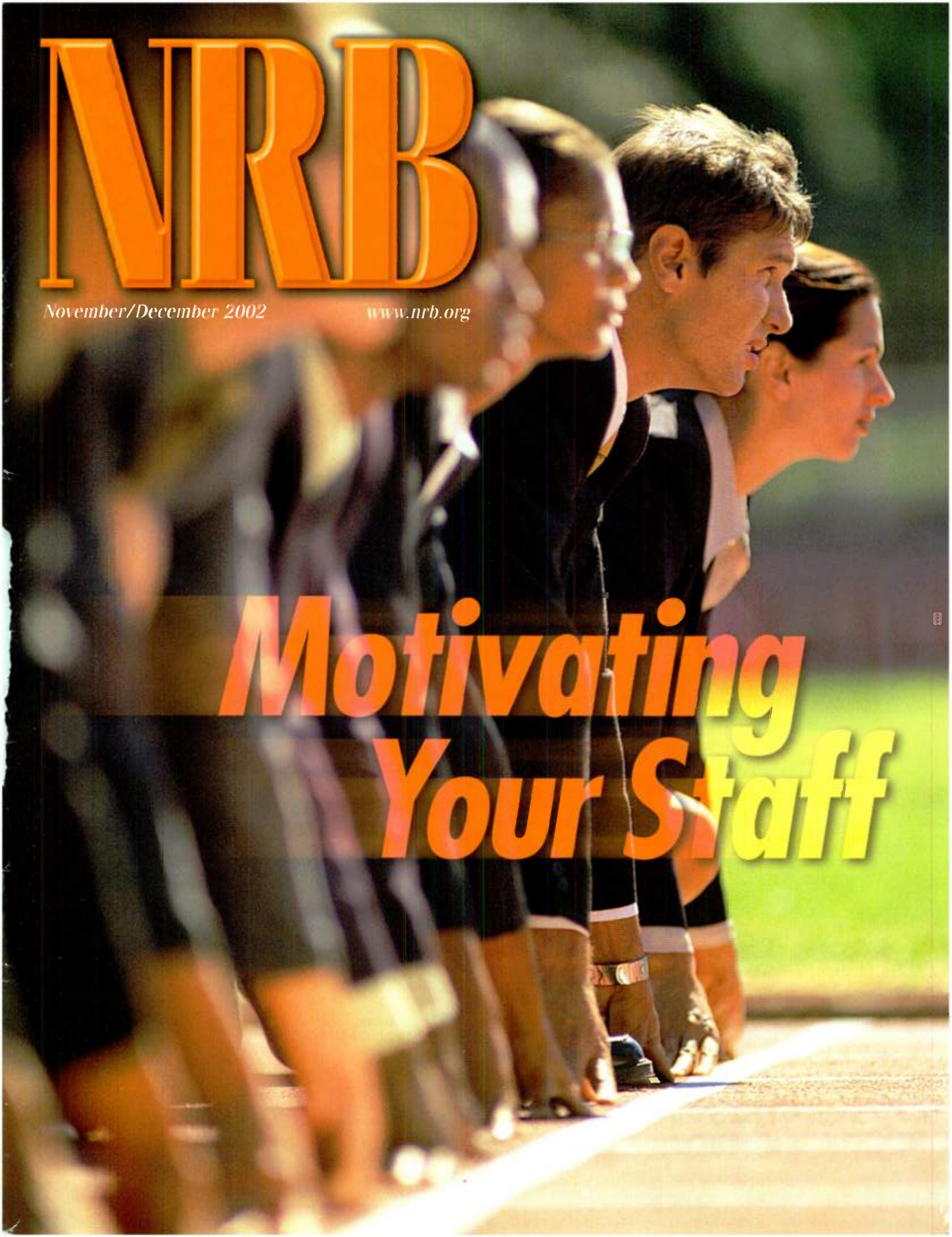


# **NRB**

November/December 2002

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

## **Motivating Your Staff**





# More than 25 reasons to celebrate Christmas with **tln** living network.

Join the **tln** family in celebrating the season with a special line-up of Christmas Programs. With more than 25 available, you can broadcast a holiday special daily from Thanksgiving to Christmas!

Give your viewers the gift of exceptional Christmas programs! From treasured classics to award-winning new and original favorites, **tln** has the holiday shows that deliver positive, Christ-centered entertainment in the true spirit of the season!



## *For the Kids:*

*The One Who Stole Christmas, 'Twas the Night Before Christmas, The Crippled Lamb, Jacob's Gift, A Star for Jeremy, The First Christmas*

## *For the Family:*

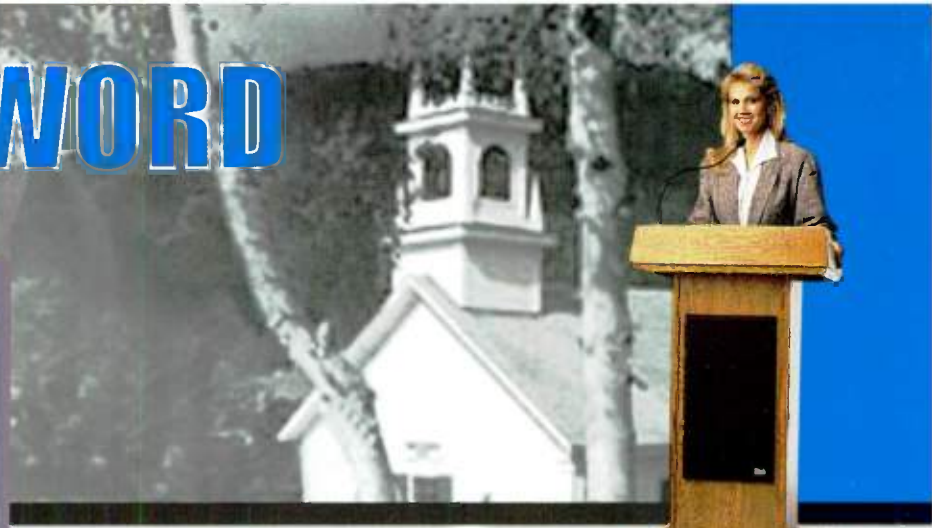
*A Christmas Carol, Martin the Cobbler, The Legend of the Candy Cane, Keeper of the Peace: A Christmas Story, Christmas Across America, Christmas Joy Plus! Aspiring Women — In Search of Christmas and More!*

For a complete listing of Christmas programming  
Call Debra Fraser at 415-924-7500 now and sign up for  
**tln**'s sensational Christmas Programming.





# HEAR THE WORD



*Anchor Audio manufactures rugged, state-of-the-art portable sound systems. By combining ease-of-use with crystal clear sound reproduction, Anchor Audio has fast become the number one solution for ministries requiring quality and mobility. This balance between fidelity and flexibility is backed by products made in the USA that are tough, versatile and stylish. Anchor offers you reliable audio that you can depend on during your most important services and events.*

## **LIBERTY SOUND SYSTEM**

Liberty MAS Modular Accessory System - is a battery-powered sound system that may have optional installation of up to three Anchor Wireless UHF receivers. Designed for crowds up to 1,000 people. The Liberty is perfect for indoor and outdoor services and activities. Liberty is rugged, reliable and crystal clear.



## **ADMIRAL LECTERN**

The Admiral lectern is an impressive housing for a Liberty sound system. Just plug in the electret microphone from the lectern, and you have turned a portable sound system into a formal, powered lectern.



## **TRAVELER LECTERN**

The Traveler lectern is the perfect traveling companion for your portable sound system. High tech look..folds up for carrying ...optional wireless transmitter pack to send signal to an Anchor Audio sound system.

*Get these and other fine Anchor Audio products through Washington Professional Systems! WPS has been providing qualified technical guidance to houses of worship like yours since 1985. WPS is the mid-Atlantic's largest authorized dealer and service center for over 300 brand name manufacturers with a reputation built on unparalleled service before and after the sale. Our top notch staff is standing by, ready to assist you on all of your churches' audio/video needs including sales, installation, on-site repair and training.*

*For a difference you'll be sure to see and hear in your ministry, go with Anchor Audio products from WPS.*

# **WPS**

**Washington  
Professional  
Systems**

11242 Grandview Avenue  
Wheaton, MD 20902  
Tel 301-942-6800  
Fax 301-946-3241  
www.wpsworld.com  
Email: sales@wpsworld.com

SIX YEAR WARRANTY



MADE IN THE USA





*Are you settling for*  
**cookie-cutter**  
*marketing solutions?*



***InfoCision's customized Inbound solutions break the mold.***

At InfoCision, no two organizations are treated the same. We understand that your ministry is unique and deserves a unique marketing solution. Our technology experts will meet with you up front and face-to-face to understand your needs and to build a system that achieves your objectives. By taking the time to understand your ministry, our Christian communicators can provide your donors with the kind of customized care and attention that they deserve, resulting in a stronger donor relationship.

***InfoCision – always the right call.***

**iiC** *InfoCision*  
Teleservice Marketing Experts

For more information, contact  
Curtis Stern at 330-670-5164  
or visit us at [www.infocision.com](http://www.infocision.com)

# CALENDAR

## November 27-28

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

## January 7-21

Evangelical Christian Publishers Association Trade Shows. www.ecpa.org

## January 21-31

CBA Expo, Indianapolis, IN. www.cbaonline.org

## February 7-11, 2003

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

## April 6-10

Gospel Music Association; Nashville, TN. www.gospelmusic.org



## IN EACH ISSUE

- |                          |                     |
|--------------------------|---------------------|
| 4 Signing On             | 10 Production       |
| 4 At-a-Glance            | 12 HNRB             |
| 4 Member Guide           | 12 Benefits         |
| 6 Television             | 14 Washington Watch |
| 6 Church Media           | 18 Trade Talk       |
| 10 Emerging Technologies | 26 Classifieds      |
| 10 Inspiration           | 27 Members Page     |



OF COURSE I'M WILLING TO START AT THE BOTTOM. LOOK WHERE YOU'RE LOCATED ON THE DIAL.

# NRB Contents

## COVER STORY

### 28 Reaching Goals Through the Power of a Motivated Staff

BY DON CARTMELL

*The Christian workplace is filled with family dynamics, replete with the joy and conflict that mark familial relationships. Learn how to be a better motivator of the "family of God."*

## Advertiser Index

Anchor Audio/Washington Professional Systems .....	1
Bott Radio Network .....	5
Broadcast Software International .....	IBC
Christian Captions and Subtitle Services, Ltd. ....	26
Christian Retirement Coalition.....	13
FamilyLife Today/Ambassador Advertising Agency.....	15
InfoCision Management .....	2
InService America.....	19
KMA Direct Communications .....	11
Life Issues Institute .....	24
Masterworks.....	7
MicahTek, Inc. ....	21
National Right To Life Committee .....	20
Newton Media Associates .....	14
NRB Membership.....	27
NRB 2003 Convention.....	31
Oneplace.com .....	BC
Pacific Garden Mission/"UNSHACKLED!" .....	29
Pro Israel/The Ed Steele Agency .....	8, 9
Radio Management Services, Inc.....	18
Revival Soy/Physicians Pharmaceuticals, Inc.....	16, 17
Royal & SunAlliance.....	23
Salem Communications .....	25
Total Living Network.....	IFC
Washington Watch/Briargate Media .....	22





## We Must Not Become Obsolete!

**M**y wife, Karin, and I have five children. The youngest three, all teenagers, are proficient in operating CDs and DVDs. Records in the 33 or 45 rpm formats are obsolete in their lives. It's not in their experience to know the joy of placing a diamond-tipped needle on an album just cleaned of dust, enjoying the static-free sound. They consider the technology outdated.

The music industry mostly has forsaken audio-cassette tapes. If it weren't for local churches that sell and distribute this older technology, audiocassettes indeed would be obsolete.

With the FCC's recent adoption of IBOC as the technology to move radio from analog to digital and the fast-approaching convergence between the computer, telephone and TV, Christian broadcasters are faced with an enormous challenge: How do we attain greater access for the Gospel on these new technologies? Although many are struggling with the idea of simply maintaining the level of access they currently possess, our real challenge remains attaining greater access.

I am concerned that we, as Christian broadcasters, can soon become obsolete, especially in this technological TV industry. It is a common occurrence to pick up a *TV Guide* anywhere in America and see scores of cable TV channels without one Christian channel listed. In the mind of some *TV Guide* executives, we apparently are obsolete.

Sometimes as Christians, we are most guilty of not being able to make the necessary shift in our thinking and operations. But when it comes to media, it's a new, digitized day. We must make the necessary adjustments in order for our products, programs, stations and networks to avoid being – or becoming – obsolete.

Let us embrace new technologies as opportunities to expand the Kingdom of our Lord and King, Jesus Christ. In order to make the necessary transition into this new world of digital convergence, wisdom would call for Christian youth to make themselves available. It's a great reason to include many young people in the various established organizations within our Association.

These next few years promise to be filled with many excellent opportunities and exciting changes. Expect it, prepare for it and flow with it, and we will avoid obsolescence.



**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  
November/December 2002  
Vol. 34, No. 9

**ASSOCIATE PUBLISHER/EXECUTIVE VP**  
Michael T. Glenn

**MANAGING EDITOR**  
Christine L. Pryor

**ADVERTISING MANAGER**  
Steven R. Cross

**COPY EDITOR**  
Anne Dunlap

**EDITORIAL ASSISTANT**  
Valerie D. Praedrich

**DESIGN**  
Maxim Design Group, LLC, Howell, MI  
Sharon L. Schnell, Art Director  
Olivia M. Sivy, Designer

**PRINTER**  
Atlantic & Hastings, LLC, Salisbury, MD

**GENERAL COUNSEL**  
Wiley, Rein & Fielding

**EDITORIAL OFFICE**  
9510 Technology Drive, Manassas, VA 20110  
Phone 703-330-7000 Fax 703-330-6996  
[www.nrb.org](http://www.nrb.org)

### EXECUTIVE COMMITTEE

Chairman/CEO: Glenn Plummer, Christian Television Network; First Vice Chairman: Michael Little, Christian Broadcasting Network; Second Vice Chairman: Bill Blount, Blount Communications; Secretary: Bill Skelton, Love Worth Finding Ministries; Treasurer: James Gwinn, CRISTA Ministries; Members-at-Large: Sue Bahner, CrossWay Consulting, Stuart Epperson, Salem Communications Corp.; Ron Harris, KCBI-FM; Janet Parshall, *Janet Parshall's America*; Jerry Rose, Total Living Network.

### COLUMN COORDINATORS

Church Media: Steve Cowart, First Baptist Church of Raytown, MO; Emerging Technologies: J. Sebastian Traeger, Lightsources.com; HNRB: Nestor Colombo, En Contacto; Inspiration: Jon Campbell, Ambassador Advertising Agency; Internet: Robby Richardson, Gospel Communications; Nonprofit: Ward Childerston, WCRH-FM; Production: John Fuller, Focus on the Family; Radio: Joe Davis, Salem Communications Corp.; Television: Judd Jackson, Affiliated Media Group.

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.

Printed in USA. Copyright 2002 by NRB. May not be reproduced without NRB authorization. NRB assumes no responsibility for return of material and reserves the right to reject any editorial and advertising material.

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:  
9510 Technology Drive  
Manassas, VA 20110

## AT-A-GLANCE MEMBER GUIDE

**Member Services:**  
(703) 330-7000, ext. 510 • [www.nrb.org](http://www.nrb.org)

### NRB Headquarters

Conventions: (703) 330-7000, ext. 503  
e-Newsletter: (703) 330-7000, ext. 513  
e-Store: [www.pearable.com/nrb](http://www.parable.com/nrb)  
Magazine-Advertising: (703) 330-7000, ext. 518  
Magazine-Editorial: (703) 330-7000, ext. 516

### Chapters

Eastern: Jack Hibbard (215) 591-9400  
Hispanic: Nestor Colombo (770) 936-1003  
Intercollegiate: Dorie Shelby (517) 750-6489  
Midwestern: Ray Hashley (765) 642-2750  
Southeastern: Chuck Burge (954) 772-0408, ext. 3785  
Southwestern: Pat Simmons (918) 747-9464  
Western: Jack Pelon (303) 428-0910

### Education

Professional Certificate Program  
• Regent University, (757) 226-4880  
Workshops  
• NRB Annual Convention, (703) 330-7000, ext. 503

### Committees

Church Media: Steve Cowart, (816) 353-1994  
International Advisory: Bill Skelton, (901) 382-7900  
Internet: Robby Richardson, (231) 773-3361, ext. 236  
Music Licensing: Russ Hauth, (805) 987-0400  
Radio: Sue Bahner, (315) 682-0834  
TV: Mark Dreistadt, (724) 744-0981

### Benefit Programs and Services

Airborne Express, (800) 636-2377  
Insurance: Health Care  
• Christian Retirement Coalition, (888) 879-1376, ext. 218  
Insurance: Property, Casualty and Tower  
• Royal & SunAlliance, Julie Tucker, (800) 426-4388  
Insurance: Vision  
• Vision Care Discount (Outlook Vision), (703) 330-7000, ext. 510  
Job Placement and Resume Service  
• Intercristo, [www.nrb.org/intercristo](http://www.nrb.org/intercristo)  
Retirement Planning  
• Christian Retirement Coalition, (888) 879-1376, ext. 214





1962

2002

They call it KCCV, "Kansas City's Christian Voice."

**KCCV-AM**  
KCCV-AM (Kansas City's Christian Voice) has begun its new broadcasts its program on 760, a frequency not in use in the Kansas

In addition, the station will continue to broadcast on 1510 until the end of the year. KCCV has used that frequency for 28 years.

**NOVEMBER 12, 1962**

That first broadcast relayed the dictum of the station: "To strive to serve the people of this community with family programming."

Christianity

independence station  
flagship of Christian  
broadcasting chain

because it's  
good for you

NEWS



Mr. Dick Bott  
Bott Broadcasting Company  
151 East 28th Street  
Independence, Missouri 64051  
Dear Dick:  
The work of your company with local greatly benefits our broadcast confirmed by our 1991

"It was the Back to the Bible broadcast," he remembers. "The speaker was talking about Moses living in the desert for so many years before God called him to lead the Hebrews out of Egypt. The message was that we should wait and be patient in the Lord. It may sound a bit strange, but it struck right home to me... I was being too impatient, and should wait and should not concentrate



Dick Bott  
President

Yes, We Have Changed...  
But Our Commitment  
Remains The Same!



