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**The Blackwoods**  
2 Part Biography

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Biography

**The Whites**  
Biography

**Gary Chapman**  
Biography

**Sandi Patti**  
Biography

**The LeFevres**  
Biography

**2 GREATEST SONGS**  
SPECIAL 1 HIGHLIGHTS  
**Amazing Grace**

SPECIAL 2 HIGHLIGHTS  
**We Shall Behold Him**

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**George Jones**  
**Danny Chambers**  
**The Whites**  
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SPECIAL 2 HIGHLIGHTS

**The Martins**  
**BeBe Winans**  
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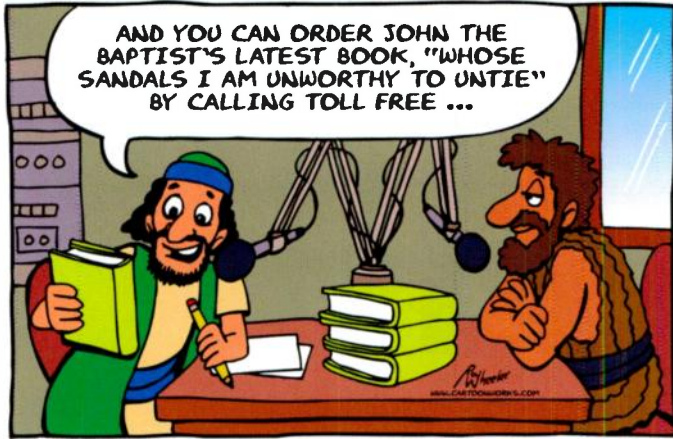
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IF CHRISTIAN RADIO EXISTED  
2000 YEARS AGO ...

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BY DEBORAH M. BENTON

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### ■ October 1-4

International Association of Broadcasting; Rio de Janeiro, Brazil. Dr. Hector Oscar Amengual, 5982-488129.

### ■ October 9-11

52nd Annual Broadcast Symposium; Washington, DC. April Nakamura, 732-562-3846.

### ■ October 23-26

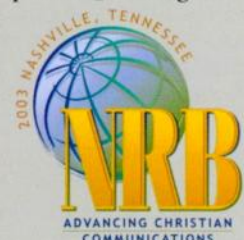
144th SMPTE Technical Conference & Exhibition; Pasadena, CA. Linda Alexander, 914-761-1100.

### ■ November 27-28

Society of Broadcast Engineers, National Marketing Meeting; Verona, NY. Troy Pennington, 317-846-9120.

### ■ February 8-11, 2003

60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Patsy Smith, 703-330-7000, ext. 503, psmith@nrb.org.





## SIGNING ON

# TV Execs Increase Porn Channels, Ignore Christian Channels

There was a time in America when secular TV executives were guardians of wholesome programming. They began (and ended) each broadcast day with prayer and closed each day with the national anthem. Much has changed.

Today's cable TV executives are resistant to carrying family or Christian channels, while adding hardcore pornographic networks to their lineups. And cable is not alone in this outrageous behavior; satellite TV companies are equally guilty. This is one of the primary reasons NRB is opposed to the merger between Echostar and DirecTV.

Recently, the Religious Alliance Against Pornography (RAAP) and the National Coalition for the Protection of Children & Families (NCPCF) met with Michael Armstrong, chairman/CEO of AT&T, the nation's largest cable TV company. In addition to sporting a number of pornographic channels on its cable lineup, AT&T recently added a hardcore pornographic channel: "The Hot Network."

AT&T's merger with its largest competitor, Comcast, makes AT&T Comcast twice as large as its No. 2 competitor, AOL Time Warner. Armstrong is chairman of the new company, while Brian Roberts, former head of Comcast, is president/CEO.

RAAP Chairman Dr. Jerry Kirk appealed to Roberts and met with Armstrong, asking them to "get out of the pornography business." AT&T Comcast flatly refused. Nearly 200 high-level religious leaders wrote personal letters to Armstrong, urging him to reconsider. Again, he refused. Kirk noted that although Armstrong's response was "cordial and respectful," the company's position was unbending. Kirk reported that AT&T Comcast enunciated the following reasons for its decision:

1. We only distribute pornography to people who want it, seek it and pay for it;
2. We provide blocking devices to help protect children from this material; and,
3. If we don't distribute softcore and hardcore pornography, someone else will, and they will reap the financial rewards instead of us.

The policy of carrying pornography on cable and satellite systems in America is directly harming our nation's families. To add insult to injury, most cable and satellite executives refuse to add Christian and family oriented networks to their lineups. Not one of the TV program networks providing 24/7 programming that are NRB Members (Christian Television Network, Cornerstone TeleVision Network, The Dream Network, FamilyNet TV, Good TV Broadcasting Corp., INSP, International Broadcasting Network, North Star Television Network, Praise TV and Total Living Network) has full national carriage on cable or satellite. Am I alone in thinking that this is an absolute outrage?

To further illustrate the issue, several hundred (if not thousands) of Southern Baptists in Dallas/Fort Worth appealed to AT&T (the exclusive cable company in that market) to carry FamilyNet on the cable system in Dallas. To date, AT&T does not carry FamilyNet in its own hometown, choosing instead to add hardcore pornographic channels. This pattern is occurring nationwide with NRB Members ... and something must be done!

This is an issue not only for RAAP and NCPCF, but also for NRB. The issue is more than pornography; it is an issue of access for the Gospel. As part of a comprehensive strategy, NRB needs its radio members to take up this important battle for access. Conduct interviews, air promo spots and inform listeners of this problem. Encourage them to contact their local cable and satellite TV companies and request carriage of Christian TV networks ... better yet, suggest the cancellation of the pornographic channels to make room for Christian and family oriented channels.



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

# NRB

National Religious Broadcasters

October 2002

Vol. 34, No. 8

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Atlantic & Hastings, LLC, Salisbury, MD

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NRB (ISSN 1521-1754) is published monthly except March, August and December. To subscribe, send \$24 for one year to NRB, 9510 Technology Drive, Manassas, VA 20110. Canadian orders add \$6 USD annually; other international orders add \$24 USD per year. Periodicals postage paid at Manassas, VA, and additional offices.

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Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

Advertising does not imply NRB endorsement or approval. Author views not necessarily those of NRB. Subscribers can change addresses via NRB's Web site at [www.nrb.org/magazine.htm](http://www.nrb.org/magazine.htm).



POSTMASTER: Send change of address to:  
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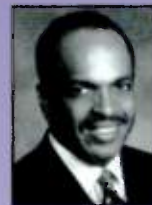
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**Rich Bott, II**  
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## Sound Design

Typically related to film, sound design is one of the most important elements in conveying a sense of emotion in any production. Steven Spielberg is known to spend a great deal of thought on the conception and direction of the sound design of his films. But if sound design is vital in the film genre, it is crucial for the medium of radio.

Never before have such high expectations been attached to audio. Digital technology dictates an almost exponential increase of quality in sound. If done well, radio can rival the sound design of Hollywood, and much more economically. For a fraction of the price tag of a motion picture, audio can create incredible visuals in the mind of the listener. Once the sound design provides the information necessary to inform the listener what is happening, electrochemical messages race madly toward the cerebrum where suddenly a new world is created before the mind's eye.

A line of well-crafted dialogue performed by a skilled actor informs the listener who is speaking, what he wants, what he knows and how he feels. Add music and the tone of the scene evolves. The score also may describe the region of the world where the scene is set, as well as the time frame or period of the story, and it may identify us with specific themes or goals of the actor.

