique among short film festivals because it does not limit submissions by genre or format. The only required element for an entry: filmmakers must capture "spiritual experiences" by telling stories of struggle and redemption, preferably with unexpected endings. Damah is a Hebrew word meaning "inspirational metaphor." It is a form of storytelling often seen in the parables of the New Testament in the Bible. Entrants will compete in categories for films based on length: one, five, 15 and 30 minutes. Not focusing on the technicality of film-

making opens the Damah Film Festival to a wider range of competitors, from amateurs to professionals. More than \$15,000 in prize money will be awarded, and films will be screened on the Internet as well as the festival site, www.damah.com. A preliminary list of jurors for the Damah Film Festival includes film critic and radio talk show host Michael Medved, Hollywood publicist Michael Levine and Senior Writer for *Entertainment Weekly*, Chris Willman, with more to be added. (Rebecca Gallegos, 310-248-6222)

Roseville, CA - Amazing ^{on TV} Facts' program, *A New Revelation*

Revelation, is now on The National Network, formerly The Nashville Network, on Sunday mornings. Airing on TNN for the first time on April 2, the series of 56 half-hour broadcasts currently runs on 3ABN, Safe TV (KSBN-TV/Springdale, AR), Fox Family Channel, Black Entertainment Television, superstation KTLA-TV/Los Angeles, CA, and The Inspirational Network. It also appears throughout India, China, Japan and Southeast Asia on Trinity Broadcasting's Miracle Network. (Scott Steward, 916-434-3880)



INTERNATIONAL NEWS

Black Mountain, NC - A transmitter that once broadcast the Gospel to the mountains of North Carolina soon will carry it to the plains of Estonia in Eastern Europe. WFGW-AM recently donated its old 50,000-watt transmitter to Estonia Christian Ministry to reach a potential 500 million people. Towers for Jesus plans to install the equipment for the country's first Christian AM in August. (Tom Atema, 828-669-8477)

Melbourne, AUSTRALIA - Next Generation Network, a service of Trans World Radio, launched *The Reality Zone* May 1 around the globe, student-led prayer movement See You at the Pole. *The Reality Zone*, specifically designed for today's youth culture, is hosted and produced by a team of Australian Gen X-ers to impact their peers with a positive Christian message. Although Christian-music-based and entertainment-oriented, *The Reality Zone* also tackles the issues impacting today's youth culture. Currently the program can be heard in every state and territory in Australia, plus on 13 stations throughout New Zealand, and the Pacific islands of Tonga and Guam. In the second half of this year an interactive Web site will be launched to coincide with the program. (Pencil Boone, pboone@twr.org)

Colorado Springs, CO - On April 19, HCJB World Radio-Australia was granted one of the country's first of two private international broadcasting licenses by approval of the Australian Broadcasting Authority and the Australian Communications Authority. HCJB has the potential to expand the influence of Christian radio among millions of people across Asia and the South Pacific as this license opens the way for a shortwave transmitting site on donated land in Kununurra, a rich mining area near the northern tip of Western Australia. Broadcasts could begin as early as the end of this year, with



plans to install a 100 kW shortwave transmitter designed and built at the HCJB World Radio Engineering Center in Elkhart, IN. Initial plans are for daily English broadcasts. The second license went to Christian Voice (Australia) Ltd., a radio ministry based in Darwin, about 260 miles northeast of Kununurra. The license allows Christian Voice, a subsidiary of UK-based Christian Vision, to broadcast to audiences outside of Australia from its multiple high-powered transmitters at Cox Peninsula, near Darwin, purchased last June from the Commonwealth. (Ramon Williams, rlgmedia@ozemail.com.au)

Copenhagen, DENMARK - UCB Crossroad, part of UCB International, a Christian FM community radio station based in Copenhagen, is assembling a nationwide network of Christian community radio stations in a bid to provide 24-hour Christian radio to the nation. Director of UCB Crossroad Per Nielsen is initially crafting an all-night Christian network and then will act on a 24-hour-a-day network. The FM community station already broadcasts to 1.5 million people in Copenhagen and 250,000 in nearby Malmo, Sweden. Nielsen and his wife Kirsten also run Christian television programs in Copenhagen. (Dan Wooding, assistcomm@cs.com)



Karachi, PAKISTAN - NRB member MANMIN TV reports that more than 40,000 Pakistani people in the Islamic Republic heard the Gospel through a three-day evangelical meeting at the YMCA March 30 - April 1. Pastor Gil Tae-Sik preached while Johnny Kim, director of MANMIN TV, interpreted in English. MANMIN TV covered the event and conducted interviews with church leaders and those who experienced healing. (Johnny Kim, manmintv@hanmail.net)



Correction

In the June issue, David Goodnow's author bio was incorrect. Long-time newsman Goodnow was one of the first CNN anchors and is a freelance journalist and radio/television host. The editors apologize for the error.

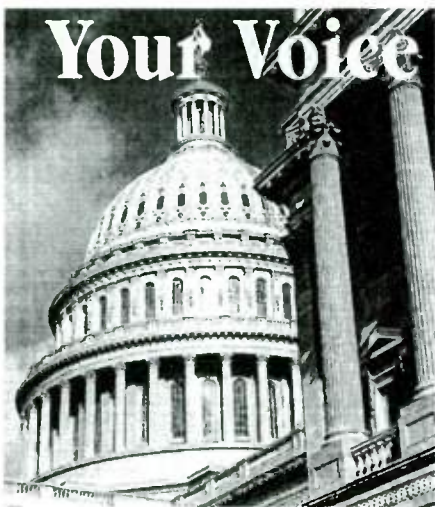
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TRADE TALK



MUSIC

Columbus, OH - *Radio & Records (R&R)* launched a Contemporary Christian section effective with the issue dated April 20. Coinciding with the Christian music industry's Gospel Music Association conference in Nashville, *R&R's* new section, dedicated to Christian radio and music industries, will include comprehensive editorial and news content plus weekly airplay charts covering CHR, AC and Christian Rock music genres. (WebRock.net, April 12)

Nashville, TN - Squint Entertainment's hip hop group L.A. Symphony partnered with the National Basketball Association (NBA) and Yahoo! Sports for the Rhythm 'n Rims



Rhythm 'n Rims
Yahoo! Sports

Tour which began April 21 and traveled primarily through NBA team cities, coinciding with NBA home games. The tour featured an interactive 18-wheel transformer vehicle, which unfolded into a basketball theme park for all ages, as well as a concert stage and a wide variety of entertaining basketball and musical activities. Participants had the opportunity to meet some of their favorite NBA and WNBA players and legends, slam dunk at center court, experience the latest in NBA multi-media, compete in non-stop basketball games, win prizes and see L.A. Symphony and other national rising stars perform live. (Jay Swartzendruber, 615-457-1250)

Nashville, TN - Sparrow recording artist Twila Paris and husband Jack Wright welcomed the birth of their first child, Jack Paris Wright on April 29. Paris has also released a new album, *Bedtime Prayers: Lullabies and Peaceful Worship*, featuring the guitar work of Phil Keaggy and background vocal talents of Chris Eaton and Chris Rodrigues. The project is a gentle, worshipful album that celebrates the wonder of childhood and the wonder of life. (WebRock.net, May 8)



bedtime Prayers



Mullen

Chapman

Nordeman

Nashville, TN - The 32nd Annual Dove Awards recipients were as follows: Artist of the Year - Third Day; New Artist of the Year - Plus One; Male Vocalist of the Year - Steven Curtis Chapman; Female Vocalist of the Year - Nichole Nordeman; Group of the Year - Third Day; Song of the Year - "Redeemer," Nicole C. Mullen; Songwriter of the Year - Nicole C. Mullen; Producer of the Year - Brown Bannister; Modern Rock/Alternative Recorded Song - "Dive," *Supernatural*, dcTalk; Hard Music Recorded Song - "Point #1," *Point #1*, Chevelle;

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A review of the new developments in Internet activity, promotions, events, etc.

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Joni Eareckson Tada
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Music Cont.

Rock Recorded Song - "Sky Falls Down," *Time*, Third Day; Modern Rock/Alternative Album - *Jordan's Sister*, Kendall Payne; Hard Music Album - *Above*, Pillar; Rock Album - *Tree63*, Tree63. (www.doveawards.com)

Nashville, TN - Gospel Music Association's (GMA) new board for 2001, elected to four-year terms during the annual membership meeting on April 23 by the GMA professional membership: Jim Chaffee, president of Chaffee Management Group, Franklin, TN; Chaz Corzine, CEO of GET Management; Dean Diehl, executive VP of Reunion Records; Don Donahue, president of Rocketown Entertainment; Scott Hughes, VP of strategic marketing, EMI CMG; Toby McKeenan, CEO, Gotee Records; Shawn Tate, director of marketing, EMI Gospel; John Styll, former president of CCM Communications, replaced outgoing chairman Jeff Moseley. The following new officers were appointed to one-year terms by the GMA Board: Secretary - Charles Dorris, VP, William Morris Agency; Treasurer - Ed Leonard, president, Daywind Music Group; VP - Mike Craft, COO, Provident Music Group; VP - Pamela Muse, Muse & Associates; VP - Robert Hawkins, VP, conference division, *Fortune Magazine*; Chairman of Gospel Music Week - Jim Chaffee, Chaffee Management Group; CMVR Chairman - Darrell Hodges, Music Buyer, Lifeway Christian Stores. Additionally, BMI appointed VP Paul Corbin to its permanent seat and CMPA appointed Elywn Raymer, executive director of the CMPA Action Fund, to its seat. (WebRock.net, May 1)

Nashville, TN - After 60 years, The Happy Goodman Family will wrap up its career with a final album, concert tour beginning September 15,



television special and home video release, with each element appropriately entitled *The Final Stand*. Established in Alabama in the 1940s, The Happy Goodman Family has performed as a duo, trio and quartet. During its long history, it has spotlighted the talents of many Goodmans, among them Howard, Gussie Mae, Stella, Eloise, Ruth, Sam, Rusty, Vestal and Tanya. The group is now comprised of Howard and Vestal Goodman and John Minick. The album was released June 12 on Pamplin Entertainment.

