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February/March 2003

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NRB

ADVANCING CHRISTIAN
COMMUNICATIONS



STATION

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Featuring the



TURNING
Point
TELEVISION

Daily non-commercial program

Hosted by Dr. Jeremiah

*Taped at the Shadow Mountain
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Deliverable via tape distribution

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See
Tab 7B

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your life, that change is
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TURNING POINT

Teaching of Dr. David Jeremiah



with Dr. David Jeremiah

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RADIO

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Want a Turning Point? Call our Media Secretary, Helen Barnhart at 619-258-3600 for more info

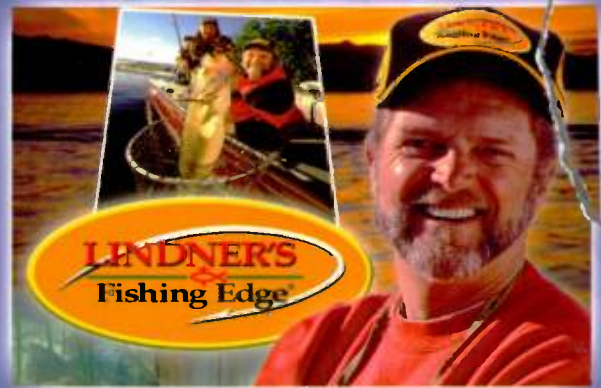
Unique. Inspiring. Exclusive.

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Aspiring Women Every Show Will Encourage!

Aspiring Women's weekly 30-minute show provides captivating subjects, uplifting conversation and practical spiritual insights. Award winning hosts Shirley Rose, Tammy Maltby and Michelle McKinney Hammond offer a refreshing combination of warmth and wit to each episode featuring probing interviews of some of today's most inspiring personalities along with on-location features, and dramatic re-creations.



Outdoors Using Lessons of Fishing to Share the Lessons of Jesus Christ.

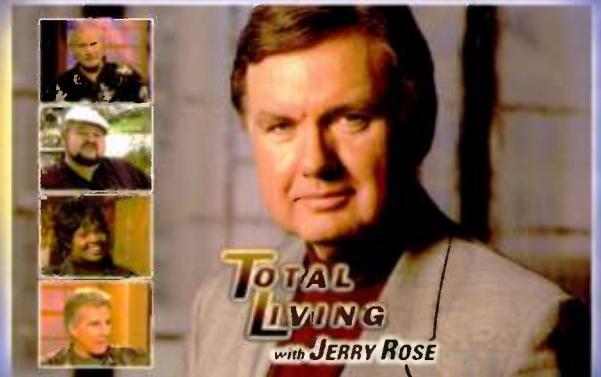
Al Lindner, one of America's best known fishermen, tournament champion and Hall-of-Fame angling educator brings the lessons learned on the water to everyday Christ-an life. The half hour weekly show is formatted into segments that teaches anglers how to be more successful no matter what part of the country they fish. Then, various anglers share their faith and the lessons learned about fishing to paralla lessons taught in scripture.



More Than The Music

Behind Their Legendary Music Are Inspiring Life Stories.

The Blackwoods, The Happy Goodmans, The Whites, Dotie Rambo, Sandi Patti. Their music has been loved for decades. Host Charlie Daniels explores the fascinating untold stories and lives of Gospel Music's legendary performers! Featuring powerful testimonies that give viewers an up-close-and-personal look at those whose music has touched so many.



Total Living with Jerry Rose

Talk About Living and Faith, Daily! Total Living with Jerry Rose gives a daily

dose of inspiration and insight in a friendly, conversational format. The award-winning talk show host explores essential topics like family, career, education, relationships and more with best-loved celebrities like Terry Bradshaw, John Walsh, CeCe Winans and many others. For daily encouragement, viewers shouldn't settle for anything less than "Total Living!"



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For more information on these and other new programs, visit the booth at NRB 2003, or contact Greg Bogdan for availability in your market 312-433-3838 ext. 186 • gbogdan@tln.com



total living network

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Welcome to

Time for Hope

An internationally syndicated faith-based mental health program

Meet Our Host

Freda V. Crews, D. Min., Ph.D., is an author, speaker, Licensed Professional Counselor and Certified Clinical Mental Health Counselor. Each week, Dr. Crews interviews well-known authors, counselors, clinicians, spiritual leaders, physicians and educators on a wide range of topics, including mental health issues and disorders, marriage and family, spiritual formation and direction, wellness, aging, cutting-edge spiritual and social issues, and others.

Share Our Vision

"To provide excellence in Christian programming, offering practical, clinical and spiritual directions to those who are struggling with life's difficult issues, the hope of healing and transformation for wounded and hurting people, the promise of freedom for those who feel trapped in seemingly desperate and hopeless situations, the motivation to change and grow, insights related to cutting-edge issues that demand our attention, and a challenge to viewers to believe that in spite of their circumstances there is always hope."

Learn from Our Guests

Partial Guest Listing: Sandra Aldrich • Steve Arterburn • Charles Billingsley • Jerry Bridges • Bob Carlisle • Dr. Gary Chapman • Steve and Annie Chapinan • Dr. Tim Clinton • Dr. Larry Crabb • William R. Cutrer, M.D. • Dr. Lewis Drummond • Becky Freeman • Lee Grady • Michelle McKinney Hammond • Dr. Ken Hemphill • Dr. Woodrow Kroll • Michael Lyles, M.D. • Dr. Calvin Miller • Nancy Stafford • Dr. George Sweeting • Pam Vredevelt • Dr. Sandy Wilson

"Mental and spiritual health are intricately related. No one does a better job of uniting the two in interesting and practical ways than Dr. Crews." **Dr. Gary Chapman, Author of more than 18 books including *The Five Love Languages*, Senior Associate Pastor, Counselor, Host of *A Growing Marriage***

"Time for Hope, deals with relevant issues that daily confront us. Her guests are top quality and highly respected in their field." **David Skeba—VP of Programming, Cornerstone Television**

"INSP is excited to have Dr. Freda Crews and her ministry, *Time for Hope*, on this network. Her program speaks to people where they live and provides Biblical direction for practical problems, issues and concerns." **Larry Sims—Vice President, Network Sales, The Inspiration Networks**

"It is always a joy to work with Freda Crews. Her insightful questions put the guest at ease and insures that her viewing audience gets the most from the interview." **Dr. Ken Hemphill—President, Southwestern Baptist Theological Seminary**

"After serving as a co-host of *Time for Hope* for nearly three years, I always count it a pleasure to return as a guest." **Dr. Tim Clinton—President, The American Association of Christian Counselors**

Time for Hope

**For more information:
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PO Box 2169
Spartanburg, SC 29304
864/585-5115
Fax: 864/585-5620
www.timeforhope.org**



Brandt Village: Phase 2

NRB President/COO Dr. E. Brandt Gustavson, along with several Christian broadcasters, made a profound statement within the country of Jamaica: "Brandt Village" – a partnership between NRB and Food for the Poor.

Recently, my wife, Karin, and I were invited to see the fruit of this partnership during our first trip to Jamaica. NRB Board Member Greg Fast coordinated the trip, which indelibly imprinted our hearts so much that while here in Nashville, my thoughts undoubtedly will reflect on those wonderful people in Jamaica.

During the 60th Annual NRB Convention & Exposition, we will see the best in Christian broadcasting discuss emerging technologies, attend valuable workshops, Boot Camps and exhibits, and consider the constant challenges we face of providing access for the Gospel on electronic media.

But I want to highlight something very special that many of you may not know: over the past three to four years, several NRB member organizations have raised more than \$3 million for the Jamaican project, building 2000 small homes for the poor. Everyone who participated in any way is to be commended because you have not forgotten to feed the hungry and visit and help the poor, while our industry contemplates worldwide media/ministry expansion.

After visiting orphanages in Jamaica filled with abandoned children – some severely deformed, some mentally retarded, many with HIV or full-blown AIDS – I struggled with feeling helpless to do anything for those kids. Then we visited some of the most poverty-stricken villages, where thousands of people live in unbelievably cramped spaces. The situation was incredible.

After two days of touring the area, we arrived at Brandt Village. It clearly was an oasis of hope in the midst of utter despair. When we arrived, we saw 15-20 healthy children playing just beyond the large (slightly rusting) sign that read "Brandt Village: A partnership of National Religious Broadcasters & Food for the Poor." As we exited

the small bus, it seemed that children and adults came from everywhere to greet us, to hold our hands and to walk with us through their village. The street names bore testimony of our members' generosity: FLR St. (from FamilyLife Radio), Terry & Duffy St. (in memory of Warren Duffy's wife), WAVA Way (from WAVA-FM/Washington, DC), and a few others.

While walking through Brandt Village, one woman said to me, "Are you Mr. Brandt?" I quickly replied "Oh no, but I knew him and he was a great man." As I continued to converse with several of the people in Brandt Village, it occurred to me to ask where their church was. They answered that they didn't have one.

The partnership that our beloved brother began between our two organizations should continue. To keep Brandt Village vibrant, let's consider helping with the building of a local church worship center that also could serve as a small community center and school during the week days.

Because Jesus commanded us in the Great Commission to make disciples, we have a marvelous opportunity to continue the dream of Brandt Village by creating a discipleship and training center. Let's not stop with building the homes they so desperately needed, but continue by making a spiritual deposit in their lives. While you enjoy a great convention, please think about what more we can do, spiritually, for the men, women, boys and girls of Brandt Village.



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One of the fastest growing syndicated programs is transforming the way people view their health through a biblical perspective. Dr. Francisco Contreras, Oncologist, Director Oasis of Hope Hospital, provides answers for optimum health.

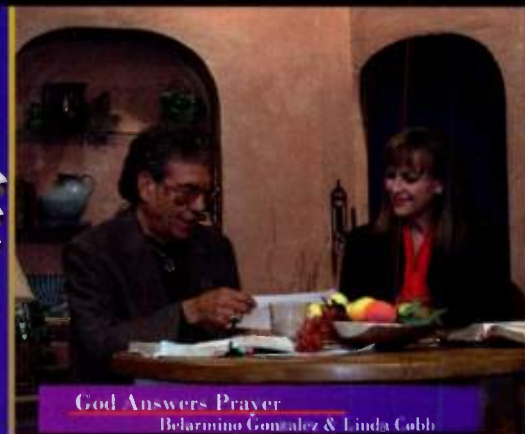


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Belarmino Gonzalez & Linda Cobb



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THANK YOU**

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Gospel of
Jesus Christ
with His passion**

*I delight to do Your will,
O my God, And Your law
is within my heart.
Psalms 40:8*



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THROUGH EFFECTIVE MEDIA**

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from out of the multi changing lives,



Your station and its format have literally revolutionized my walk with the Lord. Thank you for changing my life forever.

M.R. — St. Louis, MO



I gave my life to Christ two years ago while listening to Love Worth Finding. My Christian life has grown more than I could possibly describe as a result of your station. Thank you for introducing me to Jesus.

J.A. — Collinsville, IL



I am a prodigal child, returning to my faith after many years of atheism. The Lord Himself led me to Bott Radio Network. It's a staple of my life.

S.H. — Wichita, KS

I was away from God. But I scanned across KQCV and began listening every evening on the way home from work. I am so happy to say I have rededicated my life to Him in a depth I've never known before.

D.F. — Oklahoma City, OK



Dick Bott
President

At Bott Radio Network, its **not** how many people we reach, but how many **lives are changed** that really matters. That's why the foundation of our format is **Quality Bible Teaching** — with Christian News and infor-

mation, to help people grow in the Lord and apply their Christian Faith in their daily lives. Our format is 2,000 years old, but it is as up to date as tomorrow's headlines. God's Word presented with truth and clarity still reaches



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WCRV-AM
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WFCV-AM
Ft. Wayne

KCVW-FM
Wichita

KCVT-FM
Topeka

tudes *one at a time.*

About two years ago God led me to your station. I accepted Jesus as my Lord and Savior. I know your station was part of God's plan for me.