Enter sound design. First, the ambience tells us specifically where the scene is located, whether it be an Italian bistro, a sailing ship or a city park. Next, it communicates what the weather is like and what time of day and year it is. Specific actions are described by sound. When dungeon doors open, they menacingly creak to convey feeling. Perhaps an added whisper of jackal vocalizations makes it even more frightening.

If done creatively, sound effects effectively become another character in the scene, illustrating its emotional landscape. The same is true of Foley, which must be played with the character in mind. Foley fills in all the gaps: footsteps, eating at table, punches, etc.

Sound unlocks the power of the imagination beyond all the creative mastery that even film powerhouses like Industrial Light and Magic can provide. With effective sound design, we aren't being told what a dragon or a sunrise or the face of Jesus looks like, we instinctively see it through our imagination. The Master of all creation plants a spark of His imagination into our beings, and we can see what He made us to see and experience His beauty in the creative process.

**David Arnold, Senior Producer of Post Production for Focus on the Family, Producer/Host of Focus On The Family Radio Theatre, [arnoldd1@fotf.org](mailto:arnoldd1@fotf.org)**

## INTERNET



### “Put Our Daily Bread on the Internet? You must be crazy!”

At least that's what we thought in 1995 when RBC Ministries ventured onto the Internet as one of 10 founding ministries of Gospelcom.net. We were concerned about what effect putting *Our Daily Bread* online would have on the print version, which had always been the bedrock of our relationship with members.

What if everyone decided that they preferred the Internet version to the print version? Would they abandon the print version? Would our source of new members shrink significantly when they discovered the ease and enhanced features of the online version?

We started our first month with 31,000 page views. In August 2002, the ODB portion of our site received approximately 4.8 million page views. Did Internet availability hurt our print membership? In fact, the opposite has been true. The Internet has become our second largest source of new print members, with more than 200,000 individuals receiving *Our Daily Bread* as a result of a Web request. Our online order form is submitted more than 10,000 times per month.

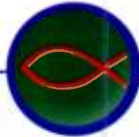
We have learned through online research that almost half of *Our Daily Bread* Internet users also read the print version. While the content is identical each day and the Internet version has many unique features, the print version is portable and easily shared with others – especially those without Internet access.

Perhaps the most exciting part is that these new members represent a different demographic: younger and a higher percentage of men. We also learned that while quantity distribution of *Our Daily Bread* still generates the most new members every month, the Internet has become a significant way of reaching people, both electronically and in print.

Yes, we took a significant risk in 1995, and we're grateful it worked out well for us.

**Wiley Stinnett, Director of Marketing, RBC Ministries, [wiley@rbc.org](mailto:wiley@rbc.org)**

## CHURCH MEDIA



### Why I Joined NRB

My first introduction to NRB was during seminary days in Fort Worth, TX. I attended the NRB convention to see what the Association had to offer to me as a young media director in a local church.

While I was amazed at the size of the organization, I could tell that it was geared toward broadcasters and publishers. This was frustrating to me, since I was planted into the local church, but not in a national broadcast ministry. I was looking for resources to help me develop what happened on the local church level. I soon graduated and moved to my first church, producing a one-hour local program for cable and broadcast.

During the early years of the ACTS Network, we relocated the head-end for our local cable channel to our church and began cable insertion of local programming into a national satellite feed. Around that time, I attended another NRB. I had a greater awareness of the training and resources that I would need on the local church production level and found many resources, but I didn't find any support for the guy who produces the broadcast, recruits and trains volunteers, and works on the house sound.

So why did I join NRB? There is a new awareness that media directors in the local church are a fast-growing group. Their training is essential and a national organization has seen fit to develop courses, space and resources for that development. This is in addition to the known advantages of networking in the industry, representation to policy makers, and connecting with suppliers of goods and services.

NRB's technical Church Media Boot Camp features all-day classes designed for a volunteer crew. The Boot Camp demonstrates an amazing number of techniques, training and inspiration that help a Sunday morning crew to be more effective in ministry. More advanced classes are offered during the convention through educational sessions.

I'm pleased to be involved in the NRB Church Media Committee. It is a privilege to help guide the development of sessions and seminars that assist the local media directors and further the Kingdom work in the local church.

**Jeff Young, Director of Media Ministries, The Church at Sugar Creek, [jyoung@sugarcreekbc.org](mailto:jyoung@sugarcreekbc.org)**



# Our goal is to help you reach your goals.

What I love about KMA is they have a ministry mindset that says, "Our goal is to help you reach your goals."

## Chip Ingram

*Living on the Edge  
On working with KMA*

## Proven Strategies and Experience

Theories are nice. But as a good steward of God's resources, you want to invest in strategies that are proven by past experience. We believe our history with some of the most influential and successful media ministries in America—including *Insight for Living* with Chuck Swindoll, *The Urban Alternative* with Tony Evans, *Love Worth Finding* with Adrian Rogers, *Living on the Edge* with Chip Ingram, and the *Bible Answer Man* with Hank Hanegraaff—speaks for itself.

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







## Who's Your Target?

Historically, most Christian stations target Christians, as if Christians listen to the station just because it is Christian. So the only target is the person's faith. When targeting that broad group of people called "Christians" and not considering demographic appeal, conservative or liberal lean, ethnicity, music preference, etc., a station can easily please no one by trying to please everyone.

It's also common for a Christian station to do block programming. For a station with no competitor, this may be the correct strategy. However, once a competitor comes in and specializes, there is a good chance the specialist will win.

Many believe that people listen to Christian radio longer because they are more loyal. Keep in mind that every indication is that most Christians have the same lifestyle and make similar choices in entertainment and information as non-Christians.

Consistency in product is key. The listener needs to know they can get the type of programming they want (talk, music, etc.) when they want it, not just when it's convenient for the station to do it. Our society is accustomed to having choices and instant gratification. Each Christian radio station must determine what choice and gratification it can best fulfill and then deliver it consistently and compellingly. When a listener knows what to expect and can get it consistently, habit listening and expectations are formed and met.

A music station example of focused targeting is The Fish format. This contemporary Christian music format is focused and targeted to a specific demographic of Christians and seekers, consistent from hour to hour. By doing this and doing it well, The Fish has grown rapidly.

It takes strategic thought, the right strategy, focus, discipline, and the willingness to target and please a specific audience instead of trying to keep everyone happy. Targeting generates more listening. From an eternal perspective, that means more people are reached by the Gospel message ... and bigger numbers mean more people are hearing the Word more often.

**Dan Vallie, CEO, Vallie-Richards Consulting, Valliedan@aol.com**

## "Mommy, Am I Going to Die?"

Lisa looked into her daughter's beautiful brown eyes and braced herself for the answer she would have to give. Jenny, 14 years old, had lived with cancer for three years. Her frail body bore the scars of two major surgeries and her scarf couldn't hide the hair loss from chemotherapy treatments.

With tears running down her cheeks, Lisa looked into her child's eyes and said, "Yes, honey. Jesus will soon take you home to be with Him in heaven."

Jenny and her mother spent that afternoon nestled on the couch, recalling the family beach vacation, the Christmas morning puppy and the time the over-zealous dog actually ate Jenny's homework. They cried and laughed, taking great comfort that Jenny, a redeemed child of God, would be with the Lord in a cancer-free heaven. The following days, Jenny said goodbye to neighbors, classmates and her beloved teacher. She spent time with her father, grandparents, aunts and uncles.