Recordings by The Happy Goodman Family have earned two best-gospel-performance Grammys, and Vestal Goodman won the first Dove award for female vocalist of the year. More recently, her recording of "Angel Band" with George Jones won a Dove for best country recorded song. The Happy Goodmans' two-hour *The Final Stand* concert special for television broadcast is currently being negotiated with two networks and will be packaged for home video release. The Happy Goodman Family starred in the Dove-winning series, *The Gospel Singing Jubilee*, as well as in their own *The Happy Goodman Family Hour*. (WebRock.net, May 2)

Nashville, TN - Susie Luchsinger, New Haven recording artist, dropped by the Provident Music Distribution offices to thank the sales, distribution and international teams for their work on selling her upcoming album *My Country Gospel Hymnal*, released and distributed through Provident Music Distribution on June 5. (Brooke Tucker, 615-261-6361)

Nashville, TN - It's Real, the debut music video from Gotee recording artist The Katinas, is the first Christian music video shot in Nashville using a high-definition camera, according to Armanda Costanza, Inc., a Nashville-based camera rental facility. It's Real was shot using a Sony HDW-F900 camera, also referred to as the Sony 24P. Erin Welch of Broken Poet Productions directed the video, while Karen Martin produced it. Destiny released May 8 through Chordant Distribution. (Emily Kohl, emily@turningpointpr.com)



NRB Communications Connection

"The NRB journal has become a professionally done magazine of the highest caliber. For TLN, ad space in the journal has become a must buy. Thanks for such a quality place to market our product."

— Jerry Rose
President
Total Living Network

IRB

Congratulations to the following IRB student members who landed internships and special studies courses in media:

- IRB Student Representative Sharra Sieminski was chosen to participate in a Contemporary Music Program beginning this fall. She will attend faith-based classes at Martha's Vineyard and then partake in an intensive internship program in Nashville, TN.
- IRB student members Chris Slagel and Justin Clifton landed study programs for fall 2001 at the L.A. Film School under the guidance of the Council for Christian Colleges & Universities.
- IRB student member Katie Covell was accepted as a student production assistant with Jews For Jesus and will be working at its San Francisco headquarters. Covell applied for this coveted paid summer media program at the NRB 2001 Job Fair.

It's thrilling to see how IRB students are using media as kingdom-building tools for Christ.

— IRB Chairman Lance Clark

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INTERNET

Sunnyvale, CA - In an apparent response to media coverage of its links to adult entertainment, **YAHOO!** issued a press release April 13 stating that it would remove "adult-related products" from Yahoo! Shopping and Yahoo! Classifieds. The company also stated that it would not sign up any new adult-related banner advertising. (The Standard, April 13)

Nashville, TN - AllAccess.com reported in April that Clear Channel Communications planned to close its Top 40 Christian Internet station Acaza.com. The outlet's parent company, Enigma Digital, was sold to radio network Clear Channel Communications in February. Clear Channel is also closing LuxuriaMusic.com, which was part of the acquisition from Enigma Digital. (WebRock.net, April 12)

Nashville, TN - Web Rock, www.WebRock.net, the new modern rock Christian music station, completed its second quarter of operations April 17, and reports the station is seeing significant growth. WebRock.net recently inked a deal with VoxCorp, Inc., publisher of *Release* and *7ball* magazines, for a strategic marketing

partnership, including an aggressive mix of Internet, print, radio and retail marketing. (615-871-7204)

Muskegon, MI - Lifetime Guarantee Ministries and The Bible League now offer more resources and better customization for their visitors as part of their newly redesigned Web sites. At Lifetime Guarantee (www.gospelcom.net/lifetime), find biblical answers to questions about life, relationships and spiritual growth; devotional articles and radio broadcasts; an interactive personality profile to help uncover one's inner passions; and more than 80,000 Christian book titles through a partnership with Parable Christian Bookstores. The Bible League (www.gospelcom.net/bibleleague) offers information about evangelism, discipleship, church planting, persecution and more. Request a complimentary booklet and/or promotional video about the persecuted Church and the ministry's impact in the world today, learn what to do with the extra Bibles, find programs for educating your church and school on the persecuted Church, read testimonies of changed lives and receive encouragement from the Bible verse of the day. (231-773-3361)



PUBLISHING

Nashville, TN - Howard Publishing announced that Scotty Smith, the pastor of Christ Community Church in Franklin, TN, has been signed to do his first solo book project entitled *Objects of His Affection*, taken from a popular sermon series delivered by Smith. In 1997, Smith co-authored *Unveiled Hope* with Michael Card. Two years later, he and Steven Curtis Chapman authored the book *Speechless* to coincide with the release of Chapman's recording by the same name. *Objects of His Affection* is due to release in July. (WebRock.net, April 10)



Dallas, TX - Honor Books, owned by Eagle Communication International, plans to launch a children's imprint, Honor Kidz, focusing on publishing children's picture books, devotionals and Bible story-books, as well as board books. In the long term, Honor also is considering the creation of a four-color gift book imprint that will be the umbrella for all of its gift-book publishing programs. (Beth Thornton, 214-340-4219)





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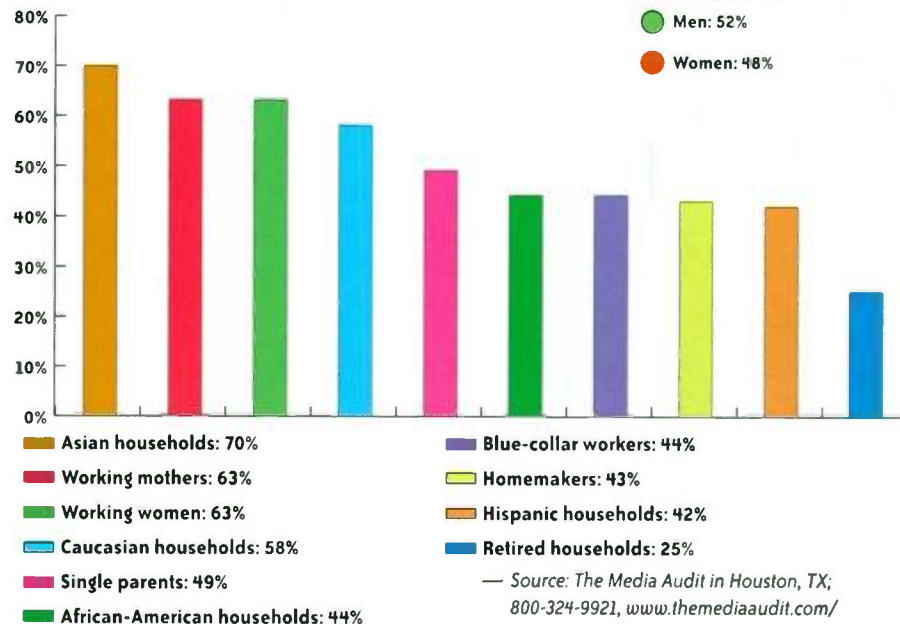
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PEOPLE

Minneapolis, MN - Dr. Thomas Walter "T.W." Wilson, 82, died unexpectedly May 24 near his home in Asheville, NC. An ordained Southern Baptist minister, Wilson was as an associate evangelist of the Billy Graham Evangelistic Association (BGEA) and also was involved for 35 years with WMIT-FM/WFGW-AM/Black Mountain, NC, serving as president of the board of directors for 25 years. Graham said, "Ruth and I have lost one of the closest friends we ever had. He was a companion on most of the trips I have taken since 1962 all over the world. We prayed, laughed and wept on hundreds of occasions. I feel his loss very deeply, but I know where he is. He is in the presence of Jesus, and that's where he longed to be most of his life." Prior to joining BGEA, Wilson held pastorates in Alabama and Georgia, was VP of Northwestern Schools in Minneapolis and Youth for Christ International, and preached throughout the United States and many other countries. (Kristol Bosshardt, 612-335-1371)

Nashville, TN - Chuck Merritt recently joined KMA Companies as the senior VP of marketing to lead in the overall marketing, sales and business development efforts of KMA. He also will launch the Nashville office of KMA Companies to serve as a resource for key clients and to generate new business in the Southeast. Before joining KMA, Merritt was VP of content and communities for Gaylord Digital, a division of Gaylord Entertainment. Prior to working for Gaylord he was CEO of lightsource.com. (Melanie Dobson, 719-282-3822)