Rich Bott, II  
Vice-President

**Quality Bible Teaching • Christian News & Information**



A Service of... **BOTT RADIO NETWORK** 10550 Barkley • Overland Park, KS 66212 • (913) 642-7770 [www.bottradiationetwork.com](http://www.bottradiationetwork.com)

- KCCV-AM/FM  
Kansas City
- KSIV-AM/FM  
St. Louis
- KQCV-AM/FM  
Oklahoma
- WCRV-AM  
Memphis
- WFCV-AM  
Ft. Wayne
- KCVW-FM  
Wichita
- KCVT-FM  
Topeka
- KAYX-FM  
Richmond
- KSCV-FM  
Springfield
- KMCV-FM  
Jefferson City/Columbia
- KLTE-FM  
Kirksville
- KCRL-FM  
Sunrise Beach
- KLCV-FM  
Lincoln
- KCIW-FM  
Fresno/Modesto







## The Divine Instrument?

Since the "Discover The Champion in You" commercial campaign was created a few months ago for Lakewood Church in Houston, TX, Christian broadcasters have been asking me, "How did you do that?" People seem fascinated that Lakewood has grown to the point of moving into the 18,000-seat Compaq Center in Houston, and that the video campaign we created to share that vision with the congregation and TV viewers has been so successful. Following are some insights into how a major promotional campaign was created, as well as some of the most important steps in the process.

- **Assemble a Great Team.** For breakthrough projects you have to hire qualified and experienced people who understand breakthrough thinking.
- **Brainstorm.** I wrote and directed the campaign only after an intense day sitting with the creative team exploring many different options. Few ministry organizations really understand

the power of brainstorming and the incredible results it can yield. If you can eliminate negative thinking, criticism, premature editing and ego from a brainstorming session, the ideas generated will amaze you.

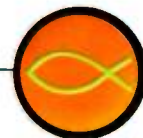
- **Commit to a Quality Product.** Many ministries spend hundreds of thousands of dollars on their TV program yet produce a remarkably poor-looking program. Most viewers take only a few seconds to decide to watch your program. In a culture where perception is more important than reality, if you can't get the viewer to watch long enough to hear the message, you've failed.
- **Understand the Culture.** Today, popular culture is the heartbeat of this country. The apostle Paul understood the power of culture when he approached the philosophers at Mars Hill. He could have said, "I'm going to preach the message of the Gospel no matter what." Instead, he respected their culture, values and ideas and

won their respect, which enabled him to reach them in a far deeper way.

- **Know What Works.** We need to know why MTV, Nickelodeon and other successful networks work, and how Nike, Budweiser and other companies produce successful advertising. Unless we understand our target audience, we won't make the slightest dent in the greater culture.
- **Never Stop Growing.** I've had the opportunity to work with Pastor Joel Osteen and Lakewood Church for about 15 years, and during that time we've continued to change, update and grow. We never feel that "we've arrived." Don't make your goal success — make it growth. That way, you'll never stop learning, trying new options and increasing your reach.

*Phil Cooke, President, Phil Cooke Pictures, phil@cookefilm.com*

## CHURCH MEDIA



## The Unattainable Triad

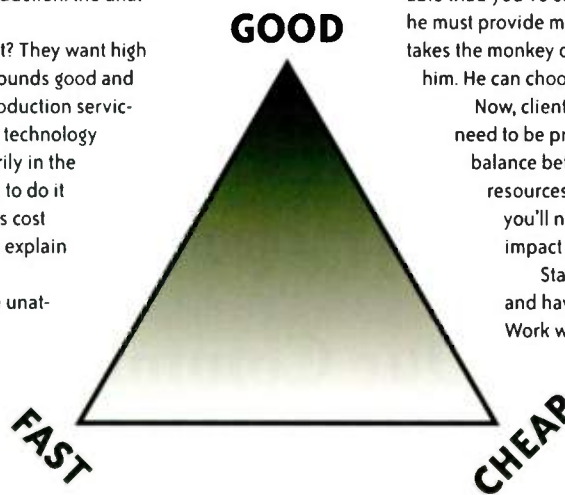
Did you just finish another tough, all-night edit session? Did you come home to a spouse who ignores you, to children running away yelling "Stranger! Stranger!" and to a dog baring its teeth? It could be you're in the wrong house, but most likely you've been gone too long. Why? You don't understand the golden triangle of production: the unattainable triad.

Okay, what does every client/boss want? They want high quality — right now and inexpensively. It sounds good and we all want to meet all three criteria, but production services are rarely scalable. Sure, experience and technology will give you efficiencies, but we are primarily in the warm-body business. To do more work and to do it faster means more bodies, and more bodies cost money. So what do we do when we need to explain this dilemma to high-minded, visionary clients/bosses? We use the paradigm of the unattainable triad.

### The Triad

The three points on the triad are: good, fast and cheap. Experience tells us it's impossible to attain all three points of the triad in any project. Pick any two and you can't have the third. Its logic:

- If it's good and fast it won't be cheap
- If it's fast and cheap it won't be good
- If it's cheap and good it won't be fast



When the client/boss says, "I want aerial shots with lots of candid video of people smiling and enjoying themselves, plus a new logo design with 3D animation by next Thursday ... and keep it under \$500," you can say, "Let me show you why that can't happen." You whip the handy-dandy unattainable triad you've cut out from this magazine and you explain that he must provide more money or time, or lower the quality. This takes the monkey off your back and puts the decision-making on him. He can choose his own destiny.

Now, clients and bosses generally like choices, so you will need to be prepared to show how one change can affect the balance between good, cheap and fast. (a.k.a. objectives, resources and time). But — and this is important — you'll need to have clear alternatives and show their impact on the triad.

Start using the paradigm of the unattainable triad and have alternatives available for your client/boss. Work will be less stressful, the spouse will kiss you, the kids will hug you and the dog will be gone. It wasn't your dog anyway.

*Jim Barnwell, Director of Media Production, Bellevue Baptist Church, jbarnewell@bellevue.org. (Editor's Note: Jim Barnwell will be leading a workshop session on "Preparing for the Big Event" at NRB 2003.)*



# What's Important to You?

"For many years, our income had been flat, despite working with two respected agencies. The need in L.A. was growing and we weren't going to be able to keep up with it if the flat trend continued. Thanks to innovative strategies and creative work from Masterworks, we've had six straight years of growth. Beyond that, Masterworks' fixed fees and no-commission policy has helped us substantially reduce costs and consistently stay right on budget.

"We hired an agency and we got a great one, but we also got true friends and partners who are passionate about our ministry."

— Andy Lay  
VP, Development and Communications  
Union Rescue Mission

 masterworks

A full service direct response agency.

Steve Woodworth  
swoodworth@MasterWorksAssociates.com

Rory Starks  
rstarks@MasterWorksAssociates.com

(360) 394-4300



# ISRAEL NEEDS

BIBLICALLY BASED

## CHRISTIAN FRIENDS NOW!

ISRAEL IS FIGHTING A WAR AGAINST ARAB TERRORISM. THE NATIONS OF THE WORLD, EXCEPT FOR THE UNITED STATES AND A FEW OTHERS ARE SIDING WITH THE ARABS. WE MUST LET PRESIDENT BUSH KNOW THAT WE APPROVE OF HIS STANDING BY ISRAEL. AT THE SAME TIME, WE MUST EXPRESS OUR OPPOSITION TO THE ESTABLISHMENT OF A PALESTINIAN STATE ON LAND GIVEN BY GOD IN AN EVERLASTING COVENANT AS AN ETERNAL POSSESSION TO THE JEWISH PEOPLE (GENESIS 15:18). WE MUST ALSO ADVISE PRESIDENT BUSH THAT WE ARE OPPOSED TO UPROOTING JEWISH COMMUNITIES IN ISRAEL'S BIBLICAL HEARTLAND—JUDEA, SAMARIA AND GAZA—AND TRANSFERRING THIS LAND TO ARAB TERRORISTS.

### HERE'S HOW YOU CAN BE BIBLICALLY BASED AND PRO ISRAEL

The Bible instructs us to BLESS Israel (Genesis 12:3) God's covenant people—and to PRAY “for the peace of Jerusalem,” thus receiving the blessing, “May they prosper who love You” (Psalm 122:6). We are also instructed to SPEAK OUT on behalf of Israel and the Jewish people worldwide (Isaiah 62:6), and to COMFORT Israel (Isaiah 40:1,2).

#### STAND WITH THE BIBLE

Join PRO ISRAEL's efforts. Read our letter to President Bush and complete the coupon. Add your name to the roster of those who support Israel.

#### WHO WE ARE

PRO ISRAEL is a decade-old, non-profit organization consisting of Bible-believing Jews and Christians, active in Israel and the USA. We are now launching Project Amos to educate and mobilize American Christians and others to influence Congress and the Administration in support of Israel.

Please add my name to the letter to the President.

NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NRB MEMBER     NON-NRB MEMBER     NRB BOARD MEMBER

Please clip and send to:

PRO ISRAEL/PROJECT AMOS P.O. Box 20214, Greeley Square Station,

New York, NY 10001-0006 or FAX to: (212) 594-8986.





# PRO ISRAEL

P.O. BOX 20214 • GREELEY SQUARE STATION • NEW YORK, NY 10001-0006 • 212-594-8996 • FAX 212-594-8986 • e-mail:PROISRAEL@aol.com

Dr. Ernest Bloch, President

## BOARD OF DIRECTORS

President  
Dr. Ernest Bloch

Vice President, Treasurer  
Dr. Donald Miller

Secretary  
Prof. Israel Hanukoglu

Executive Director  
Rabbi Julian M. White  
Max Candiotti, Esq.

Project Amos Director  
Thomas "Ed" Steele

PROJECT AMOS COUNCIL  
Ed McAteer  
Michael Glenn  
Dr. Ben Armstrong  
Dr. David Hocking  
Dr. Jerry Wiles  
Richard Hellman, Esq.

RESEARCH LIBRARY CENTER  
Director  
Dr. Donald Miller

BOARD OF GOVERNORS  
Yosef Ben-Aharon  
General Avraham Bar David  
Prof. Ron Breiman  
Dr. Yaakov Eshel  
Dr. Uzi Landau  
Prof. Menachem Lewin  
Prof. Tzvi Ophir  
Prime Minister Yitzhak Shamir  
Prof. Ezra Sohar

BOARD OF ADVISORS  
Ronald Bergin  
Rebecca Chesner  
Cantor Herman Diamond  
Evelyn Diamond  
Dov Furer  
Dr. Chanania Gang  
Myron Goldstein  
Prof. Malvina Halberstam  
Prof. Leonard Rosenbaum  
Prof. William Rosenbaum  
Leo Sarnet, Esq.  
Dennis Seaman, Esq.

November 5, 2002

President George W. Bush  
The White House  
Washington, DC

Dear Mr. President,

As an organization of Bible-believing Jews and Christians, PRO ISRAEL strongly suggests the following:

- **First**, we firmly believe your Middle East policies should conform to clear biblical principles. God gave the Land of Canaan, now Israel, as an eternal possession to the Jews, as part of an everlasting covenant (Genesis 15:18, Joshua 1:3-4, Psalm 105:8-11). He also promised that when He returned His people from exile, He would never again uproot them from their Land (Amos 9: 14,15).
- The Lord has now restored His people to their Land exactly as He promised. We profoundly believe that **no earthly power should defy God's will by attempting to force Israel to give away parts of its biblical heartland of Judea and Samaria (the so-called "West Bank") and Gaza to its homicidal neighbors.**

**Second**, in accordance with the biblical covenant, we urge your Administration to take a strong stand against establishing a Palestinian Arab state west of the Jordan River.

- The Arab states surrounding Israel rejected a two-state solution by the United Nations in 1948 and launched a war against the Jewish state. Is it right to reward the Arabs now for that rejection by giving them land that is Israel's?
- In 1974, the PLO's leaders issued their "plan of phases" to destroy Israel in stages. Their current professed desire for a Palestinian state is only part of their Trojan-horse tactics to bring about the destruction of the Jewish state.

**Third**, Israel's Prime Minister, Ariel Sharon, is a great patriot and ally of America. He must not be restrained from destroying the Palestinian terrorist infrastructure. We urge that he be free to deal with the Palestinian terrorists as the United States dealt with AlQaeda and the Taliban.

**Fourth**, we are appalled by the use of the term "occupied lands" by members of your Administration when referring to the lands Israel liberated in the 1967 Arab war of aggression. These lands - Judea, Samaria and Gaza - are part of Israel's biblical heartland. Jews settled there more than three thousand years ago. It was from this settlement that our biblical heritage came. Jews have every right to live there. **We encourage you to rethink the issue of Jewish communities in Judea, Samaria and Gaza. None should be abandoned. We would encourage your Administration to do everything in its power to support their development.**

**Finally**, the restoration of Israeli sovereignty throughout the land of Israel, from the Jordan to the Mediterranean, is essential for peace and regional stability. This is needed if Israel is to play an effective supporting role to the U.S. in its current efforts to dislodge Saddam Hussein and free the Iraqi people.

As leaders of the Jewish and Christian communities who love Israel and believe that God will bless those who bless Israel (Genes 12:3), we respectfully ask that you give serious consideration to our recommendations. With deepest gratitude and appreciation for your strong convictions and resolute stand against terrorism, and with continued prayers on your behalf, we remain

Respectfully,

PROJECT AMOS DIRECTOR

**AFFILIATES:** Aliyah For The Land of Israel Movement - American Academics for Israel's Future - Generals of "Gomla Won't Fall a Second Time" - Ichud Harabanim Haolami (International Rabbinic Coalition for Israel) - IDF Officers for National Strength - Operation Chizuk - Professors for a Strong Israel







## Practical Network Security

Every day, hundreds of organizations are victims of identity theft, fraud or disruption. Worse, many never know that they have been targeted. Criminals are interested in any organization that they can successfully attack. Significant nefarious activity occurs through electronic channels, providing criminals an anonymous and often-untraceable attack vector. Here is a brief list of practical measures your organization can take to defend against the casual electronic attacker.

- **Use passwords.** Your passwords are your first line of defense and are often the weakest point. If someone you do not know asks for your password, do not give it to them! Tech support people do not, and should not, need your password. If you must give your password for some reason, change it once the necessary work has completed.
- **Protect sensitive information.** Computers containing confidential information such as Social Security numbers, bank accounts or personnel files never should be plugged into a public network. Computers containing this data should be put behind a firewall or on a private network, restricted from other computers. Most computer stores sell inexpensive firewall devices that do this job well.
- **Stay current on software fixes.** Many organizations use software that comes with their computers to run a Web server or to

handle their e-mail. If these are attached to the Internet, however, they become prime targets for teenagers with too much time. If you use Microsoft Windows products, check Microsoft's Web page frequently for new patches and hot fixes. If you prefer an occasional e-mail, subscribe to your vendor's security advisory e-mail list. Vendors use these lists to notify their customers of security-related flaws in their products.

Security for your information systems cannot simply be bought. Protecting your resources and sensitive information requires some planning and diligence. If your organization regularly handles confidential data, create a formal security policy, even if it is a very general description. Creating such a document will help your colleagues become more aware of security in their daily routines. It is far better to plan one hour now for security than to spend five or six hours picking up the pieces.

The Internet is filled with useful references for those who want to learn more. If you're tech savvy, go to [www.sans.org/newlook/resources](http://www.sans.org/newlook/resources). For a less technical discussion of computer security, read Bruce Schneier's book *Secrets and Lies: Digital Security in a Networked World* (John Wiley & Sons, 2000).

**Jonathan Keim, Network Administrator, formerly with a Fortune 100 company, [jonkeim@princeton.edu](mailto:jonkeim@princeton.edu).**

## PRODUCTION



### Sharathon Game Plan

When it comes to sharathon production, think of yourself as a head coach. As a sports broadcaster, I covered successful athletic teams that had at least one thing in common: a great coach. Scotty Bowman, Bo Schembechler and Phil Jackson are just a few who had different coaching styles, but shared some winning points that also apply in using sharathon production elements.

**Know the Roster.** A great coach knows his players and each one's strengths and weaknesses. Know exactly what is available in the production arena and how to use it. Even a five-second dry voice liner of an artist played over her latest song has a strong effect on the overall sharathon sound. A good roster includes custom and generic promo announcements for use before, during and after the sharathon; artist and programmer endorsements; slingers and liners; count-downs to event; true stories, testimony spots and montages; giving and Scripture elements; and music beds and sound effects.

**Stick to the Game Plan.** The greatest athlete I saw in action was Barry Sanders of the Detroit Lions. He was always the focal point of the offense and broke numerous records, but

when Detroit got behind he wouldn't always be used. The same principle applies to your sharathon. You can have a great promo or testimony and forget about it or be afraid to use it. Use your great players and work with stop sets. Even the most experienced sharathon host can get caught up in a busy hour and blow off a planned stop set, but as a coach you can't let that happen.

**Be Ready for Anything.** Scotty Bowman of the Red Wings was great at adapting to changing game conditions. He had his plan in place but was flexible to the flow of the game. Sharathon production is no different. For example, using a long, three-minute stop set during a busy drive-time kills momentum, so use a shorter promo spot with a stinger and keep the momentum going. During a serious appeal, use slower background music. There also could be a time when a serious testimony spot during a stop set could slow the tempo during a busy hour. Even humorous promos can be inappropriate at times. Be ready to adapt without totally abandoning your game plan.

**John Brock, Broadcast Consultant/Sharathon Producer/Host, ShareMedia Services, [john@sharemediaservices.com](mailto:john@sharemediaservices.com)**

## INSPIRATION



### Being Relational

The comment over lunch seemed so innocuous. "The most important thing for Christian radio today, if it's going to make a difference, is to be relevant." I mulled that over for a moment, and then replied, "The most important thing for Christian radio today is to be relational." And the debate was on.

Actually, it wasn't much of a debate. We both agreed that the Word of God is relevant, profitable for guiding our lives as Christians and for drawing the lost to the Savior. Chuck Swindoll in his book, *The Finishing Touch*, says the Gospel "...is to cut into each generation, like a flashing sword sharpened on the stone of Scripture, tempered in the furnace of reality, relevance and need." If our focus is centered on His Word, it will be relevant. So what about the relationship business?