Every day people are faced with saying goodbye to those they desperately love. These seemingly tragic days, weeks or months are a crucial time to witness the love of Christ, to say goodbye, to mend fences or to tie down loose ends.

It's a time to build cherished memories that will sustain family and friends after the loved one has died. Lisa's memory of that afternoon with Jenny on the couch is priceless. It gave her much joy during those especially dark days after Jenny was gone.

God has a special plan for those struggling between the onset of a devastating illness and its final outcome. For those left behind, it changes us forever and helps to mold us into the people our Creator would have us become. A dreaded terminal illness can teach compassion, patience and love like none other, and we often are better people for it.

This process of becoming is one of the strongest arguments against euthanasia, for if we accepted the sales pitch of a "dignified death" by euthanasia, many people would miss some of the most meaningful moments of life.

**Brad Mattes, Executive Director, Life Issues Institute, BMattes@lifeissues.org**

## TELEVISION



## Does Christian TV Need News?

For years, news has been dismissed by Christian TV as unnecessary or too expensive. For budget-strapped TV owners and operators, the threshold for entering the realm of local or national news, weather, and traffic is too high. But let's take another look.

Two major developments and one ministry reminder help us to see news in a different light: affordable digital equipment, increased networking of news resources and a new way to show your audience that you care.

Digital cameras and computer editing are within reach of even modest budgets. Sending a one-man crew to cover local news stories is not that costly anymore. In New York, Time-Warner's 24-hour cable news channel, NY1, has successfully fielded reporters with small digital cameras for years. They shoot their own video – even their own standups!

The Christian TV community has drawn closer since 9/11. When disaster hit, we quickly networked

our news resources. What came out of the experience was an informal "TV news network" for sharing news during emergencies. Because Christian media decided to do 9/11 news coverage, our audience caught a powerful glimpse of God at work as His people aided, comforted and prayed for those touched by the tragedy.

News coverage during a time of national crisis is important. But giving your audience local news could be even more important. After all, didn't Jesus give top priority to loving our neighbors? When our reporters are on the scene and our neighbors see their stories on our stations, the message comes through: we really do care!

As Sam Wagner, an NRB TV Committee member said, "When Christian stations decide they can really make a difference and go out into their communities like good Samaritans, using their flexibility to innovate, initiate and program alternatively with news that is really important, their communities will

find an inexhaustible resource upon which they can depend." He adds: "The more people who depend on the station for personally enlightening news, weather, local history, spiritual uplifting, brighteners, questions of the day and a host of 'just plain personal and nice-feeling programming for me and my family,' the more the money will follow. TV news should be profitable. If it's not, someone needs to ask the question, 'Why not?'"

When the future of Christian TV is debated, both now and during the NRB convention, news clearly deserves a position of prominence.

**Stan Jeter, Senior Producer, CBN News, Stan.Jeter@cbn.org**





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# What's Important to You?

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— **Bill Tucker, President and Speaker**  
The Quiet Hour  
DoorWays Radio  
Windows of Hope TV  
Whole Life Radio



Contact Pamela McCann  
pmccann@MasterWorksAssociates.com

Steve Woodworth  
swoodworth@MasterWorksAssociates.com

Rory Starks  
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## EMERGING TECHNOLOGIES

### The Gospel – Unplugged

Broadcast television, radio and print, once considered distinct methods of communication, are experiencing an accelerated evolution to become converged forms of digital media. We are moving from a passive world of one-way communication to a fully interactive, personalized world of digital communication where the individual chooses what to watch, listen to, and read... when and where they want, 24/7.

The Internet and its innovations have brought us a step closer to realizing the digital dream of accessing information and services anywhere, anytime by virtually any device. Let's take a closer look at three essential components of the emerging Internet lifestyle: content, network and device.

Content is all forms of media, static and dynamic, available as audio, video or contextual information. Examples of Christian sites that deliver a balanced mix of these media include: [www.joycemeyer.org](http://www.joycemeyer.org), [www.globalpastorsnetwork.org](http://www.globalpastorsnetwork.org), [www.kcm.org](http://www.kcm.org) and [www.newlifechurch.org](http://www.newlifechurch.org). These sites aggregate and digitally re-purpose media assets originally authored for television, radio or print, for delivery through a primary Web portal to be accessed on-demand by individuals around the world. One of my favorite Christian portals is [www.cfaith.com](http://www.cfaith.com).

You can subscribe to high-speed Internet from your local telephone company, ISP or local cable company. For remote or rural communities, two-way satellite connections are available, with speeds ranging from 250 Kbps - 1.5 Mbps. You also may want to add a WiFi access point to create a WLAN (wireless local area network) with a range of up to 300 meters. On the cellular side, there are two new data standards that offer comparable or better speeds than dial-up using a PCMCIA card. CDMA 1x offers speeds up to 90 Kbps, while GSM/GPRS offers speeds up to 56 Kbps.

The computing industry is in flux as everything from laptops to PDAs to cell phones become wireless Internet enabled. The next year will usher in a new era of wireless Internet devices in increasingly portable sizes to access Web-based information and applications.

It is exciting to be a part of the generation during which the Gospel of Jesus Christ and His Word will be accessible to all people freely anytime, anywhere – unplugged.

**Brian Sergio, Founder/President, MPAD Technology Group of Toronto, [bsergio@mpad.ca](mailto:bsergio@mpad.ca).**

## The Changing Face of Group Benefits

Despite rising healthcare coverage costs, many Christian employers are discovering that offering an employee benefits package not only helps to retain valuable staff members, but also is good stewardship. Understanding your role as a Christian employer is key to fulfilling your responsibilities to those you manage. Good stewardship and care can be demonstrated by offering a benefits package to your employees.

You have a responsibility to educate your employees on the importance of benefits, to offer a comprehensive group benefits package as your organization is able and to encourage your employees to take responsibility for their coverage needs.

As you consider the role of employee benefits in your organization, ask yourself how your plan allows employees to begin to answer these four key questions:

1. What will you do when your paycheck stops?
2. How will you be cared for due to an accident, illness or advanced age?
3. What will you do if you become disabled?
4. How will your family be financially prepared if God calls you home sooner than you expect?

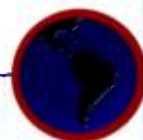
Offer a comprehensive benefit plan tailored to meet your needs. Typical employee benefits include: health insurance, dental plans, disability insurance, life insurance, retirement plan coordination, flexible compensation (cafeteria plans) and leave. Employer contributions may be tax deductible and group health plans usually cost less than several individual policies when purchasing comparable coverage.

Consider a defined contribution approach. For example, decide on a certain limit (a defined contribution) of \$500 per month for all employee benefits. Offer Medical Savings Accounts (MSA) or Variable Employee Medical Accounts (VEMA) to help employees cover rising healthcare costs. Increasingly, employers choose to fund what they can afford for employee benefits and pass the risk on to their employees (e.g., VEMA or MSA).

Re-evaluate your benefits package in the near future. If you do not have a program, look to a benefits professional to help you consider your options. Remember that by encouraging and giving individual responsibility to your employees, you are fulfilling an integral part of your biblical financial stewardship responsibilities as an employer.