Nashville, TN - In the wake of NRB member Salem Communication Corporation's acquisition of CCM Communications, a few key people have left the company's publications. Recent resignations include CCM Magazine founder/CCM Communications President John Styll, CCM Magazine editor April Hefner (currently in media relations for Rocketown Records) and The CCM Update editor Lindy Warren (now special features editor for Woman's World magazine). (WebRock.net, April 18/May 8)

Columbus, OH - Progressive Airplay Journal (PAJ) Publisher Rick Welke joined Radio & Records (R&R) full-time as Christian radio editor effective April 16. Welke served as Publisher of the PAJ since 1999. PAJ's final issue was April 9. R&R acquired PAJ in April. (WebRock.net, April 4, 12)

Salt Lake City, UT - Vela appointed Bill Robertson as president of the company's Broadcast/Systems Division and Rob Shevlot as the division's VP of sales and marketing. The company also added Mason Hollis to its team as U.S. regional sales manager of Broadcast/System Products for the



Midwest states and Frank Foley as the company's VP of OEM sales. (Sunny Branson, 801-533-2669)

Atlanta, GA - A noncommercial Christian broadcaster won the top award in one of the country's most competitive news/talk radio markets (Arbitron Ranking #11). During its annual awards banquet held April 28, The Georgia Associated Press recognized former WAFS-AM/Atlanta News Director Tracy Haney with the Best Documentary/News Special Programming honor. Haney's winning entry, *Eye on Atlanta: Predatory Lending*, focused on abusive practices whereby some sub-prime mortgage companies deceptively steered homeowners into costly home loan programs. Haney recently accepted a promotion where he now serves as network talent and senior producer with the Moody Broadcasting Network in Chicago, IL. (Cheryle Ward, cheryle.ward@moody.edu)



Chicago, IL - Total Living Network recently announced the promotion of Peter Edgers to director of network operations. Edgers has more than 20 years of television broadcast experience and will oversee most of the general administration and programming, original productions, producers, engineering and technical services. He joined TLN last year as the station manager of its northern California station, KTLN-TV68. (Debra Hall, 312-433-3838)

Brentwood, TN - Christian music retail veterans Rick Anderson and Bob Starnes recently announced resignations and moves into new careers. Anderson, senior music buyer for Berean Christian Stores, left his position of 12 years in May to focus on the development of worship projects as worship minister at Mt. Carmel Church of Christ in Cincinnati, OH. Anderson had been leading worship at his church during his career with Berean. Starnes, formerly the director of buying and field operations at Lemstone Books, joined Big Idea Productions as the director of retail. Starnes' career at Lemstone Books began in 1995 where he served as regional manager and music buyer until 1998 and later as Lemstone's director of buying and field operations from 1998 to April of 2001. (WebRock.net, May 8)

Denver, CO - Encoda Systems, Inc., announced three executive promotions in April to strengthen the management of its Media Delivery Systems division: Jon Hammarstrom to VP of sales; Richard Tyrrell-Ead to VP of engineering and operations; and John Wadle to VP of development. Each will oversee key areas of development, support and promotion of the DAL family of automation products. (Chris Lesieutre, 801-533-2669)



Champaign, IL - WBGL-FM, an adult contemporary Christian music station, hired Dan Kinzinger as underwriting director. Formerly on staff at sister station WCIC-FM/Peoria, IL, Kinzinger is responsible to coordinate business sponsorship programming and events for WBGL. (Meredith Foster, 217-359-8232)



Harrisburg, PA - Dr. Michael G. Loftis became the new president of Association of Baptists for World Evangelism on March 1, replacing Dr. Wendell Kempton, who served in that capacity for 30 years. (abwe@abwe.org)



COMMUNICATOR CONNECTION



Nancy Leigh DeMoss
Host of New Radio Program, *Revive Our Hearts*

Birthdate:
September 3, 1958

Describe your personality:
Passionate

Favorite way to spend free time:
With friends and families; reading; jigsaw puzzles

Technical gadgets you own:
I am "technologically-challenged" — the fewer the better!

Ministry:
Life Action Ministries

Position:
Women's Ministry Director

What is your personal mission statement?
To love God with all my heart; to glorify Him by an obedient, Christ-like life and by declaring His Truth to others; to serve as a "wedding coordinator" — helping the Bride (of Christ) to get ready for the Wedding!

What do you most admire about Elisabeth Elliot, host of Gateway to Joy?
The simplicity, purity and consistency of her life message: "Trust and obey!"

What led you to become involved with Revive Our Hearts, the upcoming radio program that will replace and carry on the ministry goals of Gateway to Joy?
A growing burden for Christian women who have been deceived by the enemy and are living defeated, barren lives; an irresistible sense of the call of God to speak the truth of His Word to women and to call them to respond in surrender, obedience and faith.

What do you hope to accomplish with Revive Our Hearts?
I am believing God for genuine revival among women; for a movement of surrendered, trusting, joyful, wise, praying, fruitful women who will reflect the beauty of His ways in their homes, churches and communities.

What do you foresee as your biggest challenges?
1) Maintaining a fresh, vital, daily walk with God, and 2) personal integrity — living a private life that incarnates and validates the truth I proclaim in public.

What do you think is needed in Christian broadcasting today?
1) Anointed proclamation of the Truth, and 2) an industry that is more message-driven and less market-driven.



NEWS

Oro Valley, AZ - Touchpoint, with offices in Colorado Springs, CO, and Tucson, AZ, changed its name May 1 to The Envoy Group. The Envoy Group will continue to provide communications, strategy, design and implementation for organizations of all sizes, including today's leading media and publishing ministries. (Dave Bolthouse, 520-219-0987)

Colorado Springs, CO - Compassion International recently hosted an informational trip to Lima, Peru, for several recording artists, speakers and event coordinators who serve as spokespeople for the child development organization. On the trip were four-time Grammy nominee and Billboard video award winner Geoff Moore and his teenage son, Josh; Tony Terusa and Darren Mettler, of the O.C. Supertones; Erin O'Donnell; Gary and Lynette Baker, of the annual Ichthus festival; Shane Williams and Laura Storey, of Siler's Bald; Pamela Ham, wife of ForeFront Records President Greg Ham; and speaker Bronwyn Schweigerdt. The group, led on the trip by Compassion artist and events manager Keith Bordeaux, spent five days visiting Compassion projects in Lima. (Mary Ann Strombitski, 800-336-7541)

Washington, DC - On April 23 the Center for Christian Statesmanship (CCS) summed up the first 100 days of the Bush Administration and the 107th Congress from a spiritual perspective. When the election recounts revealed a divided electorate and a 50-50 split in the Senate, CCS launched its 100 Days of Prayer campaign by gathering prayer pledges. CCS then notified the President, the leadership of both parties in Congress, and its prayer partners' senators and representatives to inform them they were being upheld in prayer. For more information about the "100 Days of Prayer" campaign, visit www.statesman.org. (Robert McFarland, 202-547-3052)

Las Vegas, NV - During the seventh annual NRB Media Breakfast at the National Association of Broadcasters convention, popular radio talk show host Dr. Laura Schlessinger challenged religious broadcasters to work together in a collective manner on issues affecting families and children. Speaking to an audience of 250, Schlessinger issued a call to action for broadcasters to raise an army for righteousness to shape the times for the better, to regain the legal and moral high ground lost in the last few decades, and to fulfill a mission, suggesting a starting point of a new joint effort among broadcasters to address the issue of children and pornography. The complimentary breakfast was sponsored by Camarillo, CA-based Salem Communications Corporation and Bott Radio Network, based in Overland Park, KS. (Karl Stoll, 703-330-7000, ext. 517)



TECHNOLOGY

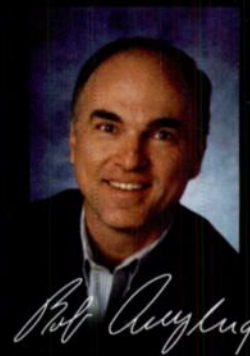
San Diego, CA - A live demonstration of premium DTV datacasting coordinated by SpectraRep demonstrating how broadcasters can use proven pay-TV technologies to turn viewers into paying subscribers was presented by Irdeto Access and its industry partners at NAB 2001 in Las Vegas, NV. The opportunities for new subscriber services created by conditional access datacasting include premium subscription data services, pay-per-view, NVOD, e-commerce and private corporate data network hosting. (Joe Zaller, Irdeto (858-618-4878))

Las Vegas, NV - Miranda Technologies, Encoda Systems, Inc., SignaSys, Inc., and Pinnacle Systems, Inc., held a joint press conference at NAB 2001 to announce that they have teamed up under the name Centralized Broadcasting Solutions to address challenges faced by station groups and networks in implementing centralized broadcasting models. (Sunny Branson, 801-533-2669)



"Thanks NSN!"

