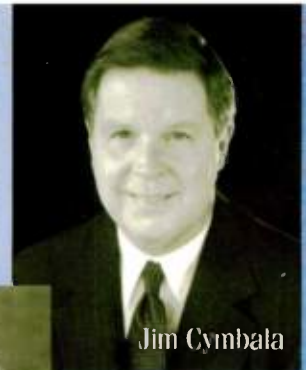


NRB

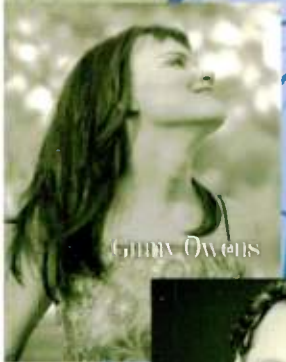
January 2003 www.nrb.org



Jim Cymbala



Paul Finkenzler



Ginny Owens



Charlie Daniels



Jodi Benson



Out of Eden



David Phelps



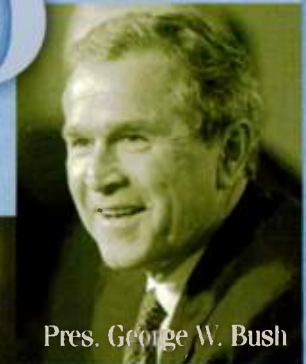
Mistair Brown



Mighty Clouds of Joy

NRB 2003

PREVIEW



Pres. George W. Bush



Rick Warren



Jennifer O'Neill



Vickie Winans



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CALENDAR

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

January 27-31

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



February 8-11, 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

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SPECIAL FEATURE

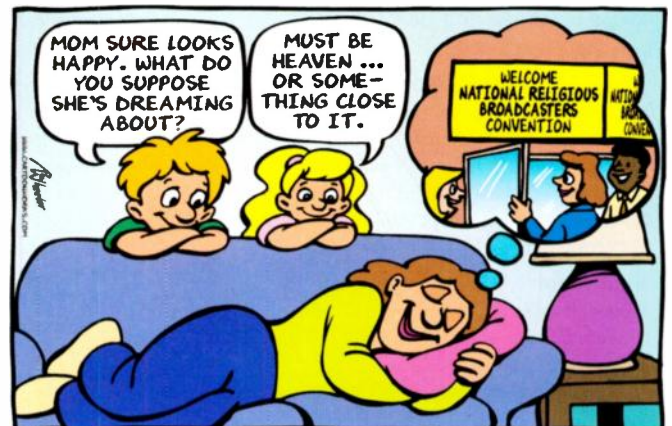
40 9 Steps to Making the NRB Convention Work for You

BY PHIL COOKE

So, you're thinking about attending NRB 2003. Do you have a strategy for your time? Do you want to get the most value for your money? Do you know good convention etiquette? Go through these steps and discover how to enrich your convention experience.

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A Heritage of Dreams

Living just outside the nation's capital often gives you an opportunity to reflect on significant events that have helped shape this nation. A couple of days ago, as I was driving on Constitution Avenue, my eyes were drawn to the Lincoln Memorial. Having been born in the "Land of Lincoln," I often connect with that landmark.

One major event that took place on the steps of the memorial was the famous "I Have a Dream" speech by the late Martin Luther King Jr. Not only was it an incredibly powerful message, but also it traveled far beyond the ears of the 250,000 in attendance due to the powerful force of radio and television.

"I have a dream" kept ringing in my ears that day. And it made me ask myself if NRB had a dream.

Just like the founding fathers of these United States, men united in a common cause formed NRB. Were they considered unprofessional by some? Were they the best-equipped "army"? Were they bucking the system set up by those "more qualified" to dictate how our country should hear the Gospel message?

More importantly, did they have dreams and visions of Christians declaring the message of salvation unencumbered by church or state restrictions? I think the evidence speaks for itself.

For 20 years, this Association was managed by volunteers and elected leaders. But vision brought about an office with a full-time staff person. Dr. Ben Armstrong started that office on his kitchen table in Madison, NJ. And over the years we saw membership grow, the introduction of the magazine, exhibits at the annual convention, the start of regional chapters and a growing awareness of NRB.

We again witnessed vision and dreams as Dr. E. Brandt Gustavson guided NRB to the Washington, DC

area, helped restore confidence and credibility after the scandals of the '80s, and set the course for the acquisition of a permanent headquarters building.

Now we begin a new era that proves both challenging and exciting. We see a road ahead filled with escalating technological changes, new generations with a different worldview, many who have no knowledge of the name of Jesus Christ, and threats to our homeland.

Yet doors continue to open around the world for the proclamation of the Gospel via radio, TV, Internet and the printed word. Did this even seem possible a generation ago?

We face this new time with great hope because NRB was built on that proper foundation. Have we had our battles? Have we faced tough economic times? Have we even had our own civil war? Just like our country, we weathered those storms and grew stronger. God has had a great purpose for NRB ... and He still does to this day.

Yes, NRB has a dream. We see the message of God's Good News impacting this culture like never before. We see the name of Jesus Christ communicated to every corner of the earth. And we see a unified NRB at the forefront, equipping Christian communicators and engaging with our nation and its leaders to open that door as wide as possible to take the message of hope to a dying world. Indeed, we have a dream.



NRB Executive VP
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NRB

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Dick Bott
President

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FCC Revives Religious Exemption to EEO Rules

The FCC recently reinstated equal employment opportunity (EEO) obligations for broadcasters, resurrecting an exemption for "qualified" religious licensees that allows such stations to establish faith as a job qualification for all employees. NRB members should note that qualifying for the exemption does not mean that licensees will escape all paperwork burdens associated with the rules.

The new rules essentially bring back the set of obligations known as "Option A" under the EEO regime that was briefly in place in 2000. The mandates do not require hiring, or even the tracking of data, on the basis of race or gender. Instead, they focus on requiring broadcasters to undertake "broad outreach" to fill job openings, and to maintain records and report data to document compliance with the recruitment obligations.

The rules apply to all broadcast "employment units" with five or more full-time workers. (Such employment units include all commonly owned stations in a local market, so long as they share at least one employee.) According to the agency, the new regime rests on three basic prongs:

- Wide dissemination of recruitment notices. With rare exceptions, licensees must actively seek applicants for all jobs involving 30 or more hours of work per week.
- Provision of job notices to organizations that request them. In order to achieve broad outreach within the local community, stations must offer to send job notices to any local group concerned with employment, and then routinely send such notices to any organization that responds.
- Engagement in additional "recruitment initiatives." In addition to the basic outreach obligations, broadcasters also must engage in a specified number of employment-related activities, such as job fairs and internship programs, every two years. The number of required activities depends on the size of the licensee's employment unit.

The EEO mandates also include preparation of annual reports for station public files and Web sites, as well as special filings to the FCC every four years – a "midterm report" half-way through the eight-year license term, and another report

accompanying license renewal applications. Observers expect that the FCC's EEO enforcement efforts will focus primarily on whether licensees satisfy their paperwork obligations.

Although the EEO regulations also include a general ban in discrimination against applicants or employees on the basis of race, religion, color, national origin or gender, the agency will permit certain religious broadcasters to choose employees on the basis of faith. To qualify, a licensee must be one who "is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such an entity." If a question arises as to the qualifications of a particular licensee – such as a nondenominational "religious entity" – the FCC will conduct a case-specific review "based on an evaluation of the religious entity's characteristics, including whether the entity operates on a nonprofit basis, whether it has a distinct religious history, and whether the entity's articles of incorporation set forth a religious purpose."

The FCC will not automatically disqualify any broadcaster for failure to satisfy a particular factor; even commercial licensees may qualify if other considerations are met. NRB members are well advised to ensure that their corporate organizational documents make their religious orientation clear.

Qualified religious stations still are required to undertake "reasonable, good faith efforts to recruit widely among their co-religionists." This includes recruiting widely to fill full-time job openings and providing job notices to local organizations that request them. Annual public file reports, midterm review filings and EEO filings at renewal also are mandatory.

As of this writing in early December, it is not yet clear when the new EEO rules will take effect, but that event will not occur before late January 2003. It also remains unclear whether any new court challenges may be lodged against the regulations. Should that occur, I will provide details in future columns.



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

BENEFITS



Investment Perspectives

For nearly three years, the American economy has experienced declining markets. When we were riding high, few could envision today's downward slide. These days, many people have a hard time believing the market will ever go up again. We stand on the brink of 2003 and wonder what the next 365 days will bring. Bull market or bear market? No one knows for certain. Yet, with some perspective we can ride out this financial cycle in both stormy and sunny weather. Here are a few items to consider:

- Persevere. Keep in mind that financial markets are cyclical, periodically rising and falling. Investing for the long term and focusing on quality investment vehicles are essential.
- Keep your portfolio diversified. It is crucial to spread out your exposure to risk. Many people either do not know or have simply not taken the time to ensure that their funds are in a variety of financial vehicles for greater safety. Diversify your portfolio with a combination of stocks, bonds and cash vehicles. While it may not erase your losses it can help to reduce them.
- Maintain balance. As the market conditions change, you may need to move your funds to different types of accounts in order to lower your risk of loss. For example, if all of your money is in a high growth account,

you may want to consider moving it to a more conservative vehicle. Fund categories vary from very high to very low and stable values. Know where your money is and what your returns are doing.

- Know your risk tolerance. Are you a conservative, moderate or aggressive investor? Ask yourself, "How much of the up and down am I willing to take with my money?" Knowing how you rate with the dramatic drops and increases in the financial markets will help you to place your money in the best funds for your tolerance level.
- Be aware of when you will need your funds. Do you need to access your money soon, in less than five years? Or, do you have more time to let your money grow, say 15 years or more?
- Buy low, sell high. As of this writing, the market is still in a low stage of the cycle, which means stocks are on "sale." Buying stocks, if you can afford them, may add to your portfolio when the market goes up. Conversely, selling is not the best course of action right now for most people.
- Trust the One Who knows. No one knows what the future holds in 2003 and beyond, but we do know Who holds the future. We can have peace, with our finances and with our lives, because God Almighty has a plan.

Bruce H. Bruinsma, CEO, Christian Retirement Coalition, crc@crcministries.org.



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8 Strategies to Impact Our Culture for Christ

At The Inspiration Networks, we have found eight foundational principles that are critical if Christians are to impact this culture for Christ through the media.

- 1) Developing God-based business strategies. As Jesus said, we must be "wise as serpents and harmless as doves." For example, we cultivate strategic relationships with key cable-industry decision-makers. As a result, we have more distribution agreements with the top multiple system operators than any other religious network. This has led to solid, fruitful relationships. For the sixth consecutive year, INSP was the fastest-growing religious cable television network, adding 4 million new HH in 2002.
- 2) Staying the course that God has given us. We were told that there was no market for an inspirational cable TV network and that few basic analog channels were available. But our perseverance resulted in our basic cable/analog network in 20 million HH.
- 3) Focusing on evangelism strategies. Our president, David Cerullo, says that Christians in the media should be "fishers

of men" rather than "keepers of the aquarium." We apply this strategy every day. Last year, we launched a new Hispanic family network, La Familia, and experienced an explosion of responses to our original weekly program, *Changing the World* with David and Barbara Cerullo.

- 4) Dedicating resources to reach kids and teens. This is a priority for us. We have more than 25,000 members in our DJ Kids Club. Our *Steelroots* venture for teens was launched in 2002. And, in 2003, we will introduce a major project for kids, *The Super Snoopers*.
- 5) Taking advantage of new media. We responded to the development of digital cable TV by creating the first inspirational digital cable network, i-Lifetv, which now is seen in more than 5 million HH, including 1.5 million HH added last year.
- 6) Committing to accountability, responsibility and professionalism. In many circles, Christian media has a reputation for hyperbole. We do whatever possible to counter this perception with a focus on being truth-

ful in reporting our HH numbers.

- 7) Developing alternative revenue streams. We created the INSP Media Group (IMG), a fast-growing distribution company in Christian retailing, distributing products for dozens of record companies. In 2002 IMG launched an Internet filtering service, INSP Screen, which soon will be made available to affinity Christian organizations.
- 8) Developing partnerships: We must work together if we are to impact the world. We view our 80+ ministry programmers as partners who share the rewards of our growth. Today, through INSP and i-Lifetv, they reach more than 25 million unduplicated HH, providing an expanding, targeted audience with a track record of responding to ministry programs.

We remain committed to these eight principles. Our challenge to the NRB community is to join us in this commitment and tailor these eight steps to be relevant to your ministry.

John E. Roos, Senior VP-Marketing, The Inspiration Networks, JRoos@insp.com.

CHURCH MEDIA



Interviews That Move Your Audience

A good interview can crystallize the message of a video segment and supply a narrative that can unify seemingly unrelated pieces of the story. Conducting a truly successful interview, however, is not always easy. A poorly handled interview can leave producers scratching their heads in the edit room.

This is an on-camera interview, so prompt the subjects to speak with their body, face and hands as well as their voice. Make them comfortable by choosing a pleasant setting and a chair that pleases their posture. Eliminate distracting objects, including crewmembers who tend to stare at the person on camera. The interviewer is the only human the subject needs to see.

Keep questions brief; use them as verbal bargepoles to keep the story moving and on course. Try to stay with a statement/question format. Say, "I understand your grandfather invented carbonated chili, thus causing and curing indigestion at the same time. What can you tell us about his work?"

Stay away from questions that elicit a yes or no response. Help keep the story clear by not bombarding the subject with too many questions at once. Don't dialog; the interviewer's reminiscences of how he overcame similar obstacles only dilute the session.

Don't be afraid of silence unless the interview is live. Give the subject a chance to think after a question is asked. During that silence, look away from the interviewee. A pause does not automatically signal that it's time for the next question.

Don't interrupt a good story because you just thought of a new question. Jot it down and ask it later. Once the subject gets into the spirit of the proceedings, he/she may ramble a bit. Gently guide the interviewee back on course with, "Before I forget, let me ask you more about that tragic ballooning accident. What do you remember about it?"

Sometimes a negative approach is more effective than a positive one. For example, don't say, "I know your Uncle Bean was a good man. Was he good to you?" Few people will disagree with a statement like that even if Uncle Bean disinherited them. Try starting in the negative: "Lots of people liked your Uncle Bean, but I understand he was difficult to get along with when anyone called him Shorly."

Draw the interview to a close at a reasonable time. After 90 minutes some subjects (or their spouses) will tell you if they are tired. Schedule additional sessions for later, if necessary, but avoid over-fatigue.

Interviews can be an important story-telling tool for a media producer. Stories touch people and change lives. And changing lives is Christ's goal through church media.

Lee Davis, President/Creative Director, GLDMedia, LeeDavis@gldmedia.com.

Editors note: Lee Davis will speak during the NRB 2003 Church Media educational session, "Telling Effective Stories."

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We Gather Together

The first step in Information Architecture, a subtle yet integral part of Web site design, is information gathering. Many of us have a lot of content that is not in a digital format. Converting it into Web-friendly format is the first step. Whether the material exists in audio, video, graphics or text, converting and gathering this content in a digital medium is crucial.

Some content may have to be edited for online usage. For example, audio and video messages may have to be edited into smaller pieces. You should also critique any audio or video for how it translates on the Web:

- Does it include references to "U.S. only" audiences? Remember that this is the "Worldwide" Web.
- Do video shots pan and zoom?
- Does the content include long shots that will turn into a haze of distorted pixels when the video is compressed?
- Do images or pictures need to be created or optimized for the Web?
- Do you need to create some text?

These factors must be considered during the information gathering phase of your site preparation. No piece is too trivial, so gather everything. This process is beneficial for several reasons:

- It confirms and solidifies your vision, mission, goals and values.
- It creates documents that have long been in the heads of executives, directors and managers.
- It turns the conceptual into concrete.
- It prepares your organization for a Web-recognized workflow.

Keep an open mind as you gather your information. This is the first step, and every consideration for your Web site should remain pliable. You may find some erroneous presuppositions you had about your ministry or organization ... and that's OK; let God use this opportunity to mold and refine your organization for future ministry.

Eric Brown, Director of the Interactive Media Division, In Touch Ministries, eric@intouch.org.

PRODUCTION



Everything Counts

Scenario 1: You are really hungry after a long day's work. The table is set, the prayer has been said and the pizza is piping hot. Would you prefer to eat: a frozen store-brand pizza or a made-from-scratch, deep-dish masterpiece from a great little Italian deli?

Scenario 2: You're visiting a new city and fiddling with the rental car's awesome sound system, punching the presets and hoping to find something -- anything -- that will capture your interest. The dial is full of amateur announcers with sloppy segues, dead air and quick-and-dirty productions. Is that good enough? Or, do you keep scanning until you find a station with a tight board, first-rate talent, great jingles and well-written multi-track spots?

Each of us naturally prefers quality when it comes to the things we buy and the media we consume. Excellence is desirable. Yet, as broadcast professionals, it is far too easy to settle for the quickest, cheapest and easiest production techniques. Too many projects or demands on our time can cause us to adopt a "Good enough!" approach, conveying an apathetic attitude to listeners. How well does that represent the precious value of our ultimate message: the Good News of Jesus Christ?

"Excellence is largely a matter of details." This quote from *The Cambridge History of English and American Literature in 18 Volumes* illustrates the obvious: it's the sum of the parts

that makes the good products more appealing to us. That's why most of us would choose the fresh pizza and the great-sounding station. They make use of superior, higher-quality ingredients and parts. The details add up to excellence.

Just as every member of the body is vital to its proper and effective functioning (1 Corinthians 12), every element is essential to the impact of our production work. The individual parts that make up our product affect its quality and appeal. We must pay attention to every element. From the initial idea to the final product, everything matters.

In this age of communication clutter, there is no room to overlook anything you do as you produce Christian broadcasting. The totality of your message is found in the details: project conception, scripting, talent, audio or video, editing, sound effects, etc. Don't allow yourself to think that any one element is unnecessary.

Take the time to do everything you can to make your work the very best it can be, recognizing that each part of the process can make a difference. Sweat the small stuff, go win some awards and treat yourself to a really tasty pizza!

John Fuller, VP of Broadcasting, Focus on the Family, fullerjp@fotf.org.