**Bruce Bruinsma, CEO, Christian Retirement Coalition, [bruce6241@aol.com](mailto:bruce6241@aol.com)**

## HNRB



### NRB 2003: Steve Green in Concert

Steve Green's love for missions and passion for Spanish ministry have won him a special place in the hearts of Latin and Hispanic America. For years, Steve has toured throughout Latin America to minister to Spanish-speaking Christians in 15 countries. As never before, his Spanish ministry is becoming more relevant in the United States.

Green points out, "Not only has there been a tremendous growth in the Hispanic population, but (also) Latin music has captured the ears and hearts of the nation. It is a perfect time to use this music as a means of communicating truth to our culture and reaching people with the Gospel of Jesus Christ."

The HNRB exists to facilitate the communication of the message of the Gospel to the Hispanic Americas. We strive to encourage, empower, network, and support stations, producers, programmers, and Internet sites/producers. Music is one of our most influential and lasting forms of communication. Green says, "When submitted to the Holy

Spirit and carefully done to avoid any works of the flesh, music is a vehicle of worship (and) encouragement, a means of rehearsing vital truth, and an arrow to pierce hearts with the Gospel of our Lord."

Radio and television are vital to Christian musicians. A partnership between Christian music and Christian media is a perfect fit. The more we seek avenues of unity, the stronger the message to the world will be.

"As Spanish Christian radio continues to expand, there must be a means of organization and a unified mission effort. The HNRB exists to unify, challenge, encourage and remind of the high calling we each have as ministers of Christ and servants in His Kingdom," encourages Green.

Be sure to see him at the 2003 HNRB Opening Concert at 7:30 p.m. on Friday, February 7, 2003.

**Nestor Colombo, HNRB Chairman/Manager of Spanish Ministries, In Touch Ministries, [nestor@intouch.org](mailto:nestor@intouch.org)**



## Partners in ministry



### It's about ministry.

The difference is our values. CRC is not just another financial planning company; we are an international benefits ministry that serves Christian organizations and individuals (ministry professionals) with a biblical stewardship perspective.

CRC offers group benefits, retirement planning and investment counseling worldwide to Christian ministries, camps, conference centers, mission organizations, churches, schools, radio stations, rescue missions, and more.

### It's about people.

Ministry serving people in ministry. Christian organizations and the people who work for them all have financial stewardship goals and dreams for the future.

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**Manassas, VA** – The NRB Church Media Committee held its inaugural meeting at the new headquarters building in early May. Standing (L-R): Linwood Hagin, Chair, Mass Communication, North Greenville College, Tigerville, SC; Ron Lambros, Associate Pastor for Media Ministries, Rehoboth Baptist Church, Tucker, GA; Chairman Steve Cowart, Director of Media Ministries, First Baptist Raytown, Kansas City, MO; Michael Glenn, Executive VP, NRB. Kneeling (L-R): Bryce York, Media Director, Impact Ministries International, Montclair, NJ; Orlen Stauffer, Director of Media Ministries, Kempsville Presbyterian Church, Virginia Beach, VA; Jeff Young, Media Minister, The Church at Sugar Creek, Sugar Land, TX; and Terry Hurt, Minister of Music and Media, First Baptist Church of Laveca, AR. (Valerie Fraedrich, 703-330-7000, ext. 516)



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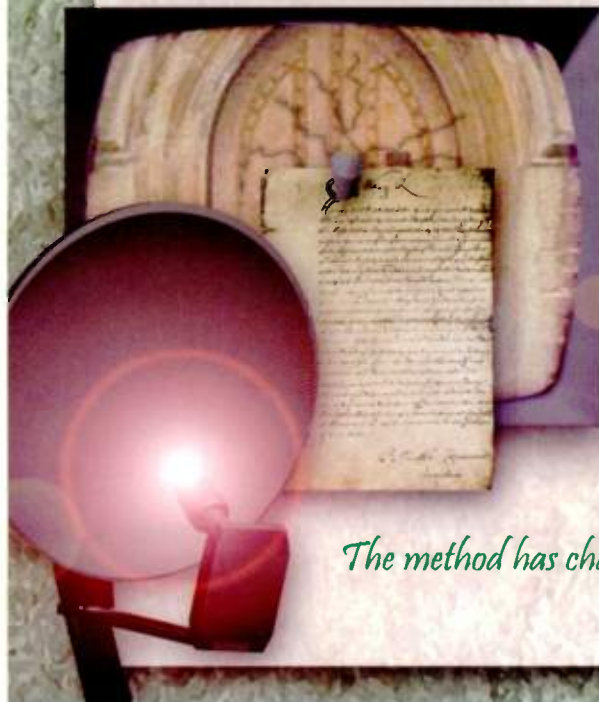
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*...but the message remains the same.*



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## PEOPLE



**Florence, KY** – Pastor Ray Pringle of *Word of Prophecy*, 80, died July 4. Pringle, a broadcaster for 28 years, pastored Calvary Chapel Church of God in Jacksonville, FL. Pringle is survived by his wife, Naomi, three sons and two daughters. (Robin Webster, rdixon@paragoncomm.com)

**Akron, OH** – Nick Stavarz, former senior VP of marketing for InfoCision Management Corporation, launched Synergy Direct Marketing Solutions, LLC, a provider of database-driven, direct-marketing consulting services for nonprofit organizations. Stavarz serves as Synergy's president. (Nick Stavarz, Nicks@synmar.biz)



Nick Stavarz



Kay Arthur is interviewed for *60 Minutes*. Photo by Rick Purdy.

**Chattanooga, TN** – NRB Board of Directors Member Kay Arthur recently was interviewed for CBS's *60 Minutes* by Correspondent Bob Simon. The

segment, which airs in October or November, addresses Evangelical Christians' support of Israel. (Kathy Sindorf, 423-296-8664)

**Atlanta, GA** – Chip Ingram, teaching pastor of the *Living on the Edge* radio ministry and senior pastor of Santa Cruz Bible Church, was named president/CEO of Walk Thru the Bible Ministries. Ingram will move to the ministry's international headquarters in Atlanta and integrate his radio program with other Walk Thru the Bible resources. (770-458-9300)



Chip Ingram

**Nyack, NY** – Commissioner Joe Noland, head of The Salvation Army's Eastern Territory, retired in July. Rescued by the Salvation Army 55 years ago as a young boy, Noland conceived and inaugurated HopeShare™ to reach and rescue children in physical and emotional poverty. Noland will continue to raise funds and awareness of HopeShare from his base in California. (Giles Hudson, 972-267-1111)

**Saint Paul, MN** – Paul Virts was named senior VP for Media at Northwestern College Radio Network, effective September 1. (Paul Virts, PHVirts@nwc.edu)

**Chicago, IL** – Dave Jolly was appointed program director and morning host of the Moody Broadcasting Network's (MBN) WDLM-AM-FM. Jolly is former music director and evening host for KCBI-FM/Dallas, TX. In other MBN news, Paul Porter joined the staff of Florida stations WKES-FM/Lakeland and WKZM-FM/Sarasota. Porter, the voice of the NBA's Orlando Magic, the NHL's Tampa Bay Lightning, the Tampa Bay Storm of the Arena Football League and the University of South Florida football team is responsible for news, sports, traffic and reporting. Also, MBN named Tanya Vargas as Network Development Representative. Formerly with WYLL-FM and *Moody Magazine*, Vargas's responsibilities include servicing and expanding the affiliates and the marketing and sales of programming. (Tony Rufo, tony.rufo@moody.edu)