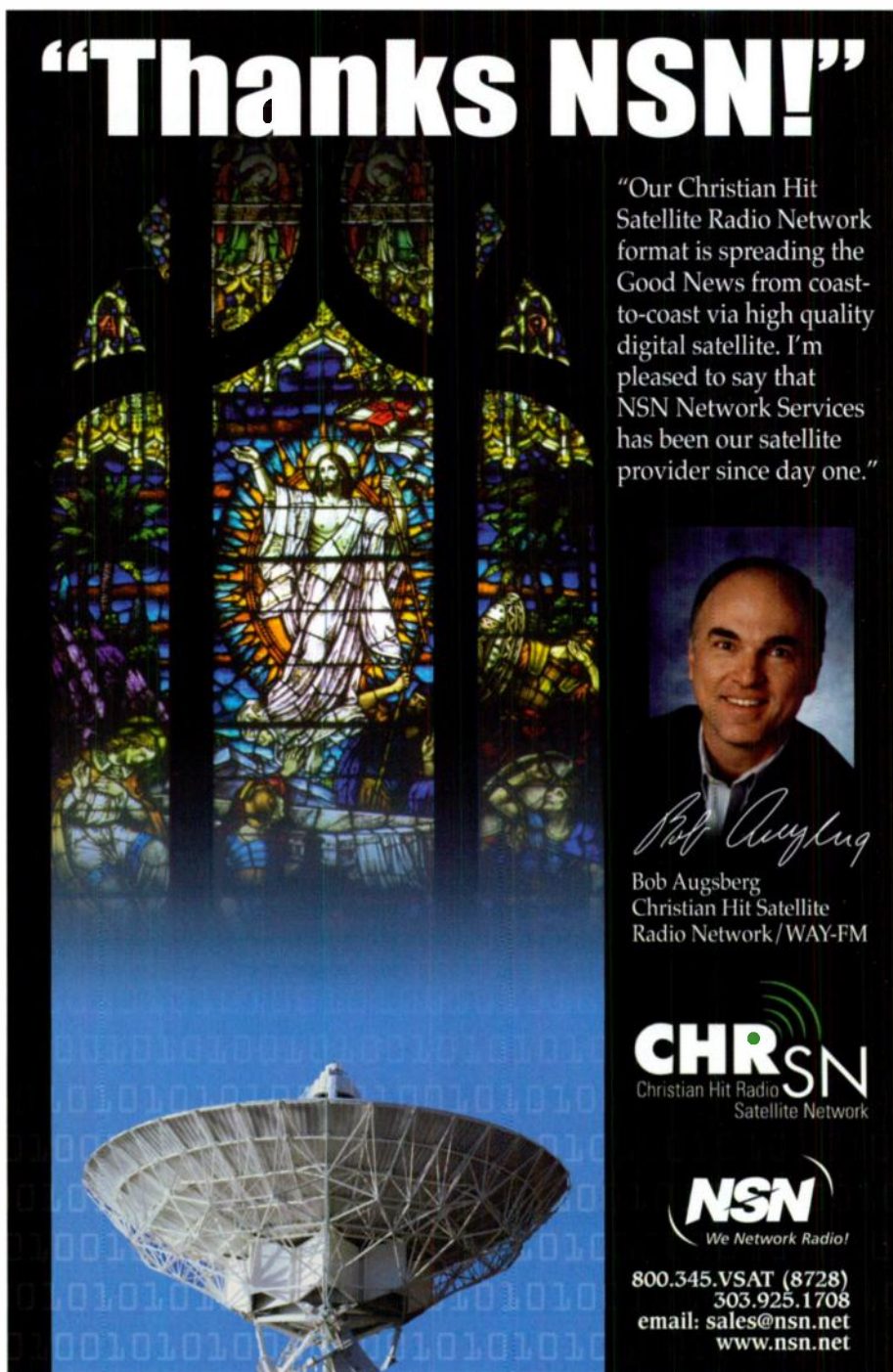
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MEMBERSHIP - COMMITTEE REPORTS

May was a month of committee meetings at NRB, during which plans and preparations for the annual convention took place. Read the encapsulated reports to see what your committees are doing to make your NRB 2002 convention a success!

Radio Committee

by *Chairman Sue Bahner*

Gene Bender, Joe Davis, Jim East, Ron Harris, Paul Logan, Wes Ward, Tom Winn and I met as the Radio Committee with NRB Executive VP Michael Glenn. Plans were made for NRB 2002 radio workshops. Among the topics chosen for workshops: FCC update, Creative Programming, Out-of-the-Box Thinking and Local Radio Stations as Gatekeepers.

Committee members Scott Keegan, Nevin Larson and Gordon Govier were unable to attend. Govier also is involved with the News Boot Camp preparation for NRB 2002, which we are planning with the TV Committee. We welcome comments and suggestions for workshops at any time. Please contact me at crosswaycn@aol.com

IRB Committee

by *Chairman Lance Clark*

Dorie Shelby, Robert DeVargas, Doug Walker, NRB VP of Membership Anne Tower and I attended the IRB Committee meeting. Student Representative Sharra Sieminski was unable to attend.

The theme for student events at NRB 2002 is "Survivor." New for 2002 is a Student Media Showcase. The IRB decided to continue hosting the Job Fair for all NRB members and convention attendees.

Topics were selected for the Al Sanders essay contest, sponsored by Focus on the Family, and will be posted on the NRB Web site (www.nrb.org) in July. For more information, contact Tower at atower@nrb.org.

Internet Committee

by *Chairman Robby Richardson*

Scott Fehrenbacher, Sebastian Traeger, Dick Marsh, Rick Killingsworth, Michael Glenn and I met to plan the Internet Boot Camp and Internet workshop track for NRB 2002. Our committee also will advise the NRB staff on Internet issues and keep the Association abreast of issues of relevance to the Christian media community.

The committee members are available to help other NRB committees in areas related to the Internet. If you have questions or suggestions, direct them to me at robby@gospelcom.net.

TV Committee

by *Chairman Judd Jackson*

Sam Wagner, Stan Jeter, Mark Dreistadt, Dave Lewis, NRB Executive VP Michael Glenn and I met to discuss the TV Boot Camp, which will focus on Church Media and Basic TV Production.

For NRB 2002, we propose educational sessions that cover such topics as audio for video production, church copyright, church media ministry organization, and church media and the pastor. An additional event featured at NRB 2002 will be the News Boot Camp, held in cooperation with the Radio Committee.

Annual awards and the TV showcase also were discussed, along with planning the TV Committee booth, which Sam Wagner is spearheading. If you have questions or comments related to the TV Committee, please contact me at jjackson@ln.com.

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For Information, www.nrb.org



August 26 - 28

Cathedral Hill Hotel in San Francisco, CA

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



September 9 - 11

Maranatha Conference Center, Muskegon, MI

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



September 23 - 25

Sandy Cove Conference Center, North East, MD

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



July 26 - 28

Dallas/Ft. Worth Marriott North, Dallas, TX

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



July 19 - 21

Billy Graham's Cove, Asheville, NC

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

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Agency Survey: It's All About the

Client!

NRB recently asked several agencies a series of questions on topics from finding clients to the future of Christian programming.

Agency: The DeMoss Group, Inc.

Survey Respondent: Mark DeMoss,
President

Address: 3235 Satellite Blvd., Suite 555, Duluth, GA 30096

Phone: 770-813-0000

Web Site: www.demossgroup.com

New Client Contact: Jim Jewell

THE
DeMoss Group
INC.

Agency: Walter Bennett Communications

Survey Respondent: Jack Hibbard, Senior VP

Address: 1787 Sentry Parkway West, Bld. 16,
Suite 450, Blue Bell, PA 19422

Phone: 215-591-9400

Web Site: www.walterbennett.com

New Client Contact: Jack Hibbard



1. What about new clients captures your attention?

Many of the public relations and communications challenges are similar from one client to the next, but the people are different and often, the ministry focus is different. Those dynamics capture our attention, as does any kind of crisis management challenge.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

I don't know what the "next big thing" is and we're not really looking for it. "Big things" come and go, but sound biblical ministry conducted by men and women of godly character and integrity will outlive this firm and me. That's what we're looking for—ministries and causes that have eternal impact which we can multiply through effective communication.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

I don't know—Christian broadcasting is not our field.

4. What differentiates your agency from others?

Three things: First, I hope great thinking differentiates us. A news release and press conference is not the answer to everything, and indeed, can often be counter-productive.

Second, I think uncommon integrity distinguishes us. We give honest advice and counsel regardless of the business implications.

Finally, we have maintained our focus. In a day when many companies are telling people they can do everything, we are quick to tell you what we do not do. We've kept our focus for 10 years, both in terms of work we do and clients we accept.

1. What about new clients captures your attention?

A desire to be different, to think out of the box, to be culturally relevant.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

The next big thing is probably "personalized media delivery."

Programmers need to be prepared for the day when everyone has broadband access, making downloading programming to play in your car, your Walkman or your laptop computer a normal part of everyday life.

Our major criteria is one that I believe crosses generational boundaries. Since the focus of our work is ministries, we seek clients who are ministry-minded, who want to make an impact for Christ. We are looking for those who are not interested in a "cookie cutter" approach—clients with a fresh sound and an eye toward reaching the next generation of listeners.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

See my answer to question 2.

4. What differentiates your agency from others?

Walter Bennett Communications was founded in 1950 with the beginning of Billy Graham's *Hour of Decision*. Our company was one of the first of its kind and was birthed out of a heart for ministry. That focus and our years of experience are probably the only things that separate us from others.

The truth is that there are many other fine agencies, but ministries should look for agencies who share their same passion and goals. We view ourselves as stewards of the resources that God has given to our clients and know that only He creates the relationship of trust that we enjoy with them.