The Value of Special Events

During the 2002 Eastern NRB regional convention, I presented a seminar for nonprofits to help them generate more goodwill and income from their special events. Following is the seminar outline:

- Begin planning your event six months in advance; leave nothing to chance.
- Make your event a time of donor appreciation.
- Make the invitation very nice and include a return response vehicle for gifts from people who can't attend. Always use an R.S.V.P.
- Keep the main event at no more than two hours. If it runs too long, donors will become impatient or leave early ... and will be less likely to attend next year.
- Offer the event as a thank you to donors. Although selling tables can raise funds, the thank-you approach creates greater donor satisfaction and significantly more income.
- Consider taking an offering rather than selling tables. A well-timed offering (e.g., right after testimonies of changed lives) raises significant income. Don't wait until after your speaker is finished to take the offering. Many people leave as soon as the speaker is done.
- Carefully select and coach the person who is "making the ask." Script them so they know what to say and when to say it. This can make or break your offering.
- Have a specific plan for handling the offering and the money. Collect the offering immediately, making certain that all envelopes are accounted for (one for each table). Make certain you have at least two unrelated people in possession of the offering until it is deposited.
- Solicit board members and special friends of your ministry to underwrite the cost of the event. Also, solicit a matching-gift opportunity. Announce both during the event, just before the offering.
- Visit the site well beforehand and note all possible problems so they can be fixed before your event. Note the need for directional signs and ushers.
- Consider a major donor reception just prior to your main event. If you have a celebrity speaker, make certain your donors have the opportunity to get their pictures taken with him/her. Have your ministry's sign or logo in the photo.
- Use a professional photographer. Inform them that you need "grip & grin" shots, not posed shots. It'll make a difference in what equipment the photographer brings.
- You will need three people to assist with photography, excluding the photographer: a person to assist with names and addresses of donors, a person to remove name tags (always use name tags) and to hold purses, and a person to assist the celebrity in moving people along and thanking them for coming.
- Conduct a post-event evaluation, preferably on the next business day in order to remember the details for future improvements.

I hope this helps you as you plan your next event. Keep this as a checklist and share it with your development department.

Doug Shaw, President, Douglas Shaw & Associates, dkshaw@ameritech.net.



What's Important to You?

"Five years ago, we wanted to move to the next level in ministry. While we were successful in what we were doing, our deep desire was to become a more significant player in impacting our world for the Kingdom.

"We chose to partner with Masterworks because they share our passion for worldwide evangelism. Our values are in harmony. And for the past five years we have enjoyed the dynamic synergy and enriching relationships that have helped to achieve important goals in ministry and outreach."

— **Bill Tucker, President and Speaker**
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Church Media Bilingual Session at HNRB!

The media of television and radio have had a long relationship with church. The first successful voice transmission across wireless communication, what we now call radio, was Christmas Eve of 1906. The contents were none other than a religious service with readings from the Gospel of Luke and a violin solo of the traditional Christmas hymn, "O Holy Night."

Television also had its humble beginnings in the church world. Bishop Fulton Sheen was among the first TV personalities. With his flowing crimson robe, poignant humor and message of inspiration, Bishop Sheen won the ratings in a head-to-head competition with comedian Milton Berle.

It is not surprising that church leaders were among the first to utilize the airwaves. When Jesus ascended into heaven, He left his disciples and believers throughout the ages with a formidable challenge: to share the Gospel of Jesus Christ with every nation. Not just neighbors and friends in our local communities, but with the world! Certainly evangelical Christians in the early 1900s saw the power of radio, and later the power of television, to use the airwaves to fulfill the Great Commission.

Today, we are no different. The NRB, and thus the HNRB, exist to help religious communicators capitalize upon the power of mass communications to reach the world in English, Spanish and every tongue. Although today we have better technologies, higher-powered radio stations, satellite capabilities, Internet access and many advancements that the religious pioneers did not have, our purpose remains the same: to use every resource that the Lord has given us to propagate His message with excellence, creativity and entrepreneurship.

The 2003 HNRB Convention will hold a bilingual session tailored for church media professionals. Our traditional Saturday morning brunch is designed specifically with pastors and churches in mind. Just as religious broadcasting has its roots in church media, many of today's most successful and widely known Christian leaders share those roots: Dr. Charles Stanley of In Touch Ministries and First Baptist Church began with a simple television broadcast for the city of Atlanta, GA. Dr. David Jeremiah of *Turning Point* and the Shadow Mountain Community Church began with a broadcast outreach from his church in Fort Wayne, IN. And there are many more. Today, their ministries are expansive and are changing the lives not only of English speakers in the United States, but also Spanish, French, Mandarin and many other languages around the world.

We are committed to broadcasters at all phases in their ministries, working to provide tools, techniques, opportunities and networks to expand, grow and conquer new territory. The HNRB is pleased to offer this special bilingual Saturday morning session where experienced church broadcasters and those who are just beginning to dream of broadcast ministries can learn how to develop, refine and expand their church ministries. Don't miss this year's HNRB!

HNRB President Nestor Colombo, Manager of Spanish Ministries, In Touch Ministries, nestor@intouch.org.



In Jesus's Name

Seeing Jesus as fully God and yet fully Man makes our Christian faith unique. So when we shy away from speaking the name of Jesus – for fear of offending some, or just for fear – we deny the very Person who makes our faith valid.

When we're with non-Christians, should we pray "in God's name" rather than "in Jesus's name?" "How can we be citizens of Jerusalem when we are living in Babylon? How do we live the Christian faith in a pluralistic, neo-pagan culture? When we're with Muslims, Buddhists, Hindus or secularists, should we try to "blend in" so as not to offend?

I believe we should stop referring simply to God so as not to offend, but should boldly and unabashedly proclaim the name of Jesus, including praying "in Jesus's name," even in places where non-Christians may be gathered. We don't speak His name for the purpose of being offensive. We speak His name because He is Lord. Tragically, however, due to living in a pluralistic culture, there is a marked hesitancy to use Jesus's name – the name of the One who was willing to die for us!

The reason I feel so strongly about this issue is that on one occasion (which I would rather forget), I was asked by the emcee of an event if I would please not mention Jesus in my prayer. Caught off

guard, which is certainly a pathetically weak excuse, I agreed. I prayed. Honoring the request, I did not pray "in Jesus's name." As I walked away from the podium, I felt spiritually contaminated – as spiritually impotent as I have ever felt. In my heart, I cried out, "Oh, Jesus, forgive me for what I have just done! I will never, ever again agree to leave out Your name. I don't want You to forget my name. I will never again leave out Yours!"

I agree with Polycarp, who in A.D. 155 was asked to deny Jesus, or burn at the stake. He said, in effect, "For 86 years Jesus has not denied me; why should I deny Him now?"

Fortunately, there are some Christians who still pray "in Jesus's Name." In January 2001, Kirbyjon Caldwell, pastor of Windsor Village Methodist Church in Houston, prayed at President George W. Bush's inauguration: "In the name that's above all other names, Jesus the Christ. Amen." Critics asked him, "Why did you do that?" He answered, "Because I have always prayed in Jesus's name, and I see no reason to stop now!"

I agree!

Dr. Jim Garlow, Pastor, Skyline Wesleyan Church in San Diego, ddengerink@skylinechurch.org.



RADIO

Christian Radio Emerges From Its Niche

According to Arbitron research, average quarter-hour listening for religious-formatted stations has grown by 35 percent since 1998. This rate tops increases seen by every other format measured by Arbitron.

Here's a compelling piece of information: 71% of the Contemporary Christian audience is in the all-important 25-54 media-buying demographic. That means Contemporary Christian stations are generally richer in 25-54 listeners than secular Adult Contemporary, CHR, Country, News/Talk and Oldies stations.

Much of the Religious format's phenomenal growth has been driven by two music-based formats: Gospel and Contemporary Christian. Thanks to a surge in the popularity of Gospel and the number of stations that identify themselves as Gospel, the genre has posted a 33 percent growth in listening over the last five years. The success of Contemporary Christian music stations is even more extraordinary. Listening levels have increased more than threefold over the last 15 Arbitron quarterly rating periods.

Currently, many Christian music stations earn Arbitron shares rivaling those of their secular competitors, including WDJC-FM/Birmingham, AL; WJLS-AM/Beckley, WV; WCTL-FM/Erie, PA; and KXOJ-FM/Tulsa, OK. Additionally, several major market Christian music stations draw cume audiences well in excess of 200,000, including KLTJ-FM/Dallas, TX, WFSH-FM/Atlanta, GA; WZFS-FM/Chicago, IL; and KFSH-FM/Los Angeles, CA, just to name a few. Though Religious-formatted stations have long

been stigmatized by format bias, the numbers are undeniable and speak for themselves. Ratings-conscious advertisers and ad agencies are being forced to seriously consider these stations as part of their media mix.

A key part of the success at many Religious-formatted stations is using the programming and promotion techniques of mainstream stations. In an interview with *Radio & Records* Christian editor Rick Welke, Dan Baughman, GM of WCVO-FM/Columbus, OH, discussed his station's successful conversion from Christian Talk to Contemporary Christian. He positioned the station's new identity as "family-friendly," hired a promotions director and developed relationships with local organizations and sports teams. The strategy built a cume audience double its previous talk audience.

Salem Communications' WFHM-FM/Cleveland, OH, is another Contemporary Christian radio success story. When the station originally went on the air, its playlist consisted largely of older songs. Since then, veteran program director Sue Wilson has changed the station's emphasis to current music and expanded its marketing efforts. The changes have improved the station's Time Spent Listening numbers and made WFHM a viable competitor in Cleveland; in fact, WFHM's female demographics are in the top 10 for all Cleveland stations.

Arbitron salutes the growth and continued success of the NRB and religious broadcasters nationwide.

Brad Kelly, National Sales Manager, Arbitron, Inc., brad.kelly@arbitron.com.

Monday, February 10, 2003
at 6:00 pm and 9:30 pm
in the Governors B Ballroom

Mommy, What are we?

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Should we celebrate Hanukkah or
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longed for and lasting bond of unity.
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bring the Gospel message.

Don't miss the special showing of *Joined Together?* on Monday, February 10 at
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You can order copies of *Joined Together?* for yourself or for your congregation
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Building Committee Chairman Jerry Rose, center, prepares to cut the ribbon during the building dedication. L-R: Executive Committee Member-at-Large Stuart Epperson, Chairman/CEO Glenn Plummer, Rose, Executive VP Michael Glenn, VP of Conventions David Keith, Advertising Manager Steve Cross, VP of Membership Anne Tower and Membership Administrative Assistant Gina Ehardt.

Manassas, VA – On November 1, NRB dedicated its permanent headquarters building at 9510 Technology Drive in Manassas. The celebration, which included a special message from President George W. Bush, featured several notable names: U.S. Rep. Frank Wolf (R-VA); Billy Graham; Pat Robertson; Bill Bright; Manassas Mayor Marvin Gillum; and Paul Nelson. Nearly 125 people attended the dedication and reception.

NRB Chairman/CEO Glenn Plummer opened the ceremony with a brief history of NRB: "In 1944, the founders of NRB faced opposition and resistance to putting the Gospel on the radio, and, some years later, on television. We are still faced with the great challenge of providing access to the Gospel. We are here to dedicate our first permanent headquarters building to the Lordship of Jesus Christ."



Special Assistant to the President, Tim Goeglein, delivers greetings from President Bush and the First Lady.

Tim Goeglein, special assistant to the President, brought regards from President Bush and the First Lady: "You have taken the media ... and you have done something remarkable. You have literally found a successful way to share the Good News, the greatest news there ever was, with people who may have never before had the opportunity to hear the words of our Lord and Savior. ... May everything that emanates from this building be rooted in the

Divine Servant and in the notion of stewardship. On behalf of the President of the United States and all of us who are privileged to work with him, we bring the greatest possible greetings and wish you every blessing and good work as you go forward in your new home."

Rep. Wolf made personal remarks: "I have been a consumer of what you do, having listened to Christian radio for many years. ... Those of you who carry [Christian programming] have a tremendous impact, perhaps in a way you may not know. I appreciate what you do, taking the message of Jesus to the world. Quite frankly, we need the message of reconciliation more today in our families, our country

and our world than ever before. You also [broadcast] the message of taking care of the poor and the hungry. I have a great appreciation of what you do."

Mayor Gillum presented the Key to the City to Plummer. During the presentation, Gillum said, "I'm overwhelmed by this building. Several years ago I was down here, and there has been a renaissance. We are delighted to welcome you home to your first headquarters building. ... The city welcomes you with open arms. We want to be your good community partner and good community friends. We stand ready to assist you and to help you as we work together for [a higher] quality of life. Manassas is a vibrant, progressive, historic, thrilling place to live. ... We are proud of our community ... and you add to this pride."

Paul Nelson, president of Winchester, VA-based Evangelical Council for Financial Accountability (ECFA), also spoke. "Over the years," he said, "men and women have died to secure freedoms that we cherish: freedom of speech, freedom to broadcast, and especially in our community, freedom to proclaim the Gospel of Christ on the airwaves. For many years, NRB has been a champion of this right. ... I often refer to NRB members as the responsible good guys in Christian broadcasting, committed to doing things right and doing things with excellence. ... The ECFA seal of approval is carried by most NRB noncommercial members. The close working relationship ECFA has had with NRB is a

reflection of NRB's commitment to integrity and accountability. ... We salute you today on the dedication of this beautiful new facility. You are leaders the culture needs."

Letters from Christian leaders unable to attend were read aloud. Pat Robertson, founder of the Christian Broadcasting Network (CBN), based in Virginia Beach, VA, wrote, "I'm privileged to send my congratulations to you and those gathered on this historic day as you dedicate the new headquarter-



Chairman/CEO Glenn Plummer (L) accepts the Key to the City from Manassas Mayor Marvin Gillum.

ters building of the National Religious Broadcasters. CBN has just celebrated its 41st anniversary, and through the years we've been privileged to partner with so many of you as NRB members. We continue to join together to reach and prepare the nations of the world for the soon coming of Jesus Christ. ... I regret that I am not able to be with you in person today, as I meet with and encourage Christian broadcasters in Guatemala, who also have been inspired by the outstanding example set by the global influence of the NRB. As religious broadcasters, we have a rich heritage and a glorious future."

Robertson and CBN also donated to NRB a life-size bronze statue by Max Greiner Jr., *Divine Servant*, which is prominently positioned in the



Max Greiner Jr.'s life-size bronze statue, *Divine Servant*, graces the lobby of the building. The statue was donated by Pat Robertson and CBN.

reception area of the building.

World-renowned evangelist Billy Graham wrote: "Congratulations as you dedicate your new national headquarters building in Manassas. We

Two Join NRB Staff

Manassas, VA – Executive VP Michael Glenn announced that two new employees recently were hired at the NRB headquarters: Patsy Smith and Paula Grimm. Smith joins the Association as administrative assistant/convention registrar. She brings 14 years of association experience to NRB, as she formerly worked for Food



Smith

Crisis Pregnancy Center. NRB VP of Finance & Business Mike Kisha said, "Paula is a very valuable addition to our staff." Glenn said, "We are very pleased to have Paula and Patsy join the NRB headquarters team. They fill important roles in the Association operations and are eager to use their talents and abilities to serve our membership and industry."



Grimm

Distributors International NAWGA/IFDA in Falls Church, VA. NRB VP of Conventions David Keith said, "Patsy's experience with associations and her significant skills will enhance NRB in many ways. She is integral to the preparation for NRB 2003." Grimm, receptionist and data entry clerk, is the live voice of NRB. Her people skills were honed by positions as a part-time office assistant at NRB and a teacher in Loudoun County, VA. She has vast experience in volunteering, including counseling with

join you in praying that God will continue to use and bless the ministry of the NRB, and through you, encourage and strengthen Christian broadcasters who are on the front lines, communicating the Good News of the Gospel of Jesus Christ around the world."



Rep. Frank Wolf (R-VA) expresses his admiration for Christian communicators: "I appreciate what you do, taking the message of Jesus to the world."

Bill Bright, founder of Campus Crusade for Christ in Orlando, FL, wrote, "What a tremendous blessing this gift of the headquarters building is. I'm confident that [God] will work through this new facility to impact untold numbers for His kingdom."

With its 18,000 square feet, the two-story building houses the four arms of NRB: administration/finance, communications, conventions and membership; the Religious Broadcasting Hall of Fame; and the future Museum of Religious Broadcasting and Research Center. (Christine Pryor, cpryor@nrp.org)

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Redlands, CA — On October 24, veteran Christian communicator Fred Littauer, 73, died of heart failure at his home. The best-selling author and speaker often worked with his wife, Florence, whom he married in 1953. The couple was among the pioneers who brought the message of personality differences into the Christian community. Littauer is survived by his wife, three grown children and four grandchildren. (info@classservices.com)

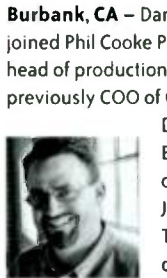


Fred Littauer



Baltimore, MD — Harry Causey, founder and music director of The National Christian Choir, was honored at a recent concert by the choir with a Governor's Citation from the office of Maryland Gov. Paris Glendening. The citation recognized Causey's 20 years of spiritual leadership and service through The National Christian Choir. (www.NationalChristianChoir.org)

Harry Causey



Burbank, CA — Dan Nuckolls joined Phil Cooke Pictures, Inc., as head of production. Nuckolls was previously COO of Goodspot Design and Editorial. In other news, Jeanette Tostenson was promoted to production coordinator. (Emily Collins, Emily@cookefilm.com)

Dan Nuckolls



Jeanette Tostenson

Chicago, IL — Moody Broadcasting Network (MBN) named Mark Williames national technical service manager. Previously with CBS/Infinity Radio as chief engineer for WBBM-AM-FM, his main responsibility is technical oversight of MBN's 35 owned-and-operated stations and the MBN network. (Robin Jones, Robin.Jones@moody.edu)



Mark Williames

Nashville, TN — Action House TV's Sally Colon co-hosts the new magazine-style talk show, *Insight for Women, Family and Faith*. Similar to ABC's *The View*, the show focuses on women's concerns from a Christian perspective. The show, which debuted in October, airs on FamilyNet, CTN, i-Life TV, BCTV, and Cornerstone TeleVision. (Brooks Bowers, BrooksBowers@Prodigy.net)



Brentwood, TN — Former Gibson Guitar executive Jim Grundberg is the new VP of Sales for Chordant Distribution Group, a division of EMI CMG. (Tricia Whitehead, spinhouse@bellsouth.net)



Jim Grundberg



Thom Ewing

Huntsville, AL — Thom Ewing was named station manager for the newest WAY-FM station, WAYH-FM, scheduled to launch March 2003. Ewing most recently worked in public TV and radio in Indianapolis, IN, as the director of corporate development for WFYI-FM and -TV. (Thom Ewing, Thom@wayfm.com)

Nashville, TN — Barry Landis, president of Warner Bros. Records Christian Division, was recognized in a recent ceremony by Western Kentucky University's Communication Department with the 2002 Distinguished Alumnus award for outstanding professional accomplishments. (Leanne Bush, Leanne.Bush@WBR.com)

Nashville, TN — Reunion Records announced the addition of Steve Strout to its radio department as radio promotions manager, working primarily with CHR and some AC stations across the nation. Strout previously served as program director for WHMX-FM/Bangor, MN. (Brooke Elder, Belder@providentmusicgroup.com)

San Diego, CA — KCBQ-AM Promotion and News Director Kimberly Bianco and Sports Director Jerry Gross received Achievement In Radio Awards October 8. Gross received a nod for Best Play-by-Play, while Bianco was honored for Best Public Affairs Feature and Best Coverage of Infant and Maternal Health-Related Issues and Problems. Bianco also is promotion and news director for KPRZ-AM/San Marcos, CA. (858-535-1210)

Virginia Beach, VA

— NRB member Jeffrey Anderson, president of Jeffrey P. Anderson & Associates, spent 17 days in Korea as a street evangelist at the Soccer World Cup. Anderson was



Anderson and his NRB convention bag outside of Daegu World Cup Stadium in Korea.

part of a team of nine international evangelists, who won 44 souls for Christ, talked with hundreds more, and distributed thousands of pieces of literature in Chinese during the China/Costa Rica match. The literature included Bibles, the *Jesus Film* on CD-ROM, *Four Spiritual Laws* and more. (Anderson, jeffand@regent.edu)



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MUSIC

Nashville, TN –

Delirious? performed at North Carolina's Harvest Crusade late last year. Harvest Pastor Greg Laurie led the three-day crusade. Other musical performances included Tait and Switchfoot. The concert was broadcast live on WMIT-FM/Black Mountain, NC; WTRU-AM/Kernersville, NC; and at www.harvest.org. (Rick Hoganson, Hoganson@Comcast.net)



L-R: Stewart Smith and Stu Garrard (Delirious?); Michael Tait; Tim Jupp and Martin Smith (Delirious?); and Laurie.