Dave Jolly



## INTERNATIONAL NEWS

**Seoul, KOREA** – MANMIN TV Webcast live the 2002 Honduras healing crusade "Jesucristo Sana Hoy!" (Jesus Christ Heals Today!) with Dr. Lee Jae-Rock July 26-27. Special guests included HNRB Chairman Nestor Colombo. (Johnny Kim, manmintv@hanmail.net)



**Garden Grove, CA** – SAT-7 announced the broadcast of Christian programming in Farsi to Iran and Afghanistan. In conjunction with Iranian Christian Broadcasters, the organization produced a pilot for a regularly scheduled program on SAT-7's analog service, scheduled to begin airing in September. (ASSIST News Service, assistcomm@cs.com)



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**AIRWAVE  
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**Florence, KY** – Good Body Media, LLC, entered the Washington, DC, market with the \$2.9 million purchase of WWGB-AM/Indian Head, MD. (John Pierce, 859-647-0101)

**Greenville, SC** – *Home School Helper*, a one-minute radio feature, signed 283 affiliates since its introduction in June. (Mark Ward, sendforth@bju.edu)

**Dallas, TX** – KCBI-FM collected more than 52,000 diapers during its annual KCBI Diaper Drive to benefit pro-life pregnancy centers in the Metroplex. (Troy Kriechbaum, Troy@Kcbi.Org)



**Florence, KY** – Education Media Foundation (EMF) purchased non-commercial station KFGG-FM/Corpus Christi, TX, for \$500,000. EMF relaunched the station as KWRC-FM, with a World Wide Worship format airing 24 hours a day. (John Pierce, 859-647-0101)

**Houston, TX** – KSBJ-FM awarded one of its listeners an eight-day vacation and guided tour in Alaska in its Twelve Days of Christmas Music promotion in July. The package for two includes: round-trip airfare, a \$500 spending allowance, a six-hour wildlife and glacier cruise, a flight-seeing tour of Mt. McKinley, a ride on the scenic Alaskan railroad, rafting, and visits to national parks, historic villages and museums. (Jason Ray, 281-446-5725)

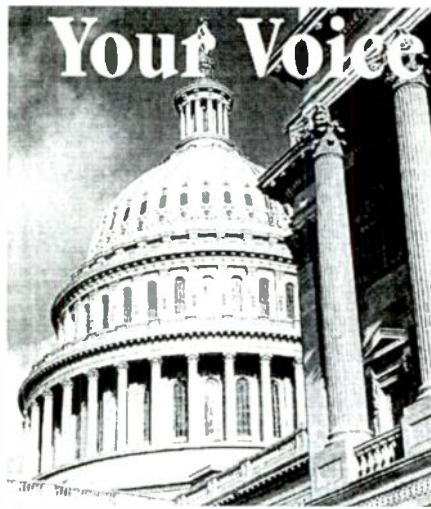
## CLASSIFIEDS

**ACCOUNT EXECUTIVE NEEDED.** WEMP-AM 1250 is looking for a sales professional with a passion for Christian radio to call on businesses in the Southeastern Wisconsin area and assist them with radio advertising. If you have reliable transportation, a professional appearance, great communicative skills, and prior sales experience please fax or e-mail your resume to Rob Balge at 414-529-2122 or rbalge@entercom.com. EOE.

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Wanda Franz, Ph.D.

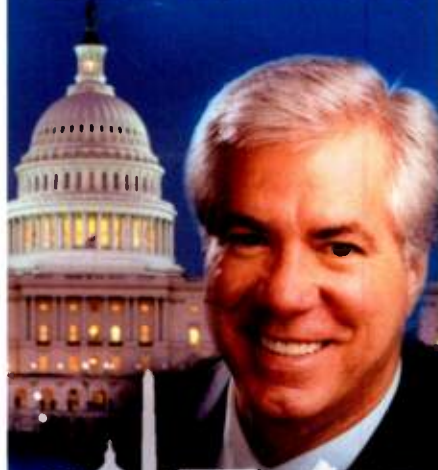
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# The New Keeper of the Watch



## WASHINGTON WATCH

Washington Watch, one of America's most trusted radio commentaries, has a new host. **Ken Connor**, president of the Family Research Council, brings unique insight and vast experience to this timely, issues-oriented feature.

*"Inspired by his faith and devoted to his family, Ken is a tremendous advocate for the beliefs Americans hold dear."*

—Chuck Colson  
Prison Fellowship

To find out more about "Washington Watch" and how your station can add this daily 90-second feature to its lineup contact Briargate Media at 719-531-3300.



# TRADE TALK



## INTERNET

**Anaheim, CA** – Jabez Networks relaunched the iBelieve.com site in August as a free Web site with limited content. Future plans include offering subscription-based Christian content. Greg Gough, co-founder of Jabez Networks, serves as president of iBelieve.com. (Jeff Lambert, 616-540-8461)

**Denver, CO** – Christian Wire Services (CWS), launched three new Web site services to encourage interaction between CWS members, the media and the Christian community worldwide. Events, eQuery and eExpert, are available to CWS members and registered members of the media at [www.christianwireservices.com](http://www.christianwireservices.com). Events is a complete listing of activities posted by CWS members; eQuery allows member editors and reporters to submit postings to identify sources and information for use in developing news stories; and eExpert is a Christian expert database for members of the media. (Theresa Perry-McNeil, [cws@christianwireservices.com](mailto:cws@christianwireservices.com))

**Chattanooga, TN** – On August 2-4, Precept Ministries International sponsored and Webcast "For Such a Time as This," the first National Women's Convention (NWC). More than 8500 women attended the conference at the Chattanooga Convention Center, which addressed difficult women's issues and provided biblical, faith-based solutions. Six nationally known speakers were featured: NRB Board Member Kay Arthur (founder of Precept Ministries), Beth Moore, NRB Executive Committee Member-at-Large Janet Parshall, Rebecca Manley Pippert, Jan Silvius and Jannie Wilcoxson. Recording artists Babbie Mason and



Kay Arthur addresses 8500 attendees during the first National Women's Convention.

Alicia Williamson provided inspirational music for the conference, which was the largest indoor event in the city's history. The second NWC convenes in Chattanooga July 31-August 3. (Kathy Sindorf, 423-892-6814)

**Saint Paul, MN** – LifeNet.FM, the online contemporary Christian music outreach of the Northwestern Media Group, is now available via radio in eastern and southeastern Minnesota. In partnership with Spirit FM, LifeNet.FM broadcasts 12 hours per day on WLKX-FM/Forest Lake and KGBY-FM/Faribault. (Janell Wojtowicz, [jbw@nwc.edu](mailto:jbw@nwc.edu))



## MUSIC

**Nashville, TN** – Rocketown, the club, has found a new home in downtown Nashville and plans to open the 38,000-square-foot youth-oriented facility by January 2003. Founded in 1994 by Michael W. Smith, Rocketown's mission is to create culturally relevant environments that foster vital relationships between adolescents (aged 12-20) facing challenges and Christian mentors, in order to meet their physical, social and spiritual needs. For more information, go to [www.rocketown.com](http://www.rocketown.com). (Jessica Atteberry, [PRjessica@aol.com](mailto:PRjessica@aol.com))

**Franklin, TN** – Recently formed Christian label Doxology Records announced the formation of a Church Advisory Board. Comprised of 16 music ministers from churches of various denominations across the



(L-R) Doxology Records' President Dan Posthuma with two members of the Board of Directors: Bill Gaither and Chairman Dennis Worley.