Agency: Westar Media Group, Inc.
Survey Respondent: Dave Koch, President
Address: 5350 North Academy Blvd., Suite 200,
Colorado Springs, CO 80918
Phone: 719-536-9000



Web Site: www.westarmediagroup.com
New Client Contact: Larry Myers, VP Marketing & Development

1. What about new clients captures your attention?

Creative storytellers—the ability of a communicator to transport a listener from the depths of crisis and emotion to the heights of joy, inspiration and eternal hope. Those who can communicate a culturally relevant and biblically applicable message. Jesus was a creative storyteller and audiences flocked to hear Him speak. He is our example for our programming standards and for future communicators.

2. What is the “next big thing” and what criteria for new clients are you seeking for the next generation?

Who could have predicted that a bunch of talking vegetables would become the biggest-selling kid’s video series in both the Christian and mainstream markets? And why the huge mainstream success of *The Left Behind* book series? The answer is “out-of-the-box” thinking.

The “next big thing” at Westar Media Group is to produce and syndicate unique, out-of-the-box radio entertainment that is compelling, creatively evangelistic in content and targets both Christian and non-Christian audiences while maintaining general market production values. We feel this type of programming will be of great interest to radio.

Westar believes that some of the next generation of Christian communicators will, or have already, come out of the youth culture. They will be embraced by one of the fastest growing demographic audiences in America. These individuals will have life experiences similar to a Nicky Cruz, some with the biblical eloquence of a Swindoll, others with the art of storytelling and emotion of a Dobson, and all with the heart for evangelism of a Graham.

They will be very gifted and magnetic individuals who will captivate audiences. They will be entertaining. They will not speak solely to the choir. They are in our Christian and secular colleges and universities, neighborhoods and churches of America right now.

One of our jobs as an agency is to ask God to enlarge our territory of spreading the Gospel through our current clients and also through the next generation of communicators. We’re to pray earnestly for God’s leading in their lives and to bring them to the marketplace.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

Give me entertainment.

Don’t make the mistake that just because your station or program has a positive message that people are listening. If you are not out-of-the-box, compelling and most of all entertaining, people won’t watch you or listen to you no matter how positive your message is. It’s all about the programming.

Twenty years ago our challenge was technical. Christian radio stations lacked signal strength and major-market coverage. Thanks to Salem, Moody and many other radio networks and independent stations, today that is less of an issue. However, now our task is very different and much more formidable. Our challenge is in our presentation of the Gospel—our packaging. Are we providing a compelling alternative to mainstream media?

The philosophy of entertainment might be viewed by some as contrary to spreading the Gospel. At Westar Media Group, we feel that quality entertainment and a unique presentation of the Gospel is one of the most important issues for the future success of Christian broadcasting.

How is a great radio drama conceptualized? It does not start with, “Let’s write a drama that talks about prayer or faith.” Great entertainment starts with a powerful storyline, with a crisis, with emotion, with joy and with eternal hope.

And here is the key. Out of that story will always come a powerful, impacting issue of salvation, prayer, faith, etc. But it starts with a philosophy of entertainment. That’s how you get your listener’s attention.

Is *VeggieTales* entertaining? Absolutely. Is combining a Billy Graham crusade with dc Talk creative and unique entertainment? Yes. Why do people listen to Rush? Pure, compelling entertainment—like a lyric made effective when the music is added.

We need to be asking the question, why are some people not listening to

Christian broadcasting? I guarantee you it is in the quality presentation and packaging of the Gospel. That is the future calling for Christian broadcasters.

4. What differentiates your agency from others?

At Westar, we value innovative thinking. We value creative. We value excellence in quality. We value excellence in results. We exist to serve as an effective liaison between Christian ministries and radio stations in order to enable those ministries to reach their audience with the message of Jesus Christ. Our agency slogan is “Excellence honors God and reflects His character.” That’s what we strive to do every day.

Agency: Ambassador Advertising

Survey Respondent: Jon M. Campbell, President

Address: 515 E. Commonwealth Avenue,
Fullerton, CA 92832-2000

Phone: 714-738-1501

Web Site: www.ambassadoradvertising.com

New Client Contact: Jon M. Campbell



1. What is it about new clients that captures your attention?

Simply stated, a passion for God’s truth and grace, a gifted communicator and frankly, someone who doesn’t seem to have a personal need to be involved in media. Then, of course, we note the people surrounding this individual, those who have come alongside to help grow the spiritual outreach and influence, as well as developing the infrastructure to maximize the message.

2. What is the “next big thing” and what criteria for new clients are you seeking for the next generation?

Having been part of the team that has developed more than 45 radio ministries, and currently serving over 30, I would say God’s anointing, along with a depth in giftedness as a communicator. Overlaid on that is a humble spirit. We believe that’s what results in high take-away value and applied responsibility through the message. It’s paramount. God’s anointing, and the embracing of serious spiritual responsibility to use time and resources well, cannot be separated.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

There will always be a serious need for excellence in programming, whether that be radio, television, Internet, XM or personal time with a CD or cassette.

However, Christian radio is alive and doing quite well. Listeners are eager for information that impacts their lives and brings them to a closer walk with Christ. They’re looking for answers and peace to the challenges of life. Radio is personality- and message-driven, so people naturally gravitate toward a temperament and style where they can assimilate biblical truth. The Internet has become a remarkable complement, rather than a competitor, in the growth and interest in Christian radio.

4. What differentiates your agency from others?

Whether it differentiates us from others or not, Ambassador believes the role of an agency is one of serving and facilitating, helping a ministry reach its full potential. We seek to use our giftedness as a complement to others.

Each agency is unique in its own way, depending upon the gift sets of its staff, passions, years of experience and the disciplines each brings to the tasks. Ambassador is made up of five divisions, involving 35 co-workers in areas of production, marketing/station relations, direct response communications, syndication, and fulfillment in CD and cassette, as well as a four-channel digital satellite system. It’s the integration and layering of our services in complement to others that is the key.

It is our desire and priority that relationships be based on serving, truth-telling, efficiency, effectiveness and partnering. Agency work is about serving the interests, needs and passions of the ministries we represent. First and foremost, that service must be framed in spiritual effectiveness and the diligent stewardship of time and resources.

Agency: GSF & Associates

Survey Respondent: Greg Fast, President

Address: 2131 Murfreesboro Pk., Suite 213,
Nashville, TN 37217

Phone: 615-361-1810

Web Site: www.gsfmedia.com

New Client Contact: Greg Fast; Brad Fisk (VP-Client Services);
John Wesley (Affiliate Manager)



1. What about new clients captures your attention?

We seek communicators who connect with the audience—ministries that have compassion to address recognized needs. Don Cartmell, (former Executive VP of Salem, mentor for 15 years and currently a GSF consultant) has impressed on us the need for new clients to have a passion to succeed in radio. Radio is a long-term investment. It takes client patience and stamina to succeed. Dick Bott, president of Bott Broadcasting, calls it "having long legs."

GSF has been privileged to be a part of new, vibrant communicators in recent years. We are particularly proud of *Jay Sekulow Live!* Jay's ministry has exploded over the last year especially. Dr David Jeremiah (*Turning Point*), although well established before we began our efforts with him, has seen his ministry ignite nationally and internationally. Bibles For The World continues to expand its influence globally. Food For The Poor just completed a successful NRB 2000 in 2000 (houses built by listeners of NRB member radio stations).

We could mention each client, because we are justly proud of our relationships with every one of them! But in a nutshell, an analysis of the ministries and organizations GSF serves today reveals our heart for expansion.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

GSF is positioned to identify with the next generation of Christian communicators. I continue to admire my former employer, Focus on the Family, for its incredible broadcast excellence for nearly 25 years. Dr. Dobson, like all great radio communicators, utilizes the medium perfectly. He uses relevant topics, heartfelt passion and a variety of emotions that allow his listeners insight to his heart. Similarly, in the secular market, Paul Harvey, Rush Limbaugh, Larry King (when he was on radio) and Dr. Laura all understand these same basic fundamentals of radio.

The next "next big thing" will be as much technical as in ministry presentation. Satellite transmission will enable ministry broadcasts, whether radio or television, to be available virtually anywhere. Successful programs will be those that discover new and innovative ways to connect with the hearts of America. GSF intends to be found at the hub of such creative passion.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

I see an increase in interactive talk programming ahead. As our society slips to new lows, both morally and socially, Americans seek to be better informed. While radio broadcasting will continue much as today, its programming will be available through the Internet. The variety of available radio formats will increase, although many will be powered by the Internet. The quality of long-form programming will improve out of necessity. Communicators will need to connect with their audience in order to survive. Our team at GSF views the next five years with great excitement and anticipation, because of things "known and unknown" in our future. GSF will be there to serve.

4. What differentiates your agency from others?

We are specialists. My father (who is my key mentor) has long instilled the principle of finding an area of giftedness or passion and focusing our entire company on it. For us, it is nurturing our station communication on a daily basis on behalf of those we serve. Our aim is to serve, not sell our radio station relationships.

GSF desires to establish a level of service that allows our clients the best chance for success. It is always a celebration at GSF when a station opens the door of opportunity to one of our clients or campaigns. It signals another relationship when a ministry client or organization partners with the GM of a radio station, prompted by the coordinating efforts of the GSF staff. Tremendous things can happen when this occurs. Assisting in results for the kingdom of God is what makes GSF so much fun!