J.S. — Kansas City, MO

I strayed away from God, came back and every time I turned on the radio, KCIV was still there providing the messages I needed. Thank you very much for your existence.

T.R. — Modesto, CA

I started listening to WCRV and became a Christian. You've been a blessing by assisting me in becoming a Godly father and husband.

B.F. — Memphis, TN

Listening to Bott Radio Network led me to know Christ as my Savior. As I listen every day, it helps me to grow in the Lord, stay informed about what is truly happening in our world and what we can do about it.

B.C. — Hutchinson, KS



and changes the hearts and lives of those who have ears to hear. Thank you to the many program ministries we broadcast. They share our purpose to get the Word of God into the people of God! It's the only way to effect real

change in the hearts and lives of people in America... as well as the rest of the world.

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Lincoln

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Inteco

"May integrity and uprightness protect you"

Psalm

 maste



grity

ect me, because my hope is in you."

25:21

erworks

What makes
a rock-solid
partnership?

Integrity

(ĭn-tĕg' rĭ-tĕ)

Firm adherence to a code or standard
of values: Trueness, uprightness, honesty.
Communicating what is true,
doing what is right.



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Masterworks is a full service direct marketing and advertising agency with a focus on integrity — communicating what is true and doing what is right. That means doing what is best for our clients and not necessarily what brings the most income to Masterworks. Our senior staff have spent nearly 50 combined years leading the marketing programs for some of the largest and fastest growing Christian organizations. Working together with our clients, we create great work and promote Kingdom values at the same time. We provide all the traditional services, including strategy development, marketing research, creative services and media placement. But we go far beyond that, uncovering barriers to growth that keep our clients from reaching their full potential. If you value integrity, congruity, quality, humility and priority, consider Masterworks.

Ours is a high calling: to serve alongside those who do the work of the Master. Our mission is to accelerate the growth of organizations that help people. Our purpose is to see God's will done on earth — feed the hungry, nurture the hurting, stop disease, end the moral decline of our nation and reach people with the Good News of Jesus Christ.



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CALENDAR

February 7-11, 2003



60th Annual
NRB
Convention &
Exposition;
Opryland
Hotel,

Nashville, TN. Patsy Smith,
703-330-7000, ext. 503,
psmith@nrb.org.

April 5-10

NAB; Las Vegas (NV)
Convention Center.
www.nab.org

April 5-10

RTNDA@NAB; Las Vegas
(NV) Hilton.
www.rtnda.org

April 6-10

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

February 13-18, 2004

61st Annual NRB
Convention & Exposition;
Charlotte, NC.



WELL, YOU TOLD ME TO LOOK INTO WAYS OF FINDING
ADDITIONAL REVENUE FROM OUR TOWER.



FCC Panel Returns to Full Strength

The FCC returned to its full complement of five commissioners by the end of 2002, when Jonathan Adelstein was sworn in as the second Democrat on the panel. A long-time Hill staffer, Adelstein acquired expertise in telephony issues when he worked a senior aide to then-Senate Majority Leader Tom Daschle (D-SD). However, the new commissioner chose to make his first public speech on media issues – with particular attention to the agency's pending omnibus ownership proceeding.

As most broadcasters know, the FCC currently is considering relaxation or elimination of six restraints on media ownership: 1) the local radio rule, which allows for multiple ownership of stations in one community on a graduated scale; 2) the newspaper/broadcast ban, which prohibits common ownership of a daily newspaper and broadcast station in the same locale; 3) the television duopoly rule, which generally bans common ownership of two TV stations in one market; 4) the radio/television cross-ownership rule, which generally bars one entity from owning more than one TV station and a limited number of radio stations in the same community; 5) the national television cap, which limits group ownership of TV stations nationwide by requiring that the group collectively reaches no more than 35 percent of U.S. viewers; and 6) the dual network rule, which prohibits common ownership of the four largest broadcast networks (ABC, CBS, Fox and NBC). The rulemaking is contentious and high-profile; more than 2000 comments have been filed in the proceeding as of early January, and more are expected before the comment period officially closes in early February.

In a January speech to a music industry gathering, Adelstein struck a cautionary tone about the omnibus proceeding: "Any changes that the FCC makes to its media ownership rules could massively and irreversibly change the media landscape. These changes will affect all of us as viewers and listeners. The FCC must proceed very cautiously, because if we permit further media consolidation and it turns out to be a mistake, we will find it difficult, if not impossible, to put the toothpaste back in the tube."

Adelstein was appointed to fill the unexpired term of Democrat Gloria Tristani, who left the agency in September 2001. Although Adelstein's name first

arose in connection with the FCC opening at the end of that year, both his nomination and confirmation process became caught up in unrelated partisan struggles in the Senate. The political log-jam finally broke after the November 2002 elections. Because his current term ends in June 2003, Adelstein likely will face another turn in the nomination and confirmation process quite soon.

During his 15-year professional career on Capitol Hill, Adelstein worked exclusively in the Senate. He spent the last seven years advising Daschle on telecommunications, financial services, transportation and other key issues. Adelstein's earlier experience includes a stint as a staff member for the Senate Special Committee on Aging.

A native of South Dakota, Adelstein earned his Bachelor's and Master's degrees from Stanford University. Before moving to Washington, DC, he held a number of teaching positions, including a teaching fellowship at Harvard University's history department.

The new commissioner joins Democrat Michael Copps and three Republicans on the panel: Chairman Michael Powell, Kathleen Abernathy and Kevin Martin. Although the Republicans hold the majority of seats, many issues are not decided on partisan lines.

Observers expect that the addition of Adelstein may resolve several policy impasses at the agency, including disagreements over whether the FCC should strengthen its digital must-carry mandates. The current rules require only that cable operators carry one digital TV programming stream that a station transmits, even though the broadcaster may use its digital signal to provide up to six different programs at one time. Many broadcasters have urged the FCC to require cable systems to accommodate the full digital signal.



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.

HNRB



¡Nos vemos en la HNRB 2003!

The big event is finally here – Convention 2003! All year long we work toward building our stations, improving our programs, reaching our target audience and changing the world around us for Christ. Now, the convention has arrived and it is a time for us to take a step back, recharge, share successes and failures, learn new techniques, discover emerging technologies, and forge fresh relationships. It is a time meant to minister to us, the communicators.

For the HNRB, Convention is not only a time to join with others trying to reach the Hispanic population, but also a time to join together with the members of the NRB, looking to greater possibilities of success in a mutual partnering relationship.

All year I have been sharing with you through this column and the pages of the HNRB bulletin, *Impulso Latino*. I wrote about several topics: improvements in the HNRB; changes to the Convention format; statistics of an ever-increasing U.S. Hispanic population; the urgency of meeting their needs; and goals we adopted of not only helping the Spanish-speaking communicator, but also increasing our resources to help Anglo-communicators who want to reach a Spanish-speaking audience.

We are passionate about reaching Hispanics, helping Hispanics and taking full advantage of the media to spread the Gospel of Jesus Christ. We look forward to serving each of you, the members of the NRB, as you seek to expand your ministries to reach a Hispanic audience. However, we also want to call on you to help us.

We covet your participation, your expertise, your support and your input, not only at the annual Convention, but also throughout the year. NRB 2003 is a

great time to start. The HNRB has the advantage of holding its convention parallel to the NRB convention, making it simple to participate in both events. The majority of HNRB events and workshops are bilingual and designed to benefit not only those already involved in reaching Hispanics, but also those wishing to begin or expand their outreaches. We will touch on subjects that are relevant to all communicators: communication and the creative arts, building a multi-lingual ministry, and more.

However, the greatest success of the events is in networking with peers and pooling our resources to make us more effective communicators. The large success of the HNRB will come as we expand our vision and partner together with NRB and IRB members to make the greatest impact on the world around us. We must operate as an extension of the NRB, serving not only HNRB members, but also NRB members.

Together we can promote ethics, integrity and excellence among all Christian communicators. Together we can develop strategies, facilitate the dissemination of technology, and provide access to programs, materials and services of the highest spiritual integrity and technical quality, no matter what the language, who the audience or where the broadcast. There is strength in our unity.

We invite you to participate in the HNRB during 2003. Check-out the lineup of events in this month's special HNRB insert, our Convention issue of *Impulso Latino*. ¡Nos vemos en la HNRB 2003! We will be looking for you!

Néstor Colombo, HNRB president and manager of Spanish Ministries, In Touch Ministries, nestor@intouch.org

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Moody
Church
radio



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Looking Back and Looking Ahead

The Annual NRB Convention is great time to meet up with old friends, to make new ones, and to hear about what God is doing in America and around the world. Certainly a highlight for me is seeing the thousands of people who are dedicated to using radio, television and the Internet to communicate the Gospel. It is inspiring to know that so many people are applying their hearts, minds, gifts and talents toward such a worthy end.

There have always been a number of different ways to get your message out, from direct mail, magazines and other publications, and television and radio broadcasts. NRB ministries employ these quite well and the growth of Christian radio is largely because of the skilled use of these tools. As it matures, we now see that the Internet will firmly plant itself alongside these other options, creating a new outlet for sharing your message and connecting with people.

There are several reasons why the Internet cannot be ignored: people are online (total Internet traffic continues to grow); people are online for longer (average web usage per person continues to grow) and people are doing more online (audio and video streaming, e-commerce, online donations, message boards and chat, and online research). Meanwhile, usage of other media has remained relatively stagnant. Consider a recent Wall Street Journal article, which

suggests that Internet usage will grow by a rate of 18 percent per year – phenomenal when compared to an overall growth rate in the low single digits for all other media.

However, despite a marketplace that is stable and growing, the Christian witness remains fragmented. Many ministries have great Web sites, but as a general rule they are islands in the sea of the Internet. While Christianity is the world's largest identifiable demographic group, there is no one Christian site that ranks even in the top 1000 worldwide! It is estimated that 560 million people are on the Internet today, and USA Today estimates that 25 percent of these people have searched for religious content, which means the Internet is an enormous mission field.

Evaluate promotional opportunities on Web sites in the same way you consider buying radio or TV airtime. In the same way that you might be on several hundred radio stations, online promotional opportunities are not mutually exclusive. Whether online or offline, the principle is the same: maximize your reach with the budget you have available.

If we are to have a thriving witness online, we must work together to flood the Internet with the truth of the Gospel.

J. Sebastian Traeger, President, Christianity.com, Sebastian@christianity.com

TELEVISION



Seeing Synergy

Churches and ministries today are utilizing new technologies more than ever. Large-screen projectors present announcements, song lyrics, sermon vignettes and live imaging. They use e-mail to communicate events, sermons and related products to audiences on a personalized, opt-in level via mass software systems.

We have Web sites with up-to-date information about events, topics and resources. Many have "e-mail pastors" who communicate to the needs of their congregations or viewing audience.

We have intelligent overlays to tell us the make-up of our congregation, where they live and their habits. We can even program their activities to know when they are showing signs of dropping out or non-involvement. Many of the tools used for data intelligence (data mining) are available to churches or denominations to offer support to their congregations.

There are even Web support systems that have simplified Web-site management so that each department can update its page themselves with immediate postings, avoiding delays that come with using an outside person.

Some churches are using video production to support their educational programs by showing current TV programs and in-house productions to illustrate Bible stories in today's culture. The opportunity to produce great broadcasts for your local congregation is one of the growth areas in

media, and a driving force for NRB's new Church Media Committee.

Recently, a major television ministry had not been able to evaluate the lifetime value of its donors who had committed to contribute monthly via credit card. More importantly, they were unable to predict which donors possessed the highest affinity for the ministry and how to best build that relationship. There are services today that can consolidate donor data, evaluate the value and profile of the donor segment, and implement strategic direct-marketing components to increase giving frequency as well as identify other areas of ministry that they would be interested in supporting.

Regardless of the medium we use to spread the Gospel, we must build within our efforts the ability to utilize other technologies to help us communicate with those who help us communicate. Traditional database management companies do just what their name implies – they simply manage your data. Recent improvements enable providers to formulate a strategy that takes your data to the next level: one that gathers intelligence from your database, uses this intelligence to create strategic plans and then utilizes technology to automate the communication and cultivation with your donors in the most effective ways.