Nashville, TN –

After performing over 90 concerts last summer, Chris Tomlin joined Rebecca St. James and the Worship God 2002 tour in September. During the tour, he met with more than 50 worship leaders from around the country as a commitment to listen to the concerns of local church leaders. (Rick Hoganson, Hoganson@Comcast.net)



Chris Tomlin

Nashville, TN – In support of the group's latest release, *Lifestyle: A Worship Experience*, Dove Award-winning Gotee recording artist The Katinas headlined the Lifestyle Tour last fall sponsored by K-LOVE Radio. The tour also featured Curb recording artist Natalie Grant with special guest, Vertical Music recording artist Kara, and was slated to hit more than 15 markets. (Jay Swartzendruber, jay@gotee.com)



Point of Grace

Nashville, TN – On October 11, the first Girls Of Grace conference drew 9000 teenage girls to Carpenter's Home Church in Lakeland, FL. (Anita Crawford, anita.crawford@wbr.com)

Scottsdale, AZ – Billy Smiley, co-founder and member of the Christian group White Heart, recently launched Devotion Music, a sub-division of Cul De Sac Records. The label's focus is original worship music from various denominations and musicians worldwide. (Brian Mayes, brian@nashvillepublicity.com)

Nashville, TN – For the last performance of his nationwide 58-city Live Out Loud tour, Steven Curtis Chapman donated all the proceeds from the Oklahoma City date, totaling more than \$70,000, to the Waodoni Tribe of Ecuador. Mart Green, president of Mardel Stores, covered all expenses for the concert. Green's nonprofit organization, Bearing Fruit Communications, currently is producing the feature-length documentary, *Beyond the Gates*, which tells how God touched the lives of the Waodoni tribe. For more information about the documentary, visit www.beyondthegatesthemovie.com. (Stacie Vining, s.vining@theresourceagency.com)



Mart Green

Nashville, TN – *Seventeen* magazine deemed Ardent Records' rock band Skillet a "Christian artist that will rock you, whether you're a Christian or not" in the December issue. (Rich Guider, RichGuider@Comcast.net)

Nashville, TN – Sparrow Records' newest rock band Sanctus Real released its national debut, *Say It Loud*, December 24. (Rick Hoganson, Hoganson@Prodigy.net)



Back row, L-R: Sanctus Real members Mark Graalman, Matt Hammitt, Steve Goodrum and Chris Rohman; Front row, L-R: Producer Pete Stewart and Assistant Engineer Brent Hendrich.



INTERNATIONAL NEWS

Nicosia, CYPRUS – More than 120 missions and church leaders attended SAT-7's 7th annual international partnership conference in 2002. Reconciliation in the Middle East was the overall focus, as addressed by keynote speaker Rev. Dr. Habib Badr, senior pastor of the National Evangelical Church of Beirut. A sub-theme of the conference focused on gaining insight into the role of women in Arab societies to determine how SAT-7 could be a bridge for support and change. (Terence Ascott, TerenceAscott@sat7.org)

Kunda Park, MAROCCHYDORE – The official opening of the Voice International Asia Pacific Broadcast Center occurred September 14, with more than 750 guests in attendance for the unveiling of the \$6 million complex. Director Mike Edmiston and Ray Moti head the team of professionals who broadcast programs simultaneously in Chinese, Indonesian, Hindi and English. (Ramon Williams, rlgmedia@ozemail.com.au)



Chadds Ford, PA – In October, three photographers, whose shared faith in Christ led them to form a ministry team spread across three continents, launched

PhotoMission, Inc., at www.photomission.com. PhotoMission is a Christ-centered organization to address the needs of Christian photographers around the world. Professional and amateur photographers are invited to join the organization. (Theresa Perry-McNeil, cws@christianwireservices.com)

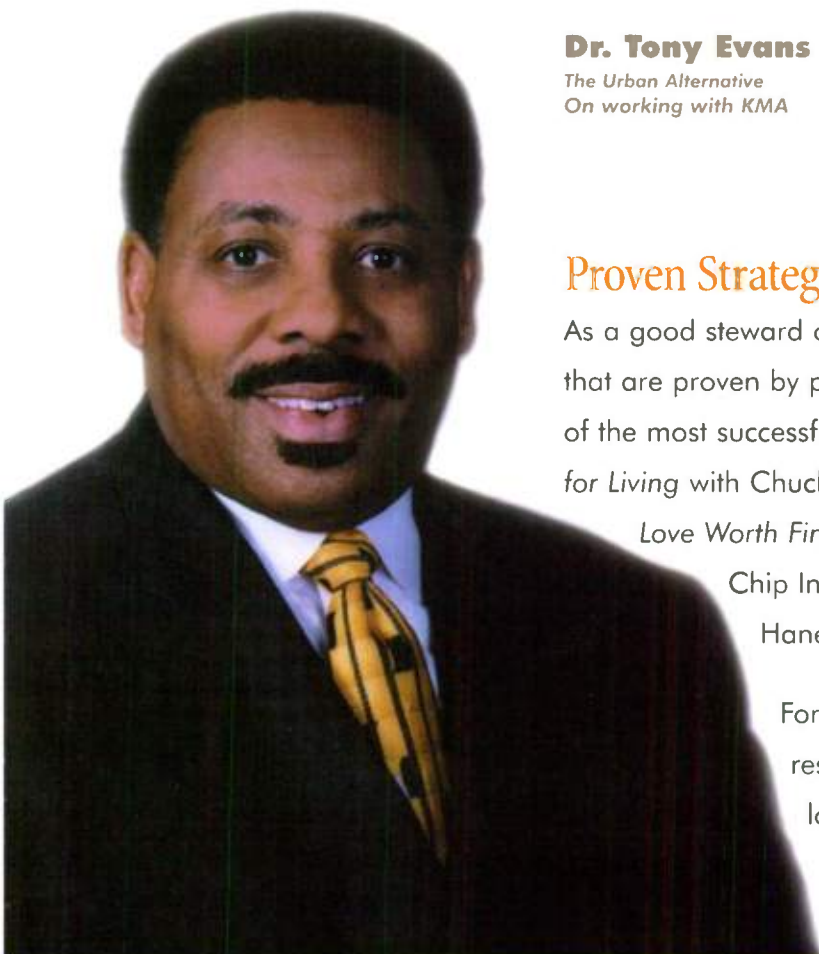
West Bromwich, ENGLAND – Christian Voice International (CVI), the UK-based broadcasting arm of Christian Vision, launched a daily, three-hour, music-based breakfast show to India in November 2002. World Radio Network (WRN) provides the shortwave transmissions. *The Voice* broadcasts in Hindi from CVI studios in West Bromwich, and is available to short-wave listeners across India from 0100-0400 UTC (0630-0930 local time in India) on 11850 kHz. (Tim Ayris, tim.ayris@wrn.org)



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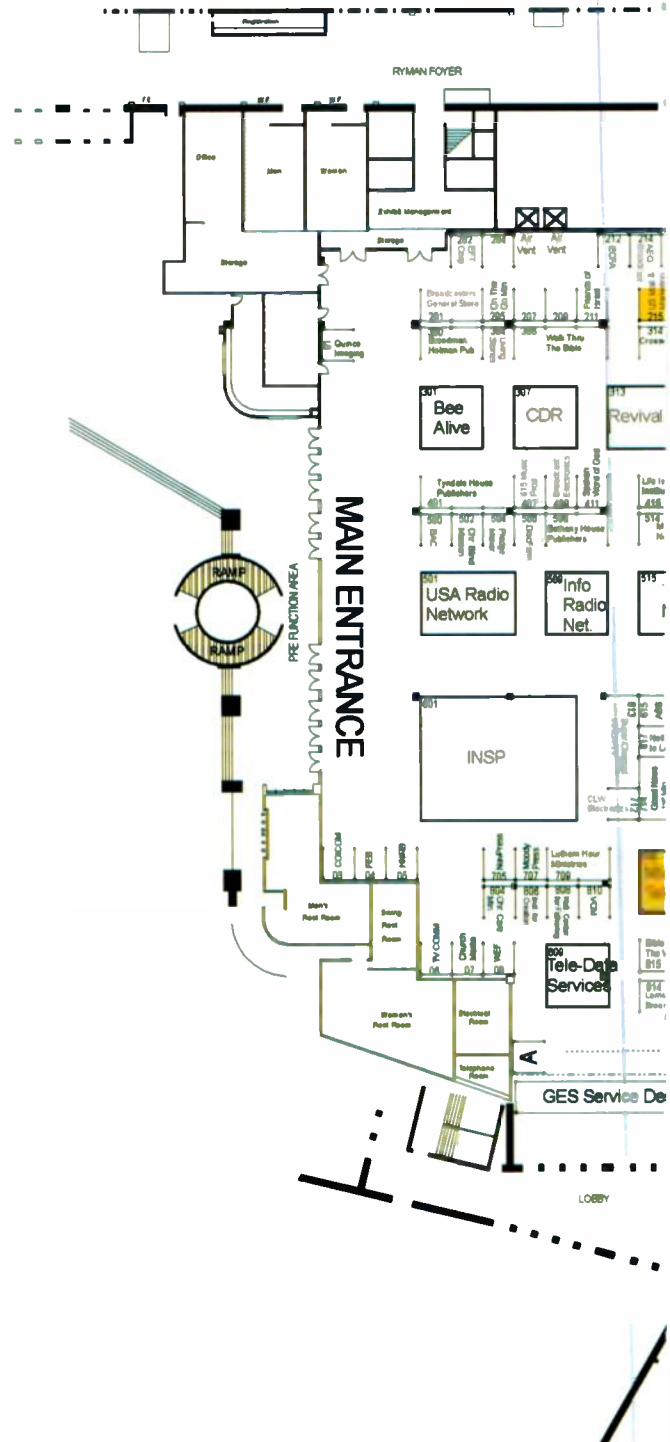
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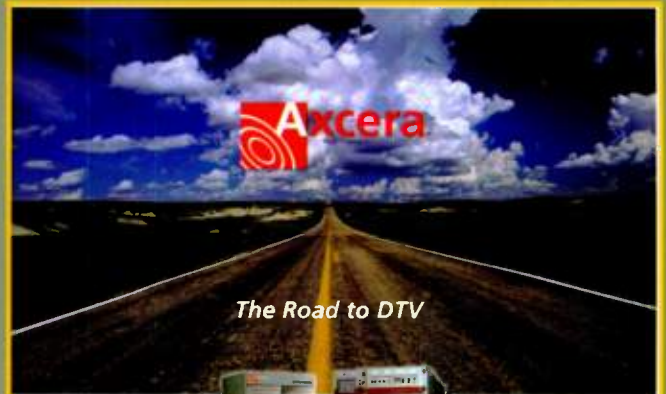


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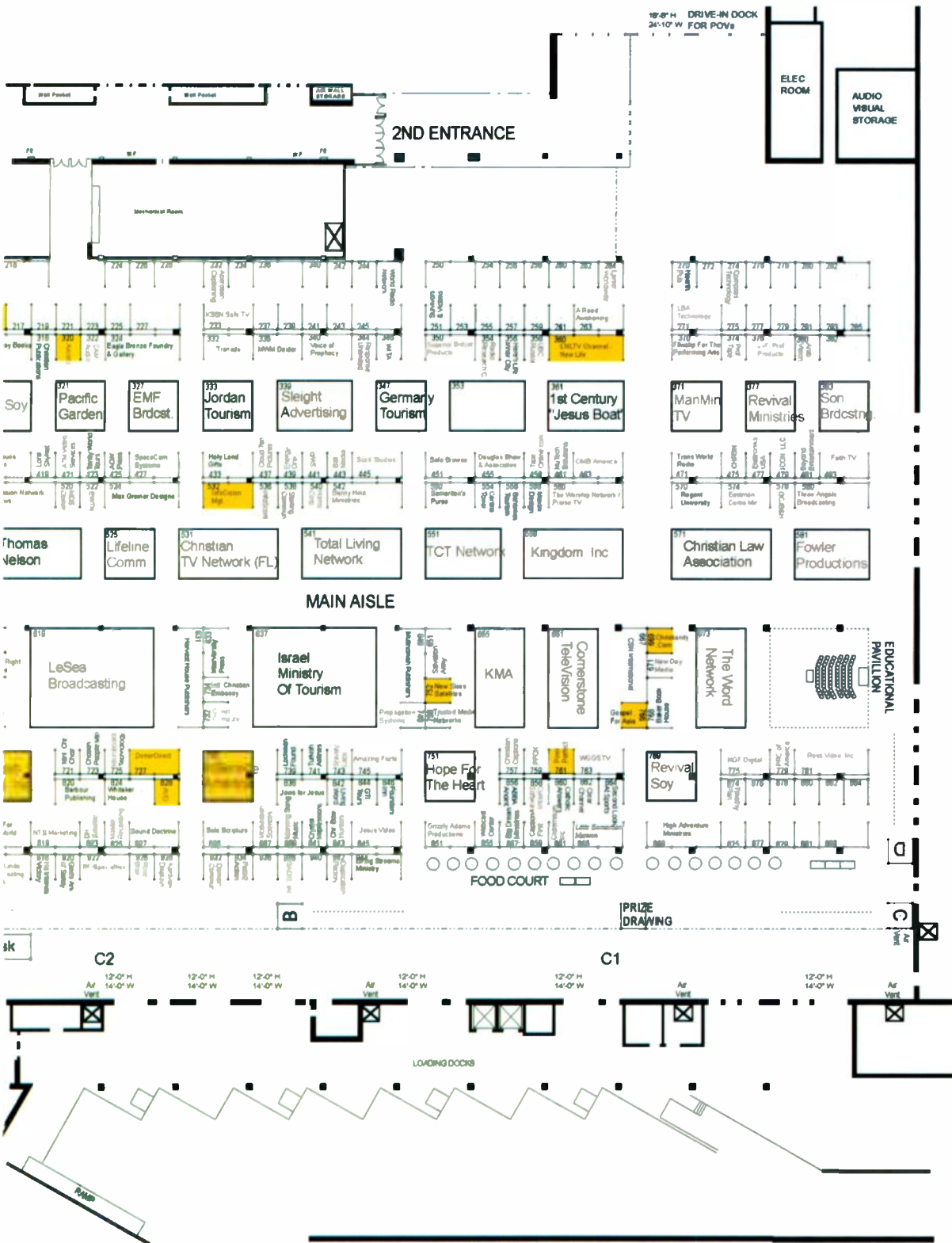
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Los Angeles, CA – KFSH-FM (95.9 The Fish) recently unveiled a unique digital, aquatic-themed broadcast studio to an open house audience of industry insiders and station sponsors. The studio measures 23 feet wide and 11 feet deep, with aquatic effects including

sand-patterned carpeting. Ceiling-to-floor beveled glass wraps the exterior of the studio and is engraved with an aquarium motif including shells, starfish, bubbles and sea plants. The main console area features seating for five around fish-shaped tables with a 3-D water effect, a giant illuminated fish and a virtual fish tank. Salem Los Angeles is a division of New Inspiration Broadcasting, Inc., and is owned and operated by Salem Communications Corporation. (Mary Anderson-Harris, 818-729-9291)



Chicago, IL – WMBI-AM/FM and Moody Bible Institute hosted a “Cheering Station” comprised of more than 150 listeners for the 25th annual Chicago Marathon. The race attracted more than 35,000 runners and almost 1 million spectators along the route. WMBI had listeners sign up to “Cheer for their Champions” running in the 26.2 mile route, which passed by the studios of WMBI. In other news, Moody Broadcasting Network announced the addition of WVME-FM/Meadville, PA, to its family of radio stations, effective September 3, 2002, with a repeater on WCRF-FM. (Bruce Everhart, bruce.everhart@moody.edu)



Atlanta, GA – In December 2002, WMVV-FM doubled its power to nearly 20,000 watts when it moved to its new 500-foot tower. As part of its upgrade, the non-commercial station introduced a modified image change from New Life Radio to NewLife.FM, including a new jingle package produced by Thompson Creative of Dallas, TX. The station also introduced Mike Lindsey as its morning drive producer and host of *New Morning Praise*. Lindsey comes to the station from FOX 97 in Atlanta, where he served as creative services director. (Joe Emert, jemert@wmvv.com)

Cedarville, OH – CDR Radio teamed with Angel Tree for a 2002 Christmas toy drive to benefit children on behalf of their incarcerated parents. Toys were collected from specified drop-off locations between November 25 and December 24. A list of suggested gifts was available at all donation locations as well as on the CDR Radio Web site at www.ThePATH.fm. (Kara Steinman, steinman@cedarville.edu)

Lubbock, TX – KOFR-FM partnered with Lubbock’s South Plains Mall and Buckner Children and Family Services for a month-long shoe drive, Shoes for Orphan Souls. KOFR-FM encouraged listeners to donate new pairs of shoes for orphans in the U.S., Russia, Romania and China. Area businesses and



listeners donated 2000 pairs of shoes during live remote broadcasts at the mall and a 12-hour in-studio marathon.