Agency: The Domain Group

Survey Respondent: Jeff Nickel, VP, Marketing

Address: 720 Olive Way, Suite 1700, Seattle, WA
98101 & 44 Broad St. NW, Suite 1000, Atlanta, GA
30303

Phone: 404-681-0073, ext. 301

Web Site: www.thedomaingroup.com

New Client Contact: Jeff Nickel



1. What about new clients captures your attention?

We want to serve ministries that have a commitment to doing new and innovative ministry first, and second, those that have a clear understanding of their growth goals and a commitment to achieve them.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

We recognize that there are (at least) three major shifts that affect broadcast ministry and the types of ministries we want to partner with:

- The convergence of online with traditional broadcast and the need for communications strategies that emphasize integration within the various distribution channels.
- The changing demographics of the American audience with emphasis on cross-cultural and Hispanic ministry.
- The need that many ministries are experiencing to build a bridge to a younger family audience.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

We see various opportunities that can lead to new and expanded formats for ministry delivery—George Barna's recent research supports the fact that more Americans are going online to receive traditional ministry input for their lives:

- Traditional radio and television broadcast programming will be used to bring an audience back to a ministry's Web site where additional programming will be available.
- There will be more "competition" from local churches for the same audience.
- There will be an increased focus on developing more niche audience materials—from children's ministry, to young family ministry, to mature families and seniors—add to that the ethnic niches that I mentioned earlier and specific interest groups.
- We are helping our ministry clients develop better ways to capture e-mail addresses, including donations and online ministry support material purchases (specifically through our Acquire e-commerce service). We believe that there will be an emphasis upon building e-mail lists that allow each ministry to do more direct communications to continually bring their constituents back to a "home" where members can interact with each other and the ministry.

4. What differentiates your agency from others?

First, it's our full-service orientation. Yes, we offer broadcast and media planning and placement. But our media department is supported by in-house research and analysis. We've never been driven as an agency by simply getting our client's broadcasts on as many outlets as possible—it's always been a matter of getting them on the right outlets where they can achieve their client-specific objectives.

Second, we're able to support our clients with complete back-end integration with development and delivery of constituent communications—for their mainstream donors as well as their upper-end major donor audience. Because we hold to a strong biblical view of fund raising as ministry, we approach donors and their need for involvement with the ministry with a high view toward building loyalty—we never encourage what we'd call an "ATM" philosophy of fund raising (that is, just keep on asking until the account is dry).

Third, because we're specialists in all media formats, we can help our clients choose the most effective delivery vehicles to accomplish their goals.

Fourth, due to the international breadth of our agency (Seattle, London, Paris and Toronto), and the depth of our service offerings through our Leverage alliance partners (Puckett, TouchPoint Solutions, The DeMoss Group, Renaissance Communications, and Dare Mighty Things), we're able to offer in the United States and abroad full marketing services that include brand development, major and mega donor identification and development, public relations, special promotions and production, and ministry program development.

Fifth, our in-house research department is unmatched by any other agency we know of in terms of being able to identify donor loyalty and performance trends, as well as to research the needs and motivations of the ministry's specific audience in a way that leads to actionable ministry development.

Agency: Masterworks
Survey Respondent: Pamela McCann, Executive VP
Address: 19265 Powder Hill Pl. NE, Poulsbo, WA 98370
Phone: 360-394-4300



Web Site: www.masterworksassociates.com
New Client Contact: Pamela McCann

1. What about new clients captures your attention?

What they are about is key for us. We want to partner with people and organizations who are actively working to see God's will done on earth, so we're looking for the mission. Next we want to know that we can build a partnership with them. There's a lot of talk about the idea of partnership in our industry, but for us it is a vital component. As we look at potential new clients, we want to be confident that we are in alignment with our values, our ethic, and our kingdom orientation—that is the basis for partnership.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

We think the next big thing is reality ... like reality TV shows that have taken television by storm. We believe that clients who can break through to the next generation are people who are authentic, whose ministries take on the patina of their teaching and who can communicate that authenticity in an effective way. The message is basic, Christ-focused and practical.

We work with clients who have that next generation on their radar. Together we try things that are maybe a bit novel (and we're not the only ones doing this) or unique, but that work to convey that essential heart message from the ministry to the listener. So a spirit of innovation is important, a passion for Jesus is central, a commitment to truth is essential and a heart for the next generation is vital for clients that work with us and want to be next-generation communicators/ministers.

3. In light of the Internet age, how do you see the format of Christian programming on radio and television changing in the next five years?

We think that there will definitely be an impact. For people who are using mass media now and used to tracking response by station or vehicle to justify expenses or rationalize cuts, things are going to get rougher, not easier. The Internet is a channel amalgamator. Most retail-oriented direct marketers are already seeing a dramatic shift in fulfillment that is causing the channels some friction. We believe ministries will ultimately need a content-rich back end and will use the Internet as a fulfillment and cultivation medium, but attribution will remain a problem. Since radio and television remain the primary interruption media of our age, the use of them will still be important to the mix ... but it might look a lot more like direct mail with media being the "acquisition" vehicle and the Internet being looked to as the cultivation medium. In the near term, we believe most ministries will need both the interruption media and an Internet presence to make it work most effectively.

4. What differentiates your agency from others?

Several things:

- Since our orientation is 1:1, we believe in a few deep relationships rather than trying to serve as many ministries as possible. This means our client list needs to remain comparatively small.
- Our marketing and strategy orientation are proactive; we do a lot of outbound calling and relationship building on behalf of our clients. That requires us to also have a fairly restricted client base with near product/category exclusivity across the board.
- We seek out relationships and an alignment of values and cultures rather than "clients"—the commonality of values and an alignment on kingdom principles are central to our decision as to whether to enter into a working relationship with any prospective client.
- We like to build a network of resources around our clients and encourage them to have strong personal relationships with stations or other strategic partners we bring to the mix.
- We have no markups or commissions.
- Our budgets are guaranteed.

Agency: KMA the Agency
Survey Respondent: Tom McCabe, Chairman/CEO
Address: 12001 N. Central, #900, Dallas, TX 75243
Phone: 972-560-1900
Web Site: www.kma.com



New Client Contact: Chuck Merritt, Senior VP for Marketing

1. What about new clients captures your attention?

Their vision for fulfilling their call to ministry, and their passion in ministering to those whom they serve. The result of these factors generally means that an organization is making a significant difference in the lives of people around the world. That really motivates us.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

The vision and passion issues will continue to be extremely important to us. And while the Internet has brought about new opportunities to communicate with friends and donors, the reality of ministry success—and generating financial support for ministry—will continue to rely on the faithful communication of the impact God is bringing about in peoples lives through various ministries. The message content will continue to be supreme in communications with friends and donors, regardless of the media choices.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

We believe that existing formats will change to the extent necessary to effectively communicate with the targeted audience(s). As the impact of the Internet grows, the other media will need to be coordinated with the Internet strategies to help drive traffic to the Internet (if that is the organization's objective), and/or to recognize the impact that Web sites, e-mail, etc., can have on the organization's constituency. We don't see the essential format of radio and television changing that much.

4. What differentiates your agency from others?

Our perception is that we connect strongly with the essential values and ethos of our clients, and that helps us build their trust very quickly along with our commitment to serve and build a strong rapport with our client colleagues. We have also been able to help client organizations produce significantly increased revenues more cost-effectively than they were used to before working with KMA. We thank God for His grace in our work with many special ministries.

Agency: Angelcom Media Group, Inc.
Survey Respondent: Bob Angelotti, President
Address: 804 Parkwood, McKinney, TX 75070
Phone: 972-529-5130
Web Site: www.angelcommediagroup.com
New Client Contact: Bob Angelotti



1. What about new clients captures your attention?

Individuals saying important things, in a different "out-of-the-box" way, that traditional Christian media/development agencies aren't going to be able to support.

2. What is the "next big thing" and what criteria for new clients are you seeking for the next generation?

Media integration is the key and both a need and desire by the client to move beyond the Christian "media curtain" to reach the audience where they really live.

3. In light of the Internet Age, how do you see the format of Christian programming on radio and television changing in the next five years?

Unfortunately, I don't see Christian programming as a whole changing, expanding or growing all that much. The Internet will give you one more place to watch much of the same stuff.

4. What differentiates your agency from others?

Primarily, the ability to be different and the results that stem from that approach. Our client roster includes the No. #1 radio talk show host in America; a leading Presidential candidate, the top independent producer of children's software and The Vatican.



7 Principles for Mentoring

BY CAROL KENT

I spent two years reading the Four Gospels to see how Jesus influenced His culture. In the process, I discovered seven life-changing principles that will enable you to impact lives for the glory of God. Let's start influencing on purpose — for the glory of God — the people He has placed in our path.

1. The principle of spending time alone with God.

No matter how busy Jesus was, He spent time alone with His Father. He found that it brought clarity and power to His mission. Most of us live by a schedule. Some of us make lists for the express thrill of marking something off. We are time-conscious people. It is very hard to spend time alone with God. Yet, Richard Foster says, "There is a type of solitude that can be enjoyed at all times, a kind of intimacy with God where to see somebody is to pray for them." Mark 1:35 tells us that very early in the morning Jesus got up, left the house and went to a solitary place to pray.