There are systems that enable making timely decisions based on a donor's behavior. They not only track donations, but also identify patterns

and behaviors that allow you to respond according to each donor's desires.

What a wonderful time in which to live. We have the ability to build relationships with those who believe in spreading the Gospel, who want to know more and who want to grow in their faith. We, as providers, can communicate with our viewers and supporters in ways that have never been possible. With these abilities, we can present ourselves and the message of Christ via many different distribution channels, so our prayer must be for wisdom to know what path to follow and when to follow it.

As I travel the country and see how these events are being used by different groups and how many dedicated Christian entrepreneurs there are who are developing these applications in test models in both large and small churches, I know as never before the importance of the NRB in bringing to us vehicles, the Annual Convention and Chapter Conventions, to share our thoughts and ideas with others.

I want to urge those who are reading to visit many of the companies that provide these services on the NRB convention floor. Get involved in one of the many committees. Share your ideas via the Inside NRB – For Members Only e-newsletter. It's a wonderful time to be in His service!

Judd Jackson, President, Ministry Solutions, Inc., Judd@ministrysolutionsinc.com

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Wanted: Radical Internet Innovators for Christ

The Internet as we think of it today – the World Wide Web that is readily available via easy-to-use software browsers – has been with us for approximately one decade. During that time we have seen amazing growth in the number of people who regularly access online material. We have seen the dot.com boom and the dot.com bust. We have seen a remarkable number of religious institutions and organizations, including a large percentage of NRB's membership, begin to utilize Internet technology to accomplish various ministry purposes. However, have we really seen the Internet make a difference yet? I mean, really change people the way that it potentially could?

Over the last couple of years I have had this discussion with people around the world doing ministry online, and much of the talk has centered on the variables of technology. "When we finally get the bandwidth to do effective video streaming ... when a certain number of people within a given population are able to have low-cost online access ..." You get the picture. We have a tendency to look to technology for the key that will unlock the door of online ministry that will change our cultures.

I wonder, are we looking in the wrong place? Maybe it's not really a technological advance that we need. Maybe it's a new way of looking at the problem.

Brenda Brasher, in her recent book, *Give Me That Online Religion*, Joessey-Bass Publishers,

2001) has this to say in her introductory chapter. "Still, from this evidence, it is unclear whether communications technology alone can alter the future of religion. Perhaps the key element is the radical innovator who employs the technology for change-inducing purposes."

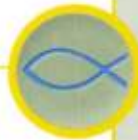
Christian individuals and organizations have done a lot of good things in the online world. Most of what we have done, however, is to take things that we were already doing offline and tweak them for an online audience. That's not a bad thing. We have been able to reach more people, to communicate in a more timely manner, to find more economical ways to accomplish some of our core purposes. All that is well and good.

Maybe what our online efforts really need is something that "isn't in the bulletin." Someone who will look at the needs of our modern culture and the tools we have available to us and begin something that is totally out of the box.

What would that look like? I don't know, maybe because I am used to thinking "in the box." I do know this: our world desperately needs to see the reality of a relationship with a Living Savior. Perhaps part of the answer – aside from one of the tools – is someone willing to be a radical Internet innovator for Christ. Are you that person?

Robby Richardson, Director, International Internet Ministries, Gospel Communications International, robby@gospelcom.net

CHURCH MEDIA



Taking the Unchanging Message to a Changing World

The role of electronic media in churches has changed much in the past few years. We once referred to a church's TV ministry or radio ministry to describe its community outreach. Today, Church Media Ministry has expanded well beyond these traditional roles.

A little over a year ago, the leadership of NRB wanted to provide a home for churches that use media production but may not be involved in broadcasting. Thus, the NRB Church Media Committee was officially sanctioned at NRB 2002 in Nashville, TN.

In our first planning meeting at NRB headquarters last spring, the Church Media Committee established the following as a mission statement: The NRB Church Media Committee serves to equip and train local churches to effectively use media to communicate the message of Jesus Christ.

I encourage you who are reading this

issue at the 60th Annual National Religious Broadcasters Convention & Exposition to take advantage of the Boot Camp and educational seminars available. Our committee has selected topics that address the daily needs of church media producers. Also, check out the sessions that the Internet, Television, Radio and other committees have planned. Many of those classes also relate to our work.

A member of our committee will be at each of the Church Media sessions. Introduce yourself and let us know your needs. We also have a few openings on the committee for those of you who would like to serve. If you're interested, please contact me or one of the other committee members for more information.

Steve Cowart, NRB Church Media Committee Chairman and Director of Media Ministries, First Baptist Church of Raytown, scowart@firstbaptistraytown.com



What's My Reputation?

As Christian leaders in our communities, what kind of reputation do we have within the body of Christ and before the world around us? The Bible tells us we are to be blameless or above reproach. Just look at these passages: Psalm 84:11; Proverbs 19:1; I Timothy 3:2; Titus 1:6,7; II Peter 3:14. We need to be a model of honesty and integrity to the community we serve, so they might be able to observe the glory of God in our lives.

I'm reminded of the story about the Queen who was looking for a new carriage driver. During interviews she asked candidates this question: If he was driving her carriage on a mountain road and came to a section of the road where there was a great precipice on one side, how close could he drive the carriage to the precipice without going over? The first man said he could drive within one foot. The second man said he could drive within six inches. The third man responded by saying, "When I see a precipice, I drive as far away from it as I can." The third man got the job!

Some of us are guilty of trying to get away with operating as close to the edge of the law or rule as possible and still be legal. We need to conduct ourselves in all areas of our lives in such a way that no one is able to charge us with being dishonest or without integrity.

I've had the privilege of being in Christian broadcasting for many years and have made some observations.

1. In raising needed funds to operate, sometimes there is a temptation to fudge on the truth. Years ago I was asked to use day-sponsor money that had already been given to the station as matching-fund monies during a sharathon, in order to induce people to give and to think they were doubling their gift. I refused. A matching gift is initiated by the donor as such, and is only provided if matched. I would have been dishonest to my listeners if I had done as asked. I want to be blessed, but if I allow myself to get caught up in using the thinking process of the world in my fund raising, I believe God's hand of blessing will be removed.
2. Another area of concern relates to following the rules laid out by the FCC for NCE stations pertaining to underwriter announcements. Broadcasting advertisements is a violation of Section 399B of the Communications Act and Section 73.503 of the Commission's rules. Advertisement is defined by the FCC as material broadcast by a station "in exchange for any remuneration" and intended to "promote any service, facility or product" of for-profit entities. The FCC allows non-commercial educational stations to broadcast underwriting announcements and on-air acknowledgments for identification purposes only, but may not promote contributors' products, services or business. The announcement may include: logos or slogans that identify, but do not promote; location and phone information; value-neutral descriptions of product or service; brand or trade names or product and service listings. The announcement must not call to action. If you have questions about underwriter announcements, you should talk to your Communications counsel.

God's word is quite clear when it says that a Christian leader must be above reproach, have a good reputation with outsiders and not pursue dishonest gain. I ask myself – and I ask you to ask yourself – what kind of testimony do I have in my community?

May God help us, "For the Lord God is a sun and shield; the Lord bestows favor and honor; no good thing does He withhold from those whose walk is blameless," (Psalm 84:11).

Ward Childerston, GM, WCRH, manager@wcrh.org



The Television Analogy Revisited

How often have you observed that program-oriented Christian radio is more like television than it is like general market radio? "It changes formats every half hour," we say, often as a lame excuse for low ratings and meager market share.

I think that if our formats took the television analogy a bit more seriously, they might become a lot more interesting. So, I listed the names of a few television shows and asked some of my pastor friends if they would supply biblical texts that fit the topic. Within an hour, the e-mails started flooding back.

- *The Bachelor*: Genesis 24, Genesis 29:9-11, I Corinthians 7:8-9, and Ephesians 5:25-33
- *Fear Factor*: I Samuel 17:32-51, Proverbs 1:7, and Hebrews 13:5-7
- *Survivor*: Genesis 8:1-22, Genesis 19:12-29, and the entire book of Jonah
- *Big Brother*: Matthew 18:15-17, Galatians 6:1-5, and II Timothy 1:3-8
- *The Weakest Link*: Matthew 26:20-25, James 3:1-12, I Corinthians 8:9-13, and I Corinthians 9:22-25
- *Friends*: I Samuel 20, John 15:9-17, and Colossians 4:7-17
- *Six Feet Under*: I Samuel 28:8-19, Psalm 90:3-6, and Acts 5:1-11
- *The Amazing Race*: Hebrews 12:1-12
- *Touched By An Angel*: Genesis 22:1-19, Luke 1:26-38, and Acts 12:5-17

I'm not a fan of any of these shows, but this exercise underscored three reminders that we as Christian broadcasters should take to heart.

1. The Bible still contains the best stories and the most relevant lessons for today's culture. Not only that, but it is the Truth. We have what no other format can offer.

2. Even the providers of our current program material can be much more creative and audience-friendly when they are properly challenged.
3. Shorter program segments rule. We can all agree that we need better production, more promotion and tighter execution, but we seem hesitant to consider that if we are to reach out effectively to the generation that grew up on sit-coms and MTV, we must use shorter program segments. This is the most controversial of the lessons to be learned from this exercise.

The television programs listed above are really nothing more than a series of 7 to 11-minute vignettes woven together to support a climactic finish. It may not match the preaching model from which much of our content is derived, but it's consistent with the attention span of our audiences and it's probably the next big change for the Christian talk and teaching format on radio as well. I believe it will also increase, rather than decrease, time spent listening.

Traditional television has taken big hits from cable and satellite. This has produced both negative and positive results. More content means more garbage, but it also means that consumers have specialized subject matter available all day – every day – at the same location, whether it's the History Channel or the Food Network.

Our listeners seek us out for the same reason: consistent, specialized content. They know where to find us and they know what to expect. Isn't it time for us and for them to expect more?

Analogies only go so far in their ability to instruct us. But this one, the television analogy, may deserve a second look.

Joe Davis, Executive VP of Radio, Salem Communications, joed@salem.cc

PRODUCTION



A Camping Tale

After years of camping together, my wife and I were glad that our children had learned to embrace our notion of a good time. What could be better than getting away from it all for a week in the mountains with no electricity and no running water, having only a tent for shelter, putting sleeping mats on the ground and letting bedtime be dictated by the setting sun?

One fateful June night several years ago, reality came crashing into our picturesque perspective on camping. We loaded the van, with five young children in tow, and headed to a beautiful mountain lake at 11,000 feet. The water was beautiful and full of trout, the scenery was spectacular and the weather ... well, the weather was something else.

That night a hard rain began to fall. Not a problem for us diehard campers; we have a good time in the woods, no matter what! The temperature dipped into the 30s, and the children tried to stay warm in their rain-soaked sleeping bags. And the rain continued. We were undaunted through this difficult night and toughed it out until daylight. The next morning the rain ceased and we dried everything off. A new beginning!

Then, the mosquitoes came out. I grew up in the Midwest, where those insects are often so large as to be touted as the state bird. To be honest, though, I hadn't seen mosquitoes so thick since my boyhood days on the lakes of Wisconsin. In desperation, we put the baby in her playpen and covered it with a blanket, hoping the bugs would leave her tender little flesh alone. We had to be careful breathing, lest we inhale some of the many bloodthirsty

creatures. Despite the circumstances, we were determined to hang in there, because, after all, we were diehard campers and couldn't quit!

Admittedly, the thought came to us, "This is a bad idea, and you should go home." Things were looking up as we took a nice family hike around the lake. Then the rain started again, the temperatures dropped and we saw a bear meandering toward our site, our tent and our children! Decision made. For the first time in 15 years, we aborted mission and called it quits for a campout. While things didn't turn out as planned, the kids surely would remember the eventful escapade.

The moral of the story? "Don't sweat the small stuff." We made some memories, although not according to the plan we mapped out. Nonetheless we had given it our best effort and our children learned some lessons about tenacity, endurance and quitting while one is ahead.