My contention is that unless we build relationships, many will miss the message God intends for their heart. An encyclopedia is relevant, however, it's not very inviting for me to crack the pages and discover the relevant truth. Occasionally if I'm curious, or if I'm helping with the kids' homework, I'll pull the volume off the shelf and look up the information. Relevant, but not part of my daily life. On the other hand, if we build relationships, if we become like best friends or family, then we have more opportunities to share insights from the Lord that will be profitable. So, how do we relate to those God has drawn to our ministry or into any facet of our lives?

First, be aware of the listener's world. Jesus did that. To the Samaritan woman at Jacob's well He talked about water. He started from her daily routine and quickly led her to know there was an everlasting supply of living water found in the Savior. Traffic conditions, tragedy in the news, the daily to-do list, a sunrise, sports or a school event can become a springboard for spiritual insight.

Second, let the listener see into your life and your heart. The apostle Paul tells us of the battle that rages within him in Romans 7:15-19 when he says he ends up doing the things he doesn't want to do, and not doing the things he really wants to do. And we say, "Man, that's where I live." We relate to Paul. Then when he directs us to the high calling in Christ Jesus, we hear and we heed his words. We can share our lives in ways that make us real to the listeners. Wayne Watson has a song that illustrates the point. He sings, "I'm growing and I don't like it." Honest. Real. Relational.

Finally, let the words you speak come from the heart of a Spirit-led life. As God grows you, share from the fresh experience of the Lord. The Scriptures that we hide in our heart should emerge to shed light. We must take the most relevant Truth ever proclaimed and share that message. The greatest impact will come when we have touched someone where they live, shared our own spiritual journey and spoken from the overflow of a growing follower of Christ.

**Ron Harris, CEO/GM, Criswell Communications, [ronh@kcbi.org](mailto:ronh@kcbi.org)**



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

## Dr. Tony Evans

*The Urban Alternative*  
On working with KMA

### Proven Strategies and Experience

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 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.

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

Fundraising • Direct mail fundraising • Donor acquisition • Online fundraising • Lapsed donor strategies • Upper donor strategies • Giving clubs  
Media Services • On-air fundraising • Program development • Production • Fundraising specials • Station acquisition • Network development  
Marketing Services • E-mail marketing • Product marketing • Branding • Research and analysis • Creative services • Event marketing • Church marketing

### Can We Help You?

Let KMA partner with you to create powerful direct mail fundraising, media, and marketing strategies. Contact Chuck Merritt at 972-244-1900 or [cmerritt@kma.com](mailto:cmerritt@kma.com).

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







## Hispanic Vision Unveils Plans for NRB 2003

**H**ispanic Vision is a regular feature of the HNRB Convention and is celebrated in tandem with the NRB Convention at the Opryland Hotel in Nashville, TN. Hispanic Vision is getting a new look for the 2003 Convention.

At the 2002 convention, Hispanic Vision went bilingual for the first time, with the annual showcase highlighted by a bilingual panel of Hispanic market, media, production and programming experts. The change is an effort to encourage growth of Hispanic ministry and outreach to traditionally Anglo markets. Over the last few years the HNRB has experienced such dynamic growth that we have found it has become impossible to showcase all the available Spanish-language programs, services, ministries and stations during the three-hour showcase.

The new format for Hispanic Vision 2003 will consist of a series of three events held Saturday and Sunday. Each event will feature a specialized bilingual panel/workshop to provide detailed and

technical information regarding Hispanic media and market strategies, and a showcase of interactive presentations from featured organizations. These bilingual events are relevant to all who are interested in Spanish language communications.

The first leg of Hispanic Vision launches Saturday from 2-4 p.m., featuring a panel on Spanish radio. Topics include programming, production, penetrating the radio market, marketing your program and tools for starting a station. The showcase features Spanish-language radio producers and programmers.

The second leg occurs Sunday from 2-4 p.m., featuring the Hispanic market. This open, bilingual event will educate the participant on the Hispanic market and its unique features and characteristics, as well as explore techniques to better reach the market. Experienced marketing agencies and varied ministries will lead the panel and even showcase the services and tools available to help you in your goal

of communicating the Gospel to Hispanic America.

The final leg is Sunday from 4-6 p.m., featuring a panel on Spanish television. Programming, production, dubbing and subtitling options and technologies, as well as media options for the Hispanic TV Market will be addressed.

Further development for the 2003 Convention is a Hispanic Vision section in the NRB Exhibition Hall. Don't miss this brand new section of the NRB Exhibition, featuring national and international Hispanic communications ministries and organizations and their products and services.

We invite you to attend the Hispanic Vision events and look forward to partnering with you to reach this country's largest minority challenge!

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



## BENEFITS

### Health Care: What Can Employers Do?

**D**uring our challenging economic times, you may think about discontinuing your organization's health benefits as a way to reduce your overall costs. While that move may save money in the short term, over time it could hurt employee morale and hamper your organization's ability to attract good employees. While there are no quick-fix answers, let's explore options for change.

- Change to a PPO Plan. Most people want more choice in which doctors they can select, so there has been a sweeping trend toward employers nixing their HMO plan and offering a more flexible PPO (Preferred Provider Organization) plan.
- Increase Deductible/Co-payment Amount. Another option is to keep the plan you currently have but move to a higher deductible amount and a higher co-payment amount. That way you can balance out the cost of rising premiums and still retain the same level of benefits.
- Combine a high deductible health plan with a Health Reimbursement Account (HRA). HRAs enable employers to provide more freedom of choice while controlling their own costs. The employer gets a high deductible plan and puts the savings in premium into accounts for each employee. Funds grow, tax-deferred, and are used to reimburse employees for their medical expenses. HRAs are entirely employer-funded and unused amounts may carry over year to year. Plus, HRAs allow employees to save money for future healthcare needs, such as retirement health-care expenses. For more information about HRA plans, visit the Employers Council on Flexible Compensation Web site at [www.HRAhelper.com](http://www.HRAhelper.com).
- Carry a high deductible plan and provide supplemental plans to bridge the gap. Supplemental plans offer discounted rates for specific expenses.
- Choose a health-care plan with high deductibles with a Medical Savings Account (MSA) available. The MSA is a personal account for the employee's health-care expenses. The employee only or both the employee and employer contribute to the deductible portion. If funds in the MSA are not used, they remain in the account for future use.
- Use a long-term tax efficient savings plan with funds designated for medical expenses after retirement. The new Variable Employee Medical Account (VEMA<sup>®</sup>) is ideal. A VEMA account can be used for medical expenses today and after retirement.

- Consider moving from a defined benefit approach to a defined contribution approach. A defined-contribution approach helps to contain costs because it allows an employer to pay a set dollar amount toward health-care expenses annually instead of providing a specific package of health-care benefits. The risk of higher expenses or cost is mostly transferred to employees. With defined benefit plans, the employer selects and pays for some or all of an employee's health insurance. Typically, employers offer defined-contribution plans next to traditional plans, so the employee still has a choice.

- Encourage healthier lifestyles at your organization. Consider offering a weight-loss program, or start a walking or running club.

Encourage your employees to get smart and stay informed about health-care issues and costs.

**Bruce Bruinsma, CEO, Christian Retirement Coalition, [bbruinsma@crministries.org](mailto:bbruinsma@crministries.org)**





El huracán Mitch, uno de los más devastadores en los anales de la historia, arrasó con todo a su paso por Centroamérica. Honduras acaparó los titulares de todo el mundo cuando este mismo huracán asoló todo el territorio de este pequeño país centroamericano en octubre de 1998, como consecuencia del impacto de esta clase de huracán que aparece sólo una vez en varios cientos de años. El huracán Mitch llegó a convertirse en el cuarto huracán más poderoso jamás visto en la cuenca del Atlántico, produciendo inundaciones y avalanchas de lodo, las cuales para el 2 de noviembre de ese mismo año habían causado la muerte a por lo menos 10 mil personas. Sin embargo, con el paso de los meses y los años la crisis hondureña ha dejado de llamar la atención del mundo.

Una de las ciudades que sufrieron las mayores devastaciones debido a las consecuencias desastrosas del huracán Mitch, fue San Pedro Sula. No obstante, el 26 y 27 de julio del 2002, otra clase muy distinta de tormenta llegó a San Pedro Sula. El Dr. Lee Jae-Rock, presidente de Manmin World Missions (Misiones Mundiales Manmin) y pastor principal de

## LOS VIENTOS DE MISIONES MANMIN LLEGAN A HONDURAS MANMIN WORLD MISSIONS TAKES HONDURAS BY STORM

la Iglesia Joong-Ang de Manmin (una iglesia de 75.000 miembros con sede en Seúl, Corea), trajo un mensaje desafiante, de esperanza y de poder a la multitud reunida en el Estadio Olímpico de San Pedro Sula. Algunos calculan que durante las dos noches un total de más de 120 mil personas se hicieron presentes en la cruzada. La televisión nacional así como la local fueron tomadas por asalto, incluso los canales 39 (Cosecha Visión), 51 (Jesus Broadcasting Network), 57 (Televisión Nacional Cristiana y Evangélica) y 11, el cual transmitió la cruzada simultáneamente por radio y televisión en toda Honduras.

Las transmisiones en directo por la Internet realizada por la televisión de Manmin llevaron el mensaje por todo el orbe en los idiomas coreano, inglés y español. Las transmisiones de esta gran cruzada aún se pueden ver en [www.manmintv.org](http://www.manmintv.org), por medio de vídeo por demanda.

Néstor Colombo, gerente de ministerios hispanos de In Touch Ministries y presidente de la Hispanic Religious Broadcasters (HNRB) dirigió un saludo a los autoridades del gobierno y a la multitud

*In October of 1998, Hurricane Mitch, one of the strongest hurricanes in recorded history, left a trail of devastation across Central America. Honduras captured headlines around the world when the destructive storm ripped across the small Central American country causing more than 10,000 deaths and immense infrastructural damage. Yet, in the months and years that have passed, the plight of Honduras has slipped from world attention.*

*San Pedro Sula was one of the cities that suffered the greatest devastation from the disastrous consequences of Hurricane Mitch. On July 26 and 27 of 2002, however, a storm of a very different nature struck San Pedro Sula. Dr. Lee Jae-Rock,*

*President of Manmin World Mission and Senior Pastor of the Manmin Joong-Ang Church (a 75,000 member church based in Seoul, Korea) brought a challenging message of hope and power to crowds gathered at the Olympic Stadium in San Pedro Sula. Some estimates reported that over the two nights, a total of more than*

*120,000 people were gathered for the crusades. National and local television were also taken by storm including Channel 39 (Cosecha Visión), Channel 51*



*(Jesus Broadcasting Network), Channel 57 (National Evangelical Christian TV) and Channel 11, who simulcast the crusade nationally throughout Honduras. Live webcasts over the Internet on Manmin TV carried the message around the world in the Korean, English and Spanish languages. On the web, [www.manmintv.org](http://www.manmintv.org) continues to rebroadcast the powerful crusades via "video on demand."*

*Néstor Colombo, Manager of Spanish Outreach at In Touch Ministries, and President of the Hispanic National Religious Broadcasters (HNRB) delivered a greeting to the teeming stadium. He later commented "The Gospel of Jesus Christ is not just 'form.' It is necessary that it be demonstrated with a message of power. The*



(Continúa en la página 7)

(Continued on page 7)



# El desafío a innovar

## The Challenge to Innovate



La transformación del mundo de hoy es a la vez tan fulminante e imprevista que desafía predicciones y utopías de todos los signos ideológicos. Lo más constante es el cambio. Los individuos que sepan navegar en el cambio serán los mejor preparados para el mundo futuro. Las organizaciones, ministerios, y programas que alcanzarán un avance mayor en el establecimiento de principios cristianos en el hombre y en su medio serán aquellos que promuevan una verdadera cultura de la innovación que acompañen a las poderosas enseñanzas de Jesucristo.

Una cultura innovadora es aquella que estimula actitudes abiertas al cambio, a lo inesperado, al aprendizaje y a la comunicación. Una organización innovadora es aquella que abre el mayor espacio a la libertad y autorrealización de los hombres y las mujeres que la constituyen. La innovación es el fruto del trabajo arduo. Innovación implica preparación, trabajo en equipo y la capacidad para discernir y aprovechar las posibilidades. Necesita de un liderazgo que sepa movilizar la voluntad humana y aprovechar los recursos disponibles. La innovación requiere de la aptitud para canalizar y solucionar conflictos.

La capacidad para innovar puede ser enseñada y aprendida, así como lo dije en otra ocasión acerca de la capacidad de emprender. La educación está en el nacimiento de una actitud innovadora, algo que se convierte en tema central cuando se conversa del discipulado de nuestros

jóvenes y del futuro de la iglesia. Nuestros líderes en todos los niveles deben despertar la curiosidad y robustecer el espíritu emprendedor de aquellos que estamos guiando, en vez de frustrar a nuestra gente con información y rutinas de escasa o ninguna utilidad.

La innovación tecnológica en el campo de las comunicaciones está tomando control de la voluntad y acciones humanas. Los nuevos niveles de almacenamiento de datos, y el flujo y manejo de la información abren posibilidades sin paralelo para el despliegue de las energías creativas e innovadoras. A su vez, la mayor exposición de las personas a medios de comunicación transforma a estos últimos en un aliado insustituible del sistema de enseñanzas al cultivo y diseminación de actitudes innovadoras. Las actitudes innovadoras, para que se transformen en acciones que generen progreso y desarrollo, tienen que converger con espíritus emprendedores que convierten las nuevas ideas en empresas; o sea, en redes de trabajo orientadas a satisfacer las necesidades humanas.

La HNRB esta trabajando en pos de crear una red de ministerios cristianos y pequeñas y medianas empresas que se extiendan a todos los campos de la actividad humana. El propósito es cooperar para que todos se desarrollen más allá del límite de sus capacidades innovadoras, pues ellas son las que permitirán avanzar hacia un mejor desarrollo y cumplimiento de la Gran Comisión.

La HNRB se propone identificar, apoyar y difundir iniciativas innovadoras (Continúa en la página 7)

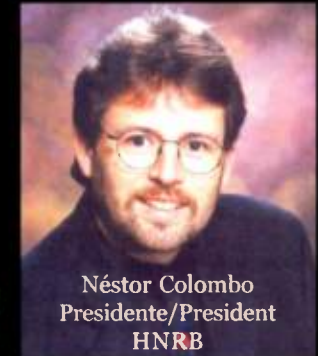
*Transformation in today's world is, at the same time, so fulminating and impulsive that it challenges the predictions and utopias of all ideological ciphers. The unfailing constant is change itself. Those who know how to navigate through change will be those most prepared for the future. Those organizations, ministries, and programs that will affect the greatest advancement of the establishment of Christian principles in mankind and environs will be those which couple a true culture of innovation with the powerful teachings of Jesus Christ.*

*A culture of innovation is one which promotes receptiveness to change, to the unexpected, to apprenticeship, and to open communication. An innovative organization is one that creates a platform for freedom, and for the fulfillment of the individuals (men and women) that constitute the organization. Innovation is the fruit of hard work. Innovation implies planning, teamwork, the ability to discern and take advantage of possibilities. It calls for leadership that knows how to mobilize the human will and glean the potential of available resources. Innovation requires the aptitude to channel and resolve conflict.*

*The ability to innovate can be taught and learned in the same way as the ability to enterprise as I mentioned in an earlier article. Learning begins with the cultivating of an innovative attitude, which becomes a central theme for conversation when we talk about the discipleship of our youth and the future of the church. Leadership at every level should awaken a spirit of curiosity and empower the*

*spirit of entrepreneurship in those we lead, rather than frustrate our prodigies with desiccated information, and useless or near useless routines.*

*Technological innovation in the field of communications is taking reign over human will and actions. New levels of data storage, and the flow and management of information have opened unprecedented possibilities for the development of creative energy and innovation. Mass commun-*



*ications is increasingly becoming an unsurpassed ally in the education, development and diffusion of innovative principles. Yet, innovation must come together with entrepreneurship (the art of converting ideas into networking enterprises oriented toward satisfying real need), in order to transform itself into action, progress, and change.*

*The Hispanic National Religious Broadcasters is working toward creating a network of non-profit ministries and small to medium-sized for-profit Christian enterprises that develop work in all areas of human activity. The purpose is to interface these organizations in such a way as to help them push ahead the limit of their innovative capacities, and grow*

(Continued on page 7)



# La mies de los últimos días The Harvest of the Last Days

Para leer este artículo en español, visite nuestro sitio web: [www.hnrb.org](http://www.hnrb.org)

He told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the Harvest, therefore to send out workers into this harvest field." - Luke 10: 2

This verse was prophetic 2000 years ago, but today is an utterly clear reality, especially to the people working in the mission field around the continents of Africa, Asia, Europe, and South America.

## THE HISPANIC HARVEST

Similarly, in the USA this reality has become very apparent, but it is too close to home, so much so that it could numb the understanding of those individuals involved in public policy issues. The reality is that the Hispanic community, one among other minority groups, is growing at such a tremendous pace that by the year 2005, Hispanics will rank as the largest minority in the USA, superseding the African-American community.

"But when he saw the multitudes, he was moved with compassion on them, because they were harassed and helpless, like sheep without a shepherd." Matthew 9: 36

Like "sheep without a shepherd" could accurately define the Hispanic community in the USA today:

- US Hispanic population comprises approximately 13% of the total population.
- Hispanic children represent 16.2% of all US children.
- Three out of five Hispanic girls get pregnant at least once by the age of 20.
- Hispanics lead in the high school drop out rate.

## ACCULTURATION-ASSIMILATION PROCESS

As foreigners in a new land, Hispanics must suffer an acculturation process. Ideally, acculturation should be a period of adapting, taking from, and contributing to the new culture until they are

amidst of a cultural war, where the people themselves do not have unity regarding values, traditions, or the cultural patterns that define the country. This is the social context in which the new waves of immigrants arrive.

## THE ROLE OF FOCUS ON THE FAMILY

the appropriate programs for the Hispanic family, but because we know the eternal principles of right and wrong. As children of God in a growing secular culture, we already know what it is to contend with a hostile culture, openly opposed to the teachings and instructions of the Bible.