(Ryan Springer, ryan@free107.com)

Woodstock, VA – The Community Broadcasters Association handed out four awards to WAZT-TV during the association’s Annual Meeting in San Antonio, TX. Station Manager Ron Croom accepted a major award for Public Service Announcement, plus additional awards for Breaking Story News coverage, Feature Story Reporting and Overall News Programming. It was the fourth time WAZT’s news department was honored by the association. (Ron Croom, roncroom@wazt.com)

Forest, VA – The national movement of the Alliance for Marriage on behalf of the Federal Marriage Amendment

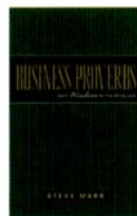


was the subject of the November 13 *Focus on the Family* radio broadcast. The broadcast also could be heard via Web cast at www.oneplace.com/Ministries/Focus_on_the_Family. (Matt Daniels, afm6@allianceformarriage.org)

Florence, KY – Amigo Radio closed on the purchase of two stations in Amarillo, TX: KTNZ-AM and KBZD-FM. The \$1.1 million transaction was effective in October 2002. (John Pierce, 859-647-0101)

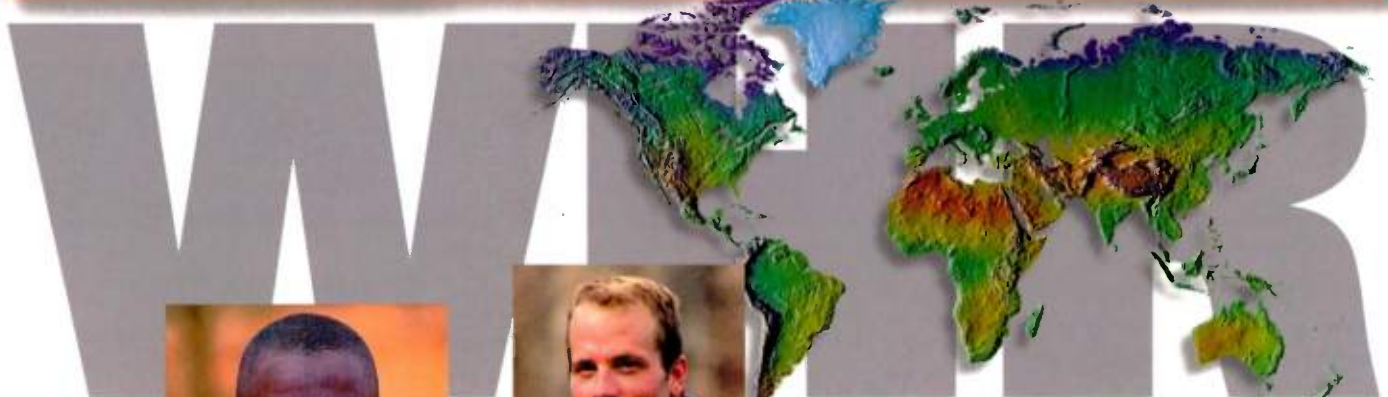
Florence, KY – Vernon R. Baldwin Broadcasting, Inc., agreed to purchase Finlay Publishing Company’s WMOH-AM/Cincinnati, OH, for \$950,000 cash. Baldwin Broadcasting also owns Ohio stations WCNW-AM/Cincinnati and WNLT-FM/Harrison. With this transaction, Findlay Publishing exits the market. (John Pierce, 859-647-0101)

Tucson, AZ – The radio short feature *Business Proverbs*, currently syndicated on more than 1000 outlets worldwide, recently reached publication agreements to release the Revell book of the same name in five countries that currently receive the broadcast: Nigeria, Indonesia, Malaysia, Brazil and the Philippines. (Steve Marr, stevemarr@businessproverbs.org)



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AIRWAVE ANNIVERSARIES

Clearwater, FL – The Worship Network, a programming service of the Christian Network, Inc. (CNI), celebrated its 10th year of broadcasting on September 28 with a live, one-hour special. This special, shot on location, took a look at the past, present and future of The Worship Network, the impact of worship music in today's culture, and featured an interview with Worship creator and PAX-TV Chairman Lowell “Bud” Paxson. (Diane Wright, Dwright@worship.net)



INTERNET

Nashville, TN – Mad Dancer Media, a Web site design and hosting firm, garnered an award for its services. The Franklin, TN-based firm received the 2002 Nashville A.I.R. Award for Best Radio Station Web site for the re-design of WAYFM.com. The A.I.R. Awards celebrate excellence in radio and benefit the March of Dimes. (Gina Adams, GAdamsgroup@aol.com)



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TRADE TALK



**AIRWAVE NEWS
TELEVISION**

Fort Worth, TX – FamilyNet Television's *At Home-Live!* September 18 broadcast featured Oliver North discussing his latest book, *Mission Compromised*, which is heavily based on his experience in espionage. (Denise Cook, dcook@FamilyNetTV.com)

Toronto, ONTARIO – The producers of *Left Behind II: Tribulation Force* share more than a movie-making connection with actor Kirk Cameron, who plays reporter Buck Williams in the *Left Behind* film series. Cloud Ten Pictures and Cameron's Way of the Master Ministry, which he co-founded with author and evangelist Ray Comfort, have developed a youth training and witnessing program provided free to youth groups at www.c10youthpastors.com. In other news, the cast of *Left Behind* signed on for at least two additional movies. Planning for the third movie is under way. (Theresa Perry-McNeil, cws@christianwireservices.com)

Naples, FL – In November, Sky Angel added Guardian Television Network (GTN) to its lineup.

GTN is a family channel featuring popular ministries and programs, as well as clean entertainment programming with series such as *Touched by an Angel*, *Doc*, *Promised Land*, *Ponderosa*, etc. (Nancy Christopher, Nancy.Christopher@SkyAngel.com)



Chicago, IL – With the October 4 release of *Jonah: A Veggie Tales Movie*, Big Idea Productions provided outreach opportunities for churches with its new curriculum, *Jonah: An Overboard Adventure! Learning to Walk in God's Ways*. Based on the book of Jonah, the curriculum is structured around 10 values God wants kids to learn and apply to their everyday lives. (Elizabeth Fields, elizabeth.fields@bigidea.com)

Ft. Worth, TX – FamilyNet Television recently announced an affiliation agreement with Time Warner Cable. As part of the agreement, Time Warner Cable systems across the United States, including its 10 largest operating divisions, now have the option of adding the FamilyNet channel to their cable systems. Time Warner Cable customers are encouraged to request the FamilyNet channel via their local Time Warner Cable service. (Scott Shuford, BMCiPR@bigmancreative.com)

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TRADE TALK: Member to Member

One Changed Life Leads to Life Changing Radio

BY BILL AND DEBBIE BLOUNT

For most of my dad's life, he focused on worldly things. In addition to owning and operating a clam processing plant (that continues to provide clams to Campbell's for chowder), F. Nelson Blount was a collector. He amassed steam engines, railroad cars, antique cars and fire trucks. At one time, he owned the largest private collection of Kentucky rifles and collected many notable firearms, including guns of Wyatt Earp, Sitting Bull and Napoleon.

His steam train collection is now a national park in Scranton, PA – Steamtown USA. James Adair wrote a biography on my father, *The Man from Steamtown* (Moody Press, 1967; updated edition 1988), which gives much more detail on the extraordinary life of my dad. I hope you pick up a copy and meet my father in its pages.

In 1959, Dad's life took a spiritual turn when Mom's car slammed into a tree after hitting a patch of black ice. As Mother recuperated for a year in the hospital, Dad began seeking the truth about God. He was primed when Ted DeMoss of Christian Businessmen's Association in Montreal shared God's Word with him, and he knew he had finally found the Truth. As a result of his conversion, all members of my family soon became believers, too.

I was 13 when my father died in 1967; the plane he was piloting crashed. Although he was a Christian for only five years before his death, he was instrumental in leading thousands to Christ. John DeBrine befriended and disciplined him. In turn, Dad challenged John to do a daily radio broadcast, and *Songtime* was born. John introduced me to Christian radio.

When I finished my post-graduate studies at Bob Jones University, I moved to Rhode Island, where other members of my family had relocated to keep Blount Seafood operating. I became aware of the existence of a 1000-watt daytime station that carried religious programming.

While I was trying to determine if I was crazy to be trying to buy a station right out of college, I was encouraged by a teacher at Dublin Christian Academy (my high school) to call a man "who was well known in religious broadcasting." The teacher was Barbara Moody and the man she told me to call was her brother, a man familiar to many involved

with NRB: Bob Ball.

Bob encouraged me to be brave and take the bold step of station ownership, so I moved forward. A local bank offered me a loan and the owners agreed to sell the station to me. I learned the ropes by working at the station for a year while the FCC processed the sale. In July 1978, at age 23, I purchased my first station: WARV-AM/Providence, RI.

Like most young and broke operators, I worked seven days a week doing everything: announcing, selling, bookkeeping and cleaning. In those early days, the station was billing \$7000 a month while my debt service was \$4000 a month. The remaining



Bill and Debbie Blount

\$3000 paid for everything else. I remember choosing to send letters rather than making long-distance phone calls, because stamps were less expensive.

I met a man at an NRB convention who was hoping to buy a station in Connecticut. He gave me his business card, which I put in my desk drawer when I returned to Rhode Island. I didn't have any contact with him again until about two years later when I was cleaning my desk and found that business card. Wondering what had happened, I placed a call to him and discovered that he hadn't been able to put a deal together.

I then called the station he had hoped to purchase and learned it was on the verge of bankruptcy. By assuming the debt, I would be able to take over the assets. The transfer of ownership became final in June 1982. WFIF-AM/New Haven began much the same way as WARV: a touch-and-go enterprise. During the first few years I barely made it, but God saw me through. I was learning that if "you

move in faith, God moves in faithfulness!"

In 1990, I heard there was a construction permit issued for an AM station in Worcester, MA. When I finally tracked down the permit owner, he informed me that he had tried to get the station built but had run into too many problems. He eagerly gave us the permit! After struggling for a while, we finally built WVNE-AM and put it on the air in June 1991.

The acquisition of each station has truly been a "God-thing" and WBCI-FM/Portland, ME, is no exception. Through a series of events that only God could put into place, I called the owner of a station strategically located in Maine.

When I inquired if he was interested in selling he said, "Too bad, I just sold that station two weeks ago!" I asked him to let me know if he heard of another station for sale in the area. Three days later, I received a message to call a gentleman who had a station for sale. I called immediately and he offered us a 50,000-watt FM station for an unbelievable price. In May 1995, WBCI became the fourth member of our New England network.

Our most recent addition to the Life Changing Radio™ family is WDER-AM/Derry, NH, purchased two years ago. Since Deb and I both grew up in New Hampshire, having a station there has always been our hearts' desire.

New England is a mission field atypical of the rest of the country. We often struggle here, but we have no doubt that this is exactly where God wants us to be. He has blessed us "exceedingly above what we could ask or think" and we give Him all the glory for anything and everything that we've been able to accomplish for Him here.

Bill Blount is second vice chairman of NRB and president of Blount Communications Group in Warwick, RI. He can be reached at Wblount1590@cs.com. His wife, Debbie, is a freelance writer and publisher. Contact her at DebCBlount@cs.com.

Column coordinated by NRB VP of Membership Anne Tower. Contact her at atower@nrb.org or 703-330-7000, ext. 511.

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.

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Church Media

Monday, 9:00 am
**Telling Effective
Stories That
Communicate**

Monday, 10:30 am
**Is It a Television
Program or a
Worship Service?**

Monday, 2:30 pm
**Preparing for the
Big Event**

Monday, 4:00 pm
**The Church and
the Web**

Tuesday, 2:30 pm
**How Does the Switch to
Digital Affect Church
Media Producers**

Tuesday, 4:00 pm
Copyrights and Licensing

HNRB

Monday, 9:00 am
**Communication Through
Music and Creative Arts**

Monday, 10:30 am
**How to Make Your
Ministry Multi-lingual**

International

Monday, 2:30 pm
Open Forum - Part A

Monday, 4:00 pm
Open Forum - Part B

Internet

Monday, 9:00 am
**Using E-mail to Do Things
That Really Matter**

Monday, 10:30 am
Unique by Design

Monday, 2:30 pm
Streaming: A Decision Grid

Continued on page 36

WORKSHOPS

2003 NASHVILLE, TENNESSEE

NRB 2003 PREVIEW

FRIDAY, FEBRUARY 7

9:00 am – 7:00 pm

Exhibitor & Convention Registration

2:00 pm – 6:00 pm

Annual Board of Directors Meeting

*DEVOTIONAL: Mart DeHaan, President, RBC
Ministries*

6:30 pm

**Board of Directors Dinner /
Reception**

9:00 am – 2:30 pm

Boot Camps

12:00 pm

Women's Luncheon – ticket required

*MUSIC: Joy Williams, Brentwood Music,
Nashville, TN*

*SPEAKER: Joni Eareckson Tada, Founder and
President, Joni and Friends, Agoura Hills,
CA*

2:30 pm – 5:00 pm

NRB Annual Business Meeting

3:00 pm

**Intercollegiate Religious
Broadcasters Group Meeting/Mixer**

4:00 pm

**Intercollegiate Religious
Broadcasters – Al Sanders Paper
Presentation and Break-out Sessions**

SATURDAY, FEBRUARY 8

7:00 am – 9:00 am

Boot Camp Registration

9:00 am – 7:00 pm

Exhibitor & Convention Registration

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For 23 years now, Dr. Erwin Lutzer, Senior Pastor of Moody Church, has been the broadcast's radio pastor. His teaching is interspersed with music recorded in the church sanctuary by the King's Karollers, Glen Jorian, and John Innes. Host Ted Seelye and the production services of David McCallister help this ministry achieve the excellence we've come to expect from Moody Church Radio.

Moody
Church
radio

For the past 7 years, *Douglas Shaw & Associates* has had the privilege of serving Moody Church Radio with their direct mail, newsletter and major donor cultivation needs. We are honored to be of service to these special servants of God. Please stop by booth #455 to sign our special guest book congratulating Dr. Lutzer and the *Songs in the Night* team.



In 1968, *Songs in the Night* began broadcasting from Chicago's historic Moody Church through its radio ministry, *Moody Church Radio*.



Donor-Focused
Strategic Marketing

FUND RAISING COUNSEL

Monday, 4:00 pm
Expanding Your Ministry in the Digital Age

Tuesday, 9:00 am
Evaluating and Making Technology Decisions

Tuesday, 10:30 am
Revenue Models

Tuesday, 2:30 pm
What Happened to All the Traffic?

Tuesday, 4:00 pm
Eye to the Future

Management

Monday, 9:00 am
The Art of High Trust Selling - Part A

Monday, 10:30 am
The Art of High Trust Selling - Part B

Tuesday, 9:00 am
Identifying the Leader Within You

Tuesday, 10:30 am
Pivotal Praying for Leaders

Tuesday, 2:30 pm
Leading Your Staff With Creativity, Vision and Influence

Tuesday, 4:00 pm
Trademark and Service Mark Protection

Radio

Monday, 9:00 am
FCC Update - Part 1

Monday, 10:30 am
FCC Update - Part 2

Monday, 2:30 pm
How Shall They Hear If They Have Not Tuned In?

Continued on page 38

SATURDAY, FEBRUARY 8 cont.

4:00 pm
First-Timers Orientation

5:30 pm
International Reception

7:00 pm
Opening General Session

SPONSOR: KMA Direct Communications

WELCOME: Glenn Plummer, NRB Chairman / CEO

MUSIC: Out of Eden, Gotee Records, Nashville, TN

MUSIC: David Phelps, Springhill Music, Brentwood, TN

MUSIC: Ginny Owens, Rocketown Records, Franklin, TN

SPEAKER: Jim Cymbala, The Brooklyn Tabernacle, Brooklyn, NY

9:30 pm
Radio Reception
Television Reception

SUNDAY, FEBRUARY 9

9:00 am – 6:00 pm
Convention & Exhibit Registration

9:00 am
Worship Service

MUSIC: Classic Voices

MUSIC: Ray Boltz, Ray Boltz Music

DRAMATIC PRESENTATION: Karen Heimbach, Revelation Media

SPEAKER: Alistair Begg, Truth for Life, Chagrin Falls, OH

12:00 pm
Exhibit Hall Grand Opening

1:00 pm
TV Program Showcase

3:00 pm
Job Fair

5:30 pm
Intercollegiate Religious Broadcasters Awards Ceremony

7:00 pm
Intercollegiate Religious Broadcasters Reception

8:00 pm
Intercollegiate Religious Broadcasters Winners Showcase

MONDAY, FEBRUARY 10

8:30 am – 6:00 pm
Convention & Exhibit Registration

9:00 am – 6:00 pm
Exhibits Open

9:00 am – 10:15 am
Educational Sessions

10:30 am – 11:45 am
Educational Sessions

12:00 pm
World Fellowship Luncheon - ticket required

TESTIMONY: Peter Kerridge, Managing Director, Premier Christian Radio

MUSIC/AWARDS PRESENTATION: Freddie Colloca, One Voice Records

SPEAKER: Paul Finkenbinder, Hermano Pablo Ministries, Costa Mesa, CA

1:30 pm
TV Committee Meeting

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www.nprss.org/nrb

Monday, 4:00 pm
IBOC: The Future of Digital Radio

Tuesday, 9:00 am
Where We Get It – and Where We Don't

Tuesday, 10:30 am
11 Essentials for Today's GMs

Tuesday, 2:30 pm
Looming Challenges – Part 1

Tuesday, 4:00 pm
Looming Challenges – Part 2

Stewardship

Tuesday, 9:00 am
Extraordinary Results – 30 Years of Growth

Tuesday, 10:30 am
Donor Communication in the 21st Century

TV

Monday, 9:00 am
The Explosive Power of Spots

Monday, 10:30 am
Telethons and Beyond

Monday, 2:30 pm
Who's Watching?

Monday, 4:00 pm
Low Budget Program, Big Budget Results

Tuesday, 9:00 am
The Art of Pitching

Tuesday, 10:30 am
You've Produced It – Now What?

Tuesday, 2:30 pm
Real News for Real Impact

Tuesday, 4:00 pm
Full Power Muscle With Low Power TV

MONDAY, FEBRUARY 10 cont.