How does this relate to your world? As you hit the production studio this week, remember that even if things don't come together as you had hoped, there might be a salvageable clip, an inspirational moment or maybe even a good laugh somewhere in the process. Despite the inevitable frustrations, do your best, show some determination and savor the time.

And don't forget to take notes. There might be a good story in there, as well.

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



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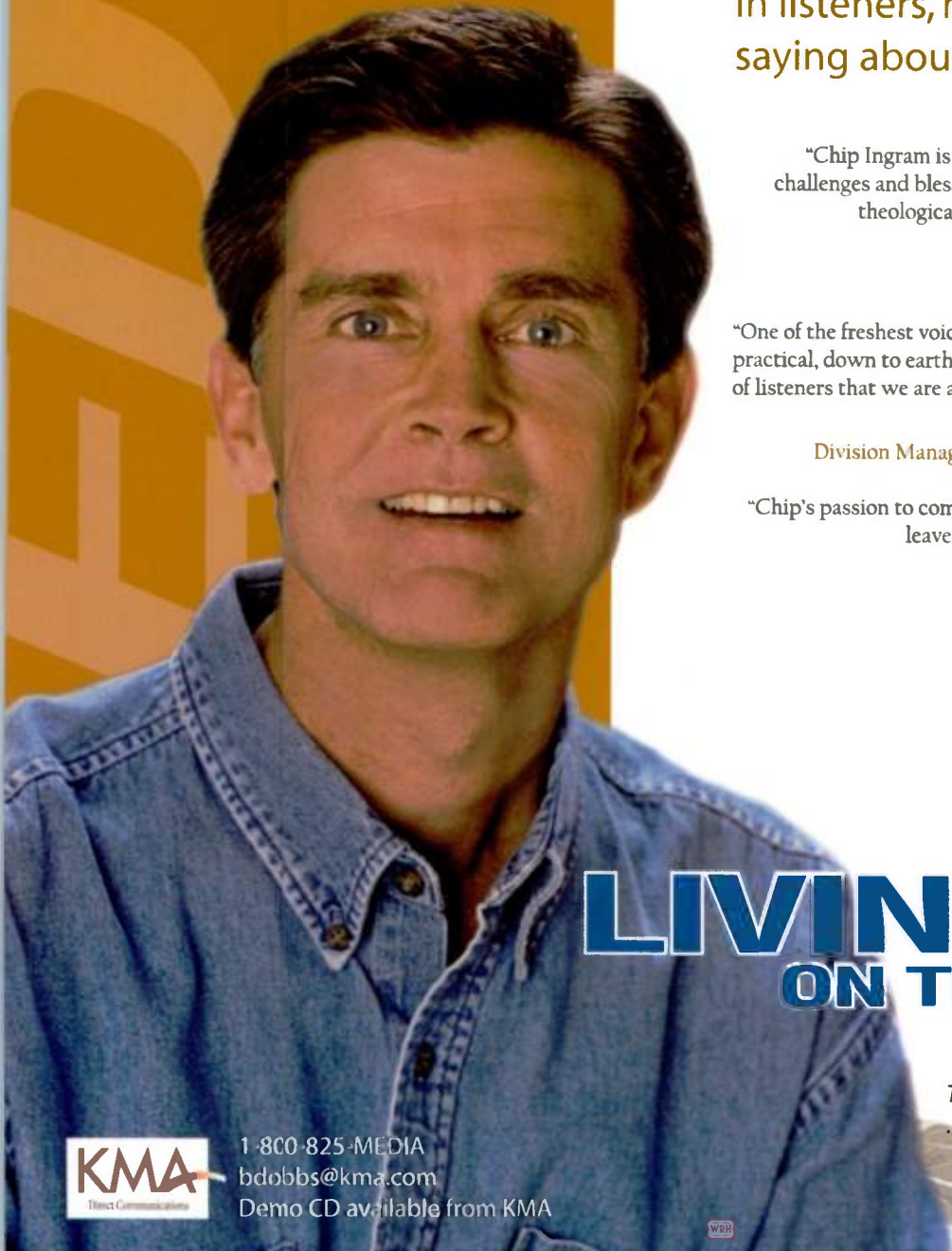
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Howard G. Hendricks
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Dallas Theological Seminary

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Ron Walters, General Manager, KFAX, San Francisco, California



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PEOPLE

Nashville, TN – Legendary Southern Gospel artist Howard “Happy” Goodman, 81, died December 2.

Goodman was leader of The Happy Goodman Family for more than half a century.



Happy Goodman

Goodman, his wife, Vestal, and his brothers Rusty and Sam began singing together in 1949. During his career, Goodman sold more than 7 million records, won three Grammy Awards and charted 15 no. 1 songs. The Happy Goodman Family performed at the White House for President Jimmy Carter in 1979, and the group was inducted into the Gospel Music Hall of Fame in 1998. Goodman was a charter member of the Gospel Music Association. His wife, two children, four grandchildren and three great-grandchildren survive him. (EP News Service, December 6)



Tom Mann

Irwindale, CA –

Broadcast industry veteran Tom Mann, 54, died December 18 at his home in Rancho Mirage, CA, of an apparent heart attack. A veteran of the industry for more than

20 years, Tom’s most recent post was heading his own company, the consulting and engineering firm Weyercliff Century, located in Cathedral City, CA. Prior to launching Weyercliff Century, Tom served as the VP of engineering and new technology for USA Broadcasting, where he designed and implemented USA’s StationWorks, the largest multi-channel, multi-format video streaming project in broadcasting history, with a capacity of 128 streams. He is survived by his sister, Barbara Mann. (Robin Hoffman, robinh@pipecomm.com)

Akron, OH – Catherine Beyer was recently named VP of Synergy Direct Marketing Solutions LLC, a provider of database driven, strategic, direct marketing consulting services for nonprofit organizations. (Nick Stavarz, Nicks@synmar.biz)

New York, NY –

Catherine Hughes, founder and chairperson of Radio One, Inc., and Amador Bustos, managing partner of Bustos Media Holdings LLC, have been elected to BMI’s board of directors. Hughes’s term will run through fall 2006 and Bustos’s term will run through fall 2004. Kenneth Elkins, director and consultant to Hearst-Argyle, was re-elected to his third term as chairman of the BMI board. Re-elected to terms due to expire in 2006: N. John Douglas, Information Network Radio, San Francisco, CA.; Jerome L. Kersting, Clear Channel, Covington, KY; and Cecil L. Walker of Atlanta, GA. (Pat Baird, pbaird@bmi.com)



Donna Cruz

West Palm Beach, FL –

Donna Cruz is the new program director/morning co-host for WAY-FM. Cruz brings 13 years’ experience to WAY-FM, most recently from the 16th ranked market in the country, Minneapolis, MN, where she served as the midday personality/assistant PD for KS95. (Andrea Kleid, andrea@wayfm.com)

Nashville, TN – Barry Landis, president of Warner Bros. Records Christian Division, was named the 2002 Distinguished Alumnus by Western Kentucky University. Landis, who received a master’s degree in communication from Western Kentucky in 1976, was awarded this special honor in recognition of his outstanding professional accomplishments. Prior to accepting the role of president with Warner Bros. Records Christian Division this past year, Landis served as VP and GM of Atlantic Records’ Christian division, where he worked with multi-platinum selling artists P.O.D. and the Gospel Music Association New Artist of the Year, Plus One. Warner Bros. Records Christian Division, a division of Word Entertainment, a Warner/Curb company, is home to Word and Squint record labels. (Leanne Bush, Leanne.Bush@WBR.com)

Washington, DC – Best-selling author and motivational speaker Zig Ziglar received the Presidential Prayer Team’s American Inspirations Award for December. The Team presents the award each month to a person whose faith in public life serves as an inspiration to all Americans. Ziglar has been chosen for the award because of the bold manner in which he lives out his faith, and for the contribution he has made to millions through sharing his principles for living a better life. (Theresa Perry-McNeil, cws@christianwireservices.com)



Zig Ziglar



Michelle Moy DeVilbiss

Colorado Springs, CO – Michelle Moy DeVilbiss, editor of *Wireless Age Magazine*, left the publication due to budgetary decisions made by the magazine’s publisher, Westar Media Group.

DeVilbiss joined Westar Media Group in 1998 as assistant editor to *Wireless Age Magazine*. Four years later, DeVilbiss leaves her post as the magazine’s editor; account representative and associate producer for a live, national radio call-in program; and manager of the TESLA Radio Production Awards. (Michelle DeVilbiss, mmariede@hotmail.com)

CANADA – NRB member

Dr. Dick Dewert, founder/president of Canada’s Miracle Channel, received the Commemorative Medal for Her Majesty Queen Elizabeth II’s Golden Jubilee on November 13. The medal is awarded to those who have made an outstanding and exemplary contribution to Canada, to their community and to their fellow Canadians. Dewert pioneered Canada’s first Christian television station, CJIL-TV, in 1995, which has since expanded to 2.2 million HH across Canada under the name, The Miracle Channel. (Gordon Klassen, gklassen@miraclechannel.ca)



Dick and Joan Dewert

Scottsdale AZ – Pinnacle

Forum America (PFA), a national network of key influencers with a vision for personal and cultural transformation, announced its new directors and advisory board members. Current board members: Merrill Oster of Oster Communications (chairman), Ken Willig of GoalMakers Consulting (president), and Roger Roberson of Roberson Transportation (treasurer). New directors: Rich Broggi, retired GM of Vermont Scientific Technologies, current President of the Mid Vermont Christian School; Steven Hoeft, CEO of Summit St. Louis; Michael Regan, president, Tranzact Technologies; and Richard MacLeod, past president and CEO of Tapco International. The advisory board: Chris Crane, president of Crane Capital; Dr. Ken Blanchard, best-selling author and business consultant; and Alan Sears, Esq., president of Alliance Defense Fund. PFA President Willig says, "These Christians have joined this movement of God because they are like-minded leaders focused on reversing the downward spiral of morals in our communities and the nation." For more information, visit www.pinnacleforum.com. (Marnie Cooley, marnie@zemassystems.com)



INTERNET

Hampton Roads, VA – Christian Events Online recently launched CEOtv/The Power Network, providing 100 percent Christian programming online 24/7. The Power Network, which has a global viewing audience of 5 million, is comprised of approximately 20 channels including TBN, GodTv, and the Spanish Iglesia El Camino, Mexico network. Several audio channels are available for those preferring radio, including the recently launched Online Gospel Network. Regularly featured network speakers include Juanita Bynum-Weeks, Gary Smalley, Mark Chironna, Bishop Eddie Long, Dr. Myles Munroe and others. Businesses participate as well by advertising on the network. CEO services include ministry development, seminars identifying the relationship between technology and the body of Christ, mission services, and message delivery in a variety of formats including streamed

media and the interactive business card CD. (Khrys Vaughn, CEO@ChristianEventsOnline.com)

Collegeville, PA – Integridad Network, Inc., a media organization that produces Spanish Christian Lifestyle Community Web site Integridad.com, commemorated its five-year anniversary by launching EnlaceMusical.com to promote contemporary Christian music to the Hispanic market. EnlaceMusical.com is an online e-zine in Spanish offering a large music and culture content with access to the latest industry news, exclusive interviews, biographies, album reviews, articles, editorial recommendations and new releases. (Veronica Smith, 610-983-4252)



Colorado Springs, CO – Cook Communications

Ministries announced the following personnel changes: Janet Lee moves to managing editor from senior editor in curriculum and books/manager of product development for church resources; and Heather Gemmen, former senior editor in books, now is associate acquisitions editor. (Dione Russell, RussellD@cookministries.org)

Cedarville, OH – Dr. James MacDonald, senior and founding pastor of Harvest Bible Chapel in Rolling Meadows, IL, was the guest speaker at Cedarville University's 2003 Winter Enrichment Conference in January. (Kara Steinman, steinman@cedarville.edu)

Wheaton, IL – Brad Cecil recently joined Douglas Shaw & Associates, Inc., as senior VP for Client Service. Cecil previously served as president of his own fund-raising firm. (Doug Shaw, dkshaw@ameritech.net)

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Visalia, CA – From the makers of *Mercy Streets*, *The Moment After*, *Lay It Down* and *Time Changer* comes *Six*, starring Stephen Baldwin, Gary Busey, Andy Dick, David White and Troy Winbush.