## THE IDENTITY PROBLEM IN A NEW LAND

As foreigners in a new land, particularly if the cultural environment is hostile, the first questions people ask are "Who are we really?" and "What are we doing here?" Children who are growing up in two cultures are especially vulnerable. If these questions are not appropriately answered, they will face an identity crisis. Gangs, drugs, promiscuity, etc., are common responses for children in this situation.

Focus on the Family can respond to this problem by:

1. **INSTILLING A NEW IDENTITY** When we commit our lives to Jesus we put Him at the core of our existence, so we have a new identity greater than we could ever be, because is that of a mighty, powerful God.

2. **INSTILLING A SENSE OF PURPOSE** Help them realize that it is not a coincidence that Hispanic communities are increasing in numbers so rapidly. This is an historical moment that we cannot afford to let pass by. It is not only a question of education, but what kind of education and values we are going to impart to this new wave of immigrants. - Submitted by Focus on the Family.

## STRONG HISPANIC FAMILIES? ¿FAMILIAS HISPANAS FUERTES?

We're about families.  
Sí, lo nuestro es la familia



15 years of / años con:  
**Dr. James Dobson**

For programming information please call:  
Enfoque a la Familia: Lesvia Kelly at (719) 531-3375  
or e-mail [media@family.org](mailto:media@family.org)

Para información sobre la programación, por favor llame  
a: Enfoque a la Familia: Lesvia Kelly (719) 531-3375  
ó envíe un e-mail a: [media@family.org](mailto:media@family.org)



assimilated into the new society. Statistics show that the Hispanic community has not been as successful as other minorities in making the transition into this culture. What sociologists and psychologists are not taking into account is that the American society is in the

The Lord said to his people: "Go! I am sending you out like lambs among wolves." Luke 10: 3

We at Enfoque a la Familia are prepared to meet the challenges that the Hispanic community faces in this society, not only because we have the resources and





# ¡la convención! convention!

¡La Convención del 2003 se acerca! La Convención de la HNRB se llevará a cabo al mismo tiempo que la convención de la NRB, del 7 al 11 de febrero del 2003, en el Opryland Hotel, en Nashville, TN. El programa de este año tiene un formato casi cien por ciento bilingüe. Con tres eventos de Visión Hispana (radio, televisión y mercado), dos talleres nuevos, un concierto bilingüe con Steve Green y otros músicos talentosos; presentaciones especiales por Aviatours, CBN, Coral Ridge Ministries, Enfoque a la Familia, Corporación de Medios Cristianos, y más. ¡Hay algo para todos en la convención del 2003!

*Convention 2003 is just around the corner! The HNRB Convention takes places simultaneously with the NRB Convention, February 7-11<sup>th</sup>, 2003 at the Opryland Hotel in Nashville, TN. This year's program offers an almost entirely bilingual format. With three Hispanic Vision events, focusing individually on radio, television, and marketing; two brand new workshops; a bilingual concert featuring, among others, Steve Green; special presentations by Aviatours, CBN, Coral Ridge Ministries, Focus on the Family, the Christian Media Corporation, and many more, there's something for everyone at this year's HNRB!*

## VIERNES/FRIDAY

7:30 PM

### Concierto de Apertura/Opening Concert ¡BILINGÜE!/BILINGUAL EVENT!

La XXI Convención Anual de la HNRB da inicio con una gran noche de música y celebración; ¡no se lo pierda! Un elenco de cantantes bilingües preparará su corazón para una noche inolvidable de alabanza al estilo latino. Entre los intérpretes están **Steve Green**, quien interpretará canciones favoritas muy conocidas y algunos éxitos nuevos de sus álbumes en inglés y español, y también podrán disfrutar del estilo fresco y nuevo de **Jadyn María\***, de Sparrow Records. Habrá otros intérpretes que luego se anunciarán. ¡La entrada es gratis!

*Don't miss this evening of music and celebration as the 21<sup>st</sup> Annual HNRB Convention gets off to a rousing start! A musical collage of bilingual praise artists will open your hearts to an evening of Latin worship and by all means a night to be remembered.*

*Among the featured performers are 6 time Dove Award winner and 4 time Grammy nominee, **Steve Green**, singing old favorites and new hits from his Spanish and English albums; and the fresh young style of **Jadyn María\***. Admission is free!*

## SÁBADO/SATURDAY

10-12 AM

### Desayuno Estratégico/Strategy Brunch

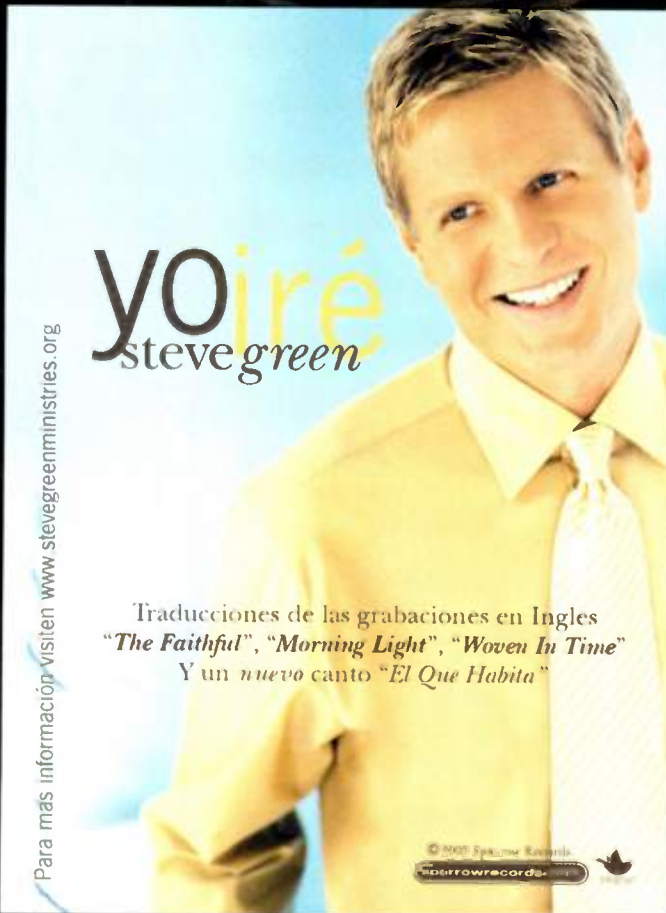
Acompañémos a un delicioso desayuno y a una sesión "a todo dar" sobre estrategias, oportunidades, tácticas y herramientas que su ministerio tiene a su alcance para extenderse al mercado hispano. Se anunciará el intérprete de alabanza. Tema propuesto: *La Iglesia y los medios*. Entrada sólo con boleto.

*Join national Hispanic communicators and church leaders for a hot breakfast and a hot strategy session that will offer your ministry new opportunities, stratagem, and tools for growth and expansion in the Hispanic market. Proposed theme: "Church Media." Tickets required for entrance.*

2-4 PM

### Foro y exposición de Visión Hispana: Radio/Hispanic Vision Panel and Showcase: Spanish Radio ¡BILINGÜE!/BILINGUAL EVENT!

Le invitamos al primer Foro de Visión Hispana (esta vez con formato diferente), que tratará el tema de la Radio. Algunos temas a tratar: Programación; Producción; Cómo penetrar en el mercado estadounidense; Cómo introducir su programa en el mercado. Habrá tiempo para hacer preguntas a los expertos y para presentaciones de ministerios, agencias y estaciones.



Para más información visiten [www.stevegreenministries.org](http://www.stevegreenministries.org)

Traducciones de las grabaciones en Ingles  
"The Faithful", "Morning Light", "Woven In Time"  
Y un nuevo canto "El Que Habita"

© 2002 Sparrow Records  
sparrowrecords.com



Join us for the first of three Hispanic Vision Focus Panels (as we roll out our new workshop format): Spanish Language Radio. Topics to be covered include Programming, Production, Penetrating the Anglo Market, and Marketing Your Spanish-Language Program. The forum will include a time of questions and answers with our expert panel, as well as special presentations from Spanish ministries, agencies, and stations in the area of Spanish Radio.

**4:30-5:30 PM**

**Recepción con refrigerio/Coffee Reception**

Disfrute de un buen café y bocadillos en la HNRB con **Enfoque a la Familia** en una grabación en directo de un programa. Sea parte del público en vivo en que Enfoque a la Familia y la HNRB tratarán temas de importancia cultural para la comunidad cristiana de los EE.UU.

*Accompany the HNRB and Focus on the Family for coffee, pastries and a live recording of an Enfoque a la Familia radio program. Be a part of the studio audience as Focus on the Family and the HNRB discuss pertinent cultural issues for the Christian community in the United States.*

**DOMINGO/SUNDAY**

**2-4 PM**

**Foro y exposición de Visión Hispana:**

**El mercado hispano.**

**Hispanic Vision Panel and Showcase:**

**The Hispanic Market.**

**¡BILINGÜE!/BILINGUAL EVENT!**

En este foro se abordará el tema del mercado hispano en los EE.UU. Conozca más acerca de este segmento, siempre dinámico y en aumento, de la población y lo que su organización

puede hacer para lanzar, desarrollar y extender su ministerio. Habrá una presentación especial de los expertos en mercadeo del Domain Group\* que usted no querrá perderse. Si su propósito es conocer mejor el mercado hispano o técnicas nuevas de mercadeo, ¡este foro le será de gran motivación!

*Round Two of Hispanic Vision's Focus Panels will highlight the Hispanic Market. Learn more about this dynamic and ever increasing segment of the US population and what your organization can do to launch, develop, and expand your Spanish language outreaches. A special presentation from the marketing experts at the Domain Group\* will make this event one that you won't want to miss. Whether you aim to increase your understanding of the Hispanic Market or to pick up on new trades and techniques in marketing, this panel/showcase will motivate you!*

**4-6 PM**

**Foro y exposición de Visión Hispana: Televisión**

**Hispanic Vision Panel and Showcase: Spanish Television**

**¡BILINGÜE!/BILINGUAL EVENT!**

La programación de televisión puede tomar muchas formas. ¿Cuál es la mejor para su ministerio? ¿Qué puede hacer para que su programa le guste al público latino? ¿Existen métodos menos costosos para producir programas bilingües? ¿Cómo puede su estación mantener la atención del mercado latino estadounidense? Estas y otras preguntas serán contestadas en este foro sobre Televisión. Entre los participantes están Javier Peña, de Coral Ridge Ministries, y Sandra Santiago, de CBN\*.

*Spanish television programming can take on many forms. Which one is right for your ministry? What can you do to tailor your program to the Spanish audience? Are there inexpensive methods to make your program bilingual? How can your station keep the attention of the US Hispanic Market? All of these questions and more will be answered in Round Three: Hispanic Vision Focus Panel and Showcase – Television. Featured speakers include Javier Peña of Coral Ridge Ministries and Sandra Santiago of CBN.*

**7:30 PM**

**Recepción ofrecida por la HNRB/HNRB Dinner Reception**

**¡BILINGÜE!/BILINGUAL EVENT!**

La recepción anual de la HNRB le brinda la oportunidad de tener compañerismo, festejar y ponerse en contacto con los medios; todo en un ambiente ameno. Disfrute de una presentación musical y de otras organizaciones que colaboran con la HNRB. Además, no faltará la presentación anual sobre la Tierra Santa y la rifa de un viaje, auspiciado por **Aviatours**. Entrada sólo con boleto.

# CMC

CMC Agents, Inc.

Latin Market Strategies and Solutions

- Traducción y interpretación simultánea  
*Translation and Interpretation*
- Relaciones públicas/*Public Relations*
- Producción de eventos/*Event Planning*
- Mercadeo internacional/*Global Networking*
- Servicios de medios/*Media Services*
- Producción de audio y video  
*Audio and Video Production*
- Estudios demográficos/*Demographic Studies*
- Marketing

PROVEYENDO ESTRATEGIAS, RECURSOS, Y  
HERRAMIENTOS PARA ALCANZAR EL MERCADO HISPANO  
*PROVIDING STRATEGIES, RESOURCES AND TOOLS  
TO REACH THE HISPANIC MARKET.*

Phone and Fax: 1-866-895-5865

[info@cmcagents.com](mailto:info@cmcagents.com)

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

# HNRB



The annual HNRB evening reception will be a relaxing and entertaining opportunity for fellowship, networking, and celebration. Enjoy with us a special musical performance as well as presentations from partner organizations, and of course, our annual Holy Land presentation and raffle celebration sponsored by Aviatours\*. Tickets required for entrance.

**LUNES/MONDAY**

**Talleres interactivos de la HNRB/HNRB Interactive Workshops**

**¡BILINGÜES!/BILINGUAL EVENTS!**

**ALGO NUEVO!/Something New!**

**9:00-10:15 AM**

**Comunicación por medio de la música y otras artes /Communication through Music and Creative Arts**

Acompáñenos en una presentación especial de la HNRB y el Latin GMA\* sobre la fusión de la comunicación, la música y otras artes. Entérese del crecimiento que está experimentando el sector de la música cristiana latina y cómo su ministerio o estación puede colaborar con estos grupos estratégicos para tener más oportunidades y un mayor alcance.

*Join the HNRB and the Latin GMA\* for a special presentation on the fusion of communication, music and creative arts. Understand the growing industry of Hispanic Christian Music, and how your station or ministry can partner with these strategic groups for increased growth and opportunity.*

**10:30 AM – 12:00**

**Traducción 101: Cómo tener un ministerio multilingüe**

**Translation 101: How to Make Your Ministry Multi-lingual.**

Un ministerio internacional de vanguardia compartirá las estrategias para penetrar en el mercado mundial. Aprenda acerca del arte de traducir y del proceso para escoger los idiomas, los traductores, la "voz" del ministerio, etc. Este taller será sumamente importante no solo para los que están planeando empezar un ministerio a los hispanos o mejorar el que ya tienen, sino también para los que están considerando ministrar en otros idiomas.

*International Ministry Pioneers will share secrets of penetrating the global market. Learn about the art of translation, including language selection, the search for translators, establishing the "voice" of your ministry, word use, cultural considerations, etc. This workshop will be invaluable not only to those wishing to launch or streamline their Spanish ministries, but to move into other language ministries as well.*

**INSCRIPCIÓN  
REGISTRATION**

¡LA INSCRIPCIÓN PARA LA CONVENCION 2003 ES AHORA MÁS FÁCIL! ¡USTED PODRÁ INSCRIBIRSE A TODOS LOS EVENTOS DE LA NRB Y LA HNRB USANDO EL MISMO FORMULARIO! PARA MÁS DETALLES, VISITE EL SITIO WEB DE LA NRB: [WWW.NRB.ORG/CONV.HTM](http://WWW.NRB.ORG/CONV.HTM) ¡NO SE PIERDA EL EVENTO MÁS IMPORTANTE DEL AÑO PARA LOS COMUNICADORES CRISTIANOS!  
*THIS YEAR'S REGISTRATION FOR THE HNRB CONVENTION HAS BEEN SIMPLIFIED! NOW YOU CAN REGISTER FOR ALL NRB AND HNRB EVENTS ON THE SAME FORM! VISIT THE NRB WEBSITE AT [WWW.NRB.ORG/CONV.HTM](http://WWW.NRB.ORG/CONV.HTM) FOR ALL THE DETAILS! DON'T MISS THE BIGGEST EVENT OF THE YEAR FOR HISPANIC CHRISTIAN COMMUNICATIONS!*

**¡AUSPICIA!  
SPONSOR!**

TODAVÍA HAY OPORTUNIDAD DE AUSPICAR LA CONVENCION DEL 2003 DE LA HNRB. APROVECHE LA POSIBILIDAD DE PROMOCIONAR SU ORGANIZACION POR MEDIO DE LA HNRB: [WWW.HNRB.ORG](http://WWW.HNRB.ORG)  
*SPONSORSHIP PACKAGES ARE STILL AVAILABLE FOR THE 2003 HNRB CONVENTION. CHECK OUT ALL YOUR OPTIONS TO PROMOTE YOUR ORGANIZATION THROUGH THE HNRB: [WWW.HNRB.ORG](http://WWW.HNRB.ORG)*  
\* Invitado, Invited



Spanish Christian Radio Programming  
24 hours / 7 days / Via Satellite

- \* News (CCN)
- \* Music
- \* Community and Bible Teaching Programs

*Partner with us reaching your  
Hispanic neighbor through!*

P O Box 50  
San Juan, Texas  
78589  
(956) 787-8889  
Fax 787-9783  
e-mail [rcm@hejb.org](mailto:rcm@hejb.org)  
[www.wrm-rcm.org](http://www.wrm-rcm.org)



Over 100 Radio affiliates and Growing!  
Más de 100 emisoras afiliadas y creciendo!

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

RADIO SATELITE SERVICE

**VOZ CRISTIANA**

SERVICIO SATELITAL DE RADIO

- Decrease Operating Costs / Disminuya Gastos Operacionales
- Increase Listener Base / Aumente su Audiencia
- Greater Impact lives / Impacte más Vidas





## INNOVAR/INNOVATE (VIENE DE LA PÁGINA 2. CONTINUED FROM PAGE 2)

destinadas a transformar la sociedad latina de EE.UU. con los principios de Dios. También a formular y respaldar acciones que, por el uso de las nuevas tecnologías de comunicación o del empleo de los medios

masivos, apunten a: 1) Reforzar los valores judeocristianos con una mentalidad nueva. 2) Cultivar y extender la capacidad emprendedora de líderes, productores y creativos emergentes, y 3) Desarrollar agentes del cambio que busquen los intereses de Dios y el bien



común antes que el interés propio.

*“Pero entendiendo Jesús que iban a venir para apoderarse de él y hacerle rey, volvió a retirarse al monte él solo”.* - Juan 6:15

Deseo terminar citando las mismas palabras de Martin Luther King.