2:00 pm
Radio Advisory Meeting

2:30 pm – 3:45 pm
Educational Sessions

4:00 pm – 5:15 pm
Educational Sessions

7:30 pm
Awards Night

Presentation of Annual NRB Awards

EMCEE: Charlie Daniels, Sparrow Records

TESTIMONY/AWARDS PRESENTATION: Jennifer O'Neill, W Publishing

MUSIC/AWARDS PRESENTATION: Freddie Colloca, One Voice Records

TESTIMONY/AWARDS PRESENTATION: Nancy Stafford, Multnomah Books

9:30 pm – 11:00 pm
Contemporary Concert

OPENING ACTS: Russ Lee, Natalie Grant

HEADLINER: Avalon

TUESDAY, FEBRUARY 11

7:00 am
Public Policy Breakfast – ticket required

MUSIC: Vickie Winans

8:30 am – 3:30 pm
Convention & Exhibit Registration

9:00 am – 4:00 pm
Exhibits Open

9:00 am – 10:15 am
Educational Sessions

10:30 am – 11:45 am
Educational Sessions

1:00 pm
Special Session

SPEAKER: George W. Bush, President of the United States (invited)

MUSIC: Sara Paulson

2:30 pm – 3:45 pm
Educational Sessions

4:00 pm – 5:15 pm
Educational Session

7:00 pm
Anniversary Banquet – ticket required

INSTALLATION OF OFFICERS

SPEAKER: Rick Warren, Pastor, Saddleback Valley Community Church, Lake Forest, CA

Acknowledgments

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9 Steps

to making the NRB Convention Work for You

BY PHIL COOKE

The NRB annual convention is a remarkable place. In one location, you'll find representatives of Christian radio and television stations and networks, as well as companies that specialize in production, distribution, Internet, direct response, equipment vendors, music, travel and much more. You'll find workshops and Boot Camps on all phases of the industry, and special opportunities for networking, learning, and growing.

I've discovered that attending the conference and making the most of the conference are two different things, and year after year, I see people missing important opportunities to receive a maximum benefit from the experience.

I've attended and taught at Christian and secular media conferences around the world for many years, and I've learned some important secrets about gaining the most from these industry events. After all, what's the point of giving your time and expense if it won't take you to the next level? Although it is not cheap to attend a conference, I strongly believe that it is worth bringing all of your key employees.

So use this list. Pass it out to others, take it with you to the 2003 conference in Nashville and maximize your NRB experience.

Continued on page 42



Vickie Winans



Jennifer O'Neil



Rick Warren



Joni Eareckson Tada



Ginny Owens



Charlie Daniels



Ray Boltz



Out of Eden



Joy Williams



David Phelps



Nancy Stafford



Jim Cymbala



Freddie Colloca



Alastair Begg



NRB 2003
Nashville, Tennessee
February 7-11, 2003

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

1.

Invest in yourself. To grow professionally, you have to be where you can find knowledge, resources and relationships. I believe the minute we stop learning and growing, we start dying — and there's too much out there I haven't experienced. No one else is going to invest in you. The doors of favor will never open until you position yourself in the doorway. Your organization won't pay for you to come? Stop complaining and pay your own way. What better way to spend your money than investing it in your own professional growth?

2.

Do your homework. Check out the NRB Web site (www.nrb.org) right now and start getting information about the 2003 workshops, exhibitors and schedules. Once that's done, analyze your personal career situation and your organization to see what areas you need to strengthen. Then, evaluate the workshop schedule on that basis. It's never too early to plan what workshops to attend, who to see and what you want to accomplish.

3.

Stay at the host hotel. Sure you can save money at a cheaper motel down the road, but the host hotel is where everything happens. Whether it's the workshops and exhibit hall during the day or the receptions and general sessions at night, staying at the host hotel makes it easier to always be available. I'm often amazed at how much I benefit

from impromptu meetings with people I run into at the hotel, so staying there allows more of those opportunities. Stop missing meetings and events because

you're always racing back and forth in the car to another hotel to change clothes or pick up something you forgot. Staying at the host hotel is like living on a college campus — you're always part of the vibrant life of the convention.

4.

Pre-plan every day. Don't leave the convention to chance. Pre-plan your workshops and Boot Camps, exhibit hall visits and other events. I begin in the fall working with my assistant, Jeanette, to set up my schedule for the week. Don't wait until the demanding hustle-bustle of the convention, when you're so busy it's difficult to think clearly. Start now to compare your areas needing growth with workshop subjects and look over the exhibitor list for business or ministry needs. With that done, you'll be able to relax and enjoy the conference.

5.

Divide and conquer. If you're attending with other members of the organization, split assignments. Don't waste time duplicating workshops and meetings. Instead, split the workshops, exhibit hall and meeting schedules in order to glean twice the information. After the conference, you can meet back at the office to exchange information, ideas and experiences.

6.

Schedule networking opportunities. Once you've decided on workshops and exhibitors, start thinking about who you'd like to meet at the convention. Whether it's job related, business, ministry or personal, set up your appointments long before you arrive at the conference. Remember — the NRB convention is a busy time and everyone is trying to accomplish a great deal, so be respectful of their schedules and plan meetings ahead of time. You won't believe how many more people you can meet and how much more you'll accomplish.

Continued on page 44

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7.

Use good convention etiquette.

- Avoid interrupting conversations. Be respectful of other people's conversations. Wait at a distance until they are finished, or quickly slip the person a business card with your cell phone number and request a call later. Don't stand there listening to the conversation. Give them space and time to finish, and then step up.
- Respect the time of workshop speakers. They're here at their own expense and any extra time they spend chatting with you after their workshop is a gracious gift. Prepare your question or comment in advance and keep it short. Don't pitch them your latest project or concept. That is not why they came, and they didn't bring an extra suitcase to carry home our video reels, scripts or presentation folders. When you begin respecting their time and expressing gratitude for their participation at the conference, they will be far more open to talking with you than if you pitch them or make difficult demands on their limited time.

8.

Develop peer relationships.

Don't just come to the conference looking to meet people who could give you a job or advance your career. Come to meet other people who do what you do. Bring business cards and exchange them with all kinds of people to build a contact list of friends and associates in the industry you can call for advice, equipment information or expertise.

9.

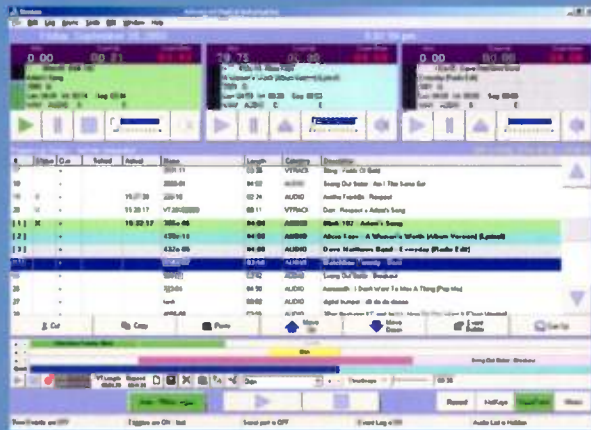
Use your new information.

The convention is only the beginning. After you go home, organize the business cards you received and write notes on them for future reference. Also, review the goodies you received: printed information, CDs, videos, etc. Decide which ones can help you and organize them for immediate or future reference. The others you can toss or give to someone else; don't keep things that obviously won't help you. Then, hold informal classes or workshops with other employees to share the information you received. Use your convention experience to expand the knowledge base of everyone at your organization.

Investing in yourself is the key to making the convention work for you. Make the commitment at this year's convention to pre-plan for efficiency, schedule for maximum impact and utilize your time for success. The potential of the national NRB convention is far greater than most people realize. This year, don't take chances with your professional growth. See you in Nashville!

Phil Cooke may be the only director and producer in Hollywood with a Ph.D. in Theology. His latest project is Decision Makers – Spots That Make a Difference, a series of cutting-edge television and radio commercials made available to churches across the country. For more information contact Phil Cooke Pictures at 818-563-2125 or phil@cookefilm.com.

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In a recent **Radio Business Report** article, the leaders of several large broadcast groups were asked what they were doing to cut costs.

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- *Leading the Way*
Chris Horton, Webmaster



The 60th Annual
National Religious Broadcasters
Convention & Exposition

February 7-11, 2003
Gaylord Opryland Resort
& Convention Center
Nashville, TN

2003 NASHVILLE, TENNESSEE



NRRB

**ADVANCING CHRISTIAN
COMMUNICATIONS**

NRB

ADVANCING CHRISTIAN COMMUNICATIONS

Changing World — Unchanging Message

Over recent years NRB has been delivering consistent increases in attendance from every sector of the communications field, including programming, production, station management, Internet, publishing, and church media. With over 6,000 of the industry's most influential movers and shakers in attendance, NRB's 60th Convention and Exposition is destined to be more productive and more exciting than ever before.

We return once again to the Opryland Hotel in Nashville, which in recent history has held record attendance, and there is an early indication we will surpass those numbers once again.

Whether you have been attending the NRB Convention and Exposition for a number of years or this is your debut, NRB 2003 will deliver access to information and opportunities not available anywhere else in the world.

With a schedule of daily general sessions, all-day Boot Camps and over 40 high-impact and topical seminars, NRB will deliver top level industry professionals to help you evaluate and understand the fast-breaking developments which are shaping the future of broadcasting and communications around the globe.

Come join with us this year and expand your horizons as we advance Christian Communications together!

Opryland Hotel

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Convention Program

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Registration Form

back cover
Sponsors &
Top 10 Benefits

Schedule-at-a-Glance

7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30 11:00 11:30

FRIDAY
February 7

Exhibitor &

Boot Camp
Registration

Exhibitor &

SATURDAY
February 8

Boot Camps

SUNDAY
February 9

Convention

Worship Service

MONDAY
February 10

Convention

Educational
Sessions

Educational
Sessions

TUESDAY
February 11

Public Policy
Breakfast

Convention & Exhibit

Educational
Sessions

Educational
Sessions

Who Should Attend?

- Account Executives
- Advertising Agencies
- Announcers
- Audio Equipment Distributors
- College Students
- Denominational Leaders
- Educators
- Engineers
- Film Producers
- Fund Raisers
- Information Service Managers
- Law Firms
- Low Power Station Owners
- Marketing Managers
- Network Executives
- News Media
- Pastors
- Production Companies
- Publicists
- Radio Program Directors
- Radio Program Producers
- Radio Station General Managers
- Radio Station Owners
- Radio Station Sales Managers
- Radio Syndicators
- Recording Artists
- TV Program Directors
- TV Program Producers
- TV Station General Managers
- TV Station Owners
- TV Station Sales Managers
- TV Syndicators
- Video Producers
- Web Masters

Schedule subject to change. Please check website for updated information: www.nrb.org/conv.htm

12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	
Convention Registration																					
			Board of Directors Meeting						Board of Directors Dinner / Reception												
Convention Registration								First Timers' Orientation					Opening Session								Radio & TV Reception
			Annual Business Meeting						International Reception												
Women's Luncheon				IRB Mixer		IRB Sessions															
& Exhibit Registration					Job Fair																
Exhibit Hall Opening		TV Program Showcase								IRB Awards		IRB Reception		IRB Winners' Showcase							
& Exhibit Registration		Registration / Exhibits Open																			Contemporary Concert
World Fellowship Luncheon			Educational Sessions		Educational Sessions							Awards Night									
Registration / Exhibits Open																					
			Educational Sessions		Educational Sessions							Anniversary Banquet									

*Schedule subject to change. Please check website for updated information:
www.nrb.org/conv.htm*

FRIDAY, FEBRUARY 7

9:00 am – 7:00 pm

Exhibitor & Convention Registration

2:00 pm – 6:00 pm

Annual Board of Directors Meeting



SPONSOR: RBC Ministries

DEVOTIONAL: Mart DeHaan, President, RBC Ministries

Having served at RBC for over 30 years, Mart is heard regularly on the Discover the Word radio program and seen on Day of Discovery television. Mart is also a contributing writer for the Our Daily Bread and Campus Journal devotional guides, the Discovery Series Bible study booklets, and a column on timely issues that appears in the monthly RBC newsletter.



6:30 pm

Board of Directors Dinner / Reception

SATURDAY, FEBRUARY 8

7:00 am – 9:00 am

Boot Camp Registration

9:00 am – 7:00 pm

Exhibitor & Convention Registration

9:00 am – 2:30 pm

Boot Camps

10:00 am

Boot Camp Coffee Break



SPONSOR: The Domain Group

BOOT CAMPS

FILM & TELEVISION PRODUCTION

The Secrets of Successful Producing

MODERATOR: Phil Cooke, President, Phil Cooke Pictures, Inc.

An exclusive all-day workshop featuring one of the hottest and most successful producers in the entertainment industry today — Ralph Winter. Ralph has produced such mega hits as *Planet of the Apes*, *X-Men*, *Inspector Gadget*, *Star Trek*, and is currently on the set of *X-Men II*.

Discover the secrets of effective producing, the critical techniques for creating successful projects, and how to make your mark in the industry. Join Phil Cooke and Ralph Winter for this incredible day of information, insight and inspiration!

The bottom line? If you want to be a Christian producer, you can't afford to miss this powerful Boot Camp.

INTERNET

MODERATOR: Rick Killingsworth, President, Salem Web Network

The Web as a medium is still maturing. Despite its rough adolescence, the Web is quickly becoming the hub for many of the activities for a ministry or a station. Today, emphasis is shifting to maximizing the user's experience to make sure they leave your Web site a satisfied, loyal user rather than confused and frustrated. Join us for an intensive look at how to make sure that your ministry or station's Web site is really accomplishing what you need.

Sessions include:

Moving From Information to Inspiration

SPEAKER: Eric Brown, In Touch Ministries, Atlanta, GA

Fatal E-mail Errors

SPEAKER: Tom Perrault, Crosswalk.com, Chantilly, VA

50 Great Ideas in 50 Minutes

SPEAKER: Rita Cavicchio-Christie – Christianbook.com

The Doctor Is In – Web Site Clinic

PANEL: Rick Killingsworth, Eric Brown, Tom Perrault, Rita Cavicchio-Christie, Beck Long, Lead Designer, Salem Web Network.

This panel will evaluate your Web site's design and functionality and make practical suggestions for improvements. To submit your URL in advance, e-mail it to rickk@oneplace.com.

RADIO

Hosted and adapted for NRB by NCRS

Picking the Hits —Does God Really Care?

SPEAKER: *Jon Hull, Program Director KSBJ/Houston*

What should my station be airing to reach the most people with the message of Christ? What are the professional and spiritual implications of our programming choices? Whether your station programs music, teaching or a mix – you'll benefit from this practical, hands-on approach to touching more listeners and keeping them longer.

The 10 Biggest Mistakes Program Directors Make

SPEAKER: *Mike McVay, CEO/President of Cleveland-based McVay Media*

An eye-opening session, whether you're a Program Director, Manager or Owner. Come find out what mistakes your station could be making and how to make simple adjustments that can dramatically increase your effectiveness in the community.

The Christian Radio Listener Exposed

SPEAKER: *Alan Mason, Managing Partner of Audience Development Group, Grand Rapids, MI*

Perception is not always reality – especially when it comes to what we think we know about our listeners. This seminar will put Christian radio operators face to face with a panel of Christian radio consumers and give us an opportunity to find out if commonly held perceptions about Christian radio listeners, and listening patterns, are really true.

STEWARDSHIP

Build a Bridge to Your Audience That Will Lead to Greater Gift Income and Product Sales

MODERATOR: *Chuck Merritt, Senior Vice President Marketing, KMA Direct Communications*

PANEL: *Tom McCabe, CEO of KMA Direct Communications; Rick Dunham, President, KMA Direct Communications; Todd Dexter, Senior Vice President, Fundraising Client Services, KMA Direct Communications; Bob Dobbs, Senior Vice President, Media Client Services; Tim Kersten, nationally known copywriter and creative director*

This boot camp will provide specific, proven fundraising strategies to help your media ministry acquire new donors and product buyers and to cultivate those relationships for maximum revenue. Experts will walk you through the steps that are necessary to build a thriving, well-funded ministry — from the on-air continuity to turning a radio listener or television viewer into a long-term ministry supporter. These experts will be discussing direct response fundraising and product marketing using mail, e-mail and broadcast media, speaking from their experience, and they will help you think of creative ways to improve your ministry's income streams.

CHURCH MEDIA

One of the first elements of building a successful media ministry in the local church is finding and training volunteers. Perhaps the next step is developing a standard of excellence in production quality. The Church Media Boot Camp will address these key areas with breakout sessions on leadership, building and ministering to a volunteer crew, and "Basic Training" classes on video production and effective lighting techniques.

Opening Session

Paul Brooks, Pastor of First Baptist Church of Raytown, MO, provides leadership lessons as provided by Moses. Media ministry directors and crewmembers will benefit from this insightful session.

Break-out Sessions (each attendee may choose 2 classes)

Building and Ministering to a Volunteer Crew

SESSION LEADERS: *Britt Dillard, First Baptist Church, Spartanburg, SC*

Church Media Ministries live and die on the quality (and sometimes quantity) of their volunteers. This session will provide proven techniques on recruiting quality crewmembers and then keeping them focused on ministry.

Dissolves, Wipes, and Flying Boxes...A Look at Quality Video Production

SESSION LEADER: *Doug Smart, Journalism Instructor, Southern Illinois University, Carbondale, IL*

Doug Smart brings years of experience from the Hollywood industry to the world of church media production. In this in-depth session, you'll learn principles and techniques that will improve your broadcast and in-house video productions.

Lighting Your Worship Center Platform for Sunday and for the Big Event

SESSION LEADER: *Roger Zobel and Charles Corn, Television Production Services, Atlanta, GA*

Lighting is the key element of a quality broadcast. Poor lighting can make even the most expensive camera equipment look inadequate. This seminar will deal with practical lighting design for both broadcast and theatrical applications.

12:00 pm

Women's Luncheon – ticket required

Music: Joy Williams, Brentwood Music, Nashville, TN

"It's not what you do, it's who you are," says Joy. "God gives each of us certain gifts to use for His glory, and I'm just thankful that I get to be a vessel for his love at this season in my life. At the end of the day, though, what matters most is that I'm a child of God." Her senior year in high school included time off for recording her debut Reunion release, contributing to Left Behind: The Movie Soundtrack, and performing with Audio Adrenaline, Bryan Duncan, Bob Carlisle, NewSong, Rebecca St. James and others on the Left Behind and Winter Jam tours.



SPEAKER: Joni Eareckson Tada, Founder and President, Joni and Friends, Agoura Hills, CA

Joni and Friends is an organization accelerating Christian ministry in the disability community. A diving accident in 1967 left Joni a quadriplegic in a wheelchair, unable to use her hands. During her time of rehabilitation, she spent long months learning

how to paint with a brush between her teeth. Her art is sought after and collected. Since the founding of Joni and Friends, four flagship programs have started. Over 500 special needs families will receive ministry from Family Retreats across the nation. Through Wheels of the World, over 14,000 wheelchairs have been collected nationwide, refurbished by inmates in correctional facilities and shipped to developing nations where physical therapists fit each chair to a needy disabled child or adult. The radio program Joni and Friends is heard on over 850 broadcast outlets.