ChristianCinema.com, Inc., began producing films in 1999, releasing an average of one feature film per year. All cast, crew and equipment are hired out of Hollywood. (Bobby Downes, bobby@christiancinema.com)

Nashville, TN – Steven Curtis Chapman performed his adoption-inspired song “When Love Takes You In” for the prime-time special, *A Home For The Holidays*, which aired on CBS December 20. Chapman’s peers for the special included Faith Hill, Creed, Vanessa Carlton, and Melissa Etheridge. (mick@mail.sparrowrecords.com)

Toronto, ON – Cloud Ten Pictures announced the launch of its first television series based on the New York Times’ best-selling book *Left Behind*, written by Tim LaHaye and Jerry B. Jenkins. The program, scheduled to begin broadcasting in Canada in early 2003, will prepare at least 13 episodes for the first season. Negotiations with several broadcasters were underway last year, with the first episodes due in the spring. A Web site dedicated to the TV series soon will go online. (Jessica Parker, jessica.parker@cloudtenpictures.com)

Dallas, TX – Lamb & Lion Ministries launched *Christ in Prophecy*, a program broadcast weekly over the DayStar Network. The host of the program is Lamb & Lion’s senior evangelist, Dr. David Reagan, a 20-year professor of international law and politics. (David Reagan, drreagan@lamblion.com)



Dr. David Reagan



Chicago, IL – Total Living Network (TLN) was recognized for its technical excellence by winning two Emmy® Awards. The awards specifically acknowledged work by Dennis Burgin, a TLN director, and Jeff Parks, assistant producer and cameraman. Burgin received his Emmy® for Directing – Live or Live on Tape for his composite featuring two of TLN’s original programs. Parks won in the Special Event Program Created for TV for *Pathfinder Challenge*. This was the first time Burgin and Parks have won Emmy® awards, which were presented by the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences (NATAS) late last year. In other news, TLN aired special programs daily throughout the month of December, including *The Eyes of Christmas*, which featured a host of celebrities describing Christmas through readings. The program was produced by RP (retinitis pigmentosa) International, an organization searching for a

cure for degenerative diseases of the retina and blindness in children and adults. (Debra Hall, dhall@tln.com)



Fort Worth, TX – *The Loretta Young Show* joined the FamilyNet lineup in January, kicking

off with six Christmas episodes that aired December 16-25. *The Loretta Young Show* premiered on September 20, 1953, with the last telecast airing on September 10, 1961. In other news, FamilyNet Television rated in the Top Ten in a nationwide Comcast poll of consumer preference. Comcast used C&R’s netCrimson interviewing software to facilitate 800 interviews in 11 of its key markets nationwide. (Denise Cook, dcook@FamilyNetTV.com)

Fort Lauderdale, FL – PAX

TV aired a Christmas documentary on Christmas day from Coral Ridge Ministries, *What If Jesus Had Never Been Born?* Hosted by author, theologian and scholar D. James Kennedy, and filmed in Europe, Latin America, India and the United States, the program consulted scientists, historians, philosophers and theologians to weigh the impact of Jesus on the last 2000 years. (John Aman, CRMNews@crministries.org)



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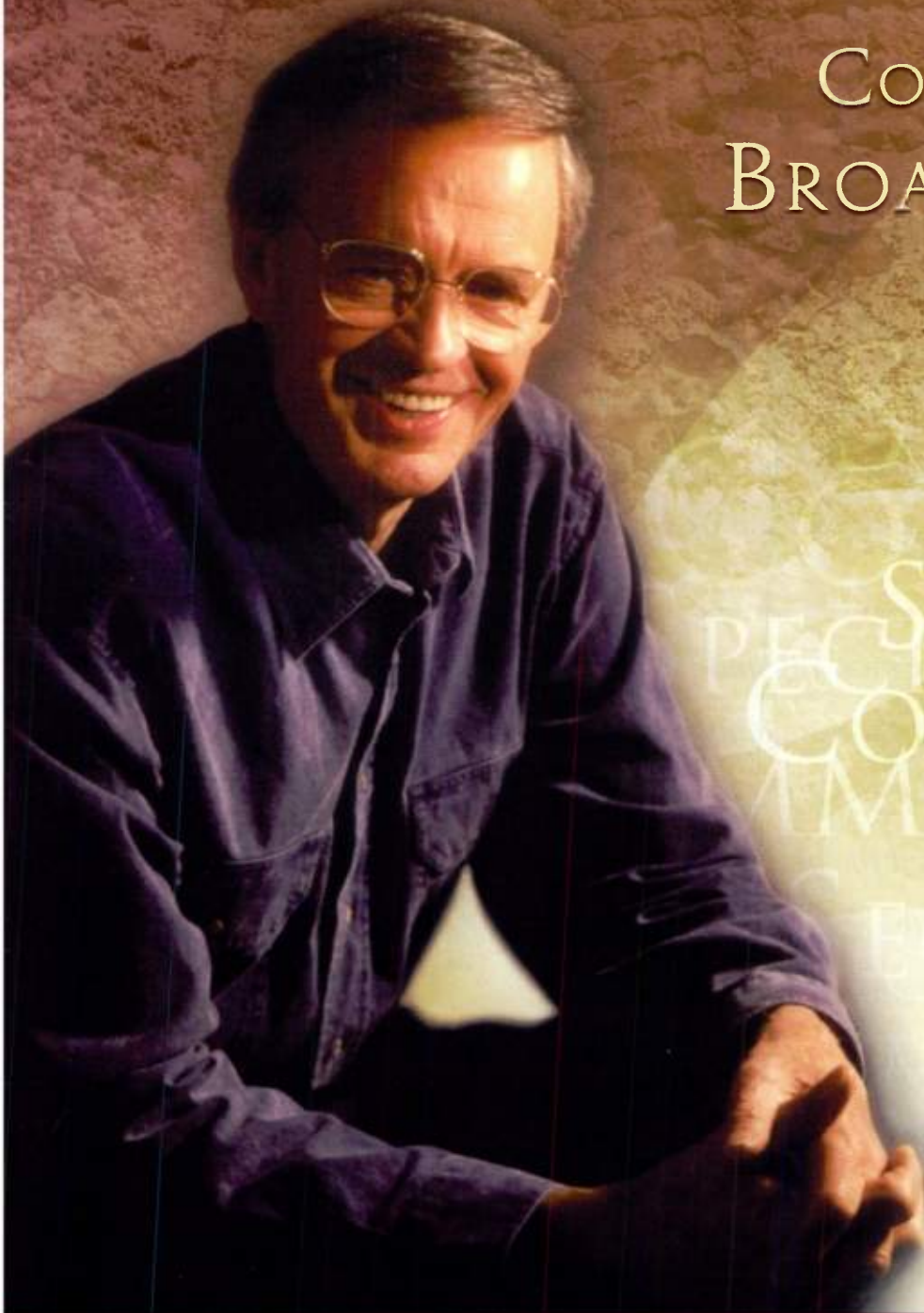
30 YEARS

OF

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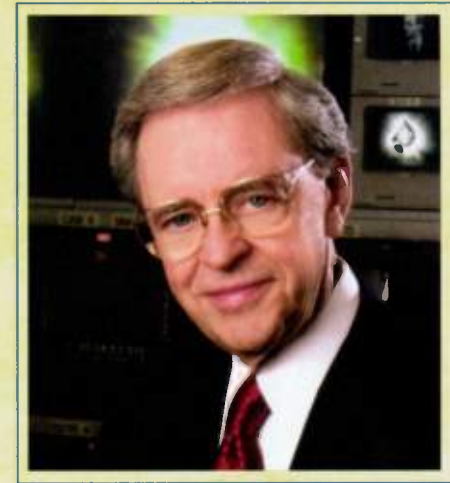
TAKING THE WORD TO THE WORLD

In 1986, Dr. Stanley was in Kansas City for an In Touch rally when God impressed upon him to take His Word to the world through satellite technology. At that point, the IN TOUCH program had been televised in Atlanta since 1972 and nationally since 1977.

In the silence of his Kansas City hotel room, Dr. Stanley received confirmation of an insight God

had given him nine years earlier. On October 11, 1980, he wrote that day's date in the margin beside Psalm 67:7 in The Living Bible: "Send us around the world with the news of Your saving power and Your eternal plan for all mankind."

In Touch Ministries was established in order to fulfill the specific purpose of taking the Gospel of Jesus Christ to the world.



THE GOAL OF
IN TOUCH MINISTRIES
IS TO TAKE THE
GOSPEL OF
JESUS CHRIST
WORLDWIDE

TO AS MANY PEOPLE
AS POSSIBLE
AS CLEARLY AS POSSIBLE
AS IRRESISTIBLY
AS POSSIBLE
AS QUICKLY AS POSSIBLE

IN THE POWER OF
THE HOLY SPIRIT
AND TO THE
GLORY OF GOD.

"I went to work on Thursday morning and logged onto In Touch's website... A sense of peace came upon me. I went home and finished reading... The Joy of the Lord was all over me. Like a Light came on and the heaviness lifted. I had such a sweet peace. I prayed in the spirit and the darkness just lifted and the Love of God came in. I cried, laughed and thanked the Lord for his deliverance. I thanked Him all day and everyday since that day. THANK YOU SO MUCH. Your website is truly a Blessing!"

October 2000



TO AS MANY PEOPLE AS POSSIBLE

Reaching every country in the world with sound biblical teaching, In Touch is working to disciple believers around the globe. Based in Atlanta, GA, In Touch has international offices in 10 countries and on six of the seven continents.

The IN TOUCH television program airs worldwide on 315 television stations. The radio broadcasts air on two national satellite networks and on more than 900 stations. Shortwave radio broadcasts reach many countries otherwise closed to the Gospel.

The popular *In Touch* magazine has seen its monthly circulation reach more than 1,000,000 homes and use of our Internet website

(www.intouch.org) has soared to more than 630,000 users. This technology has enabled In Touch to reach millions of unsaved people.



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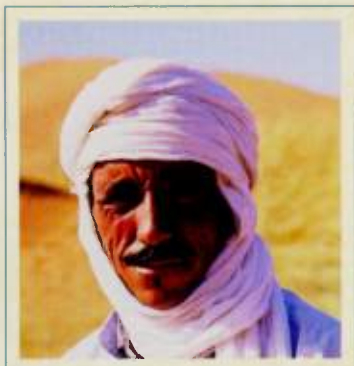
May you continue to be a great fisher of men.

Maurice Templeton
Jeff Templeton



IN TOUCH BROADCASTING – U.S.

- 5 Radio Satellite Networks
- 9 Television Satellite Networks
- 257 TV Stations
- 564 Radio Stations



AS CLEARLY AS POSSIBLE

Dr. Stanley's simple, profound explanation of God's Word was featured on more than 644,000 audiocassettes and more than 70,000 videocassettes shipped

worldwide last year.

In Touch is committed to translating these tapes into as many languages as possible. IN TOUCH can currently be heard in 30 languages.

IN TOUCH IS NOW
BROADCAST ALL OVER
THE WORLD IN MANY
LANGUAGES:

- | | |
|------------|------------|
| English | Spanish |
| Russian | Taiwanese |
| Latvian | Cantonese |
| Batak | Japanese |
| Bemba | Kumauni |
| Turkish | Songhai |
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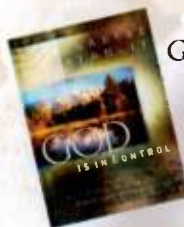


DR. STANLEY HAS TOUCHED COUNTLESS LIVES.

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AS IRRESISTIBLY AS POSSIBLE

IN TOUCH produces broadcasts that the National Religious Broadcasters named 1993 Television Program of the Year

and 1999 Radio Program of the Year.