*“Si nuestras palabras no bastan, intentaremos persuadir con nuestros actos. Siempre estaremos dispuestos a conversar y procurar un compromiso justo, pero estamos preparados para sufrir e incluso arriesgar nuestras vidas para llegar a ser testigos de la verdad”.*

HNRB

## HONDURAS (VIENE DE LA PÁGINA 1. CONTINUED FROM PAGE 1)

Broadcasters (HNRB), dirigió un saludo a las autoridades del gobierno y a la multitud del estadio; posteriormente hizo la siguiente observación: “El Evangelio de Jesucristo no es solamente ‘forma’; es necesario que se demuestre mediante un mensaje de poder. La evidencia de nuestro Dios viviente se ha manifestado claramente en Honduras por medio del ministerio del Dr. Lee”. Y luego continuó, diciendo: “Es vital que los ministerios de alcance mundial tales como Misiones Mundiales Manmin, se valgan de los avances tecnológicos de la comunicación que están al alcance de nosotros hoy. Como cristianos, deberíamos estar en primer plano en estas tecnologías. La televisión de Manmin ha puesto en marcha la transmisión en directo por la Internet de la “Cruzada de sanidad 2002 para la India”, que está prevista en Chennai (Madrás, India), del 10 al 13 de octubre del 2002. El despliegue e impacto de Manmin son realmente trascendentales y de vanguardia”. Entre los presentes en la cruzada

también se encontraban el pastor Luis Fernando Solares, del canal 27 de Guatemala, y Luis Fernando Calvo, presidente de Cristovisión de Costa Rica. Solares y Calvo representan además a Ministerios En Contacto en sus respectivos países.

Misiones Mundiales Manmin y el Dr. Lee Jae-Rock se han comprometido a apoyar y servir a las emisoras y los ministerios hispanos que sean leales a su llamamiento a “demostrar que el poder de Dios es real”, declara Johnny Kim, director del ministerio de televisión de Manmin. “Queremos que todas las personas en el mundo crean que la Biblia es verdadera, y que Dios está vivo, tal como lo demuestran sus señales y prodigios milagrosos”. San Pedro Sula verdaderamente presenció el poder de Dios este mes de julio en el Estadio Olímpico, cuando Dios retuvo los nubarrones de lluvia y la amenazadora tormenta, para derramar su gracia y entregar un mensaje de fe que trajo vida nueva y sanidad a Honduras, el país humillado por el huracán. HNRB

consistently as well as exponentially; as these are the vehicles God is mobilizing toward the fulfillment of the Great Commission.

The HNRB proposes to identify, support and propagate innovative initiatives destined to transform Hispanic-American society with God’s principles. We also encourage efforts that (through use of new communicational technology and mass media,) aspire to 1.) Reinforce Judeo-Christian values with an innovative mentality, 2.) Cultivate and extend the enterprising ability of their emerging creative talent, leaders, and producers, and

3.) Develop agents of change that pursue God’s interests and the common good before their own interests.

“Jesus, knowing that they intended to come and make him king by force, withdrew again to a mountain by himself.” John 6:15

In closing, I will share a quote from Martin Luther King.

“If our words do not suffice, we will attempt to persuade with our actions. We will always be willing to talk and procure a righteous compromise, but we are prepared to suffer and even risk our lives to become witnesses of the truth.” HNRB

tangible evidence of our living God was manifested clearly through the ministry of Dr. Lee in Honduras.” He went on to say, “It is vital that ministries of global impact, like Manmin World Missions, make use of the technological advances of communications available to us today. As Christians, we should be in the forefront of these technologies. Manmin TV has set in motion the live webcasting of the “2002 India Healing Crusade” scheduled for Chennai (Madras, India) from Oct 10-13, 2002. Manmin’s outreach and impact is truly far-reaching and vanguard.” Also, in attendance at the crusade



in their respective countries.

Manmin World Missions, and Dr. Lee Jae-Rock, have a deep commitment to serve and cooperate with Hispanic ministries and broadcasters who are steadfast to their calling “to demonstrate that God’s power is real,” states Johnny Kim, director of Manmin TV. “We would like all the people of the world to believe that the Bible is true and God is alive as evidenced through His miraculous signs and wonders.” San Pedro Sula truly witnessed the power of God this July at the Olympic Stadium, as God held back the rain filled clouds, and the tantalizing stormy skies to pour forth His grace and minister a message of faith that brought new life and healing to the hurricane humbled nation of Honduras.

HNRB



Calvo, Solares and Colombo

were Rev. Luis Fernando Solares of Channel 27, Guatemala, and Luis Fernando Calvo, President of Cristovision in Costa Rica. Solares and Calvo also represent In Touch Ministries



# ¡NOTICIAS! ¡NEWS!

## ¡FELICITACIONES!

Focus on the Family y In Touch Ministries merecen una felicitación por los hitos marcados en el 2002. Focus on the Family celebró 25 años de ministerio y 15 años a los hispanos.

Por otro lado, In Touch Ministries celebró 30 años de ministerio y 8 años a los hispanos. Además, este año In Touch celebró los 70 años de edad del Dr. Charles Stanley. Un saludo muy cordial a Focus on the Family y In Touch Ministries por su excelente servicio durante tantos años.

## CONGRATULATIONS!

*Congratulations are in order for Focus on the Family and In Touch Ministries for their milestone achievements in*

*2002. Focus on the Family commemorates its 25<sup>th</sup> year of service and its 15<sup>th</sup> year of ministry in the Spanish language.*

*In Touch Ministries also celebrates several birthdays. 2002 marks 30 years for ITM and 8 years for the Spanish Ministry. Also, in September, Dr. Charles Stanley celebrated his 70<sup>th</sup> birthday.*

*Hats off to Focus on the Family and In Touch Ministries for many years of excellent service.*

## VIDA VISIÓN LANZA NUEVO SITIO DE ORACIÓN

para los que están en las comunicaciones hispanas. Cada día se ora por alguien diferente y hay un devocional para esa ocasión.

Orar por influencias positivas en la comunidad hispana es una manera estupenda de apoyar las comunicaciones hispanas. Entérese de ello en: [www.LuzCamaraAccion.com](http://www.LuzCamaraAccion.com) Encontrará más noticias y novedades en nuestro sitio Web: [www.hnrb.org](http://www.hnrb.org)

## VIDA VISIÓN LAUNCHES NEW PRAYER SITE

for those in Spanish Communication. Each day there is a new person to pray for and a short devotional to go along with it. It's a great way to support Hispanic communications as we pray for positive influences among the Hispanic community.

Check it out at: [www.LuzCamaraAccion.com](http://www.LuzCamaraAccion.com)

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



For more news and interesting features, visit our web site at [www.hnrb.org](http://www.hnrb.org) today!

**EN EL PRÓXIMO NÚMERO DEL BOLETÍN DE LA HNRB** presentaremos materiales por Rusty Wright, consumado conferencista internacional y reportero. Búsquelos en la publicación que saldrá antes de la Convención.

**THE NEXT ISSUE OF THE HNRB BULLETIN** will feature materials from accomplished international lecturer and journalist, Rusty Wright. Be sure to look for them in our Pre-Convention publication. **HNRB**

yo iré  
steve green

Translations of the english recordings  
"The Faithful", "Morning Light", "Woven In Time"  
And one new song "El Que Habita"

For more information [www.stevegreenministries.org](http://www.stevegreenministries.org)

© 2002 Steve Green Ministries  
sparrowrecords

**HNRB  
c/o NRB**

**9510 Technology Drive  
Manassas, VA 20110**

**Phone and Fax: 678-985-2041  
[hnrb@nrp.org](mailto:hnrb@nrp.org)  
[www.hnrb.org](http://www.hnrb.org)**

**PRESIDENTE, EDITOR EJECUTIVO/  
PRESIDENT, EXECUTIVE EDITOR:  
Néstor Colombo, [nestor@intouch.org](mailto:nestor@intouch.org)**

**PUBLICACIÓN Y DISEÑO/PRODUCTION AND  
DESIGN: CMC Agents, Inc.**

**La HNRB agradece a la NRB por su apoyo constante y a CMC Agents, Inc. por el diseño y la publicación de este boletín.**

**The HNRB would like to extend its thanks to the NRB for its consistent support of the HNRB and to CMC Agents, Inc. for the compilation, production and design of this newsletter.**

©Derechos reservados. Copyright 2002.





## 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.

CRC provides simplified, yet effective ways to help individuals, couples, and families save for college or retirement ("the next phase of ministry"), invest wisely and enjoy more flexible financial solutions.

How can we

### serve you?

- Group insurance
- Retirement planning
- Investment counseling

### It's about service.

Commitment to excellence. Count on CRC for dedicated service, ongoing support, education and a variety of plans, like:

- TAX-FREE savings for college or retirement
- Low-risk fixed investments
- Simplified money management
- Plans for foreign nationals
- "Self-Funded Ministry"<sup>TM</sup>




Christian  
Retirement  
Coalition

An International Benefits Ministry  
Serving Ministries and Ministry Professionals

Christian Retirement Coalition  
5350 Tomah Drive • Suite 2500 • Colorado Springs • CO • 80918  
Toll Free: (888)879-1376 Fax: (719)268-2716

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

Advisory services and securities offered through Lincoln Investment Planning, Inc. Registered investment advisor.  
Member NASD and SIPC. 





## FCC Opens Comprehensive Media Ownership Proceeding

The FCC recently launched its long-awaited "omnibus" media ownership proceeding. The new rulemaking likely will trigger the most significant regulatory changes affecting owners of broadcast stations and other media outlets since passage of the Telecommunications Act of 1996. The omnibus proceeding addresses only rules imposed on commercial broadcast stations, and is an outgrowth of the 1996 Act, which also directed the FCC to review its media ownership rules every two years to determine those that are no longer "necessary in the public interest."

This year, a federal appellate court in Washington, DC, reversed several FCC biennial review decisions, sharply criticizing the FCC for developing varied approaches for evaluating media competition and diversity that differed depending upon the rule at issue. In response, the FCC opened the omnibus proceeding to devise a consistent rationale for media ownership rules and seeks comment on the following:

**The local television rule.** The so-called "duopoly" rule allows for common ownership of two TV stations in the same market in limited circumstances. A group broadcaster filed suit, and in April 2002 the court remanded the matter to the agency for further consideration. The court found fault particularly with the FCC's use of a voices test that counts only TV stations while the FCC counts other types of media voices when applying other rules.

**The local radio/television cross-ownership rule.** This restriction allows a party to own one TV station (or two TV stations if permitted by the TV duopoly rule) and a varying number of radio stations in the same local market, depending on the number of independently owned media voices that would remain in a given market post-combination. The voices test for this rule counts not only TV and radio stations but also cable systems and daily newspapers.

**The local radio ownership rule.** The 1996 Act relaxed limits on multiple radio station ownership in a single market. The current restraint increases with the size of the market. The FCC opened a rulemaking two years ago to consider modifying its method for defining a local radio market. The pending proceeding is being folded into the omnibus rulemaking.

**The national television ownership cap.** The current restriction sets no absolute limit on the number of stations one entity may own, but a single owner may not own stations that collectively reach more than 35 percent of TV households nationwide. Several broadcast networks challenged the restraint, and in February 2002 a court ruled that the FCC failed to provide "a single valid reason" for why the rule was necessary, remanding it to the FCC for further consideration.

**The dual network rule.** This restraint prevents a merger only among any of the top four national networks: ABC, CBS, Fox, or NBC. Common ownership of smaller networks, or one of the top four and a smaller network, is permissible.

The newspaper/broadcast cross-ownership ban. The rule generally prohibits one entity from owning both a commercial broadcast station and a daily newspaper in the same community. This regulation is the subject of a long-pending rulemaking but will be reviewed in conjunction with the omnibus proceeding.

The comment cycle is slated to close January 2, 2003. A full copy of the rulemaking notice is available at [http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-02-249A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-02-249A1.pdf).



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



Want to take a slice out of your media budget?



Think Newton.

Now is the time to take advantage of great savings on TV and radio media rates nationwide. Let Newton Media's leverage and negotiating skills work for you by saving money on your next media purchase!

Newton specializes in successful media management and tracking for ministries and direct response companies. We can help you gain more exposure for less, sell more products, or minister to a larger audience — all while saving big on broadcast or network buys.

Call today toll-free to receive your FREE No Obligation Media Analysis! Doing what's best for our clients is a Core Value at Newton Media.

1-866-656-1929



United States Postal Service  
Statement of Ownership, Management, and Circulation