12:00 pm



Boot Camp Luncheon

SPONSOR: Revival Soy

2:30 pm – 5:00 pm

NRB Annual Business Meeting

REFRESHMENTS SPONSOR: Maximum Living



3:00 pm

Intercollegiate Religious Broadcasters Group Meeting/Mixer

4:00 pm

Intercollegiate Religious Broadcasters – Al Sanders Paper Presentation and Break-out Sessions

Industry leaders and student discussion groups on radio, television and video with an industry-wide emphasis.

4:00 pm

First-Timers Orientation

Host: Evelyn Gibson, Ambassador Advertising Agency, Fullerton, CA

Is this your first time to attend the NRB convention? This session will offer the information you need to make the most of your participation. Items like registration, educational sessions, exhibits, transportation, and special functions will be discussed to help you better plan your NRB experience.

5:30 pm

International Reception

SPONSOR: U.S. Friends of Internationals

Hosted by the NRB International Committee and open to all internationals and those involved in international ministry.

7:00 pm

Opening General Session



SPONSOR: KMA Direct Communications

WELCOME: Glenn Plummer, NRB Chairman / CEO

MUSIC: Out of Eden, Gotee Records, Nashville, TN

Out of Eden sibling members Lisa Kimmey, Andrea Kimmey Baca, and Danielle Kimmey have shared stages with such pop icons as Destiny's Child, the Pointer Sisters, and Monica. The group's proactive slant, which has resulted in several shared stages with Billy Graham, comes through clearly in the writing on their new album, This Is Your Life. Their ever-growing vision has positioned the group in many high-profile situations, from opening slots on major arena tours to placing songs in such screen successes as Eddie Murphy's Dr. Doolittle, Christina Aguilera's Diary, The Chris Rock Show, an appearance on the primetime UPN show Moesha (starring Brandy). The group has scored key radio success, major video rotation on BET, and several major magazine features and cover stories, including Upscale, Black Elegance, Sound and Spirit (BMG), Hype Hair, Sister 2 Sister, BRE, and Gospel International.



Music: David Phelps, Springhill Music, Brentwood, TN

The music of David Phelps is honest and uplifting. His gifts of singing and songwriting combine to tell of the grace that provides, encourages, comforts and saves. Through this music, David leads people in worship and inspires them to seek Christ. His powerful songs and humble spirit have been well received across the country. In addition to performing numerous concerts, David has earned recognition by win-

ning various vocal and songwriting competitions. Currently, as a part of the Gaither Vocal Band and as a solo artist, David is traveling to many cities across the United States.



MUSIC: *Ginny Owens, Rocketown Records, Franklin, TN*

Her recent album, *Something More*, is a timely collection of songs affirming a timeless message of love and hope. It carries a theme borne out of the wonders and worries of an instantly flourishing career due to her 1999 breakout debut *Without Condition*, which brought extensive press, three #1

songs and paved the way for Ginny being tapped *New Artist of the Year* at the 31st Annual Dove Awards in April 2000. Born with poor eyesight, doctors attempted to save her vision, but were unsuccessful. Still, Ginny affirms God has used this circumstance in her life for good. "It's like He takes the thing I like the least about myself and uses it for His glory."

SPEAKER: *Jim Cymbala, The Brooklyn Tabernacle, Brooklyn, NY*

Pastor Cymbala pastors a church of several thousand people. Brooklyn Tabernacle has seen new churches grow out of their congregation in various parts of the city and around the world. He brings a probing challenge to believers everywhere as he travels and speaks. Christians throughout America have been touched by his best selling books: *Fresh Wind, Fresh Fire, Fresh Faith, and Fresh Power*.



9:30 pm

Radio Reception

SPONSOR: *Westar Media*

The NRB Radio Committee invites all attendees who are interested or involved in radio.

Television Reception

Open to all attendees who are interested or involved in television, the Internet and visual communications.

SUNDAY, FEBRUARY 9

9:00 am – 6:00 pm

Convention & Exhibit Registration

9:00 am

Worship Service



SPONSOR: *Cornerstone Television Network, Pittsburgh, PA*

MUSIC: *Classic Voices*

These former members of the Imperials of the 70s, Jim Murray, Sherman Andrus and Terry Blackwood, redefined southern gospel harmonies into a new style of music we now call Contemporary Christian music. They revisit some of the music they made famous and remind us how the music of that era helped shape our current views of the Christian faith as it relates to the secular society.

MUSIC: *Ray Boltz, Ray Boltz Music*

Ray has won three Dove Awards: *Song of the Year, Inspirational Recorded Song, and Special Event Album of the Year*. His music ministry started in Sunday night services, youth meetings, prisons, and evangelistic services. His goal is to perform music that would allow his audiences to see Jesus.

During the last few years there has been an incredible growth in concert attendance, record sales and public awareness but his goal remains the same. Ray believes the success of his ministry cannot be measured merely by the number of people who buy his records or attend his concerts, but that true success in ministry can only be measured by the impact it has on individual lives.



DRAMATIC PRESENTATION: *Karen Heimbach, Revelation Media*

Karen has traveled as an evangelist since 1984, ministering extensively in North America, as well as internationally. The Scriptures come to life as Karen presents various books of the Bible from memory! Composed for Karen's performance, *The Revelation* is set to an original symphonic score, recorded at Abbey Road Studios with the London Symphony Orchestra.



SPEAKER: *Alistair Begg, Truth for Life, Chagrin Falls, OH*

Alistair Begg was born in Scotland and spent the first 30 years of life in the United Kingdom. Following graduation from theological college in London, he served in two Scottish churches. Since September of 1983, he has been the senior pastor at Parkside Church near Cleveland, Ohio. He is the

Bible teacher on the international radio program *Truth For Life and Truth For Life Weekend*. The ministry mission is to teach the Bible with clarity and relevance so that: unbelievers will be converted, believers will be established and local churches will be strengthened.

12:00 pm

Exhibit Hall Grand Opening

1:00 pm

TV Program Showcase

This annual showcase will highlight some of today's top Christian programming.

3:00 pm

Job Fair

SPONSOR: InterCristo

Looking for a job in broadcasting or are you looking for that next employee for your organization? This is the place to be!

5:30 pm

Intercollegiate Religious Broadcasters Awards Ceremony

SPONSORS: Regent University and Southwestern Baptist Theological Seminary

MODERATOR: Lance Clark, Huntington College, Huntington, IN

Presentation of the Al Sanders Scholarship and the Student Achievement Production Awards.

7:00 pm

Intercollegiate Religious Broadcasters Reception

SPONSORS: Bott Radio Network & The Center for Print & Broadcast Media

8:00 pm

Intercollegiate Religious Broadcasters Winners Showcase

SPONSOR: Ambassador Advertising

Come see and hear the student award winning submissions.

MONDAY, FEBRUARY 10

8:30 am – 6:00 pm

Convention & Exhibit Registration

9:00 am – 6:00 pm

Exhibits Open

9:00 am – 10:15 am

Educational Sessions

RADIO

FCC Update – Part 1

PANEL: Roy Stewart, Chief, Office of Broadcast License Policy, Federal Communications Commission, Washington, DC; Peter Doyle, Chief, Audio Division, Federal Communications Commission, Washington, DC; Lisa Fowlkes, Associate Chief, Enforcement Bureau, Federal Communications Commission, Washington, DC

We have friends and experts from the FCC who will present current information and have answers to your specific questions (without the need to give call letters!).

TV

The Explosive Power of Spots: Evangelism, Response, and Image – Transforming Your Audience in a Minute

MODERATOR: David Clark, President - Family Net

PANEL: Phil Cooke, President - Phil Cooke Pictures, Inc.; Norm Mintle, Assistant Dean – Regent University; Tom Newman, President – Impact Productions (invited); Jim Hanon, Co-Founder & former Chief Creative Officer and Film Director for Compass Arts – Compass Arts (invited)

Three forms of spots are in wide use by ministry organizations today: image spots which aim to create a more positive image of Christians and the Christian message or organization, evangelism spots which aim to present the Gospel in a short persuasive message, and direct response spots which aim to get an immediate response from the viewer. Examples of these spots will be presented and discussed by several leading Christian television producers. There will be an opportunity for questions and comments by those attending.

INTERNET

How You Can Use E-mail to Do Things That Really Matter

MODERATOR: Molly Montgomery, The Domain Group, Seattle, WA

PANEL: Dan Balow, LeftBehind.com; Gary Sekulow, American Center for Law and Justice, Virginia Beach, VA

Our inboxes are overflowing with intrusive, if not downright unpleasant, e-mail. Yet e-mail is a true “killer app” in marketing today. It is the route to the ideal marketing scenario: getting the right message to the right person at the right time while being cost-effective. Come and learn how e-mail is helping organizations minister — and market — their message to the masses. You’ll learn: how to convert e-newsletter subscribers and e-activists into donors; ways to customize your e-mail messaging; and how to get your e-mail to go “viral”.

CHURCH MEDIA

Telling Effective Stories That Communicate

SPEAKERS: Bryce York, Director of Media Ministries, Christ Church, Montclair, NJ; Lee Davis, President, G. Lee Davis Media, LaGrange, GA

Storytelling is a powerful way to communicate a message. More powerful is the ability to tell a story using the personal account of how God has changed a life. This seminar will explore innovative and effective methods of sharing the life-changing stories of your viewers or church members.

MANAGEMENT

The Art of High Trust Selling – Part A

MODERATOR: Don Cartmell, TEM, Inc., Sarasota, FL

SPEAKER: Todd Duncan, The Duncan Group, Duluth, GA

Trust is the most important precursor to building long-term profitable relationships. Radio station owners, GM's, and sales force, ministries and agencies alike will benefit from this inspirational session evolving around the issue of trust relationships.

During this first session learn how to use...

- The Law of the Iceberg to improve salesmanship
- The Law of the Summit to succeed through failures
- The Law of the Shareholder to empower
- The Law of the Ladder to build solid plans
- The Law of Leverage that enables all parties to win

10:15 am – 10:30 am

Educational Session Coffee Break

10:30 am – 11:45 am

Educational Sessions

RADIO

FCC Update – Part 2

MODERATOR: Sue Bahner, CrossWay Consulting, Manlius, NY

PANEL: Roy Stewart, Chief, Office of Broadcast License Policy, Federal Communications Commission, Washington, DC; Peter Doyle, Chief, Audio Division, Federal Communications Commission, Washington, DC; Lisa Fowlkes, Associate Chief, Enforcement Bureau, Federal Communications Commission, Washington, DC

A continuation of the question / answer and informational session with our FCC participants and with a possible presence of some "legal eagles" who will pose some questions! This should be helpful and fun!

TV

Telethons and Beyond, Discovering Alternative Funding for Christian Stations

MODERATOR: Annette Garcia, Vice President – Son Broadcasting Network, Albuquerque, NM

SPEAKERS: Blackie Gonzalez, President, Son Broadcasting Network, Albuquerque, NM; Garth Coonce, President, Tri State Christian Television, Ashland, KY

Christian television is facing an ever-increasing financial challenge to fund a broadcasting ministry in the twenty-first century. While donor support is the mainstay of most television ministries, there are a number of creative ways to supplement critically needed income. Find out how broadcasters are meeting this challenge head on, by using innovative and alternative funding ideas.

INTERNET

Unique by Design: Perspectives on a Comprehensive Approach

MODERATOR: Eric Brown, In Touch Ministries, Atlanta, GA

More than just graphics! Learn about various approaches to comprehensive Web design from different industry leading ministries. The panel consists of lead designers from ministry genres such as: youth, music, entertainment, Christian portal, church, broadcast, and international. A 20-minute question and answer time, hand-outs, and give-aways will conclude the session.

CHURCH MEDIA

Is It a Television Program or a Worship Service?

SPEAKER: Phil Cooke, Phil Cooke Pictures

Creating a successful and effective television outreach from your worship services is far more than just setting up cameras and shooting. In this rare workshop, NRB Board Member Phil Cooke — who consults and produces with some of the most successful Christian programs on television — shares the critical keys to making your worship services work on television. You'll discover secrets for directing, lighting, shooting, program structure, as well as preaching techniques that transcend the church service and "connect" to people through your broadcast. Definitely a "don't miss" workshop!

MANAGEMENT

The Art of High Trust Selling – Part B

MODERATOR: Don Cartmell, TEM, Inc., Sarasota, FL

SPEAKER: Todd Duncan, The Duncan Group, Duluth, GA

Trust is the most important precursor to building long-term profitable relationships. Radio station owners, GMs, and sales force, ministries and agencies alike will benefit from this inspirational session evolving around the issue of trust relationships. *Continued on page 10*

During this second session you will learn about using...

- The Law of the Bulls-Eye to improve productivity
- The Law of the Scale to improve performance
- The Law of Courtship to develop win-win relationships
- The Law of Incubation to create ministry loyalty
- The Law of the Encore to create interest in your station or ministry (and others)

12:00 pm

World Fellowship Luncheon – ticket required

AWARDS PRESENTATION:

*Individual Achievement in International Broadcasting
International Ministry Award*

TESTIMONY: Peter Kerridge, Managing Director, Premier Christian Radio

MUSIC/AWARDS PRESENTATION: Freddie Colloca, One Voice Records

Freddie captured the industry's attention at last year's Dove Awards ceremony where he performed the title song from his debut English-language project that resulted in a whirlwind year. This Argentina-born, Miami-raised, twenty-something Colloca, who has been called the Christian alternative to such internationally known stars as Ricky Martin, Enrique Iglesias and Marc Antony, simply says, "I want to bring audiences to their feet in celebration, and to their knees in worship." He is flattered to be compared with these musicians, but his hope is that he would one day be compared to David, or one of the other great men of the Bible who lived his life for God, and encouraged others to do the same.



SPEAKER: Paul Finkenbinder, Hermano Pablo Ministries, Costa Mesa, CA

Hermano Pablo (Brother Paul as he has become known) has become a household name throughout the Spanish-speaking world. People from all walks of life—including heads of state, business and military leaders—listen to the inspiring broadcasts. Most of the messages are transmitted through secular media, and the majority of listeners are non-Christians. A Message to the Conscience radio and television program has been the primary vehicle for bringing God's message of love to millions of Spanish-speaking people each day. This professional production is seen, heard or read throughout 30 countries of the Spanish-speaking world almost 14,000 times per week.

1:30 pm

TV Committee Meeting

2:00 pm

Radio Advisory Meeting

Open to NRB members who would like to participate in planning of radio related functions for future conventions. The meeting is also open to non-members who are interested in becoming involved in NRB radio activities.

2:30 pm – 3:45 pm

Educational Sessions

RADIO

How Shall They Hear If They Have Not Tuned In? Advertising Your Radio Station Through Mass Media

MODERATOR: Gene Bender, General Manager, KIXL-AM, Austin, TX

A discussion by successful, award winning advertising and marketing executives as to what goes into a successful campaign strategy that can help your station reach the unreached listeners in your market....and it's not all about big dollars and massive exposure. There will be a time of audience Q&A.

TV

Who's Watching? Unleash The Power of Research and Discover Your Audience

MODERATOR: Alyson Hayes, Marketing Manager, CTVN

SPEAKERS: Chuck Sellier, President, Grizzly Adams Productions; David Balsiger, Senior Producer, Encounters with the Unexplained, PAX-TV; Doug Stuart, President, Triune Research & Marketing

Christian television stations and program producers can't afford to keep throwing thousands of dollars into guesswork. Today's media consumers are riddled with options and audience loyalty is here today, gone tomorrow. Learn how research can get your program idea noticed by potential investors, major networks and cable channels. Understand who your audience is, and how to grow it. Discover analysis techniques that get the most out of your research dollars. There's no time like the present to unleash the power of research and catapult your programming into a new dimension of effectiveness.

INTERNET

Streaming: A Decision Grid

Moderator: Robby Richardson, Director, International Internet Ministries, Gospel Communications International

Internet streaming, for many, has gone from the "next great thing" to a "wait and see" proposal because of cost uncertainties related to both technical infrastructure as well as legal uncertainties. This session will seek to offer a thorough look at all the issues involved in

beginning (or upgrading) a streaming component to your web presence and a way to walk through the decision process. We will also seek to acquaint you with a wealth of resources that can be of service to you both in the decision and implementation process.

CHURCH MEDIA

Preparing for The Big Event

SPEAKER: *Jim Barnwell, Director of Media Production, Bellevue Church, Memphis, TN*

From concept to show time, this informative seminar walks you through the process of planning and producing "the Big Event". You leave this session with valuable information covering budgeting, event planning, task assignments, mic-ing, lighting, blocking for cameras and drama, and other related areas. This is a "must-attend" session for media, drama, and music staff and volunteers.

INTERNATIONAL

MODERATOR: *Bill Skelton, Chairman of the NRB International Advisory Committee, Executive Vice President, Love Worth Finding Ministries, Memphis, TN*

The forum will be a time of interaction between international delegates and U.S. members of the NRB. The objective is to discuss media opportunities and challenges around the world and to discover innovative ways to develop and to cooperate. A "must" workshop for attendees interested in international ministries.

4:00 pm – 5:15 pm

Educational Sessions

RADIO

IBOC: The Future of Digital Radio

MODERATOR: *Dave Eshleman, President, WLTK-FM, WBTT-AM, Broadway, VA*

A frank discussion of what has been called "the biggest change in radio since its inception." Looking at the positive and negatives as radio moves into participation of digital communications.

TV

Low Budget Program — Big Budget Results, Producing Successful and Effective Programming on a Budget

MODERATOR: *Randy Weiss, Host – CrossTalk*

PRESENTER: *Doug Smart – Author of On a Shoestring and a Prayer; Hollywood director with credits on the Bob Newhart Show, Empty Nest, Golden Girls, & the Academy Awards; currently, Assistant Professor of Television Communications – Southern Illinois University*

DO NOT attend this workshop if you have all the money you need to do the quality production you want to do! If, however, you find yourself frustrated with wanting to produce high quality television, with a small budget — *this one's for you!* Learn how to make your television program more dynamic without spending a lot of money. Discover how to improve the quality of your production with resources readily available to you. Doug Smart wrote the book (literally) on high quality, low budget production. You won't believe what can be produced on a shoestring and a prayer!

INTERNET

Expanding Your Ministry in the Digital Age: Repurposing Your Content for Digital Distribution

MODERATOR: *Frank Kavenik, Director of Strategic Initiatives, EMF Broadcasting, Rocklin, CA*

PANEL: *John LaRue, Vice President, Internet Research & Development, Christianity Today Intl.; Tom Mason, Executive Vice President, Focus on the Family; Sebastian Traeger, President, Christianity.com*

Your church, ministry, or Christian organization may invest significant resources in generating original content in print, audio, or video formats. You may produce some of this content for live, in-person delivery. Other content may be intended for reading, listening, or viewing at a later time. Repurposing your original content for digital redistribution may help you expand your ministry and may also allow you to tap into additional sources of revenue.