The response to Dr. Stanley's rallies throughout North America



has been so great that he plans to schedule more such events in coming years. Also, thousands of people accompany Dr. Stanley on teaching trips to places like Israel, Alaska, the Caribbean, and the Mediterranean.

Congratulate Dr. Charles Stanley & In-Touch For 30 years of life-changing ministry!


"On behalf of our staff at The Inspiration Networks, and our millions of viewers, we want to congratulate Dr. Charles Stanley for thirty years of ministry. It has been our privilege to partner with Dr. Stanley to help change this world with the Gospel. We look forward to serving together for years to come!"

David Cerullo
President & Chief Executive Officer
The Inspiration Networks

On behalf of Thomas Nelson Publishers, thank you, Dr. Charles Stanley for over eighteen years of partnership and ministry.

May God continue to bless you.



"GO THEREFORE AND MAKE DISCIPLES OF ALL THE NATIONS, BAPTIZING THEM IN THE NAME OF THE FATHER AND THE SON AND THE HOLY SPIRIT, TEACHING THEM TO OBSERVE ALL THAT I COMMANDED YOU; AND LO, I AM WITH YOU ALWAYS, EVEN TO THE END OF THE AGE."

MATTHEW 28:19-20



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As a ministry partner of InTouch Ministries, InService America would like to congratulate Dr. Stanley and offer our prayers for God’s continued blessings upon his teaching ministry. Thank you Dr. Stanley and may God richly bless you for your service to Him.

For over 30 years, Dr. Charles Stanley has been teaching God’s Word to thousands of people all over the world.

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and should be used for His glory. In that vein, our Internet website is becoming one of our most powerful tools available to us today. The expediency it affords promises a grander vision of ministry that would have been unfathomable back when Dr. Stanley prayed in his Kansas City hotel room more than a decade ago.


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on thirty years of continuous broadcast ministry
glorifying Jesus Christ and promoting biblical principles.

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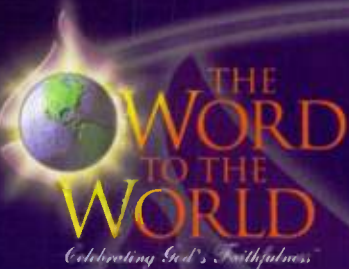
Dick Bott
President

Our listeners appreciate the practical biblical truths for everyday life presented each day on InTouch. Thank you for your faithfulness!




Rich Bott
Executive Vice President

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DR. CHARLES STANLEY
PASTOR



TO THE GLORY OF GOD

We live in an age when evangelism is bearing astonishing fruit—when entire continents are turning to Christ, only to find that there are not enough pastors to lead them, not enough trained Bible teachers to instruct them, and not enough mentors to guide them.

That is why, in obedience to Christ's Great Commission, In Touch Ministries has launched a dramatic global initiative that takes God's Word to everyone, one heart at a time.

Currently broadcast in 30 languages, IN TOUCH programming reaches millions of people every day—with Bible teaching, the Gospel, and real answers for their everyday life.

Testimonies pour in about how God has used these broadcasts as the catalyst for dramatic life change. These broadcasts encourage the persecuted Christians of

the world, inspire the mature ones, and teach the new ones.

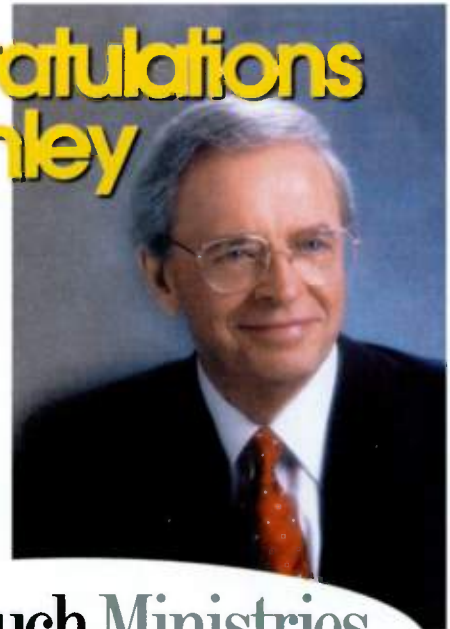
We believe God is calling us to expand to 60 languages by the year 2005, and to 100 languages

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Congratulations Dr. Stanley

for 30 years of providing practical biblical truths for everyday living.



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ANNIVERSARY UPDATE

interactive teaching model on the Internet—the first of its kind in the Christian world.

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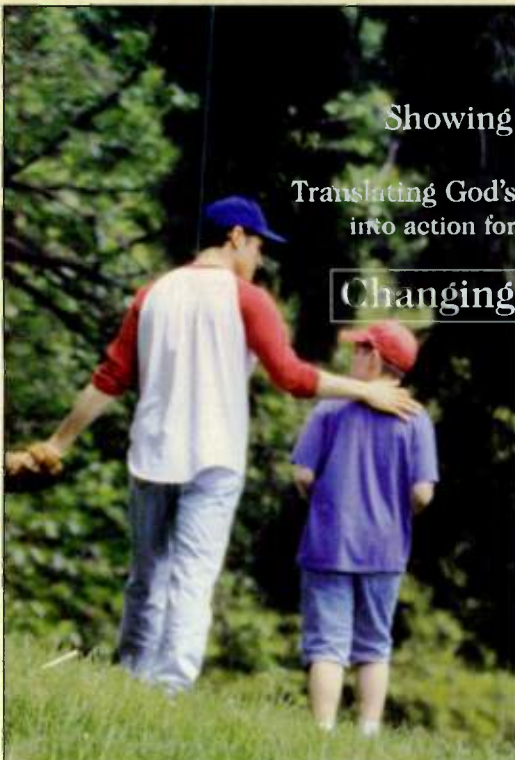
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2002	30
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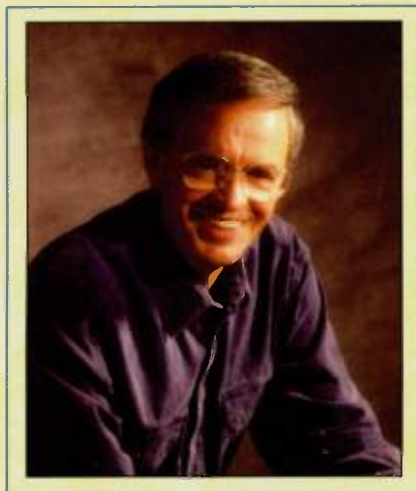
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From the Pastor's Heart

Dear Friends,

For more than three decades, the Lord has guided In Touch Ministries with a very clear purpose: to get the Gospel of Jesus Christ to as many people as possible, as quickly as possible, as simply as possible, in the power of the Holy Spirit, and all to the glory of God. As He has led, we have used all means available—buildings, language translation, printed word, airwaves, and technology—to preach His Word to the entire world.

We live in a moment of historic

opportunity to help fulfill Christ's command to "teach all nations." (Matthew 28:19-20) The need for discipleship is urgent, as millions of new Christians desperately seek spiritual guidance. The technology has arrived, the content is available, and the manpower is eager.

I am deeply grateful to our friends and partners at the NRB for your consistent, faithful support of our ministry. Without the people who staff these radio stations, our work would not be possible. Everyday I hear the testimonies of people all over the world who tell me how God has used In Touch Ministries to make a difference in their lives by

bringing about healing and change. You are a part of that change. Because of your faithful service to God, we are able to encourage persecuted Christians in hostile nations, inspire the mature ones, and teach new converts.

It is our goal to work diligently to help to fulfill the Great Commission in our lifetime. I am truly thankful for you, and I pursue the Lord's calling with anticipation, for I know that He who is able to save will astound us once again!

Gratefully,

A handwritten signature in black ink, appearing to read "Charles J. Finley". The signature is fluid and cursive, with a large initial "C".



INTERNATIONAL NEWS

Sydney, AUSTRALIA – More than 30 million people of the South Pacific now have the opportunity to hear the Gospel message presented by the Rev. Dr. Gordon Moyes, Superintendent of Wesley Mission, Sydney, the largest church-based charity in Australia. HCJB World Radio Australia agreed to broadcast, for free, Dr Moyes's short stories on its HCJB short-wave radio transmission as part of its South Pacific service, beginning December 22. The 16-minute *Pastor to the Slums* stories are transmitted weekdays on shortwave frequency 11755Khz on the 25 metre-band. The HCJB transmitter is located at Kununurra in the Kimberly region of northwest Australia. HCJB also is looking to expand Dr Moyes's stories to Asia. (Ramon Williams, rlmedia@ozemail.com.au)

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MUSIC

Nashville, TN – The 30th Annual American Music Awards (AMA) aired live on ABC January 13. Avalon, Jars of Clay and P.O.D. received nominations for Favorite Artist in the Contemporary Inspirational category. The AMA added the Contemporary Inspirational category last year in recognition of the increased popularity of the Christian/Gospel Music genre. Yolanda Adams, who won the first award in this category, performed live during the 2003 awards ceremony. (*Gmail Update*, Nov. 20)

Nashville, TN – Memphis-based Ardent Records announced the addition of artist Todd Agnew to its roster. A past staff member at Stonebridge Church in The Woodlands, TX, and currently the worship leader at Highpoint Church in Memphis, Agnew's national debut, *Grace Like Rain*, is slated to release April 22. (Rich Guider, RichGuider@Comcast.net)



Todd Agnew



Nashville, TN – The Gospel Music Association (GMA) inducted Amy Grant, the Blind Boys of

Alabama and Pat Boone into the Gospel Music Hall of Fame. The three music legends will be honored during the 34th Annual Dove Awards on April 10 in Nashville. (*Gmail Update*, Dec. 11)

Nashville, TN – Reunion recording artist Michael W. Smith wrapped his second annual Christmastime Tour on December 14. Special guests Point of Grace and debut artist Kara joined Smith for the tour, which featured holiday and worship music. Partnered in ministry with Compassion International, the tour was title sponsored by iWORSHIP. (Emily Kohl, emily@turningpointpr.com)



Christmastime Tour participants gather backstage at Nashville's Gaylord Entertainment Center. (L-R): Kara, Point of Grace's Heather Payne, Smith, and Point of Grace's Denise Jones, Shelley Breen and Terry Jones.



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Nothing to Fear
Larry Burkett

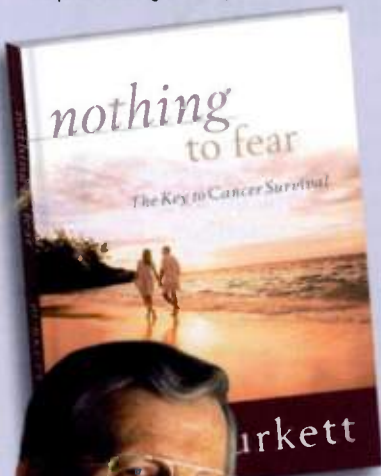
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Ministry: He chairs the Board of Directors at Crown Financial Ministries.

Radio: His four radio programs are carried on over 2,000 radio outlets worldwide.

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TRADE TALK

Music Continued...