2. The principle of walking and talking.

Everywhere Jesus went, He walked. He spent three years walking and talking with His disciples. Remember when one woman in a crowd touched Him and He knew the difference between her touch and the crowd's? My latest toy is a Palm Pilot and I get so into setting my agenda and working with my goals, that almost every time I get interrupted I get annoyed rather than asking God, "What's in this interruption that can bring glory to Your name? So many times we have an attitude during those moments of interruption, when we need to be looking for the God appointment.

3. The principle of storytelling.

Jesus taught by using stories. He was a master storyteller and often used a common object to illustrate a spiritual application: loaves of bread, lost coins, types of soil. In this post-modern world we need to use stories to capture the short attention spans of people. Share the stories of your failures as well as your successes. People relate much more to your failures!

4. The principle of asking questions.

One of my friends says, "For a man who had all the answers, Jesus asked a lot of questions." He asked questions that made people think of their issues, about which side of the fence they stood on. He responded in ways that caused people to question where they were spiritually. Four of the most important questions we can ask are: 1) What are you passionate about, that makes you weep

and pound the table, 2) What is enough, 3) What do you want to do for God during your life, and 4) How can I pray for you? When you come to the realization that it's all about Him and not about you, major things begin to happen.

5. The principle of compassion.

This is the heart's response to a person's need, combined with the helping hand that offers mercy and grace. Jesus recognized the pain and the need of people. Corrie Ten Boom said, "What did you do today that only a Christian would have done?"

6. The principle of casting vision.

Jesus had the amazing ability to look at people and see their God-given ability. If you identify three people in your sphere of influence who are younger than you are in age and/or spiritual maturity and commit before God to verbalize their gifts, to pray with them and network them with resources and conferences, your influence will pay off in ways you cannot believe.

7. The principle of unconditional love.

Jesus loves you completely, not because you deserve it or because of how you've treated Him. He loves you just because. As you mentor people and get involved in their lives, you'll discover sometimes they will let you down. And some of you, like me, have been praying the prayer of Jabez to "bless me indeed, not just a little bit, but in a profound way, and enlarge my territory." But I must warn you, when you pray that your territory will be enlarged, you will be in a battle because the enemy will be upset. When you are in the middle of praying as Jabez did, realize that you must declare that God is good and trustworthy. If you get that fixed in your heart, you'll make it. Pray that He would keep you from evil, from the darts of the enemy and from the criticism and hurt that you can cause to others.

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Who Wants to Be a Millionaire?

By Dr. JOSEPH M. STOWELL III



Let's be honest, most of us would like a crack at it. Who wouldn't want to live without having to worry about money? Think of all the possibilities: That dream car. Finally a house with just the right kitchen — or a surround-sound, high-tech theater. The ability to take off for the islands on a whim. The right clothes, a diamond here and there. Money makes it all happen ... which is why fewer things are more seductive than the lure of money.

Money — the lack of it, the abundance of it or the possibility of it — has a way of getting a hammerlock on our hearts. No one is exempt. Even the best of us can find our perspectives and passions easily diverted by the prospect of just a little more cash.

Judas reminds us that even those of us who follow Christ and who have been wonderfully touched by His love and grace have the potential of betraying Him, His will and His ways for the prospect of a bulge in our bank account.

We cheat for it, are less than honest to gain it, divide families over it and become bitter about it. A host of other decaying effects on our souls can be directly traced to the lure of money. Yet the greatest danger is that money competes with our love and allegiance to Christ.

I remember as a young pastor being asked to speak at a church banquet in a neighboring state. In those days my wife, Martie, and I lived with a budget that was economically challenged. As a friend of mine says, "There was always too much month left at the end of the money." So the thought of this speaking engagement connected with the possibility that the honorarium would be a blessing.

Money — the lack of it, the abundance of it or the possibility of it — has a way of getting a hammerlock on our hearts. No one is exempt. Even the best of us can find our perspectives and passions easily diverted by the prospect of just a little more cash.

At the end of the evening I stayed around and even helped clean up the banquet room, hoping they would remember to hand me that much-anticipated envelope. As I helped turn off the lights, I began to realize there was not going to be an envelope. The drive home found my heart processing the whole affair in less-than-admirable ways: Not even an expense check to cover the tank of gas that I couldn't afford! I felt I had been taken advantage of.

For several days I complained to myself and to Martie about their stinginess and lack of appropriate response to my ministry. Then it was as though the Lord said to me, "Why did you go there in the first place? For money or for ministry?" The answer is for ministry, of course. Right!

I was convicted to the core. In a moment my commitment and my call to serve Christ had become less about Him and His cause and more about me and my need for money.

That's the power of money. It is quick to distort. It easily distracts. As Scripture warns, the love of money is a root of all kinds of evil (1 Tim. 6:10). We cheat for it, are less than honest to gain it, divide families over it and become bitter about it. A host of other decaying effects on our souls can be directly traced to the lure of money. Yet the greatest danger is that money competes with our love and allegiance to Christ.

As Christ said, "You cannot serve both God and money" (Matt. 6:24) — which means that at some point we have to make a clear choice to tip our hearts to one or the other. We either live for Christ and find our passions and pursuits in life being energized by Him and His cause — or we live for money and all that it will do for us, or to us.

It's not that loving Christ means we go without money or that we will not prosper. It's that we learn to trust Him as our singular source of supply. He is the God who meets all our needs when we have given all of our life and resources over to Him (Phil. 4:19). I'm reminded of Christ's words when He taught that our Father knows that we have need of "these things." So we are to seek the advance of the kingdom. As we do, all our needs will be supplied (Luke 12:22-34).

For several days I complained to myself and to Martie about their stinginess and lack of appropriate response to my ministry. Then it was as though the Lord said to me, "Why did you go there in the first place? For money or for ministry?"

When Martie and I realized that we had been so easily and unsuspectingly seduced, we committed ourselves never again to serve the Lord for money. We would trust that He would supply for our needs — often with an undeserved generosity. The day after we made our commitment to love and trust Him more than money, an envelope arrived in the mail. It contained a check to cover my expenses and an honorarium. The timing was divine. We learned once and for all that He is the singular source of supply. Who "needs" to be a millionaire?

Joseph M. Stowell III is president of Moody Bible Institute in Chicago, IL, and hosts the daily radio program Proclaim! Contact him at proclaim@moody.edu or 312-329-4000. This article first appeared in the May/June 2000 issue of Moody Magazine. It is reprinted with permission.

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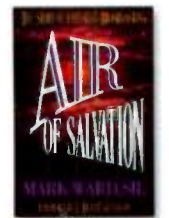
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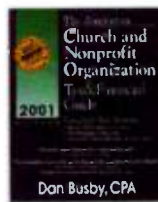
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The "H" Factor



Mart De Haan, president of RBC Ministries, can be heard on radio stations across the country on the daily program Discover the Word. He also is a regular host of the Day of Discovery TV program at 7:30 a.m. Sundays on the PAX network.

I don't want to walk with the proud. But neither do I want to be counted among the humble. Humility has PR problems. Pride has done a good job ruining the reputation of its rival. Many of us cannot even think of humility without suspecting pride in disguise, or an unhealthy and self-defeating personality.

Part of the problem seems to be that humility acts a lot like pride. Both show up at the same parties. Both have a closet full of disguises. Both try to avoid detection. What is different, however, are their motives. While Pride hides to avoid guilt and conviction, "H" stays in the background because of its concern for the joys and pains of others.

With these differing motives in view, see if you recognize the following tactics and strategies of the "H" factor.

Leading Humility: While known for producing followers, the "H" factor can also produce leaders. Caring about the needs of others can be a strong motivation for taking the risks of leadership.

Hating Humility: While having a reputation for genuine love, humility also knows how to hate anything that threatens the well-being of others.

Speaking Humility: Sometimes seen as shy, humility will speak up quickly and loudly, even at its own expense, when it sees the interests of others at stake.

Defending Humility: Often known for "turning the other cheek" in response to insults, humility can use physical force against an enemy if the situation calls for personal or national self-defense.

Receiving Humility: Known for giving sacrificially to meet the needs of others, humility also knows when to gratefully receive help and kindness.

Laughing Humility: While humility knows when to cry, it spends a good deal of its time laughing with the joys of others and enjoying the favor of God.

Urgent Humility: More often than not, the "H" factor practices patience so as not to force its will on others. But sometimes, when conditions call for it, humility runs to the side of those who need help.

Well-groomed Humility: Humility has made a name for itself by knowing when to rip its clothes and wear the look of dust-cloth and ashes. But more often than not, the "H" factor hides behind "normalcy" to avoid advertising its presence.

Discontented Humility: Most people see humility as willing to be satisfied with what it has been given. But nothing is as dissatisfied as the "H" factor when it sees the needs of others being ignored.

Nondeferring Humility: Known for taking insults rather than repaying evil for evil, humility also knows when to stand up to threats if it is in the interests of others to do so.

Unforgiving Humility: Humility has a deserved reputation for giving to others out of the forgiveness that it has received. But

the "H" factor also knows how to lovingly hold feet to the fire when there is a lack of repentance.