In the motion picture industry, redistribution of content is commonplace. A theatrical movie may be shown first in theaters and then redistributed over pay TV, cable TV, satellite TV, video cassette, digital video disc (DVD), broadcast TV, into international marketplaces, etc. With each redistribution additional audiences are reached and additional revenue is generated for the motion picture producer. Come hear Christian experts share success stories of how original content can be repurposed in the Digital Age.

CHURCH MEDIA

The Church and the Web – From Web Site to Web Ministry

Moderator: *Duncan Reed, Christianity.com*

Panel: *Marcus Caruthers, Technology Pastor, First Baptist Church of Springdale, AR*

Does your church have a Web site or a Web ministry? There IS a difference. Just as a church is not fundamentally about the building, a Web ministry is not fundamentally about the Web site. A Web site is just an empty container, like an empty church building. Do you have an organized archive of your messages online? Do your members have a vision for using your Web site as a tool for evangelism? Can people find you

Continued on page 12

online, or is your Web site an island in the sea of the Internet? Are people visiting and joining your church because of your Web ministry? This seminar will teach you principles for building an effective Web ministry.

INTERNATIONAL

Open Forum (Part B)

MODERATOR: Bill Skelton, Chairman of the NRB International Advisory Committee, Executive Vice President, Love Worth Finding Ministries, Memphis, TN

The forum will be a time of interaction between international delegates and U.S. members of the NRB. The objective is to discuss media opportunities and challenges around the world and to discover innovative ways to develop and to cooperate. A "must" workshop for attendees interested in international ministries.

7:30 pm

Awards Night

SPONSOR: Ron Phillips Ministries, Hixson, TN



Presentation of Annual NRB Awards



EMCEE: Charlie Daniels, Sparrow Records

Charlie Daniels has been writing and producing music for more than 30 years. He is known for his unique blend of rock and roll, bluegrass, jazz and gospel music. In January, The Charlie Daniels Band released their third CD for Sparrow, How Sweet the Sound: 25 Favorite Hymns

and Gospel Greats. He and the band recently returned from Cuba where they performed for U.S. troops stationed at Guantanamo Bay.

TESTIMONY/AWARDS PRESENTATION: Jennifer O'Neill, W Publishing

After an international modeling career, Hollywood fame, and eight marriages, Jennifer O'Neill finally found out what she had always been looking for — a true love affair with Jesus Christ. She candidly discusses her own trials as a lost soul looking for satisfaction in the things of this world.



MUSIC/AWARDS PRESENTATION: Freddie Colloca, One Voice Records

Freddie captured the industry's attention at last year's Dove Awards ceremony where he performed the title song from his debut English-language project that resulted in a whirlwind year. This Argentina-born, Miami-raised, twenty-something Colloca, who has been called the Christian alterna-

tive to such internationally known stars as Ricky Martin, Enrique Iglesias and Marc Antony, simply says, "I want to bring audiences to their feet in celebration, and to their knees

in worship." He is flattered to be compared with these musicians, but his hope is that he would one day be compared to David, or one of the other great men of the Bible who lived his life for God, and encouraged others to do the same.

TESTIMONY/AWARDS PRESENTATION: Nancy Stafford, Multnomah Books

Nancy Stafford graduated from the University of Florida and reigned as Miss Florida. After landing her first role on the NBC-TV daytime drama The Doctors, she became a series regular on St. Elsewhere and as Andy Griffith's law partner on Matlock. Nancy now hosts Main Floor, a syndicated series featuring the latest fashion, beauty, and lifestyle trends. She is the author of Beauty by the Book, in which she bares her heart to readers, giving her own refreshing answer to the culture's judgments about appearance.



9:30 pm

Contemporary Concert

TUESDAY, FEBRUARY 11

7:00 am

Public Policy Breakfast – ticket required



SPONSOR: Campus Crusade for Christ International

Key elements of the Public Policy Breakfast are still in process. As always, the breakfast will feature the speakers and participants who will challenge convention attendees with the important issues of the day that impact freedom, family, and faith.

Music: Vickie Winans

Encore! Encore! Has been the joyful cry of the spiritually uplifted masses following the incredible 104 week top-chart run of the best-selling, Grammy, Dove, Stellar, and Lady of Soul Award nominated, Excellence Award winning, CGI gospel album, Vickie Winans: Live in Detroit. Her humorous, charming personality, vivacious, down-to-earth manner and her warm spirit quickly disarm the coldest stranger. She makes it safe to laugh and worship in the same setting. Her constant prayer is for the anointing of God to rest on her ministry so that burdens would be lifted, and yokes destroyed.



8:30 am – 3:30 pm

Convention & Exhibit Registration

9:00 am – 4:00 pm

Exhibits Open

9:00 am – 10:15 am

Educational Sessions

RADIO

Where Christian Stations Get It – And Where We Don't

MODERATOR: Wes Ward, FamilyLife, Little Rock, AR

Get a forthright reality check by one of the industry's key opinion leaders. Be challenged, surprised, sharpened, frustrated, energized ... and potentially pushed. What are we doing right ... and wrong? Where are we now and what is our future? Where do we need to be jump-started? Where do we need to grow, risk more, reinvent? Are we lost in left-field. Join us for this plainspoken, upfront and candid session.

TV

The Art of Pitching: The Secret to Making Your Dream Their Dream

MODERATOR: Dave Lewis, Acquisition and Development Manager – Family Net

SPEAKER: Phil Cooke, President – Phil Cooke Pictures, Inc.

If your "dream production project" is ever going to get made, chances are, you're going to have to "pitch it" to a producer, network, station or studio. In a pitching session, you only have about 10 minutes to make a positive impression and convince them that your project is something they absolutely must do! In this session, you'll learn the techniques for a successful pitch — how to get them excited, how to improve your delivery, and how to close the meeting. Effective pitching is absolutely necessary for every successful producer or television executive. Don't miss this opportunity to dramatically improve your chances of success. At the end of this session, we will give some attendees an opportunity to pitch and be critiqued, so come prepared!

INTERNET

Evaluating and Making Technology Decisions

MODERATOR: Sebastian Traeger, Christianity.Com, Alexandria, VA

In 2001, approximately \$500 billion (5% of the GDP) was spent on technology solutions. For each of these dollars, there are competing services and companies

ready to capture a portion of the market. With technology expenses rising and with most organizations employing a growing amount of technology, non-technologists are being asked to evaluate solutions more frequently. However, many non-technologists feel ill equipped to evaluate their various options.

This seminar will equip you to evaluate and select the best technologies for your needs. We will focus on identifying, analyzing, comparing and selecting solutions that are germane to Christian organizations. We will focus on understanding the relative trade-offs between price, timeliness and scalability. Anyone who will be involved in making a technology purchase is invited to attend.

MANAGEMENT

Christian Leadership – Requires Pivotal Praying: Identifying the Leader Within You

SPEAKER: John Hull, President, Equip Ministries, Atlanta, GA

No two leaders are alike, and yet we often try to be. There is a leader within you who is unique in every way. You'll never maximize your potential until you identify the leader within you and glorify God with your uniqueness. Thousands of books are written about leadership—but not all of what you'll read—even from the best—applies to you. We'll help you discover the leader within you.

STEWARDSHIP

Stewardship: Extraordinary Results – 30 Years of Incredible Growth

MODERATOR: Jeff Nickel, The Domain Group, Seattle, WA

PRESENTERS: Donald Black, Sr. Vice President, Communications, In Touch Ministries; Jeff Nickel, Principal, The Domain Group

For 30 years Dr. Charles Stanley has presented God's message to the world through the broadcast ministry of In Touch. And what has made this broadcast ministry possible is God's goodness demonstrated through the lives of faithful supporters of the ministry. This seminar will present a case study focused on the principles of stewardship that In Touch practices on a daily basis.

You'll learn:

- Strategy for donor commitment and growth
- How that strategy guides all donor communications
- The numbers behind incredible donor loyalty and giving performance

10:15 am – 10:30 am

Educational Session Refreshment Break

10:30 am – 11:45 am

Educational Sessions

RADIO

11 Essentials for Today's General Managers

MODERATOR: Tom Atema, Blue Ridge Broadcasting, Black Mountain, NC

PANEL: Peggy Campbell, Ambassador Advertising Agency; Greg Fast, GSF & Associates; Todd Isburner, ShareMedia

In light of the moral free fall in America, in light of the Lord's return, in light of the war we are involved in, what are the essentials that are needed by the General Manager to have a radio ministry in today's culture? Using examples, listener input, and observations by our panel, you will come away knowing what it takes to move your radio audience onto God's agenda.

TV

Once You've Produced It – Now What?

MODERATOR: Judd Jackson, President, Ministry Solutions, Inc., Charlotte, NC

PANEL: Dennis Hart, President/CEO of Apex Media, Inc. Scottsdale, AZ; Ossie Mills, President/CEO, Belmont Mills Entertainment, Charlotte, NC

Getting your program on the best station at the best price is everyone's goal. Learn from the nation's leading syndicator of paid programming, including *In Touch with Charles Stanley*. From weekly programs, daily programs, specials, fund raising specials, humanitarian specials, and spots, what can work best for your ministry? Learn how creating Christian entertainment and documentary programming can help your ministry gain broadcast and cable distribution. And experience how others have gained sponsors for these "special programming" efforts.

INTERNET

Revenue Models

MODERATOR: Nathan Vincent, Member, Internet Committee

How are companies making money on the Internet in the current environment? Running an Internet based organization poses unique challenges and risks. In this workshop, we will discuss the ways that organizations are making money on the Internet today and how your organization can tap into these revenue streams.

MANAGEMENT

Christian Leadership – Pivotal Praying for Leaders

SPEAKER: John Hull, President, Equip Ministries, Atlanta, GA

There is a way to pray that brings power to your leadership. Receive a copy of Dr. Hull's new book, *Pivotal Praying*. Everyone in leadership would do well to pray — but Christian leaders in ministry or business face challenges found only in ministry. Dr. Hull will teach you how to pray — when your leadership is challenged, or when knowing God's will is a must. This will be a tremendously important session for all Christians in leadership.

STEWARDSHIP

Donor Communication in the 21st Century

MODERATOR: Curtis Stern

PRESENTERS: Curtis Stern, Director of Marketing, InfoCision Management; Chad Crawford, Director of Client Services, Brendal, Berkey and Sheline

Learn how to capture the power of Internet marketing and the positive impact it has on all your marketing efforts. This seminar will teach you how to attract new donors, communicate with existing donors and build a new income stream over the Internet.

1:00 pm

Special Session

SPEAKER: George W. Bush, President of the United States (invited)



MUSIC: Sara Paulson

Sara has ministered throughout the United States and around the world. She uses her talent to benefit various civic activities. As Miss Oregon 1992, she appeared on TBN and the 700 Club. She has been involved in various ministries with Charles Stanley, David Jeremiah, D. James Kennedy, Adrian Rogers, Moody Broadcasting, Brooklyn Tabernacle and many others.



2:30 pm – 3:45 pm

Educational Sessions

RADIO

Into Thin Air: The Looming Challenges for Christian Broadcasters Part 1

MODERATOR: Ronald L. Harris, CEO, Criswell Communications/KCBI, Dallas, TX

Mt. Everest-sized challenges await Christian broadcasters in the next five years. What will they be? How will we face them? Will our message of hope in Christ reach the audience...or will it just disappear into thin air? Three of the top communicators and broadcast professionals today will address this topic at length ... then take your chal-

lenging questions in a two-part workshop. Hear (calls out to Ed Atsinger, CEO of Salem Communications, Ron Cline, Chairman of HCJB World Radio, and Phil Cooke, President of Phil Cooke Pictures,) approach the challenge from their own unique perspective.

TV

Real News for Real Impact: How News, Traffic & Weather Can Transform Your Station

MODERATOR: Stan Jeter, CBN News, founder & Senior Producer for Christian World News

PANEL: Sam Wagner, President – Video ID Teleproductions (former TV news anchor, talk show host, journalism professor and author with 45 years of broadcast experience); Greg Musselman, producer, news anchor – Trinity Television, Winnipeg, Canada; (Tentative) Jim West, Founder – Florida's Faith TV network (TV news in a large market).

Your audience worries about everything from the threat of terrorism to the problems in their own community. But are you sending them to other channels for the news they need? You don't have to! News can actually help your station get involved with your community, like a good Samaritan, to make a difference. You'll attract a growing audience with news and information upon which they can depend. When you care, it shows. And the economic facts are that the more viewers depend on your station, the more revenue will follow. News, from local to international, is finally within the reach of Christian TV, thanks to technology and networking breakthroughs. In this paradigm-shifting workshop, discover how News, Traffic and Weather can transform your station.

INTERNET

Marketing: What Happened To All the Traffic?

MODERATOR: Dick Marsh, President, The Marsh Group

PANEL: Rita Cavicchio-Christie, VP, Internet Marketing, Chirstianbook.com; Michael Eilson, Founder, Mad Dancer Media; Jeff Trubey, Senior Director, Strategic Marketing, The Resource Agency;

Real examples of what is working from people actually doing it!

MANAGEMENT

Media Leadership: Leading Your Staff With Creativity, Vision & Influence

SPEAKER: Phil Cooke, Phil Cooke Pictures; Burbank, CA

No organization has a more crazy mix of personalities and conflicting ideas than a typical TV or radio station, media ministry or production studio. To accomplish your vision, you need leadership techniques that will inspire and motivate your staff to do their greatest work. But "generic" leadership books usually fall short in a

media environment. This workshop will teach the leadership issues that directly affect production and management situations in a communications-oriented company or organization. Change the way you'll lead and you'll change the direction of your entire organization.

CHURCH MEDIA

The Switch to Digital – How Does It Affect Church Media Producers?

SPEAKER: Anthony Coppedge, Systems Integration Designer, Audio Visual Innovations, Dallas, TX

How does the FCC's recent mandate concerning digital compliance of television sets affect churches that only produce "In-house" videos? How will the rapid conversion of broadcast stations to digital affect broadcast ministries?

4:00 pm – 5:15 pm

Educational Session

RADIO

Into Thin Air: The Looming Challenges for Christian Broadcasters Part 2

MODERATOR: Ronald L. Harris, CEO, Criswell Communications/KCBI, Dallas, TX

PANEL: Ed Atsinger, CEO, Salem Communications; Ron Cline, Chairman, HCJB World Radio; Phil Cooke, President, Phil Cooke Pictures (Tentative Panel)

Mt. Everest-sized challenges await Christian broadcasters in the next five years. What will they be? How will we face them? Will our message of hope in Christ reach the audience...or will it just disappear into thin air? Three of the top communicators and broadcast professionals today will address this topic at length...then take your challenging questions in a two-part workshop. Hear this panel approach the challenge from their own unique perspective.

TV

Full Power Muscle, with Low Power TV: Maximizing Your Impact in Low Power

MODERATOR: Suellen Roberts, President – Joy TV

PANEL: Glenn Plummer, Chairman & CEO, NRB, and President, Christian Television Network (Detroit); Warren Trumbly, President, Polar Broadcasting, Inc.; Mike Sullivan, Executive Director, Community Broadcasters Association; Art Stamler, General Manager – WAZT-TV Network

Discover LPTV strategies that will take your station or station group to the next level! During this session you will learn about: full power coverage with Low Power TV; how to make your station a Super Station; trend setting marketing & promotions; alternative revenue streams; and maximizing your cable carriage. Don't miss this opportunity to grow your station.

Continued on page 16

INTERNET

Eye To The Future

MODERATOR: Robby Richardson, Gospel Communications Intl., Muskegon, MI

PANEL: Marcus Carruthers, Minister of Technology, First Baptist Church, Springdale, AR

Technology seems to change in the blink of an eye, and Internet technology changes even faster than that. Join us as we look at some of the technologies that are new or even still on the radar screen — technologies that will affect the way that your organization ministers on the Internet. You will hear church, broadcast, and ministry perspectives while looking at methods and technologies that will shape the future of your online presence and keep you from investing in “eight track technology in a DVD world.”

CHURCH MEDIA

Copyrights and Licensing for Church Broadcasts and In-house Productions

MODERATOR: Jeff Young, Media Minister, The Church at Sugar Creek, Sugarland, TX

SPEAKER: Susan Fountaine Godwin, President, Church Copyright Administration, Fairhope, AL

You've been to seminars year after year that tell you what you cannot do. This session will provide you with valuable information that tells how you can use music, film clips, and internet-based material ... as well other types of media in your broadcasts and in-house productions.

MANAGEMENT

Trademark & Service Mark Protection

PANEL: Brad Carey, Joseph Chautin, Hardy, Carey & Chautin, LLP

Learn how to recognize, select, register and protect your trade or service mark, and steer clear of infringement of other organization's marks on your radio station, television station or web site. This seminar will present a basic trademark law primer, focusing on the trademark needs and issues of broadcasters.

7:00 pm

Anniversary Banquet – ticket required



SPONSOR: KMA Direct Communications

INSTALLATION OF OFFICERS

SPEAKER: Rick Warren, Pastor, Saddleback Valley Community Church, Lake Forest, CA

Starting in the Warrens' home, Saddleback Valley Community Church attendance has grown to approximately 15,000 each weekend. Saddleback is the second-largest attended church in the U.S. and has been the fastest growing



church in America for the past three years. He is the pioneer of the Purpose-Driven Church paradigm for church health and growth. Rick is also the founder of Pastors.com, a global Internet community that serves and mentors those in ministry worldwide. Over 60,000 pastors subscribe to Rick Warren's Ministry Toolbox, a free weekly e-mail newsletter.