U.S. and headed by Dennis Worley, Music and Worship Minister for Brentwood Baptist Church in Nashville, the board includes the following members: Todd Bell, Prestonwood Baptist Church, Dallas, TX; Mark Blankenship, Mt. Paran Church of God, Atlanta, GA; Glenn Bulthuis, Sunshine Community Church, Grand Rapids, MI; Clay Campbell, Briarwood Presbyterian Church, Birmingham, AL; Steve Caudill, Shadow Mountain Community Church, San Diego, CA; Hanz Ives, Harvest Christian Fellowship, Riverside, CA; Randy Ketterling, Grace Brethren Church, Columbus, OH; Jeff May, First Assembly of God, Phoenix, AZ; Tom McDonald, Assemblies of God, Springfield, MO; Dave Morgan, Overlake Christian Center, Seattle, WA; Rory Noland, Willow Creek Community Church, Chicago, IL; Keith Saunders, Carpenter's Home Church, Lakeland/Tampa, FL; Sean Spurr, Cherry Hills Community Church, Denver, CO; Brian Vaughn, Grace Church, Minneapolis, MN; and Reagan Waggoner, The Vineyard Church, Houston, TX. (Melissa Hambrick, [SpinCyclePR@comcast.net](mailto:SpinCyclePR@comcast.net))

**Nashville, TN** – Sponsored by Wycliffe Bible Translators, Steven Curtis Chapman kicked-off his fall "Live Out Loud Tour" in the jungles of Ecuador. Chapman will play acoustic concerts in Quito, Nemompade and Shell during the first week in August. Also, following the September release of his album, *Declaration*, Chapman has received coverage from CNN, CNN Headline News, *USA TODAY* and *Billboard*. (Stacie Vining, [stacie@theresourceagency.com](mailto:stacie@theresourceagency.com))

**Charlotte, NC** – Steelroots Records entered into a co-label agreement with FlickerRecords.com to gain distribution through the EMI/Chordant system. (Sara Lowe, 704-561-7728)



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## AIRWAVE NEWS TELEVISION

**Chicago, IL** – Select Christian television and radio stations across the nation jointly broadcast the *Comfort My People* five-hour telethon on August 13 to seek aid and comfort for the victims of Israel's suicide bombings. Participants included: NRB Chairman/CEO Glenn R. Plummer, Family Net, TCT Network, Sky Angel, Son Broadcasting, Cornerstone TeleVision Network, Alpha and Omega Broadcasting, Lamb Broadcasting, Dove Broadcasting, Super Channel 55, Living Faith Television, USA Radio, Information Radio, Watchmen Broadcasting, KATQ-TV47 and Total Living Network. (Debra Hall, 312-433-3838)



**Bibleman (Willie Aames)** is flanked by two allies at the Tommy Nelson booth during CBA: Tommy Nelson Senior VP/Publisher Laura Minchew and Senior VP of Marketing and Entertainment Media Dan Lynch.

**Nashville, TN** – At the recent CBA International Convention in Anaheim, CA, Bibleman (Willie Aames) unveiled a new platinum costume to debut with the fall release of "Jesus Our Savior" from Pamplin Entertainment. Aames celebrated platinum sales certification of the 11 *Bibleman* videos and presented a commemorative plaque to Tommy Nelson executives during the conference. (Melissa Hambrick, 615-662-1241)

**Nashville, TN** – Third Day, Gospel Music Association Group of the Year, premiered on FamilyNet TV's *Family Showcase* on July 24. The one-hour special featured footage from the group's 2002 Dove Award-winning DVD/VHS, *Third Day Live in Concert – The Offerings Experience*. (Rick Hoganson, Hoganson@Prodigy.net)

**Pittsburgh, PA** – *At Home With Arlene Williams* debuts an updated set this fall. The program, created in 1991, originates from Cornerstone TeleVision studios and airs nationwide in more than 100 markets. Williams is hailed by *USA TODAY* TV Critic Robert Bianco as the "Best cooking-show host on TV." (Alyson Hayes, 412-824-3930)

**Nashville, TN** – M2.0 Communications announced the newest addition to its roster: award-winning comedian Chonda Pierce. Pierce released her latest video and CD project, *Be Afraid, Be Very Afraid* in September through Word Distribution. (Velvet Rousseau, velvet@thesourceagency.com)

**Biglerville, PA** – The FCC granted Jesus Is Lord Ministries International a license to broadcast by satellite C-band. The ministry has 90 percent of its equipment in place and is negotiating with a number of satellite companies. (Michael Yeager, doc@jilmi.org)



**Anaheim, CA** – Due to a dispute with The Discovery Channel, the *Discovery Team* video series, co-produced by Gospel Communications and Answers in Genesis, changed the series name to *The Creation Adventure Team*. (Dale Mason, dale@gospelcom.net)



**Lima, OH** – *Mouth of the Dragon*, the WLTW-TV documentary following the experiences of a group of local-people-turned-Bible-smugglers, received an Emmy Award for Best Special Program. WLTW is managed by Kevin Bowers. (Kevin Bowers, 419-339-4444)

**Asheville, NC** – The Southeastern Chapter of National Religious Broadcasters (SENRB) held its annual convention August 19-21 at the Billy Graham Training Center at The Cove, with 110 attendees. Crawford Loritts received the Genesis Award for his radio program, *Living A Legacy*, while Dr. Michael Guido received the Lifetime Achievement Award for 30 years of his radio and television program, *A Seed From The Sower*. Musical guests were Michael Card and Al Denson. SENRB 2003 will be return to the Cove July 14-16, featuring James McDonald (*Walk in the Word*) and Glenn Wagner (*On the Inside*). (Jay Johnson, jkjohnson@precept.org)

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### AIRWAVE ANNIVERSARIES

**New York, NY** – *Christopher Closeup*, a nationally syndicated weekly TV program produced by The Christophers, starts its 50th season this fall. The show's original host was Father James Keller, who founded The Christophers in 1945. The half-hour program is offered free as a public service to stations and networks and currently airs on 90 broadcast and cable outlets throughout the United States

and in 166 nations on the Armed Forces Network. (Umberto Mignardi, 212-759-4050)



Father James Keller, founder of The Christophers, gets up close with Bob Hope, golfer Ben Hogan and Bing Crosby.

**Wichita Falls, TX** – In October, KTEO-FM celebrated five years of broadcasting His Kids Radio full-time on its main channel. KTEO was acquired two years ago by Cornerstone University Radio in Grand Rapids, MI. The His Kids Radio network was designed as an SCA broadcast ministry for kids, and KTEO moved it to the main channel in 1997, making it the only full-time Christian radio station for children in the United States. (Janet Briggs 940-723-5047)

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## MEMBERSHIP: Global Challenge for Members

According to Jerry Rose, former chair of the NRB Advisory Committee on International Broadcasting, the committee's purpose is to "encourage international communications ministry among our membership, to assist in developing cooperation between ministries worldwide, to encourage the development of training programs for nationals and to foster a concern for cultural sensitivity in the countries in which we choose to minister." The committee meets after convention to plan for the next year's convention.

### Opportunities

NRB's national convention offers a myriad of opportunities for international members:

- A reception with 25 sponsors introduces American ministries to their international brothers and sisters and provides networking opportunities.
- Educational workshops focus on international broadcasting issues.