1. Publication Title: **10/7/2002**

2. Issue Date: **October 7, 2002**

3. Number of Issues Published Annually: **12**

4. Annual Subscription Price: **824**

5. Number of Copies: **910**

6. Office of Publication: **910 Technology Drive, Manassas, VA 20110**

7. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

8. Complete Mailing Address of Principal Office: **see above**

9. Complete Mailing Address of Business Office: **see above**

10. Complete Mailing Address of Circulation Office: **see above**

11. Publication Title: **see above**

12. Issue Date: **see above**

13. Number of Issues Published Annually: **see above**

14. Annual Subscription Price: **see above**

15. Number of Copies: **see above**

16. Office of Publication: **see above**

17. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

18. Complete Mailing Address of Principal Office: **see above**

19. Complete Mailing Address of Business Office: **see above**

20. Complete Mailing Address of Circulation Office: **see above**

21. Publication Title: **see above**

22. Issue Date: **see above**

23. Number of Issues Published Annually: **see above**

24. Annual Subscription Price: **see above**

25. Number of Copies: **see above**

26. Office of Publication: **see above**

27. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

28. Complete Mailing Address of Principal Office: **see above**

29. Complete Mailing Address of Business Office: **see above**

30. Complete Mailing Address of Circulation Office: **see above**

31. Publication Title: **see above**

32. Issue Date: **see above**

33. Number of Issues Published Annually: **see above**

34. Annual Subscription Price: **see above**

35. Number of Copies: **see above**

36. Office of Publication: **see above**

37. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

38. Complete Mailing Address of Principal Office: **see above**

39. Complete Mailing Address of Business Office: **see above**

40. Complete Mailing Address of Circulation Office: **see above**

41. Publication Title: **see above**

42. Issue Date: **see above**

43. Number of Issues Published Annually: **see above**

44. Annual Subscription Price: **see above**

45. Number of Copies: **see above**

46. Office of Publication: **see above**

47. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

48. Complete Mailing Address of Principal Office: **see above**

49. Complete Mailing Address of Business Office: **see above**

50. Complete Mailing Address of Circulation Office: **see above**

51. Publication Title: **see above**

52. Issue Date: **see above**

53. Number of Issues Published Annually: **see above**

54. Annual Subscription Price: **see above**

55. Number of Copies: **see above**

56. Office of Publication: **see above**

57. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

58. Complete Mailing Address of Principal Office: **see above**

59. Complete Mailing Address of Business Office: **see above**

60. Complete Mailing Address of Circulation Office: **see above**

61. Publication Title: **see above**

62. Issue Date: **see above**

63. Number of Issues Published Annually: **see above**

64. Annual Subscription Price: **see above**

65. Number of Copies: **see above**

66. Office of Publication: **see above**

67. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

68. Complete Mailing Address of Principal Office: **see above**

69. Complete Mailing Address of Business Office: **see above**

70. Complete Mailing Address of Circulation Office: **see above**

71. Publication Title: **see above**

72. Issue Date: **see above**

73. Number of Issues Published Annually: **see above**

74. Annual Subscription Price: **see above**

75. Number of Copies: **see above**

76. Office of Publication: **see above**

77. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

78. Complete Mailing Address of Principal Office: **see above**

79. Complete Mailing Address of Business Office: **see above**

80. Complete Mailing Address of Circulation Office: **see above**

81. Publication Title: **see above**

82. Issue Date: **see above**

83. Number of Issues Published Annually: **see above**

84. Annual Subscription Price: **see above**

85. Number of Copies: **see above**

86. Office of Publication: **see above**

87. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

88. Complete Mailing Address of Principal Office: **see above**

89. Complete Mailing Address of Business Office: **see above**

90. Complete Mailing Address of Circulation Office: **see above**

91. Publication Title: **see above**

92. Issue Date: **see above**

93. Number of Issues Published Annually: **see above**

94. Annual Subscription Price: **see above**

95. Number of Copies: **see above**

96. Office of Publication: **see above**

97. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

98. Complete Mailing Address of Principal Office: **see above**

99. Complete Mailing Address of Business Office: **see above**

100. Complete Mailing Address of Circulation Office: **see above**

101. Publication Title: **see above**

102. Issue Date: **see above**

103. Number of Issues Published Annually: **see above**

104. Annual Subscription Price: **see above**

105. Number of Copies: **see above**

106. Office of Publication: **see above**

107. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

108. Complete Mailing Address of Principal Office: **see above**

109. Complete Mailing Address of Business Office: **see above**

110. Complete Mailing Address of Circulation Office: **see above**

111. Publication Title: **see above**

112. Issue Date: **see above**

113. Number of Issues Published Annually: **see above**

114. Annual Subscription Price: **see above**

115. Number of Copies: **see above**

116. Office of Publication: **see above**

117. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

118. Complete Mailing Address of Principal Office: **see above**

119. Complete Mailing Address of Business Office: **see above**

120. Complete Mailing Address of Circulation Office: **see above**

121. Publication Title: **see above**

122. Issue Date: **see above**

123. Number of Issues Published Annually: **see above**

124. Annual Subscription Price: **see above**

125. Number of Copies: **see above**

126. Office of Publication: **see above**

127. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

128. Complete Mailing Address of Principal Office: **see above**

129. Complete Mailing Address of Business Office: **see above**

130. Complete Mailing Address of Circulation Office: **see above**

131. Publication Title: **see above**

132. Issue Date: **see above**

133. Number of Issues Published Annually: **see above**

134. Annual Subscription Price: **see above**

135. Number of Copies: **see above**

136. Office of Publication: **see above**

137. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

138. Complete Mailing Address of Principal Office: **see above**

139. Complete Mailing Address of Business Office: **see above**

140. Complete Mailing Address of Circulation Office: **see above**

141. Publication Title: **see above**

142. Issue Date: **see above**

143. Number of Issues Published Annually: **see above**

144. Annual Subscription Price: **see above**

145. Number of Copies: **see above**

146. Office of Publication: **see above**

147. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

148. Complete Mailing Address of Principal Office: **see above**

149. Complete Mailing Address of Business Office: **see above**

150. Complete Mailing Address of Circulation Office: **see above**

151. Publication Title: **see above**

152. Issue Date: **see above**

153. Number of Issues Published Annually: **see above**

154. Annual Subscription Price: **see above**

155. Number of Copies: **see above**

156. Office of Publication: **see above**

157. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

158. Complete Mailing Address of Principal Office: **see above**

159. Complete Mailing Address of Business Office: **see above**

160. Complete Mailing Address of Circulation Office: **see above**

161. Publication Title: **see above**

162. Issue Date: **see above**

163. Number of Issues Published Annually: **see above**

164. Annual Subscription Price: **see above**

165. Number of Copies: **see above**

166. Office of Publication: **see above**

167. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

168. Complete Mailing Address of Principal Office: **see above**

169. Complete Mailing Address of Business Office: **see above**

170. Complete Mailing Address of Circulation Office: **see above**

171. Publication Title: **see above**

172. Issue Date: **see above**

173. Number of Issues Published Annually: **see above**

174. Annual Subscription Price: **see above**

175. Number of Copies: **see above**

176. Office of Publication: **see above**

177. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

178. Complete Mailing Address of Principal Office: **see above**

179. Complete Mailing Address of Business Office: **see above**

180. Complete Mailing Address of Circulation Office: **see above**

181. Publication Title: **see above**

182. Issue Date: **see above**

183. Number of Issues Published Annually: **see above**

184. Annual Subscription Price: **see above**

185. Number of Copies: **see above**

186. Office of Publication: **see above**

187. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

188. Complete Mailing Address of Principal Office: **see above**

189. Complete Mailing Address of Business Office: **see above**

190. Complete Mailing Address of Circulation Office: **see above**

191. Publication Title: **see above**

192. Issue Date: **see above**

193. Number of Issues Published Annually: **see above**

194. Annual Subscription Price: **see above**

195. Number of Copies: **see above**

196. Office of Publication: **see above**

197. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

198. Complete Mailing Address of Principal Office: **see above**

199. Complete Mailing Address of Business Office: **see above**

200. Complete Mailing Address of Circulation Office: **see above**

201. Publication Title: **see above**

202. Issue Date: **see above**

203. Number of Issues Published Annually: **see above**

204. Annual Subscription Price: **see above**

205. Number of Copies: **see above**

206. Office of Publication: **see above**

207. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

208. Complete Mailing Address of Principal Office: **see above**

209. Complete Mailing Address of Business Office: **see above**

210. Complete Mailing Address of Circulation Office: **see above**

211. Publication Title: **see above**

212. Issue Date: **see above**

213. Number of Issues Published Annually: **see above**

214. Annual Subscription Price: **see above**

215. Number of Copies: **see above**

216. Office of Publication: **see above**

217. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

218. Complete Mailing Address of Principal Office: **see above**

219. Complete Mailing Address of Business Office: **see above**

220. Complete Mailing Address of Circulation Office: **see above**

221. Publication Title: **see above**

222. Issue Date: **see above**

223. Number of Issues Published Annually: **see above**

224. Annual Subscription Price: **see above**

225. Number of Copies: **see above**

226. Office of Publication: **see above**

227. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

228. Complete Mailing Address of Principal Office: **see above**

229. Complete Mailing Address of Business Office: **see above**

230. Complete Mailing Address of Circulation Office: **see above**

231. Publication Title: **see above**

232. Issue Date: **see above**

233. Number of Issues Published Annually: **see above**

234. Annual Subscription Price: **see above**

235. Number of Copies: **see above**

236. Office of Publication: **see above**

237. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

238. Complete Mailing Address of Principal Office: **see above**

239. Complete Mailing Address of Business Office: **see above**

240. Complete Mailing Address of Circulation Office: **see above**

241. Publication Title: **see above**

242. Issue Date: **see above**

243. Number of Issues Published Annually: **see above**

244. Annual Subscription Price: **see above**

245. Number of Copies: **see above**

246. Office of Publication: **see above**

247. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

248. Complete Mailing Address of Principal Office: **see above**

249. Complete Mailing Address of Business Office: **see above**

250. Complete Mailing Address of Circulation Office: **see above**

251. Publication Title: **see above**

252. Issue Date: **see above**

253. Number of Issues Published Annually: **see above**

254. Annual Subscription Price: **see above**

255. Number of Copies: **see above**

256. Office of Publication: **see above**

257. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

258. Complete Mailing Address of Principal Office: **see above**

259. Complete Mailing Address of Business Office: **see above**

260. Complete Mailing Address of Circulation Office: **see above**

261. Publication Title: **see above**

262. Issue Date: **see above**

263. Number of Issues Published Annually: **see above**

264. Annual Subscription Price: **see above**

265. Number of Copies: **see above**

266. Office of Publication: **see above**

267. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

268. Complete Mailing Address of Principal Office: **see above**

269. Complete Mailing Address of Business Office: **see above**

270. Complete Mailing Address of Circulation Office: **see above**

271. Publication Title: **see above**

272. Issue Date: **see above**

273. Number of Issues Published Annually: **see above**

274. Annual Subscription Price: **see above**

275. Number of Copies: **see above**

276. Office of Publication: **see above**

277. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

278. Complete Mailing Address of Principal Office: **see above**

279. Complete Mailing Address of Business Office: **see above**

280. Complete Mailing Address of Circulation Office: **see above**

281. Publication Title: **see above**

282. Issue Date: **see above**

283. Number of Issues Published Annually: **see above**

284. Annual Subscription Price: **see above**

285. Number of Copies: **see above**

286. Office of Publication: **see above**

287. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

288. Complete Mailing Address of Principal Office: **see above**

289. Complete Mailing Address of Business Office: **see above**

290. Complete Mailing Address of Circulation Office: **see above**

291. Publication Title: **see above**

292. Issue Date: **see above**

293. Number of Issues Published Annually: **see above**

294. Annual Subscription Price: **see above**

295. Number of Copies: **see above**

296. Office of Publication: **see above**

297. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

298. Complete Mailing Address of Principal Office: **see above**

299. Complete Mailing Address of Business Office: **see above**

300. Complete Mailing Address of Circulation Office: **see above**

301. Publication Title: **see above**

302. Issue Date: **see above**

303. Number of Issues Published Annually: **see above**

304. Annual Subscription Price: **see above**

305. Number of Copies: **see above**

306. Office of Publication: **see above**

307. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

308. Complete Mailing Address of Principal Office: **see above**

309. Complete Mailing Address of Business Office: **see above**

310. Complete Mailing Address of Circulation Office: **see above**

311. Publication Title: **see above**

312. Issue Date: **see above**

313. Number of Issues Published Annually: **see above**

314. Annual Subscription Price: **see above**

315. Number of Copies: **see above**

316. Office of Publication: **see above**

317. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

318. Complete Mailing Address of Principal Office: **see above**

319. Complete Mailing Address of Business Office: **see above**

320. Complete Mailing Address of Circulation Office: **see above**

321. Publication Title: **see above**

322. Issue Date: **see above**

323. Number of Issues Published Annually: **see above**

324. Annual Subscription Price: **see above**

325. Number of Copies: **see above**

326. Office of Publication: **see above**

327. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

328. Complete Mailing Address of Principal Office: **see above**

329. Complete Mailing Address of Business Office: **see above**

330. Complete Mailing Address of Circulation Office: **see above**

331. Publication Title: **see above**

332. Issue Date: **see above**

333. Number of Issues Published Annually: **see above**

334. Annual Subscription Price: **see above**

335. Number of Copies: **see above**

336. Office of Publication: **see above**

337. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

338. Complete Mailing Address of Principal Office: **see above**

339. Complete Mailing Address of Business Office: **see above**

340. Complete Mailing Address of Circulation Office: **see above**

341. Publication Title: **see above**

342. Issue Date: **see above**

343. Number of Issues Published Annually: **see above**

344. Annual Subscription Price: **see above**

345. Number of Copies: **see above**

346. Office of Publication: **see above**

347. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

348. Complete Mailing Address of Principal Office: **see above**

349. Complete Mailing Address of Business Office: **see above**

350. Complete Mailing Address of Circulation Office: **see above**

351. Publication Title: **see above**

352. Issue Date: **see above**

353. Number of Issues Published Annually: **see above**

354. Annual Subscription Price: **see above**

355. Number of Copies: **see above**

356. Office of Publication: **see above**

357. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

358. Complete Mailing Address of Principal Office: **see above**

359. Complete Mailing Address of Business Office: **see above**

360. Complete Mailing Address of Circulation Office: **see above**

361. Publication Title: **see above**

362. Issue Date: **see above**

363. Number of Issues Published Annually: **see above**

364. Annual Subscription Price: **see above**

365. Number of Copies: **see above**

366. Office of Publication: **see above**

367. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

368. Complete Mailing Address of Principal Office: **see above**

369. Complete Mailing Address of Business Office: **see above**

370. Complete Mailing Address of Circulation Office: **see above**

371. Publication Title: **see above**

372. Issue Date: **see above**

373. Number of Issues Published Annually: **see above**

374. Annual Subscription Price: **see above**

375. Number of Copies: **see above**

376. Office of Publication: **see above**

377. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

378. Complete Mailing Address of Principal Office: **see above**

379. Complete Mailing Address of Business Office: **see above**

380. Complete Mailing Address of Circulation Office: **see above**

381. Publication Title: **see above**

382. Issue Date: **see above**

383. Number of Issues Published Annually: **see above**

384. Annual Subscription Price: **see above**

385. Number of Copies: **see above**

386. Office of Publication: **see above**

387. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

388. Complete Mailing Address of Principal Office: **see above**

389. Complete Mailing Address of Business Office: **see above**

390. Complete Mailing Address of Circulation Office: **see above**

391. Publication Title: **see above**

392. Issue Date: **see above**

393. Number of Issues Published Annually: **see above**

394. Annual Subscription Price: **see above**

395. Number of Copies: **see above**

396. Office of Publication: **see above**

397. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

398. Complete Mailing Address of Principal Office: **see above**

399. Complete Mailing Address of Business Office: **see above**

400. Complete Mailing Address of Circulation Office: **see above**

401. Publication Title: **see above**

402. Issue Date: **see above**

403. Number of Issues Published Annually: **see above**

404. Annual Subscription Price: **see above**

405. Number of Copies: **see above**

406. Office of Publication: **see above**

407. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

408. Complete Mailing Address of Principal Office: **see above**

409. Complete Mailing Address of Business Office: **see above**

410. Complete Mailing Address of Circulation Office: **see above**

411. Publication Title: **see above**

412. Issue Date: **see above**

413. Number of Issues Published Annually: **see above**

414. Annual Subscription Price: **see above**

415. Number of Copies: **see above**

416. Office of Publication: **see above**

417. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

418. Complete Mailing Address of Principal Office: **see above**

419. Complete Mailing Address of Business Office: **see above**

420. Complete Mailing Address of Circulation Office: **see above**

421. Publication Title: **see above**

422. Issue Date: **see above**

423. Number of Issues Published Annually: **see above**

424. Annual Subscription Price: **see above**

425. Number of Copies: **see above**

426. Office of Publication: **see above**

427. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

428. Complete Mailing Address of Principal Office: **see above**

429. Complete Mailing Address of Business Office: **see above**

430. Complete Mailing Address of Circulation Office: **see above**

431. Publication Title: **see above**

432. Issue Date: **see above**

433. Number of Issues Published Annually: **see above**

434. Annual Subscription Price: **see above**

435. Number of Copies: **see above**

436. Office of Publication: **see above**

437. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

438. Complete Mailing Address of Principal Office: **see above**

439. Complete Mailing Address of Business Office: **see above**

440. Complete Mailing Address of Circulation Office: **see above**

441. Publication Title: **see above**

442. Issue Date: **see above**

443. Number of Issues Published Annually: **see above**

444. Annual Subscription Price: **see above**

445. Number of Copies: **see above**

446. Office of Publication: **see above**

447. Complete Mailing Address of Headquarters or General Business Office of Publisher: **see above**

448. Complete Mailing Address of Principal Office: **see above**

449. Complete Mailing Address of Business Office: **see above**

450. Complete Mailing Address of Circulation Office: **see above**

451. Publication Title: **see above**

452. Issue Date: **see above**

453. Number of Issues Published Annually: **see above**

454. Annual Subscription Price: **see above**

455. Number of Copies: **see above**

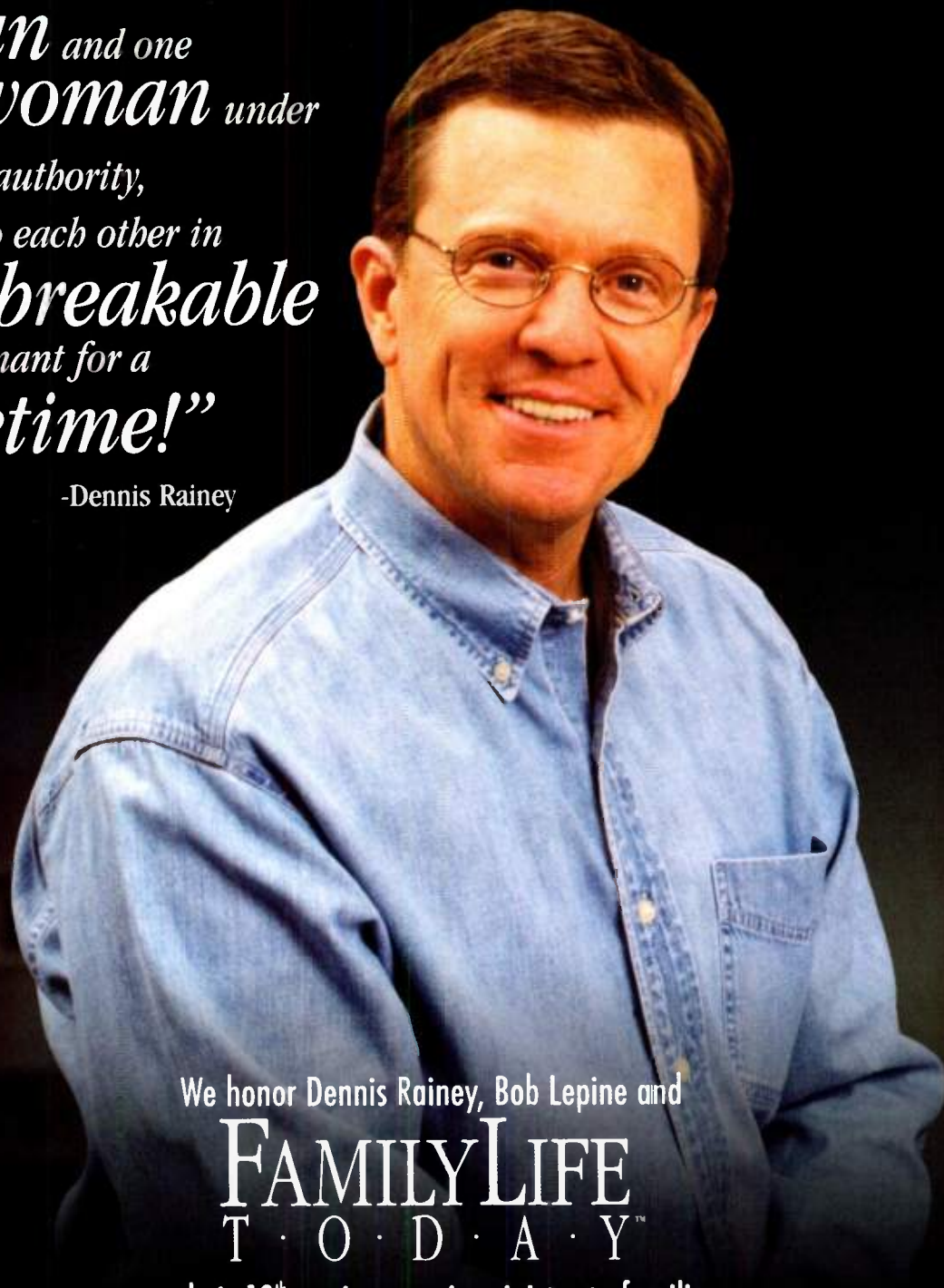
456. Office of Publication: **see above**

457. Complete Mailing Address of Headquarters or General Business Office



“One *man* and one  
*woman* under  
*God's* authority,  
committed to each other in  
an *unbreakable*  
marital covenant for a  
*lifetime!*”

-Dennis Rainey



We honor Dennis Rainey, Bob Lepine and

# FAMILY LIFE T · O · D · A · Y™

on their 10<sup>th</sup> anniversary in ministry to families.

AMBASSADOR





# Helping you, help others

Revival Soy is a Christian, family-owned company. Our mission is to not only improve people's lives, but to see God's Kingdom advanced. That's why partnering with ministries like yours is a key part of our outreach, and why we developed the Ministry Partner Program.

Revival Soy products are all 100% natural, great-tasting soy supplements. Soy is endorsed by the FDA and the American Heart Association for preventing heart disease and is also proven by leading medical universities to stop fat cells. Revival soy has helped thousands of people nationwide to live healthier, more energized lives. We'd love the opportunity to discuss how the Revival Soy Ministry Partner Program can financially empower your ministry to expand the Kingdom of God.

**help your constituents live healthier lives.**

**acquire new donors and increase your revenue**

**establish lasting donor-relationships**

**no risk, hassle, or expense**



"I feel better about  
my future health  
as a woman"

**-R. Pladna  
Revival User**



*Start Living™*

"My wife Vonette and I have been using Revival Soy since November 2001. It has been very helpful to us and we recommend it to many of our friends. We encourage you to use Revival Soy as well."

Bill and Vonette Bright  
Founders, Campus Crusade For Christ

To learn how Revival Soy has helped CBN's Living The Life TV show contact:

Julie Jenney, Producer, Living the Life  
757-226-2223



"Revival is the best way to add soy protein and soy isoflavones to your diet."