Questioning Humility: In noted cases, the "H" factor does what it is told without asking questions. But it is not too proud to ask for clarification—or even for justification—when the needs of others seem to be at risk.

Skeptical Humility: Humility knows when to give others the benefit of the doubt. But on important occasions it knows when to lovingly and courageously disbelieve what it is hearing.

Noncompliant Humility: The "H" factor has a reputation for being cooperative. But there are times when humility scorns the kind of pride that would comply with evil rather than risk the disapproval of others.

Self-protective Humility: Although humility doesn't protect itself at the expense of others, it does know when to look after its own interests to avoid becoming burned out and useless to others.

Self-helping Humility: While self-help can be an arrogant way of rejecting the help of God and others, humility also knows when to educate and improve itself for the good of others.

Successful Humility: While the "H" factor doesn't seek honor or success to put itself in the spotlight, humility is comfortable with recognition that is good for the general welfare.

Attention-seeking Humility: Humility doesn't call attention to itself for its own sake. But it knows when to pick up a towel, wash the feet of others and say "follow my example."

Knowledge-seeking Humility: While knowledge can give big heads to those who amass it (1 Corinthians 8:1), humility knows how to lovingly seek out information and truth for the sake of others.

In each of these examples it should be clear that humility is not made out of appearances. On the contrary, the "H" factor is another way of looking at honest love. When we genuinely care for the needs of others in the Spirit of Christ, pride is displaced by humility.

There is no better description of humility than that described by the Apostle Paul. While pointing his readers to the example of Christ, he wrote, "Let nothing be done through selfish ambition or conceit, but in lowliness of mind let each esteem others better than himself. Let each of you look out not only for his own interests, but also for the interests of others. Let this mind be in you which was also in Christ Jesus ... " (Philippians 2:3-5).

Father, forgive us for being so disinterested in the attitude that brought Your Son from heaven to earth. We know You resist the proud and give grace to the humble. But we so easily revert to our own instincts. Please help us to love the kind of humility You love. Please enable us to adopt the kind of attitude that will help us to care for those who have an eternal place in Your heart.

The views expressed on this page are not necessarily those of NRB.



On The Air

A Monthly Newsletter from Broadcast Software International

Issue 5

Quote of the Month

"If we have a network glitch, we have confidence that our WaveStation is fully flexible. We can just put our automation on and we're ready to go."

Matt Clark
KLEY- Wellington, KS

News

BSI Partners with Dell

BSI and Dell have partnered to provide Dell PCs for all the BSI systems. BSI tested PCs from various computer providers, including Hewlett Packard, Compaq and several custom-builders. Dell provided the best combination of quality, non-proprietary hardware, service, and overall value.

One of the things that makes Broadcast Software International unusual among automation companies is their strict adherence to Microsoft guidelines. Dell also follows these standards when designing hardware, which makes their PCs especially flexible. BSI never insists that a customer buy computers from BSI, although they do make certain recommendations for minimum system requirements. But the advantage of purchasing the computers from BSI is that the system is fully tested as a unit. BSI tests every piece of hardware with the software before it goes out the door. Dell also provides outstanding customer service, including their 3-year on-site warranty... just in case.

BSI President Ron Burley says, "We try to provide our customers with peace of mind. They know they can rely on Dell, and they can rely on us. It's a partnership of trust."

Most of the BSI systems, including the \$9,999 Series 110 and most of the single-PC systems, are built on the Dell PowerEdge 300 platform. An exception is the \$19,999 Series 210, which is built with the Dell PowerEdge 2450.

Along with Dell boxes for all the systems, BSI has made a few other changes. Flat screen monitors are now standard, with touch screen upgrades available. Each system also includes new AudioScience audio cards with on-board MP3.



Calendar

Aug 16-18, WaveStation
Weekend Training Session

Birthdays:
July 1 1961, Princess Diana
Aug 27 1910, Mother Teresa

Tip

Carts Cut Time Spent

Ever get tired of building logs with the same group of three or four events over and over? Try putting them in a cart and then calling that cart in the log. Not only will it make your logs shorter, it'll be much easier to read. A cart with the description "Fade to break" is a lot more descriptive than a group of mixfade and deckfade macros. This is also a great way to avoid running out of lines in your scheduling software.

User File

KKVV - Clive Millett

Clive works at KKVV in Las Vegas, Nevada, where they use BSI's \$299 WaveCart. He says, "I was the board-op during the mornings and I was also the only production guy. I was recording all of our shows and commercials in real time. For the holidays, I spent 3 days, 11-12 hours a day, and it was a real headache. Last year I started recording it right into Cool Edit and then loading everything into WaveCart."

He started out by jumping right into things. And while we recommend reading the manual, we know that not everyone does. "Technical support was great because they were patient with me," says Clive, "At one point, we weren't segueing, and the tech finally figured out what I didn't know and showed me how to set it up so we sounded like we were supposed to."

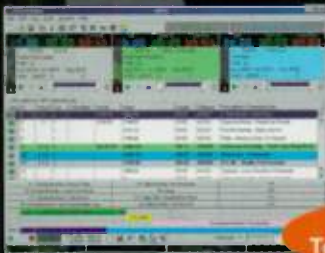
WaveCart also had features he didn't expect. He says, "One thing we needed was triggers, and we didn't even know they were included. I was just reading through the help file and found out how to do it."

Clive says, "WaveCart really cut down on my headache time. I didn't have to sit there and baby-sit."



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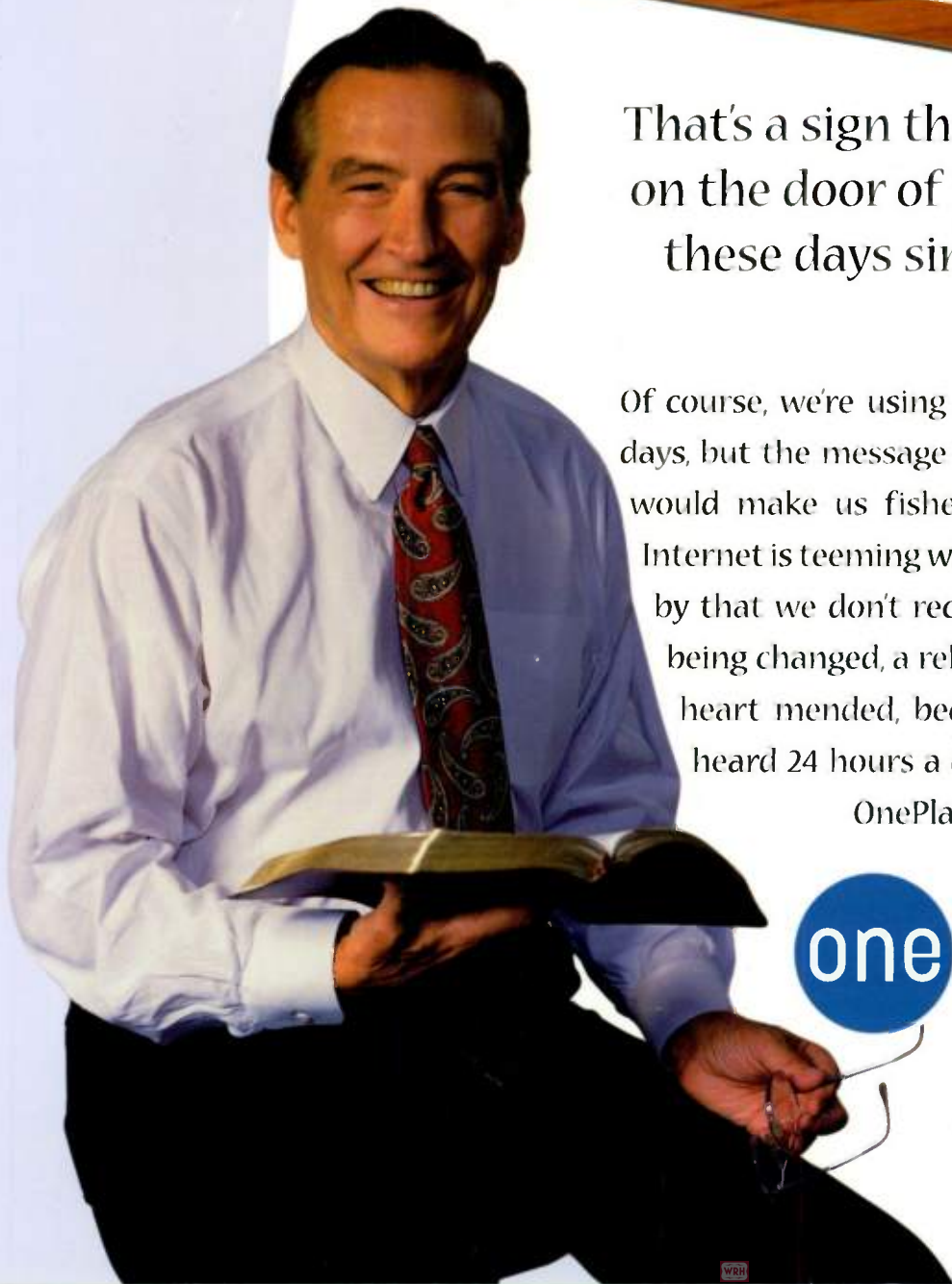
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