- The International Luncheon features a globally known speaker, world musicians, and the recognition of the International Ministry Achievement and the International Individual Achievement awards.

### Benefits

International Members receive great member benefits from NRB:

- *Inside NRB for Members Only* – an informational weekly e-newsletter. *Inside NRB* brings you invaluable information about Christian communications throughout the world.
- Subscription to *NRB* magazine, the industry's premier publication for trade news and happenings.
- Use of NRB logo for corporate memberships.
- Participation in the International Awards.
- Discounts for advertising, convention, exhibits and bookstore items.

- Christian Retirement Coalition – an international benefits company that offers retirement plans for non-U.S. citizens.
- Free classified advertising on [www.nrb.org](http://www.nrb.org).
- Job, resume posting, and American executive search discounts through InterCristo.

### For More Information

Rise to the challenge of taking Christ to the world and get involved with NRB's international endeavors. Contact Bill Skelton, current chairman of the NRB Advisory Committee on International Broadcasting at [bskelton@lwf.org](mailto:bskelton@lwf.org). To request a membership application, contact Anne Tower at [atower@nrb.org](mailto:atower@nrb.org), or 703-330-7000.

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 EO International...1977 Deeper Christian Life Ministry...2002 Far East Broadcasting C  
 rnational Russian Radio and TV Ministry (IRR)...1986 High Adventure Ministries...1978  
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BY DEBORAH M. BENTON

**N**ot so long ago, integrity, dependability and the ability to follow directions could gain you access to nearly any position in church leadership and ministry. The pastor's job, though often difficult to perform, was not so difficult to define: the primary concern was for the welfare of the congregation and their families, and discipleship in the local community. Those who would assist him in the ministry had fairly well defined roles. That day is gone.

With the insurgence of technology and the mobility of people in this new economy, the progressive pastor can no longer merely consider his immediate physical surroundings in developing effective strategies for discipleship and empowering those he serves. People now are more readily affected regionally, nationally and globally, so although the message of the Gospel and the ministry's purpose will remain constant, the pastor's strategies will need a much broader perspective.

While conducting research for my book, *Lights, Camera, Gospel! How to Build a Successful Television Ministry*, I studied the infrastructure of a number of ministries as well as the pastors and leaders behind those ministries. Ministry is traveling in new ways, at a speed never before witnessed: streaming sermons live over the Internet, Bible lessons on CD, interactive electronic presentations, digital and direct broadcasting, glossy newsletters, networking, partnerships and conferences.

In all of this, I discovered that many pastors were experiencing their greatest administrative challenges in a few key areas. In their efforts to meet new demands, pastors are spending countless hours and enormous energy seeking ways to motivate and inspire their staff to think differently. I've outlined those challenges and offer some suggestions to aid administrators and staff in meeting them.

### **Blood Red: Ministry Perspective**

Help each person to see the big picture and give a clear understanding of how his or her area affects the whole. Often, associates will see their jobs as important, but don't always understand how the execution of their jobs affects the big picture. Nor do they always fully appreciate how each job and person is dependent upon every other one. How ministers and staff members relate, cooperate and share with one another ultimately affect member giving, financial distribution, salary increases and other appropriations of ministry funds, as well as the level of success of each ministry area. As a side note regarding funds, media production can require a large budget. Communicate to your staff that ministry is first and foremost, and you likely will reduce friction with other departments.

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## True Blue: Teaching Methods

Most people are taught to follow directions, but today's pastors need their staff members to be able to originate and define directions. Formulas and methods are still necessary, but they no longer can be written in granite. In today's economy, people have to be able to turn on a dime and adapt to a new formula or method designed specifically for that particular institution. For example, the minister of music used to teach songs to the choir, but today's responsibility has grown to include teaching the choir to interpret and relate the music to the congregation and, in many cases, to the television audience, bringing them into an attitude of participating in worship. Instruct your media staff in basic technique and etiquette and let them experiment.

## Spring Green: Innovative Thinking

Take advantage of every available resource. Many of the same resources the enemy uses to distract men and women from hearing God's call are also available to the church to bring individuals into conformity with the mind of Christ. Fortunately, many churches are creating platforms for dance and the arts, enabling those gifts to be presented in worship to the Lord who created them. Creativity is the order of the new millennium. Find creative people to staff your media department, give them parameters and turn them loose. Be the administrator, but let them exercise their gifts.

## Vibrant Purple: Bold Initiative

Take the ball and run with it. Many companies seek to hire youthful employees for a number of reasons; although sheer economics is one reason, their energy and bold initiative is at least as important to the progressive-minded employer. In the church, many pastors value the wisdom of the more experienced staff member, but also recognize the ministry's need for a bit of daring. It was amazing to discover the number of people employed in ministry (an institution based on faith) who are afraid to simply take initiative and do things.

How much lighter a pastor's load

would be if more staff members would dare to do something they were not asked to do. The secretary who takes the initiative to call a staff meeting to address office decorum and interoffice communications; the Trustees who convene to develop leadership classes for upcoming church officers; or the media minister who strategizes on how to fund a growing department rather than simply going to the pastor and saying, "We need more money."

Exodus 18 shows a bold initiative taken by Jethro, father-in-law of Moses. When he saw the awesome and exhausting task of judging that Moses was single-handedly performing for the nation of Israel, Jethro devised an effective strategy to lighten his load ... and preserve his life by relieving the stress. Jethro's plan to delegate authority incorporated the wisdom and skills of many others, made them a part of the solution, gave them a greater sense of responsibility, and allowed them to gain valuable experience in the process.

A media minister cannot and should not do everything required in a media department. Do only the things that only you can do; distribute the rest of the department's responsibilities. When you delegate authority, you discover the freedom of a lighter load and see the blessings your staff and volunteers receive from their new responsibilities.

## The Finished Panel

God has blessed us with pastors who love and care for people, and who give their lives daily for our enrichment and fulfillment in ministry. As leaders, we can be a greater blessing in ministry and to our pastors by studying the big picture and identifying our niche in it. We can originate and define methods to fuel the mission. We can be innovative in utilizing available resources to further the Gospel. Lastly, we can exercise bold initiative, in the spirit of love, by taking ownership of our assignments (as well as areas of void and neglect), and by developing a greater sense of commitment and responsibility, thereby preserving the lives of our pastors.

Through our initiative, we enhance our pastor's message and the church's ministry by serving the media and technology needs of the Gospel. Our service also provides our pastor with the space and freedom to continue to equip us in ministry through the teaching and preaching of God's living Word. Together, our ministry is like a stained glass panel, every piece in place, functioning collectively in a beautiful example of God's own design.

*Deborah M. Benton is author of Lights, Camera, Gospel! How to Build a Successful Television Ministry (Calvary Publications and LinMar Strategies). Contact her at [deborahmbenton@aol.com](mailto:deborahmbenton@aol.com).*

## Media Ministry Helps

- What pastors need from media ministers: cooperation, creativity, communication and capability.
- Media ministry often is the first contact an outsider has with your church.
- Develop a good relationship with the pastor and seek out his vision and mission.
- Understand that everything the media ministry does stems from the pulpit.
- Never assume anything in the communication process.
- Use what you have to enhance communication.
- If you don't have the resources to do something well, it's better not to do it.
- Repurpose your weekly service for greater outreach.
- Consider streaming your services on the Web and archiving them for on-demand viewing.
- Have creative team meetings with the pastor.
- Plan everything ... and have a backup plan.
- Make sure your pastor is on board with the media ministry's mission.
- When asking for a budget increase, make sure the pastor knows exactly why it is necessary.