HNRB

Asociación de Comunicadores Cristianos

FRIDAY

7:00 pm

HNRB Concert

MUSIC: Steve Green, 6-time Dove Award winner and 4-time Grammy nominee. **SPEAKER:** Marcos Witt (Invited)

SATURDAY

10:00 am – 12:00 pm

HNRB Strategy Breakfast – ticket required

2:00 pm – 4:00 pm

HNRB – Hispanic Vision Panel and Showcase: Spanish Radio (A Bilingual Event)

4:30-5:30pm

HNRB Coffee Reception

SUNDAY

2:00 pm – 4:00 pm

Hispanic Vision Panel & Showcase: The Hispanic Market (A Bilingual Event)

4:00 pm – 6:00 pm

Hispanic Vision Panel & Showcase: Spanish Television (A Bilingual Event)

SPEAKERS: Javier Pena of Coral Ridge Media and Sandra Santiago Smith, CBN producer

7:30 pm

HNRB Reception (A Bilingual Event) – ticket required

MONDAY

9:00 am – 10:15 am

HNRB Interactive Workshop: Communication Through Music and Creative Arts (A Bilingual Event)

10:30 am – 12:00 pm

HNRB Interactive Workshop: Translation 101: How To Make Your Ministry Multi-Lingual (A Bilingual Event)

Travel Agency:

Association Travel Concepts (ATC) is the official travel agency for NRB 2003. Special discounts with American Airlines and United Airlines and Alamo Car Rentals are available. Special discounts are available for travel February 5-14, 2003. ATC will also search for the lowest available fares on any airline. To make reservations, call 1-800-458-9383 Monday – Friday between 9:00 am and 7:30 p.m. (Eastern time). For additional information see Travel Agent on NRB's Web page at www.nrb.org/conv.htm. Should you choose to make your own reservations, the following ID numbers are necessary to receive the appropriate discount.

United:	510CK	800-521-4041
American:	A1923AJ	800-468-7022
Alamo:	72620 GR	800-732-3232

Ground Transportation:

Shuttle service between the airport and the Opryland Hotel is available every 30 minutes from 6:30 AM until 12:00 midnight. Trip time averages 15 minutes. Fare is \$11.00 one-way and \$18.00 round trip. Tickets for this service can be obtained at the Opryland Information Center, which is located on the ground transportation level behind the escalator that goes up to the baggage claim level.

Hotel Parking:

Hotel parking is available. Self-parking is complimentary for NRB convention attendees and valet parking is \$12.00 per day.

Hotel Reservations:

Reservations are to be made directly with the Gaylord Opryland Hotel. The convention room rates are \$136.00 for a single and \$151.00 for a double. Add an additional \$20.00 for Garden Terrace Rooms.

Make your reservations early.

Call: 615-889-1000

Gaylord Opryland Hotel
2800 Gaylord Drive
Nashville, TN 37214

Dress Code:

The dress code is business casual except for the Anniversary Banquet on Tuesday night with suit and tie. Comfortable shoes are a must. You will do lots of walking!

Internet:

Visit the NRB home page at www.nrb.org for current convention information and other general NRB information.

Membership Information:

In order to receive the discounted membership registration fees, you must be approved as a NRB member before your registration form for this meeting can be

processed. For more information, contact the NRB Membership Department at 703-331-4511.

Registration:

ONLINE: www.nrb.org/conv.htm

FAX: 301-694-5124

PHONE: 301-694-5243

MAIL: NRB 2003

PO Box 3867

Frederick, MD 21705

ONSITE: Register onsite on the following days:

Friday, February 7 9:00 am – 7:00 pm

Saturday, February 8 7:00 am – 9:00 am

(Boot Camp Registration Only)

9:00 am – 7:00 pm

Sunday, February 9 8:30 am – 6:00 pm

Monday, February 10 8:30 am – 6:00 pm

Tuesday, February 11 8:30 am – 3:30 pm

Registration Confirmation:

If you do not receive a confirmation within two weeks of sending in your registration, please call 301-694-5243 to confirm receipt of your registration form.

Cancellations: Cancellations must be in writing. A \$75.00 administrative fee will be applied to all cancellations. No refunds for cancellations postmarked after December 31, 2002.

Transfers: To transfer your registration to another person in your organization, send a written request on company letterhead to NRB. NRB will contact you if additional fees apply to the new applicant.

Badges:

For advance registrations, your badge packet will be mailed to you by the first of February. Advance registered attendees WILL NOT need to check-in at the Registration counters but may want to stop by the NRB Information Kiosk to obtain a lanyard, tote bag and program book. For registrants from outside the U.S., your badges WILL NOT be mailed but will be printed upon your arrival at convention.

Smoking Policy:

Smoking is not permitted at any NRB function including general sessions, workshops, and food functions.

Suites:

It is NRB's policy to ensure fair treatment of all convention attendees and exhibitors. Therefore, the hotel will be unable to release any parlor suites, meeting rooms, or private entertainment rooms for events scheduled during the official convention and exposition hours. For more information and costs on suites or rooms for these purposes, please contact Tammy Singleton at the NRB offices, 703-331-4506.

No Soliciting, Please:

Please note that any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately. Additional penalties also may be applied. Please report any violations you may observe to show management.

Exhibiting:

The best way to present your company's message is to reserve your space in our Exposition. With nearly 300 exhibiting companies, NRB 2003 promises a rich resource to those involved in the field of Christian Communications.

Hosting Your Own Event:

Your organization may host its own event or hospitality lounge during NRB. A reception is an ideal occasion to invite our attendees to a special presentation of your product or services.

NRB Daily Newspaper:

During the convention a daily newspaper is distributed to all attendees. This will contain highlights of the convention along with schedules, floor plans and other pertinent information related to one's attendance at NRB. An advertisement of your product or service in this publication is sure to be noticed, as this newspaper is a popular read during the convention. Contact IMAS Publishing Group, Eric Trapp, 732-845-0004, etrapp@imaspub.com, for further details or visit our Web site for current rates.

Sponsorships:

Help get the word out about your company by sponsoring various aspects of the meeting. There are exciting and new sponsorships available. For a list of available sponsorships, call David Keith at 703-331-4501, or visit our Web site.

TV Showcase:

Do you have a program in development that you want to get out in front of station or network executives? This is a great opportunity to showcase your clip to the decision-makers at NRB. Call our office for the application or visit our Web site.

NRB Magazine**Advertising:**

This is NRB's monthly trade publication and a good investment year-round for advertising, but even more so around convention time as a special issue is produced for distribution during the convention. Call Steve Cross at 703-331-4518 for details or visit our Web site for current rates.

A

A Second Look At Sports
Aardvark Displays
ACW Press
Amazing Facts Ministries
American Benefits Council, Inc.
American Bible Society
Andrew Corporation
ATM Video Services, Inc.
AVD-Audio Video Distributors
Axcera

B

B.A.C. & Associates, Inc.
Bahamas Tourism Office
Baker Book House Company
Barbour Publishing, Inc.
Bee Alive, Inc.
Benny Hinn Ministries
Bethany House Publishers
Bibles For The World
Broadcast Electronics, Inc.
Broadcasters General Store
Broadman & Holman Publishing

C

CDR Communications, Inc.
Central Tower, Inc., A Dielectric Co.
Chosen People Ministries, Inc.
Christian Blind Mission International
Christian Bowhunters of America
Christian Captions and Subtitle Services, Ltd.
Christian Care Ministry, The
Christian Law Association, The Legal Alert
Christian Publications, Inc.
Christian Television Network
Christianity.Com
Cloud Ten Pictures
CNL TV (Channel New Life)
Consistent Computer Bargains, Inc.
Cornerstone TeleVision Network
Crossway Books (Division of Good News Publishers)
CSN International

D

DiscFarm Corp.
Domain Communications LLC
DonorDirect.Com
Douglas Shaw & Associates, Inc.
Duplication Factory

E

Eagle Bronze Foundry & Gallery
Eastman Curtis Ministries

EMF Broadcasting
Energy-Onix Broadcast Equipment Co., Inc.
Eternal Word Television Network (EWTN)

F

Faith TV
Fellowship for the Performing Arts, Inc.
First Century Galilee Boat Founders Inn
Fowler Productions, Inc.
Friends of Israel Gospel Ministry, Inc., The

G

German National Tourist Office
Good News Jail & Prison Ministry Gospel for Asia
Graham, Cottrill, Jackson, Batts & Hostetter, PA
Grizzly Adams Productions, Inc.

H

Harvest House Publishers
He Intends Victory
Hearthstone Publishing, Inc.
Here's Life Inner City-Ministry of Campus Crusade
High Adventure Ministries
Holy Land Gifts
Hope for the Heart

I

InfoCision Management Corp.
Information Radio Network (Div. of FAMC, Inc.)
Infoscore, Inc.
InService America, Inc.
INSP, The Inspiration Network
Institute for Creation Research
International Christian Embassy Jerusalem
InterVarsity Press

J

Jesus Video Project
Jews for Jesus
Jordan Tourism Board North America

K

Kingdom, Inc.
KMA Direct Communications

L

Lanier Worldwide, Inc.
LeSEA Broadcasting Network
Life Issues Institute
LifeLine/AmeriVision Communications

Little Samaritan Mission
Living Stones
Living Word Broadcast, The/
Oasis International Ministries
Lockman Foundation
Loma Linda Broadcasting Network
Loral SkyNet
Lutheran Hour Ministries

M

ManMin TV
Max Greiner Jr. Designs
MDS Communications Corp.
MicahTek, Inc.
Microboards Technology, LLC
Mission Network News / His Kids Radio
Modulation Sciences, Inc.
Moody Press
Morning Song Music
Multnomah Publishers

N

National Center for Fathering
National Christian Choir, The
National Right to Life Committee, Inc.
NavPress
New Day Media Inc.
New Skies Satellites, Inc.
NGF Digital
NTS Marketing, Inc.
NuTech Solutions, Inc.

O

OMB America

P

Pacific Garden Mission
Parents and Friends of Ex-Gays
Pixel Perfect Graphics
Professional Tape & Communications Supply
Propagation Systems, Inc. (PSI)

Q

R

Regent University
Response Unlimited
Revival Soy
Ross Video, Inc.
RRC-Radio Research Consortium, Inc.

S

SADIE, Inc.
SafeBrowse.Com, Inc.
Salvation Army, The
Samaritan's Purse
Scott Studios Corp.

Shively Labs
615 Music Productions, Inc.
Sleight Advertising, Inc.
SoftTrek
Sola Scriptura
Sound Doctrine Institute
SpaceCom Systems, Inc.
Spoken Word of God, The
Sterling Communications
SuperChannel WACX-TV
Superior Broadcast Products Inc.
Survivors And Victims Empowered
SWR, Inc.

T

TapeOnline.Com
TCT Network
Tele-Data Services, Inc.
Thomas Nelson Ministry Services
3ABN (Three Angels Broadcasting Network)
Total Living Network
Trans World Radio
TRANSDA
Trinity World Tours
Trusted Media Networks, Inc.
Turkish Airlines
Tyndale House Publishers

U

U.S. Mail & Marketing Corp.
UBC-St. Petersburg, Russia
USA Radio Network, Inc.

V

Voice of the Martyrs, Inc., The
Voice of Prophecy

W

Walk Thru the Bible Ministries, Inc.
WGGG-TV
Whitaker House Publishers
Windward Agency, for Mission Aviation Fellowship, The
Word Network, The
World Radio Network / HCJB/
World Radio Engineering Center
Worship Network/Praise TV, The

X

Y

Z

For the most up-to-date exhibitor list visit nrb.org

Acknowledgments

Ambassador Advertising Agency
First Timers Orientation

Encore! Productions
Ballroom Production

Mark Craig Productions
NRB Program Producer

Quince Imaging, Inc.
Video Projection of General Sessions

Fowler Production
LCD Projectors



NRB 2003 Registration Form

OPRYLAND HOTEL • NASHVILLE, TENNESSEE • FEBRUARY 7-11, 2003

Register by January 6, 2003 and Save Up to \$50 on Full Registration

REGISTRANT INFORMATION

PLEASE FILL OUT A SEPARATE FORM FOR EACH PERSON REGISTERING, INCLUDING SPOUSE. TYPE OR PRINT LEGIBLY.

FULL NAME _____ (For Badge) INFORMAL NAME _____
 JOB TITLE _____
 COMPANY / ORGANIZATION (30 Character Limit) _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____ COUNTRY _____
 PHONE _____ FAX _____
 E-MAIL _____

PLEASE NOTE: In the past, the Anniversary Banquet has been included with Full Registrations; however for NRB 2003, Full Registrants may choose which complimentary meal event you wish to attend. Additional meal events can be added for the prices indicated.

REGISTER TODAY!

ONLINE: www.nrb.org/conv.htm
 FAX: 301-694-5124
 MAIL: NRB 2003
 PO Box 3867
 Frederick, MD 21705

1. Use a separate registration form for each person - including spouse. You may photocopy this form.
2. All sections of this form must be completed.
3. **EXHIBITORS & PRESS: Do not use this form.** Call (703-331-4503) or write for proper forms.
4. **VISIT OUR WEB SITE** for up-to-date convention schedule, educational sessions and list of exhibitors. Go to: www.nrb.org/conv.htm.

Section A. REGISTRATION OPTIONS NOTE: Changes this year!

FULL REGISTRATION (includes all Gen./Ed. Sessions, Exhibits, Boot Camp, & Choice of one meal event)

ADVANCE PRICES void after 1/06/03

Member Convention & Expo	\$295	\$ _____	FM
Non-Member Convention & Expo	\$475	\$ _____	FN
Spouse Convention & Expo	\$170	\$ _____	FS
International Convention & Expo (for those traveling from outside U.S.)	\$240	\$ _____	FI

FREE MEAL (Full Registrants choose one free meal from here):

- Public Policy Breakfast^{PBC} World Fellowship Lunch^{WFL} Women's Breakfast^{WBC} Anniversary Banquet^{ABC}

ADDITIONAL EVENTS (Full Registrants)

	Qty	Total	
HNRB (Hispanic NRB) Events	\$55 X _____	\$ _____	HNRB
Women's Luncheon (Saturday)	\$35 X _____	\$ _____	WBF
World Fellowship Luncheon (Monday)	\$40 X _____	\$ _____	ILF
Public Policy Breakfast (Tuesday)	\$35 X _____	\$ _____	PBF
Anniversary Banquet (Tuesday)	\$60 X _____	\$ _____	ABF

EXPOSITION ONLY (includes all General Sessions and Exhibits for the entire show.)

Exposition Only Badge \$60 \$ _____ EXPO

ADDITIONAL EVENTS (Expo Only Registrants)

	Qty	Total	
HNRB (Hispanic NRB) Events	\$55 X _____	\$ _____	HNRB
Boot Camp (Saturday)	\$75 X _____	\$ _____	BOOT
Women's Luncheon (Saturday)	\$40 X _____	\$ _____	WB
World Fellowship Luncheon (Monday)	\$45 X _____	\$ _____	IL
Public Policy Breakfast (Tuesday)	\$40 X _____	\$ _____	PB
Anniversary Banquet (Tuesday)	\$65 X _____	\$ _____	AB

TOTAL PAYMENTS ENCLOSED: \$ _____

Section B. PAYMENT METHOD Registration will not be processed without payment!

(enclosed) VISA MasterCard Discover American Express

CREDIT CARD # _____ EXP. DATE: _____
 NAME ON CARD _____ SIGNATURE _____

Section C. IMPORTANT!

Describe Your Organization's Business (up to three)

- | | |
|--|--|
| RADIO | AUDIO/VIDEO SERVICES |
| <input type="checkbox"/> 01 Radio Facility Grp. Owner | <input type="checkbox"/> 19 Duplication Service |
| <input type="checkbox"/> 02 Radio Program Network | <input type="checkbox"/> 20 Media Library |
| <input type="checkbox"/> 03 Radio Program Producer | <input type="checkbox"/> 21 Production Facility/Service |
| <input type="checkbox"/> 04 Radio Station | PUBLISHING/PRODUCTS |
| <input type="checkbox"/> 05 Satellite Service Radio | <input type="checkbox"/> 22 Design & Printing Serv. |
| TV/FILM | <input type="checkbox"/> 23 Music Recording/Pub. |
| <input type="checkbox"/> 06 Film/Entertainment | <input type="checkbox"/> 24 News/Print Media |
| <input type="checkbox"/> 07 Satellite Service TV | <input type="checkbox"/> 25 Products/Premiums/Travel |
| <input type="checkbox"/> 08 TV Facility Grp. Owner | <input type="checkbox"/> 26 Publishing/Printing |
| <input type="checkbox"/> 09 TV Program Network | AGENCY/CONSULTING |
| <input type="checkbox"/> 10 TV Program Producer | <input type="checkbox"/> 27 Agency |
| <input type="checkbox"/> 11 TV Station | <input type="checkbox"/> 28 Consulting/Research |
| <input type="checkbox"/> 12 Video Program Producer | <input type="checkbox"/> 29 Financial Services |
| INTERNET/COMPUTER MEDIA | <input type="checkbox"/> 30 Fundraising/Donor Mgt. |
| <input type="checkbox"/> 13 Computer Multimedia Prd. | <input type="checkbox"/> 31 Law Firm |
| <input type="checkbox"/> 14 Web Content/Hosting | <input type="checkbox"/> 32 Media Buyer/Syndication |
| <input type="checkbox"/> 15 Web Tech Support/HW | <input type="checkbox"/> 33 Public Relations/Mktg. |
| EQUIPMENT MFR./DIST. | <input type="checkbox"/> 34 Station Rep Firm |
| <input type="checkbox"/> 16 Equip. Mfr./Dist: Audio/ Radio | MINISTRY/EDUCATION |
| <input type="checkbox"/> 17 Equip. Mfr./Dist: Computer | <input type="checkbox"/> 35 Education |
| <input type="checkbox"/> 18 Equip. Mfr./Dist: Video/TV | <input type="checkbox"/> 36 Humanitarian Services |
| | <input type="checkbox"/> 37 Ministry/Missions Group/Church |
| | <input type="checkbox"/> 38 Professional Association |

Describe Your Job Function (only one)

- | | |
|--|--|
| <input type="checkbox"/> OO Owner/Officer | <input type="checkbox"/> AP Artist/Personality |
| <input type="checkbox"/> MD Management/ Director | <input type="checkbox"/> ED Editor |
| <input type="checkbox"/> GM General Manager/ Station Manager | <input type="checkbox"/> PB Publisher |
| <input type="checkbox"/> SM Sales/Marketing | <input type="checkbox"/> PP Producer/ Programmer |
| <input type="checkbox"/> ET Engineering/ Technical | <input type="checkbox"/> CE Clergy/Educator |
| <input type="checkbox"/> PR Public Relations | <input type="checkbox"/> SS Support Staff |
| | <input type="checkbox"/> SP Spouse |

NRB 2003 10 Offers Benefits for You and Your Ministry

1. Explore new technology
2. Network with more than 6,000 communication professionals
3. Enhance your broadcasting skills
4. Find new clients
5. Choose from more than 40 dynamic educational sessions
6. Advance your ministry goals
7. Recharge your spiritual batteries
8. Gain new and useful ideas through the many innovative workshops
9. Develop leadership skills
10. Keep up with the latest industry and ministry developments

Sponsors *National Religious Broadcasters would like to thank these official sponsors of NRB 2003*

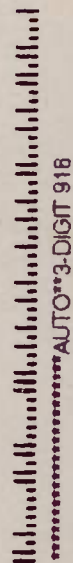


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