Nashville, TN – Warner Bros. Records – Christian Division announced the addition of GlassByrd (formerly Adore), a contemporary pop band fronted by Marc Byrd and Christine Glass, to its Word Records roster. GlassByrd will



(L-R): GlassByrd Manager Hugh Robertson, Senior VP of Marketing & Artist Development Mark Lusk, Marc Byrd and Christine Glass, Co-producer Steve Hlndalong, Senior Director of A&R Blaine Barcus and Senior VP of A&R/Music Publishing Shawn McSpadden

release its debut project, *Open Wide This Window*, on February 11. Byrd is former front man for the now-defunct

band Common Children and co-writer of the song, "God of Wonders," which was nominated in 2001 and 2002 for the Song of the Year Dove Award. Glass has released two solo projects and also is a songwriter, penning songs for Nichole Nordeman, the City On A Hill projects and other artists. (Anita Crawford, Anita.Crawford@WBR.com)

Nashville, TN – Award-winning band Jars of Clay was a featured artist on the Billy Graham Evangelistic Association (BGEA) youth special, *Inside Out*, the first such high-energy, music driven broadcast of Graham's "Concert for the NeXt Generation." Promoted as "God getting his own late-night show," the 30-minute program, which included performances by dc Talk, Kirk Franklin and a message from Graham, aired nationally December 27 on the WB network. Counselors were available online or via telephone for viewers who had questions following the broadcast. Teens also could respond at www.passageway.org and request a free CD with a video presentation by Christian musicians on "Steps to Peace," as well as the entire Bible in PDF format. Along with its work with the BGEA, Jars of Clay has partnered with several humanitarian causes, supporting such organizations as World Vision, DATA, Amnesty International and Open Doors International with Brother Andrew. The band also is recognized for its continued compassion toward missions in China and the Zeldin Cancer Research Foundation. The band's fifth project, *Furthermore – From The Studio: From The Stage*, releases February 4. (Rich Guider, RichGuider@Comcast.net)

Nashville, TN – Baptist Press, the national news service of the Southern Baptist Convention, named Sixpence None The Richer's *Divine Discontent* as the no. 1 Christian Album of 2002. (Anita Crawford, 615-726-7952)

Nashville, TN – Sparrow Records' rock band Sanctus Real was a featured performer for drivers and fans at the recent NASCAR Pepsi 400, present-



Sanctus Real – Pepsi 400 Worship Service



Prior to the Pepsi 400, Sanctus Real lead vocalist Matt Hammitt stands in front of Jeff Green's America Online Chevrolet and Ryan Newman's ALLTEL Ford

ed by Farmer Jack. Sanctus Real debuted new music from the album *Say It Loud*, which released December 24. Prior to the race, lead vocalist Matt Hammitt led

worship at a chapel service for drivers and their families. (Rick Hoganson, Hoganson@Prodigy.net)



Selah

Nashville, TN – On the heels of its first holiday recording, *Rose of Bethlehem*, which was the

November 16 Hot Shot Debut on *Billboard's* Heatseekers chart, Dove Award-winning Curb recording artist Selah headlined a multi-city Christmas Tour featuring Doxology recording artist, Allen Asbury. (Rick Hoganson, Hoganson@Prodigy.net)



Nashville, TN – Three-time Grammy Award-winning Gospo Centric artist Kirk Franklin recently received nominations for three NAACP Image Awards in the categories of Outstanding Gospel Artist, Outstanding Song ("Brighter Day") and Outstanding Album (*The Rebirth of Kirk Franklin*). The 34th NAACP Image Awards will take place March 8 and will be broadcast on the FOX Television Network. (Lynn McCain, lynn@mccainpr.com)

Nashville, TN – In the December 12 issue of *Radio & Records* magazine, Essential Records was named its Overall Label of the Year, a distinction awarded annually to the label receiving the most total spins. *R&R*'s recognition of Essential Records caps a banner year for the label, which celebrated its 10th anniversary by developing "Essential Hits 10," a trade-and consumer-friendly campaign realized through partnerships with retail, radio, media and Internet entities. Robert Beeson founded Essential Records in 1992 for the purpose of pursuing relevant music from a God-centered perspective. (Mandy Collinger, Mandy@essentialrecords.com)

Nashville, TN – Gospel Music Association Female Vocalist of the Year nominee Natalie Grant is set to release her first Curb Records release, *Deeper Life*, on February 11. The project was co-produced by Grant, Michael Lloyd, Tommy



Natalie Grant



(L-R): Curb Records Chairman/CEO Mike Curb, Grant, Producer Michael Lloyd, "No Sign of It" songwriter Scott Cutler, and Mitchell Entertainment President Mitchell Solarek

Sims, Eric Foster White and Bernie Herms. A cut from the project, "No Sign of It," will be featured in the April Miramax motion picture, *A View From the Top*, starring Gwyneth Paltrow, Kelly Preston and Christina

Applegate. The song also will be featured on the Curb Records soundtrack. (Emily Kohl, emily@turningpointpr.com)

Mobile, AL – Songs 4 Worship (S4W), the multi-platinum-selling brand created by Integrity Music and Time Life Music, closed the year with life-to-date sales of over 5.7 million double CDs along with multi-platinum, platinum and gold certifications

Songs 4 Worship

from the Recording Industry Association of America (RIAA). Following the 2000 launch of the S4W brand, the series quickly became the best-selling direct TV music launch in the history of Time Life. The debut, *Shout To The Lord*, has sold more than 2.4 million double-CD units and spent more than 66 weeks on *Billboard*'s Top 200 Album chart. Two other titles, *Be Glorified* and *Holy Ground*, garnered gold certifications. (Shannon Walker, shannonw@integinc.com)

Nashville, TN – TMB Records released "Don't Ask Why," sung by Country artist Shane Minor, to mainstream AC radio November 25. The song, from *Let's Roll: Together in Unity, Faith and Hope*, was written by award-winning producer Tony McAnany, a close friend of Todd Beamer. McAnany penned the song with his friend in mind. All the proceeds from *Let's Roll* benefit The Todd M. Beamer Foundation, founded by Beamer's widow, Lisa, "to equip children experiencing family trauma to make heroic choices every day," and "to extend Todd Beamer's legacy of character, faith and courage." The album is distributed through EMI/Chordant. (Rick Hoganson, Hoganson@Prodigy.net)

Nashville, TN – On March 11, Dove and Grammy winner Sandi Patty releases her latest project, *Take Hold of Christ*. (Brian Smith, 615-261-1818)

Nashville, TN – *R&R* named Newsboys the AC and CHR Major Impact Artist and named the group's song, "It Is You," the CHR Song of the Year. (www.newsboys.com)



Newsboys

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Positive Change

James MacDonald

I Really Want to Change... So, Help Me God, Seven Words to Change Your Family, and Lord, Change My Attitude...Before It's Too Late

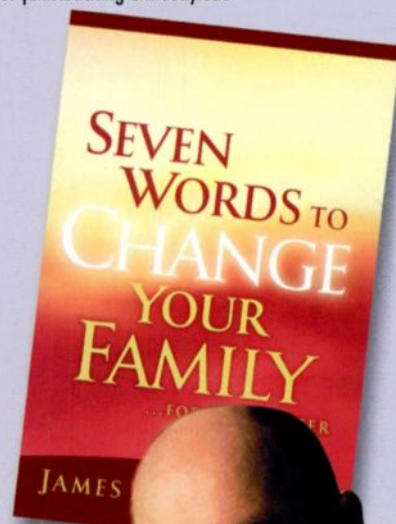
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Ministry: He is founding pastor of Harvest Bible Chapel and speaks at retreats and conferences worldwide.

Radio: His daily broadcast, *Walk in the Word*, can be heard on over 600 stations in North America.

Interviews/Guest Spots: Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu



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Who Are You to Judge?

Erwin W. Lutzer

When is tolerance not a virtue but a danger?

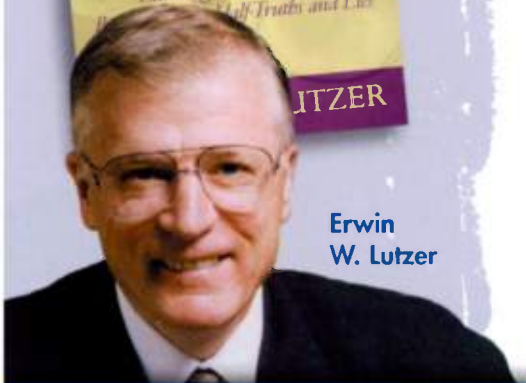
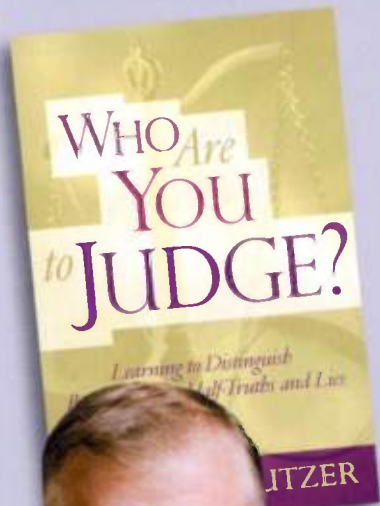
Dr. Lutzer confronts the new and complacent form of faith that lets secular values infiltrate the church and dilute its decisions and its impact. He makes us examine our responsibilities as believers to be a force for what is right...not easy.

Ministry: Dr. Lutzer is senior pastor of Moody Memorial Church and a sought-after speaker.

Radio: He is heard on three Moody Church radio programs.

Interviews/Guest Spots:

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TRADE TALK



AIRWAVE NEWS RADIO

Chicago, IL - More than 38,000 Christian books and resources were collected in the Chicago area by WMBI-FM during its annual Harvest of Hope campaign. The campaign culminated with WMBI and Koinonia House, a post-prison ministry that provides inmates a Christian family home, hosting a packing party to ship books to locations outside the Chicago area. (Troy Kriechbaum, troy@kcbi.org)

Dallas, TX - KCBI-FM held its annual Christmas Care Coat and Blanket Drive with great success, collecting more than 3000 coats and blankets to benefit three local ministries: Mission Arlington, Dallas Life Foundation and Cornerstone Assistance Network. Since 1993, KCBI listeners have donated approximately 30,000 coats and blankets through KCBI Christmas Care. (kcbi@kcbi.org)

Zarephath, NJ - WAWZ-FM held Sharathon 2002 for six days in October, collecting \$745,000 in pledges. The station also raised funds for its newly launched building campaign, Project Tower. (Allen Lewis Lewicki, 732-469-0991)

Nashville, TN - In memory of Staff Sgt. Brian Cody Prosser, who was killed in action in Afghanistan in 2001, Christian Hit Radio 88.7 WAY-FM and Forefront recording artist Rebecca St. James collected more than 5000 Bibles and Christmas presents for the children of Fort Campbell, KY, troops during Operation GIFT (God Impacting Fort Campbell Troops). Prosser, an Army Ranger, was stationed at Fort Campbell. Several hundred were in attendance at Hickory Hollow Mall for the wrap-up ceremony on December 17, when WAY-FM honored Prosser's wife, Shawna, and St. James led the crowd in Christmas carols. (Matt Levy, mlevy@wayfm.com)

West Palm Beach, FL - WAY-FM announced its new morning program, More Music Morning Show with Donna Cruz and Wayne Cordova!, airing from 6-10 a.m. Cruz and Cordova promoted the show by attempting to shake every hand across South Florida during the debut week. (www.wayf.wayfm.com)

Madison, WI - WNWC-AM was involved in a variety of activities this past Christmas: ringing the bell for the Salvation Army, Prison fellowship's Project Angel Tree, Shoebox gift for kids, etc. The station's most unusual experience was a project with the Madison Police Department, as published in The Capital Times on December 5. Officer Larry Kamholz went on air to ask listeners to help replenish the supply of teddy bears given to children to comfort them at accidents or crime scenes. Inmates at the Fox Lake medium-security prison involved in a Restorative Justice group heard the plea and donated \$626, which purchased 2000 surplus teddy bears from US JHI Corp., a Middleton toy marketing company. The inmates gave a special two-hour presentation highlighting the Restorative Justice program at the prison, attended by WNWC-AM announcers Ann Manion and Larry Peterson, and Jodi Waldman of US JHI Corp. (Greg Walters, 608-271-1025)

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God's Basic Truths

Pathway to Freedom

Alistair Begg

Can the Ten Commandments be relevant in the 21st Century?

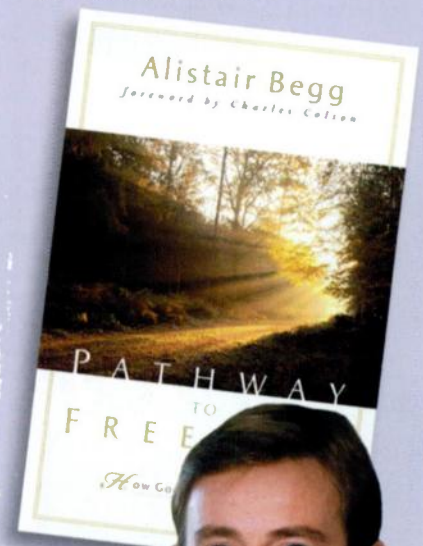
In *Pathway to Freedom*, Alistair Begg provides a clear, in-depth approach to God's Laws that underscores their permanent validity for living the Christian life. A must-read for conscientious Christians!