— From *Partnership With the Pastor*, an educational session of NRB 2002



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# Leading the Flock: Church Media Programs

COMPILED BY VALERIE D. FRAEDRICH

**N**RB Magazine surveyed a few techno-savvy churches to find out what they're doing in the booming field of church media production. The following 11 profiles give a good view of today's marriage of church and technology.

## Christ Church, Montclair, NJ

www.christchurchnj.org

Pastor: David D. Ireland; Media: Bryce J. York Jr.

Congregation Size: 4000

Media Used: IMAG, PowerPoint, Radio, Television, Webcast, CD & Tape Duplication, Music Recording, Church Videos

Greatest Challenge: Finding enough qualified volunteers who have the ability and passion to serve in a technical capacity with excellence.



Bryce J. York Jr.

## Highland Park Baptist Church, Chattanooga, TN

www.hpbc.net

Pastor: Dr. David Boulter; Media: Chris Sykes

Congregation Size: 5000

Media Used: IMAG, PowerPoint, Radio, Television, Webcast.

Greatest Challenge: Helping people understand the importance of media technology in today's church.



Chris Sykes



## Fellowship Church, Grapevine, TX

www.fellowshipchurch.com

Pastor: Ed Young Jr.; Media: Lawrence Swicegood

Congregation Size: 17,000

Media Used: IMAG, Radio, Webcast

Greatest Challenge: Containing cost.



## First Baptist Church, Wichita Falls, TX

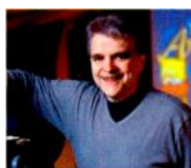
www.fbcwf.org

Pastor: Dr. Robert Jeffress; Media: Rod Payne

Congregation Size: 8000+

Media Used: Broadcast TV & Radio, Video/Radio Spots, In-house Video, IMAG, Video Monitors (choir and platform), PowerPoint, Inscribe, SongShow Plus.

Greatest Challenge: Conveying the truth in a way that grabs our intended audience and still keeps the message clear and plain. It's easy to get caught up in bells and whistles when the real deal is always going to be the story, and in this case it's the greatest story of all - the message of Christ.



Orlen Stauffer

## Kempsville Presbyterian Church, Virginia Beach, VA

www.kpc.org

Pastor: Nate Atwood; Media: Orlen Stauffer

Congregation Size: 1400

Media Used: PowerPoint, SongShow, IMAG, 3 cameras, Video Feed to Overflow, Print & Publishing, Incoming Satellite Feed, Audio Recording

Greatest Challenge: Finding artistic talent to help with graphic needs, keeping fresh creative ideas flowing week-to-week and spiritually mentoring young believers eager to get their hands on the gear.



Steve Cowart

## First Baptist Church of Raytown, MO

www.firstbaptistraytown.com

Pastor: Paul Brooks; Media: Steve Cowart

Congregation Size: 6000

Media Used: IMAG, TV and Cable Broadcasts, Web Video and Audio Streaming

Greatest Challenge: Balancing time between my family and my work. Seeing that my volunteer crews attend worship services and Bible study when they are not on

crew. Keeping technology up to date. Finding, training and keeping volunteers.

## Prestonwood Baptist Church, Plano, TX

www.prestonwood.org

Pastor: Dr. Jack Graham; Media: Michael Clarke

Congregation Size: 20,000+

Media Used: IMAG, AfterEffects, Deko, Illustrator, PowerPoint, Radio & Television Broadcasts, Print, Cassettes, CDs, DVDs and VHS

Greatest Challenge: recruiting and maintaining talented staff and achieving industry production standards within ministry budgets.



Michael Clarke

## Rehoboth Baptist Church, Tucker, GA

www.rehoboth.org

Pastor: Dr. F. Bobby Atkins; Media: Rev. Ron Lamborn

Congregation Size: 8800

Media Used: Radio & Television Broadcasting, Print, IMAG, PowerPoint, Webcasting, Tape Ministry

Greatest Challenge: Meeting the challenge and needs of an ever-changing, technically savvy society.



## First Baptist Lavaca, AR

www.fbclavaca.com

Pastor: Dr. Grant Ethridge; Media: Terry Hurt

Congregation Size: 2000

Media Used: IMAG, Prologue Sunday Plus, Streaming Audio

Greatest Challenge: Paid staff and good volunteers.



Terry Hurt

## Without Walls International Church, Tampa/Lakeland, FL

www.withoutwalls.org

Pastors: Randy & Paula White

Congregation Size: Tampa 15,000; Lakeland 3000

Media Used: PowerPoint, Radio, Television, Webcasting



Scott Taylor

## Forestville Baptist Church, Greenville, SC

www.forestville.org

Pastor: Marshall Fagg; Media: Scott Taylor

Congregation Size: 1200

Media Used: IMAG, SongShow Plus, Sony Vaio/Adobe Premier Editing, Soundcraft Audio Board, EV Monitors, Web Site

Greatest Challenge: Not having a part- or full-time person devoted to media issues.

Valerie D. Fraedrich is editorial assistant for NRB Magazine. Contact her at [vfraedrich@nrp.org](mailto:vfraedrich@nrp.org).



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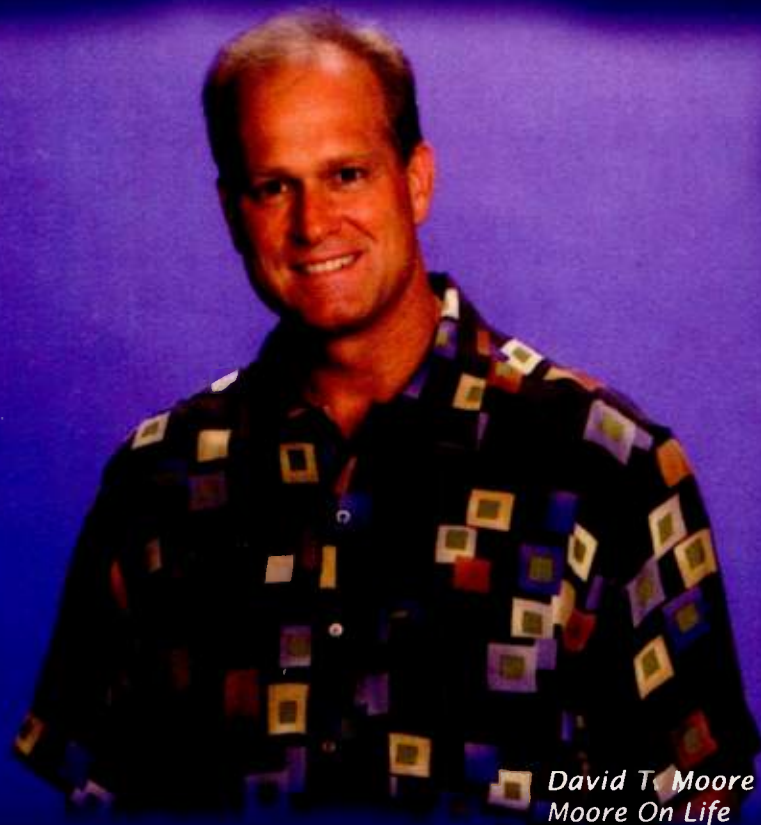
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