-Excerpt from [revivalsoy.com](http://revivalsoy.com)



## Why Revival Soy?

Despite the compelling research on the amazing health and weight loss benefits of soy, Americans are still reluctant to make soy a part of their daily diet. Who can blame us? It takes up to 6 servings of soy foods a day to experience the full benefits of soy and the chalky taste of soy isn't exactly something to look forward to. We know how you feel, and we've done something about it. You'll actually love the taste of Revival Soy in one of our krispy bars or smooth shakes. In addition, Revival's patented natural concentration process makes one delicious Revival bar or shake equal to 6 cups of soymilk—the amount your body needs to experience the full benefits of soy. Join the thousands of Americans already improving their lives with Revival Soy. Give us a call or visit us online at:

**1-800-REVIVAL**  
[revivalsoy.com](http://revivalsoy.com)

**delicious taste**

**fast results**

**#1 doctor-recommended**

**just one serving a day**

**many patented benefits**

To learn more about how Revival Soy can help your ministry please contact Nathan Tabor at:  
(336)722-2337 x1717  
[nathantabor@revivalsoy.com](mailto:nathantabor@revivalsoy.com)

**Revival**<sup>®</sup>  
DOCTOR-FORMULATED SOY PROTEIN



# 3

## THINGS YOU NEED TO KNOW FOR CHRISTIAN RADIO

1. **Radio Management Services, Inc**
2. **Phil French**
3. **1-800-733-5255**

We represent top Christian radio stations in these terrific markets:

### Radio stations in the United States:

- |                          |                                   |
|--------------------------|-----------------------------------|
| <i>St. Louis, MO</i>     | <i>Phoenix, AZ</i>                |
| <i>Los Angeles, CA</i>   | <i>Chicago, IL</i>                |
| <i>Atlanta, GA</i>       | <i>Washington, DC</i>             |
| <i>Dallas, TX</i>        | <i>Philadelphia, PA</i>           |
| <i>New Orleans, LA</i>   | <i>Pittsburgh, PA</i>             |
| <i>Jacksonville, FL</i>  | <i>Houston-Corpus Christi, TX</i> |
| <i>Bakersfield, CA</i>   | <i>Indianapolis, IN</i>           |
| <i>Nashville, TN</i>     | <i>Birmingham, AL</i>             |
| <i>Tulsa, OK</i>         | <i>W. Palm Beach, FL</i>          |
| <i>Knoxville, TN</i>     | <i>Wichita, KS</i>                |
| <i>Raleigh, NC</i>       | <i>Kansas City, MO</i>            |
| <i>Des Moines, IA</i>    | <i>San Antonio, TX</i>            |
| <i>Austin, TX</i>        | <i>Boise, ID</i>                  |
| <i>Atlantic City, NJ</i> | <i>Mobile, AL</i>                 |
| <i>El Paso, TX</i>       | <i>Colorado Springs, CO</i>       |
| <i>Bristol, TN</i>       | <i>Minneapolis, MN</i>            |
| <i>Socorro, NM</i>       |                                   |

and Shortwave to all parts of the world



**Radio Management Services, Inc.**

Call **Phil French**  
**1-800-733-5255**

to place your radio ministry in any of these areas of the world

# TRADE TALK



## PEOPLE

### Los Angeles, CA –

Recognized as the father of the modern men's movement, Dr. Edwin Louis Cole, 79, died August 27. The founder/president of the Christian Men's Network was a pastor, evangelist, teacher, business executive, denominational leader, teacher and broadcaster. Cole is survived by his wife, Nancy, three children, nine grandchildren and one great-grandchild. (Eric Erickson, eerickson@edcole.org)



Dr. Edwin Louis Cole

**Garland, TX** – Celebrating 56 years in radio on September 27, Bob Wilson was surprised with an anniversary party aired live on KXVI-FM. Owner Bill Wright and DJ Danny Adams broadcast the event. Wilson received an award for his pioneer work in Country Gospel/Christian Country/Southern Gospel music. (Glorya Wilson, info@themustardseedfaith.org)



Melva Derrickson

**Nashville, TN** – During NRB 2002, Melva Derrickson, program director of KCMH-FM/Mountain Home, AR, won the GSF & Associates trip to the NRB regional conference of her choice. She chose the SENRB, held August 19-21 at The Cove in Asheville, NC. (615-361-1810)

### Chicago, IL –

Barbara A. Peil was named director of communications for Walk in the Word with Dr. James MacDonald. Peil joins the organization after nearly a decade of service with Insight for Living. (Robb Hansen, rhansen@walkintheword.com)



**Nashville, TN** – Reunion Records announced the addition of Conor Farley to its radio department as radio promotions coordinator. Farley works with AC stations across the United States. (Alisha Swindle, aswindle@providentmusicgroup.com)

### Saint Paul, MN –

Northwestern College and Radio celebrated the inauguration of Dr. Alan S. Cureton as its eighth president during a week of activities September 9-13. Roger Cross, president of Youth for Christ America, delivered the inaugural address for the celebration. (Janell Wojtowicz, jbw@nwc.edu)



Dr. Alan S. Cureton



J.R. Whitby

**Muskegon, MI** – J. R. Whitby is beginning his 15th year of service at Gospel Communications International (GCI) with a new title: COO. For the past three years, Whitby was VP of GCI and director of Gospelcom.net. (Duane Smith, dss@gospelcom.net)

**Charlotte, NC** – INSP personnel news: Kirt Salisbury joined INSP-The Inspiration Network as senior staff writer, development, and Will Baysinger was promoted to promotions producer. (Sara Lowe, 704-561-7728)

**San Diego, CA** – KCBQ-AM and KPRZ-AM local sales manager Judy Bowen was named General Manager of the Salem stations, effective September 16. Bowen succeeds Mark Larson, who moved into a new on-air and management consulting role for the stations. (858-535-1210)

### Colorado Springs, CO –

Dr. Walt Larimore now has a 60-second medical feature on WABC-AM/New York, NY. Family physician and author, Larimore serves as VP of Medical Outreach for Focus on the Family. (Lisa Anderson, anderslc@fotf.org)



Dr. Walt Larimore



# Mrs. Franklyn Is Not A Number.

She's a grandmother of 4.  
She's been married for 33 years, teaches Sunday school class  
at her local church, and supports Christian radio & television.

You don't treat your donors or customers  
like numbers and neither do we.  
Outsource your inbound  
communication, outbound fundraising,  
and fulfillment needs to InService  
America, and start connecting with  
people like you intended to.

**IN SERVICE  
AMERICA**

"The Connection Between You,  
Your Donors, and Customers"

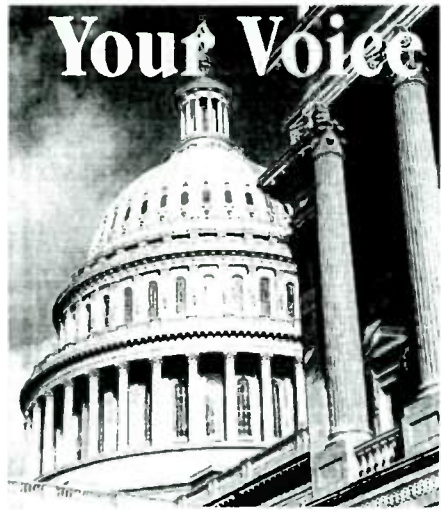
***Inbound • Outbound • Fulfillment  
Direct Mail • And Much More!***

***24/7/365***

***For more information contact Greg  
Dowell, or Shaun Redgate at  
1-800-927-3784, ext. 102.***

InService America  
129 Vista Centre Drive  
Forest, VA 24551





# Your Voice for Life. . .

## . . . from the Nation's Capital

*pro-life*  
**perspective**

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



Wanda Franz, Ph.D.

Hosted by NRLC president, Dr. Wanda Franz, and often featuring prominent pro-life guest speakers, *Pro-Life Perspective* is the best way for pro-lifers across America, including your listeners, to stay informed on current life issues.

 **NATIONAL RIGHT TO LIFE**  
COMMITTEE, INC.  
419 7th Street NW, Suite 500, Washington, DC 20004  
www.nrlc.org

For information on broadcasting *Pro-Life Perspective*, on your station, call us at (202) 626-8825.

# TRADE TALK

## AIRWAVE ANNIVERSARIES

**Cedarville, OH** – The CDR Radio Network (The PATH) celebrated 40 years of broadcasting with a special concert by singer-songwriter Michael Card on October 12. The concert served as a prelude to CDR Radio's annual fund-raising event, Ingathering, which began October 16 and concluded October 19. (Mark Kordic, 800-333-0601)



Rob Green

**Brownsburg IN** – October 2 marked the 20th anniversary for Joyful Sounds and Rob Green, whose programs *Joyful Sounds*, *Joyful Country*, *County Line* and *Gospel Country* have been syndicated worldwide. Joyful Sounds also publishes CCRB, the *Cooperative Christian Radio Bulletin*. (www.ChristianMusicWeekly.com)

**Los Angeles, CA** – KFSH-FM (The FISH), a Salem station, celebrated its second anniversary with an all-day World Vision Request-a-thon. Listeners could hear their requested song when they signed up to sponsor a World Vision child. The goal of 500 new World Vision sponsors was exceeded by 15. (Mary Anderson-Harris, 818-729-9291)



**Merced, CA** - On November 6, KAMB-FM (Celebration Radio 101.5) recognizes its 35th anniversary.



Highlights include recording artist Wayne Watson in concert, a "Name That Artist" game show and a reception. (Larry Walters, 209-723-1015)



# *MicahTek's Total Out-Source Solution*

Learn why organizations are saying 'Yes' to MicahTek for all their out-sourcing needs. Join the MicahTek team for excellence in every aspect of servicing your customers and member base!

Ask about the following exciting services.

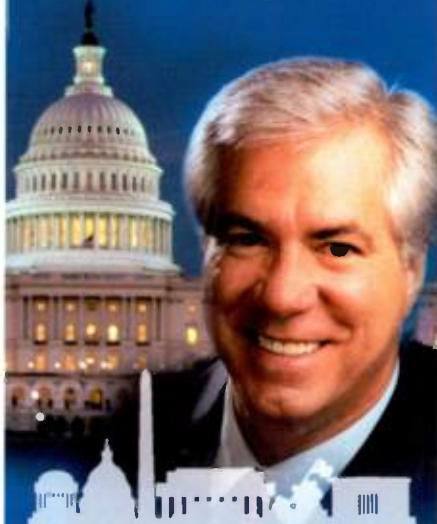
- *Call Center*
- *Data Management*
- *Order Fulfillment and Daily Receipts*
- *Warehouse and Inventory Services*
- *Website Services*
- *Internet Data Integration*
- *E-Commerce Implementation*
- *PartnerShip Program*

Visit our Website at [www.micahtek.com](http://www.micahtek.com) for more information





## 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.



## MUSIC

**Nashville, TN** – UK-based Furious? Records, home to artists Delirious?, All Star United and Graham Kendrick, recently opened an office in Nashville. (Rich Guider, RichGuider@comcast.net)



**Delirious? band mates (L-R): Stewart Smith, Stuart Garrard, Martin Smith, Tim Jupp and Jon Thatcher**

**Nashville, TN** – The David Crowder Band was a featured artist at the first annual Purpose-Driven Worship Conference and Festival in Lake Forest, CA, hosted by the Saddleback Community Church. The event also featured Rick Warren, speaker, author and founding pastor of Saddleback Community Church. (Rick Hoganson, Hoganson@Prodigy.net)

**Nashville, TN** – Vertical Music and Epic Records debuted the first major label project from the Rock & Roll Worship Circus on August 20: *Welcome To The Rock & Roll Worship Circus*. (Stacie Vining, s.vining@theresourceagency.com)



**Nashville, TN** – Randy Travis recorded a country gospel album, *Rise and Shine*, his first album for Word Records. The project is produced by Kyle Lehning, whose previous credits include Waylon Jennings, Dan Seals, Bryan White and Neal McCoy. (Leanne Bush, Leanne.Bush@WordEntertainment.com)

**Nashville, TN** – Word Records artist Jaci Velasquez made her screen debut in July with a major role in Fox 2000 Pictures' movie *Papi Chulo*, directed by Linda Mendoza. (Leanne Bush, Leanne.Bush@WordEntertainment.com)

**Nashville, TN** – *Divine Discontent* marks the first full-length album by Sixpence None The Richer since its 1997 self-titled debut on Squint Entertainment. The group signed with Reprise Records and will release the new album October 29. (Anita Crawford, anita.crawford@wordentertainment.com)



**Nashville, TN** – An all-star lineup worked on *Let's Roll: Together In Unity, Faith and Hope*. The project benefits the Todd M. Beamer Foundation, which was

launched by Lisa Beamer to equip children experiencing family trauma to make heroic choices every day. The eclectic all-star album honors Todd Beamer and all the heroes of September 11. Appearing on the recording: dcTalk, Wynonna, Nicole C. Mullen, Yo Yo Ma, Steven Curtis Chapman, and Congressmen J.C. Watts (R-OK) and Tom DeLay (R-TX). (Rick Hoganson, Hoganson@Prodigy.net)

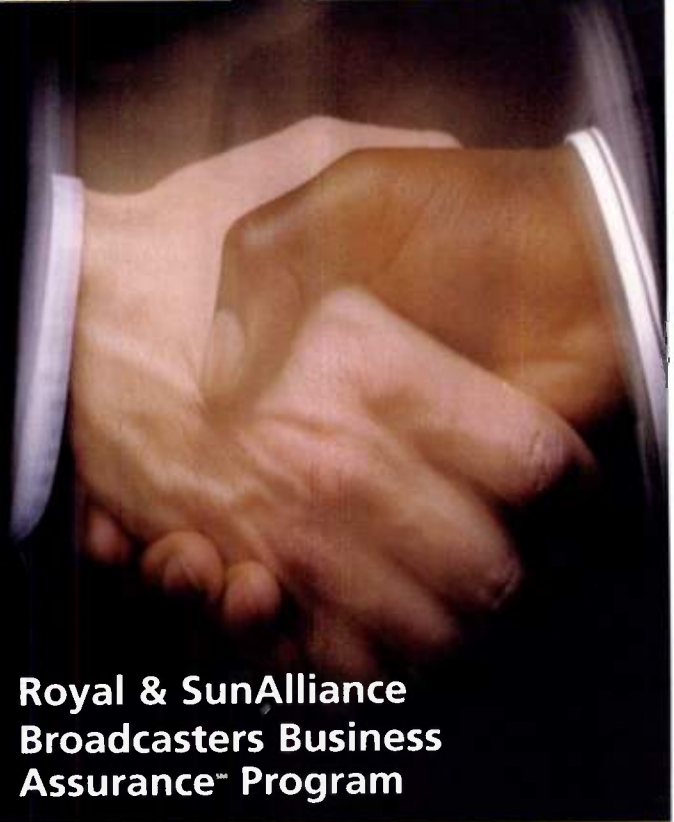
**Nashville, TN** – Sparrow Records vocal group Avalon recently announced the addition of Melissa Greene. Greene replaces soprano Cherie Adams, who is pursuing a career as a soloist and women's conference speaker. Greene formerly was a member of Truth. (Stacie Vining, s.vining@theresourceagency.com)



**Midland, TX** – Rock The Desert, a free interdenominational praise and worship event geared toward youth, drew more than 30,000 people on August 23-25. Approximately 400 churches from the U.S. shared in this vision of evangelism and revival. This year's gathering featured an authentic Sudanese village depicting life in Southern Sudan before and after radical Islamic invasions. (Theresa Perry-McNeil, cws@christianwireserives.com)



**Your Business. Your Risk.  
Understood.<sup>SM</sup>**



## **Royal & SunAlliance Broadcasters Business Assurance<sup>SM</sup> Program**

**F**inding an insurance program that is tuned into your business is critical. That's why Royal & SunAlliance has developed **Broadcasters Business Assurance<sup>SM</sup> (BBA)** offering specialized coverages customized for the broadcasting industry.

The BBA Property & Casualty Insurance Plan offers you:

- Property Coverage including towers, transmitters and mobile broadcast equipment
- Special Events Liability
- And other related property, general liability, workers compensation, automobile and umbrella coverages

BBA services include:

- Zero Accident & Loss approach to exposures inherent to your business
- Claims including RoyalCare Network
- Service partnerships with tower vendors and lightning consultants

Our plan enables you to work with your own insurance agent or we can assign one to assist you.

For more information, call or have your local agent contact Royal & SunAlliance at 1-800-426-4388, ext 362, 481 or 304.

### **Partnering to Protect Your Business**

Endorsed by:  
National Association of Broadcasters (NAB)  
National Religious Broadcasters (NRB)  
Broadcast Cable Financial Management (BCFM) Association

*Providing Commercial, Consumer and Custom Risk Insurance Solutions*

**ROYAL &  
SUNALLIANCE**

[www.royalsunalliance-usa.com](http://www.royalsunalliance-usa.com)

# LOVE THEM BOTH!



# LIFE ISSUES

A pro-life five-minute daily commentary

When abortion kills 4,000 innocent unborn babies everyday—the heart and soul of America is diminished!

**Life Issues** with John C. Willke, MD  
waking the consciousness of our nation.  
Life Issues Institute, Inc.  
1821 West Galbraith Road,  
Cincinnati, Ohio 45239  
513.729.3600  
www.lifeissues.org

# TRADE TALK



## AIRWAVE NEWS TELEVISION

**Lufkin, TX** – *JESUS* Video Project of Texas distributed over 380,000 *JESUS* videos during the week of September 11. A new video introduction featuring New York firemen involved in the World Trade Center recovery was included in most of the distribution areas in the state. Also, in areas



with large Spanish-speaking populations, a twin edition in English and Spanish was distributed. Since the incep-

tion of the *JESUS* Video Project of Texas, local teams have mailed more than 2 million *JESUS* videos to 800+ ZIP codes in the state of Texas. (Lee Miller, media@jesusvptexas.org)

**Dallas, TX** – Total TV Network changed its name to BlueFish TV.

The non-profit organization has produced video-based curriculum for youth and small-group Bible studies for the last 14 years, reaching more than 86,000 churches and earning a number of Telly awards. (972-423-3800)



**Charlotte, NC** – Three new teen series produced by Steelroots debuted in October on INSP-The Inspiration Network: *Replay*, a contemporary Christian music show; *The Revolution Series*, an action sports program; and *Livewire*, a concert series tracking Cornerstone and Flavor Fest festivals. In other news, INSP is launching Imagicom Entertainment, a feature film development company, and has named Jon Nappa as president. Imagicom will be developing three motion pictures over the next five years for worldwide distribution. (Sara Lowe, 704-561-7728)



## INTERNATIONAL NEWS

**Cairo, EGYPT** – A fire destroyed the main studio at SAT-7's new media center just seven-and-a-half months after it opened. The blaze occurred September 4, and is being investigated. Although no injuries were reported, everything inside the studio was destroyed. In other news,



Terry Ascott, SAT-7 CEO, stands outside the Cairo media center in a photo predating the fire.

SAT-7 began regular one-hour broadcasts in the Farsi language on September 12, under the separate



channel logo of Iranian Christian Broadcasting (ICB) twice per week. SAT-7 hopes to expand the broadcasts, which

also are available to viewers in Europe, to a daily service over the next couple of years. (Dan Wooding, assistcomm@cs.com)



## INTERNET

**CCRB**, the *Cooperative Christian Radio Bulletin* ([www.ChristianMusicWeekly.com](http://www.ChristianMusicWeekly.com)) e-mails weekly charts for AC,

Inspirational, Worship and Southern formats.



Subscriptions are free to radio stations at [www.ccrb.org/radiosub.shtml](http://www.ccrb.org/radiosub.shtml). (info@ccrb.org)

**Fort Worth, TX** – FamilyNet TV recently extended its [www.FamilyNetTV.com](http://www.FamilyNetTV.com) Web site to include Kid's Clubhouse, a site designed for children to view FamilyNet children's programs, read stories and play games. (Denise Cook, dcook@FamilyNetTV.com)



Sometimes,

the most

important listener

is the station.

MAJOR MARKET  
KFAX/KSFB General Manager  
RON WALTERS

MEDIUM MARKET  
WLSY/WFIA General Manager  
GORDON MARCY



## Congratulations to the National Ministry Stations of the Year

Our national ministry partners have chosen you for demonstrating excellence  
in broadcasting, hearing their needs and responding loud and clear.  
Because listening *is* everything.



# CLASSIFIEDS TRADETALK

**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.



The Industry Leader in  
Christian Inbound and Outbound  
Telephone Fundraising

Contact Curtis Stern at 330.670.5164



**Roanoke, VA** – Spirit FM visited over 11,000 kids this summer as part of its 4th annual Spirit FM VBS Express. Spirit FM on-air personalities collectively traveled over 4,000 miles as they visited nearly 100 Vacation Bible Schools at churches throughout Virginia and West Virginia. (Alan Rogers, Alan@spiritfm.com)



**Black Mountain, NC** – Blue Ridge Broadcasting has prepared a special CD to be played for those left behind post-rapture of the church. The CD gives the plan of salvation and has been placed in the studios of each Blue Ridge Broadcasting radio station. (Tom Ateama, tateama@brb.org)

**Colorado Springs, CO** – Focus on the Family now has live satellite capability, thanks to a recently installed \$500,000 studio. Focus expects the drop cam studio, which was paid for through donations, to become busy as demands for founder Dr. James Dobson and other Focus experts become more frequent. The organization provided three of its experts for commentary on the anniversary of 9/11: Walt Larimore, M.D.; Bill Maier, Psy.D.; and Chris

Leland, Ph.D. As part of the kick-off for the studio, Focus paid for the satellite time and allowed stations nationwide to download free programming. (Lisa Anderson, anderslc@fotf.org)

**Virginia Beach, VA** – Military chaplain Mark Johnston and his wife, Julia, co-host the radio program *Praise Patrol*, which reaches 56 nations across Europe. In addition, the couple also has a daily devotional, *A Touch of Grace*, that broadcasts throughout Europe and is posted on the Army Broadcasting Services Web site. (Baxter Ennis, bennis@regent.edu)



**Boise, ID** – In protest of the Major League Baseball strike threat this summer, KTSY-FM held an on-air contest for the chance to throw out the first pitch at a Minor League game with the Boise Hawks (Chicago Cubs affiliate). (Jerry Woods, jwoods@ktsy.org)



KTSY staffers are escorted to the nosebleed seats for being too rowdy. (L-R) Kyle Warner, production; Jerry Woods, morning show host; Mascot Humphrey Hawk; and GM Mike Agee.

## Excuse me...

Need open/close captions or subtitles for your video and/or DVD projects?  
We do that all day long ... let us help you!



**Christian Captions  
and Subtitle Services, Ltd.**



2418 Erskine Riad, Joliet, IL 60433  
P/F: (815)740-1009 Outside Chicago: (866)230-1009  
Info@christiancaptions.com www.christiancaptions.com

**“And the Gospel  
must first be preached  
to all nations.”  
- John 13:10**

**Call for a 10% discount on your next project!**





## NRB and Hispanic Broadcasters: Partnering to Reach a Powerful Population

**N**RB is looking for Hispanic communicators to join their brothers and sisters in NRB membership. NRB, with its more than 1500 member organizations, fosters electronic media access for the Gospel; promotes standards of excellence, integrity and accountability; and provides networking and fellowship opportunities for its members.

NRB membership offers education, professional training, fellowship, regional chapters, annual awards, weekly *Inside NRB for Members Only* e-newsletter, *NRB* magazine, Christian job referral service through InterCristo, retirement, health and life insurance with CRC Ministries, property casualty insurance with Royal and SunAlliance, free classified ads on NRB's Web site, discounts to NRB convention, and advertising in *NRB* magazine. Hispanic Broadcasters who join NRB have an immediate entree into the HNRB, the Association's Hispanic chapter.

### Opportunities

HNRB's convention – held during NRB's annual convention in Nashville, TN, February 7-11, 2003 – offers a myriad of opportunities for Hispanic broadcasters. HNRB convention attendees fellowship with others who are working to reach Hispanics in the United States with the Gospel. Highlights of the 2003 convention include: celebration concert, strategy brunch, dinner reception, Hispanic Vision for Radio, TV and Marketing, and informative bilingual workshops and seminars.

Networking opportunities abound on the exhibit floor, with an entire section dedicated to Hispanic organizations and companies.

### Benefits


- *La Conexión Latina* newsletter three times yearly
- HNRB CD Directory
- Articles, news and resources at [www.hnr.org](http://www.hnr.org)
- Use of NRB logo for corporate memberships
- Listing in NRB Member Directory

*For more information about HNRB, visit [www.hnr.org](http://www.hnr.org) or contact HNRB Chairman Nestor Colombo, [nestor@intouch.org](mailto:nestor@intouch.org). Find a membership application in Spanish at [www.nrb.org](http://www.nrb.org), or contact VP of Membership Anne Tower at [atower@nrb.org](mailto:atower@nrb.org) or 703-330-7000, ext. 511.*

# Hispanic Broadcasters have a place at NRB!

## Join NRB and take advantage of our exciting benefits!

For an application go to [www.nrb.org](http://www.nrb.org) or e-mail [atower@nrb.org](mailto:atower@nrb.org)



**C**hristian broadcasting is a family business — because only the family of God can do it justice. There are many dynamics within Christian radio that differ from general market broadcasting. Perhaps the most significant is the dynamic of family.

I consider it a privilege to be involved in Christian media, because of the work, but equally because of the people involved. A beautiful synergism exists when surrounded by like-minded people. Too few leaders capitalize on the people resource that surrounds them in the Christian workplace, possibly because they are overly consumed by their own ministries. They forget that productivity and enthusiasm drop when staff members feel unseen by their leader.

# Reaching goals through the power of a motivated staff

BY DON CARTMELL

Jesus' strategy was solid; He treated His ministry as short-term and His team's ministry as long-term. He would be available to them for only a few years, whereas His disciples could be effective in ministry for the rest of their lives. Some leaders find it difficult to adopt Jesus' perspective in this regard. Their ministries receive top priority, placing that of their workers on a much lower scale of significance. That mindset makes it easy to forget that the only reason the staff





# Who in the World Listens to "UNSHACKLED!"?

dramatic true stories of  
**Sinners Set Free!**

- RELEVANT, GRIPPING STORIES OF REAL PEOPLE
- POWERFUL DRAMA
- CLEAR GOSPEL PRESENTATION EVERY TIME

*Now available on CD, cassette or satellite.*

## CONTACT

Dudley Donaldson  
Pacific Garden Mission  
Chicago, IL 60605  
312.922.1462, ext. 208  
e-mail: [unshackled@pgm.org](mailto:unshackled@pgm.org)  
Visit us on the web:  
[www.unshackled.org](http://www.unshackled.org)

A favorite **WORLDWIDE** on over 1,500 radio outlets in 147 countries in English, Spanish, Arabic, Romanian, Russian & Polish.

"UNSHACKLED!" captures and holds an audience with gripping, relevant and powerful dramas...clearly presenting the Gospel message of salvation through faith in Jesus Christ!

*"I drive a cab in Washington D.C. and you wouldn't believe the interest many of my late night patrons share in your program as I take them home...asking where on the radio dial they can pick up the station so they can hear the conclusion of the episode being broadcast...or where they can find the program again. Your program performs a mighty work!"*

**h.c.**



**...when we build our businesses or ministries around members of God's family, we have a responsibility to equip and groom them in wisdom and integrity for lifetime service.**

members are there — often working for sub-standard salaries, in dysfunctional environments, frequently with inadequate supervision, in family-owned busi-

nesses where promotional opportunities are limited — is because they have a passion for Jesus and His work.

Jesus invested as much time encouraging and mentoring His

disciples toward their individual success as He invested in His own public ministry. The success He enjoyed should cause us to take note, because when we build our businesses or ministries around members of God's family, we have a responsibility to equip and groom them in wisdom and integrity for lifetime service. Leaders who choose their workers wisely and view them as special gifts from God feel compelled to create an atmosphere wherein each feels valued and essential to the cause.

### **Recognize Family Dynamics**

If we truly believe that Christians are men and women who have been adopted into the family of God and are therefore brothers and sisters in Christ, it is logical to expect that our workplace will reveal a family dynamic. All of the symptoms and blessings of family are present, regardless of whether we recognize them as such. For example, at times we are willing to protect workplace relationships almost as strongly as we protect those in our own families. At other times we are guilty of taking people for granted — this, too, is a symptom of family.

### **Enable Fulfillment**

Staff members have a passion to serve God and hopefully are aware of their God-given uniqueness. Wise leaders acknowledge and respect those gifts and allow them to fill responsibilities appropriate to their uniqueness. This requires a leader's time and interest.

However, when they guide their staff members into responsibilities wherein they feel fulfilled, leaders enjoy a degree of loyalty, trust and service beyond their expectations.

### **Adopt a Christian Work Ethic**

The Christian workplace should be an exemplary place to work. Sometimes it is, sometimes it isn't. I'm familiar with a church where staff members receive minimum wage, work 50-60 hours per week and are expected to attend all evening church activities during the week. No wonder tensions developed

within the families of staff members, causing many to leave.

Nehemiah is a good example of a wise leader. He ran a large family workplace when approximately 50,000 Israelites returned to Jerusalem to rebuild the city's walls. Being close to God's temple didn't prevent interpersonal conflict. When the wall was halfway built, the workers stopped and appealed to Nehemiah, who discovered that his supervisors were requiring usury from the workers. For no other reason than the fact that they were members of God's family, he commanded his nobles that the practice of usury must stop. They agreed and immediately ceased the practice.

What is usury other than the act of taking advantage of one another, expecting more from others than is reasonable or fair, and placing unrealistic obligations on others? Unfortunately, usury continues to creep back into the Christian workplace today. When workers sense they are being used, their passion to produce understandably fades. Conversely, when leaders rid their workplaces of usury, God gets involved in a special way and teams are able to accomplish in short order what otherwise would take months.

***Nehemiah's godly integrity and sensitivity to the needs of his workers gave him opportunity to reveal authentic spirituality.***

Nehemiah's command to stop usury was a practical act that gave evidence of a spiritual leader. Most of the success-producing techniques in Christian leadership are practical rather than spiritual — it just takes a spiritual leader to do them well. Nehemiah's godly integrity and sensitivity to the needs of his workers gave him opportunity to reveal authentic spirituality. Starting the workday with staff devotions just doesn't cut it if staff members feel used.

Working for a Christian ministry is no assurance that everyone is going to get along all of the time — nor should they be expected to. I'm inclined to believe that a Christian workplace is an unnatural workplace environment in that it places family members in situations where they must interact on a continual basis — each one expecting the other to satisfy their expectations. It takes a special kind of love to cope with some of the relational complexities within a Christian workplace. This could be one of the reasons why the Apostle Paul suggested that we 'love one another, especially the brethren.'

I discovered that interpersonal conflicts often are handled rather clumsily within a Christian work-

***Wise leaders acknowledge and respect those gifts and allow [staff members] to fill responsibilities appropriate to their uniqueness.***





Vickie Winans



Jennifer O'Neill



Rick Warren



Joni Eareckson Tada



Ginny Owens



Charlie Daniels



Ray Boltz



Out of Eden

Joy Williams



David Phelps



Nancy Stafford



Jim Cymbala



Freddie Colloca



Allstair Begg



# NRB

ADVANCING CHRISTIAN COMMUNICATIONS

**NRB 2003**  
**Nashville, Tennessee**  
**February 7-11, 2003**

**www.nrb.org**  
**703-330-7000**  
**9510 Technology Drive**  
**Manassas, VA 20110**



## Motivational Keys for Christian Supervisors

- **Sensitivity.** Christians are sensitive by nature. After all, they have been touched by Calvary. It is understandable how misunderstandings can exist within the Christian workplace. People who love much and care much are susceptible to hurt. Therefore, each misunderstanding prevented through wise and caring leadership releases fresh productive energy into the workplace.
- **Respect.** Realize that those who surround you in the workplace are there because of a passion to serve God. Respect them enough to respect their uniqueness. Everyone has the right to feel fulfilled at the end of a day — that feeling is not reserved only for the leader.
- **Honesty.** I received an e-mail from a lady who had worked for a ministry for several years. She said, "Last week my boss told me that he was very pleased with my work. Two days later he told me, 'Well, it's time for your employment with us to end.' Why would he do this?" Here's one possibility: We live in a world of media spin-doctors who manipulate truth to fit their purposes. It is finding its way into the Christian workplace. Jesus said, "Let your yes be yes and your no be no." When leading a family business, one is never wise to play the role of a smooth diplomat at the expense of honesty. It never works within family.
- **Care.** Caring is not a sign of weakness, but a sign of wisdom. It shows that you're cognizant of the nature of the workplace for which you are responsible.
- **Environment.** Treat your people like winners and encourage them to succeed. It's an unfortunate family trait to remember mistakes and weaknesses rather than strengths and successes.
- **Boundaries.** Leaders are known by the integrity boundaries they establish. Do those who work for you know where you stand on integrity issues? Do they know if lines exist that you will walk from rather than cross? Do they know what they are? Workers feel safe with leaders who are known for what they stand for.
- **Encouragement.** You'd think that all Christians would be good encouragers, but we fail to realize that our encouraging words only become encouragement when they are received as such by the other person. We can therefore only effectively encourage the people with whom we have a relationship of trust.
- **Laughter.** Laughter relieves stress. Leaders don't need to be comedians or storytellers to create an atmosphere of laughter. Simply provide an environment that allows for laughter and your staff members will create a happy workplace.

**Christian media is much more than a format or category, and a Christian staff is much more than just another staff.**

place. Frequently, rather than addressing issues with loving candor we merely go quiet on the other person, hoping that time will solve the problem. But it doesn't. Nehemiah did not take that approach and neither should we. It takes skill and a high degree of sensitivity to manage a Christian staff effectively, but learn the skill and you'll reap the benefits of a family team that works.

### Be a Mentor

Most of our businesses or ministry organizations have their own organizational charts. Workers need to know where they fit in their organizations for reasons of accountability, supervision and authority. However, I believe there is a greater reason for us to post our organizational charts for all to see. The most important function of your organizational chart is to help every worker identify the person responsible to help him or her become successful. That's what supervisors do! When Jesus chose His disciples He made a personal commitment to encourage and mentor each toward success. Some

shun the idea of mentoring because it requires a degree of interaction and transparency beyond what they find comfortable, whereas Jesus willingly did whatever was necessary to prepare His disciples for long-term ministry. None of us achieves success without the help of others. Our workers are not perfect, but they are family — and it is because they are family that they have a heartfelt passion for the work we do. Christian media is much more than a format or category, and a Christian staff is much more than just another staff. They deserve to be mentored, which requires listening, care and encouragement from leaders.

To be effective in the Christian workplace, leaders don't need to be great nor bursting with charisma, but they must be authentic.

*Don Cartmell is president of Toward Effective Management, Inc. ([www.christianworkplace.com](http://www.christianworkplace.com)), a company that provides consulting services for Christian ministries and businesses. He can be reached at [don@christianworkplace.com](mailto:don@christianworkplace.com).*



# Great Software from BSI

BSI produces Simian digital automation, but did you know that we have a whole family of products for Radio?

WaveCart, Stinger, Speedy, Skimmer and WebConnect can all work together to make your station function professionally and sound amazing. In addition to the software that we have created, we offer partner products like AudioScience sound cards, Natural Broadcast Systems traffic and billing software, Syntrillium's new Cool Edit Pro 2.0 and various other hardware accessories.

Any and all of our programs are available on our website for download. So install our software and play with it for as long as you want. Once you've decided that it's the software for your station, give us a call or order online.



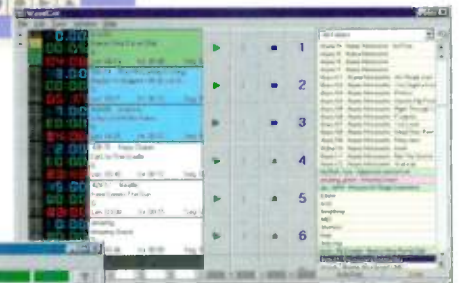
Broadcast Software International  
1925 Bailey Hill Road, Suite A  
Eugene, OR 97405  
www.bsiusa.com  
888-BSI-USA1 (888-274-8721)  
info@bsiusa.com

Para el español, llamada Felipe Chavez.  
Distribuidor de los E.E.U.U.  
(916) 368-6332  
fchavez@ommedianet.com



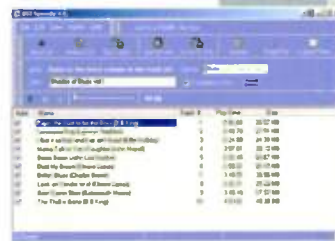
Simian  
digital automation  
\$1499

WaveCart  
digital cart machine  
\$299



Stinger  
instant audio player  
\$199

WebConnect Pro  
email remote control  
\$299



Speedy 4.0  
CD-to-PC recorder  
\$199

Skimmer  
easy audio logging  
\$299



Thousands of users have discovered how easy and versatile BSI software really is.

**Test and try before you buy.**

"Our website **traffic** has increased overall three-fold in the last two years. Oneplace continually accounts for the majority of top referring sites as well as accounts for the majority of top referring URL's. "

- *Insight For Living*  
*Nicole Leppert, Web Coordinator*

traffic



For more information on Internet broadcasting through Oneplace.com, contact Tom Perrault at 804.768.9404 Ext. 110, or E-mail: [tom@oneplace.com](mailto:tom@oneplace.com).