Ministry: He is senior pastor of Parkside Church, and a widely published author.

Radio: He is the daily speaker on the national radio program *Truth for Life* which airs on over 220 stations.

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God's Glorious Church

Tony Evans

Why is the church so important?

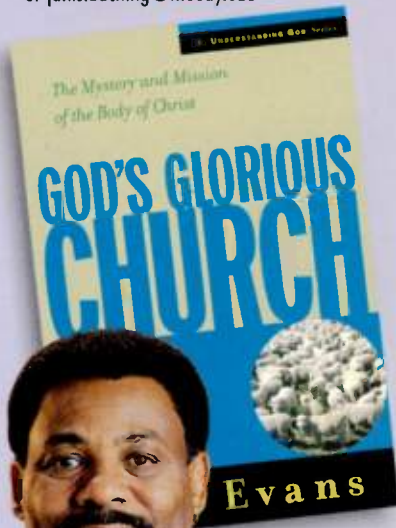
Tony Evans believes fervently in the centrality and significance of the Christian church. In his latest book in the Understanding God series, he argues that no other organization on earth has been charged with carrying out the mission, message and miracle of Christ's incarnation.

Ministry: Tony Evans is the senior pastor of Oak Cliff Bible Fellowship and president of The Urban Alternative, a ministry devoted to bringing about change in urban communities through the church.

Radio: *The Alternative* with Dr. Evans is heard on more than 500 stations every day in the USA and in over 40 countries internationally.

Interviews/Guest Spots:

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TRADE TALK

Jesus Missing From Christmas TV Programs

BY STEPHEN WINZENBURG

Television networks focus on non-spiritual aspects of Christmas when airing programs about the holiday. In a December 2002 analysis of more than 100 non-religious television networks, Santa, Scrooge and even little Ralphie from the movie *A Christmas Story* got as much or more TV airtime than did Jesus.

What once was celebrated as one of the most sacred holy days of the year in American society has now become represented on television as nothing more than a fantasy day when dreams come true. Of the 1156 hours of television devoted to the theme of Christmas during the month of December:

- 90% of the shows did not include a major spiritual theme
- 7% had a religious or spiritual theme not specifically dealing with Jesus
- only 3% of the Christmas programming was devoted to Jesus

This study monitored the program schedules of more than 100 non-religious channels during December 2002. During the week before Christmas, a more intense analysis was made of 144 non-religious networks and 20 religious networks.

From December 1-17, out of about 48,000 hours of programming, only three hours on non-religious stations were devoted to Jesus, and in most of those He was peripheral: two half-hour animated specials on the nativity, a special about Mary, and the Animal Planet special *Animals of the Nativity*.

From December 18-25, Jesus was the subject of only 35 of the 27,000 hours of television programming. So while the networks studied had 75,000 hours to fill with programming during December, they dedicated only 1156 hours (or 1.5%) to any type of Christmas programming and a mere 38 hours of that dealt with Christ. (See Table 1.)

TABLE 1: Number of hours aired on non-religious TV networks

Date	Total Hours Available	Christmas	Religious	Jesus
December 1-17	48,000	433	6.5	3
December 18-25	27,000	722	75	35
Total	75,000	1156	81.5	38

The History Channel was the surprising leader in airing the most shows with religious holiday themes, including the eight-hour miniseries *Jesus of Nazareth*, a special on the Shroud of Turin, *Who Wrote the Bible?* and *In Search of Christmas*, although some ran between *Incredible but True?* episodes dealing with Bigfoot and mermaids!

The Discovery Channel aired the second-largest amount of Christian material, including *Jesus: The Complete Story* and *Quest for the True Cross*. Turner Classic Movies and Fox Movie channel aired films about Christ, such as *The Greatest Story Ever Told* and *From the Manger to the Cross*.

Broadcast network television was devoid of Christianity at Christmas. Other than late-night Christmas Eve church services aired by some affiliates, major broadcasters attached no spiritual meaning to the holidays. While these networks claim to program for the masses, they ignored the majority of American viewers, who are of Christian heritage.

Instead of Jesus, the person who received the most television attention during the holidays was Santa, with two former religious cable networks leading the way. ABC Family, which just a few years ago was owned by Pat Robertson's Christian Broadcasting Network, aired the most non-religious Christmas material during December. The Hallmark Channel, which started as a non-denominational "faith and values" religious network, was second in using Santa and other secular holiday programs to fill its schedule.

Non-religious networks offered many versions of Santa and his pals, including Santa's wife, various versions of Santa's son, the Santa Claus brothers, Santa's elves and a number of Santa's reindeer, including Rudolph, Robbie, Olive, Prancer, Donder and the one that ran over grandma.

Scrooge also appeared as the subject of television shows more often than Jesus during the month, as did kids singing group The Wiggles. Even Ralphie, the boy hoping for a BB gun in *A Christmas Story*, got as much airtime as Christ. (See Table 2.)

Programming choices during December ranged from traditional to odd to totally inappropriate. Traditional fare included The Food Network airing Christmas cooking, HGTV showing how to decorate, BBC America's special episodes of "Changing Rooms Christmas," the Cartoon Network airing plenty of animated Christmas shows and Country Music Television's holiday music specials.

Odd programming included the following Christmas specials: A&E's *Hercule Poirot's Christmas*, featuring the mystery detective; *The Munsters Scary Little Christmas* on ABC Family; *Leprechaun's Christmas* and *Pinocchio's Christmas* animated specials; and *Casper's Haunted Christmas* on USA Network. NBC's idea of

TABLE 2: Subject of shows on TV, December 2002 (includes multiple airings of single shows)

Subject	Shows
Santa	59
Scrooge	32
The Wiggles	26
Ralphie	19
Jesus	19
Reindeer	12
The Grinch	9

Healing Women

*Lies Women Believe
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Nancy Leigh DeMoss

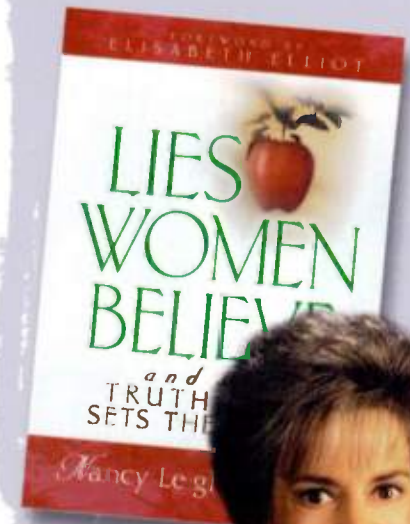
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Radio: Nancy is host and speaker for *Revive Our Hearts*, a radio program for women.

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Nancy Leigh DeMoss

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Lifegiving
Tammy Maltby

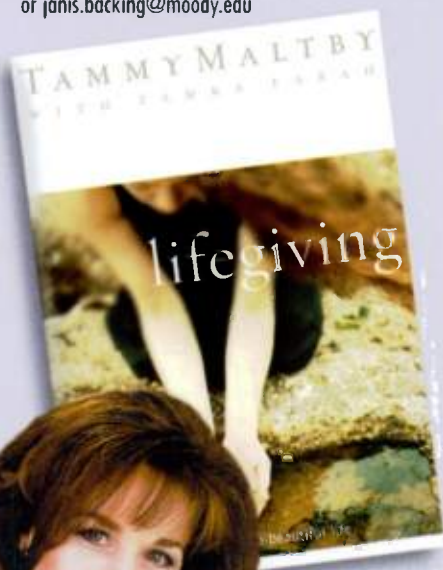
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Ministry: Through nationally televised segments, writing and speaking, she mentors women in the life-giving lifestyle.

Radio: Co-host of the Total Living Network's *Aspiring Women*.

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TRADE TALK

Jesus Missing From Christmas, cont.

a holiday-themed show was the December 9 *Fear Factor* episode in which contestants were forced to eat reindeer organs and rotten egg nog.

Inappropriate programming included cable channels that aired satanic-themed shows during Christmas week, such as *The Devil's Child* or *The Curse of the Poltergeist*. One premium movie network aired *Witch Hunt* and *The Witches* on December 23. Three networks aired *The Wizard of Oz* during December, which reinforced the conclusion that the networks merely see the holidays as a time of fantasy when dreams come true. And was Bravo intentionally being sarcastic or sacrilegious by airing nine hours of *The Godfather* movies on Christmas Day?

Others tried to promote religious diversity by placing non-Christian shows during Christmas week. One movie channel focused on the Dalai Lama in the movie *Kundun*; Turner Classic Movies played the Jewish-themed musical *Fiddler on the Roof* on Christmas evening, and PBS followed its one-hour special, *Mystery of the Three Kings*, with a two-hour special on the prophet Muhammad.

While most sitcoms and dramas have "very special" Christmas episodes, few have anything to do with the real meaning of the holiday. *Sabrina, the Teenage Witch*, suffered from an ego condition that prevented her from getting her gifts; on *Malcolm in the Middle*, if the boys didn't behave they wouldn't get their presents on Christmas morning; purple dinosaur *Barney* was searching for a star for his Christmas tree; on *Friends*, Ross got upset at the cute Christmas card that his partner sent; and on *The Simpsons*, Richard Gere taught little Lisa about Buddhism when she tired of her money-hungry church.

Jesus does not even have a small part in the holiday on commercial television. Instead, Christian programs have been relegated to the one or two little-seen religious channels carried by many cable systems. These stations air almost 24 hours a day of preaching and talk shows that include Christian themes.

During the week before Christmas, these religious networks aired 67 hours of Jesus-themed Christmas specials (and, surprisingly, a few secular Santa-themed shows as well). So the 20 religious networks broadcast twice as many spiritually-based Christmas shows than did the 144 non-religious networks. Those who are disappointed that commercial television networks have abandoned Jesus at Christmastime at least have alternatives if viewers are willing to pay for the religious networks via cable or satellite.

Every major broadcast network and three-fourths of the cable networks aired no prime-time programming about Jesus at Christmas. They ignored the true historical meaning of the holiday and instead chose to focus on Santa, Scrooge, Ralphie, the Grinch, and even the Dalai Lama and Muhammad. The lack of outrage by Christian viewers means either that Americans are satisfied to keep their faith separate from their viewing habits or that the networks are reflecting the culture's acceptance of Christmas as a secular holiday.

Stephen Winzenburg is associate professor of communication at Grand View College in Des Moines, IA. Winzenburg's studies regarding television's ignoring Jesus during the Easter season and TV's emphasis on Satanism during Halloween are available online at faculty.gvc.edu. Contact Winzenburg at swinzenburg@gvc.edu.

WEBWATCH: NRB Advertisers

A Visit with the Joneses www.oneplace.com/ministries/a_visit_with_the_joneses

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Aberdeen Captioning www.abercap.com

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Anchor Audio/Washington Professional Systems www.wpsworld.com

Baker Books/Chosen Books www.bakerbooks.com

Barbour Publishing, Inc. www.barbourbooks.com

Bee-Alive/HDA Associates www.beealive.com

Blount Communications Group www.lifechangingradio.com

Bott Radio Network www.bottradionetwork.com

Broadcast Software International www.bsiusa.com

Chosen People Ministries, Inc. www.chosenpeople.com

Christian Captions and Subtitle Services, Ltd. www.christiancaptions.com

Christian Research Institute www.equip.org

Christianity.com www.christianity.com/webministry

Compassion International www.compassion.com

Concerned Women for America www.cwfa.org

Creatas www.creatas.com

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Living for Jesus

The Trouble With Jesus

Joseph M. Stowell

Can you stand for Jesus in a non-Christian world?

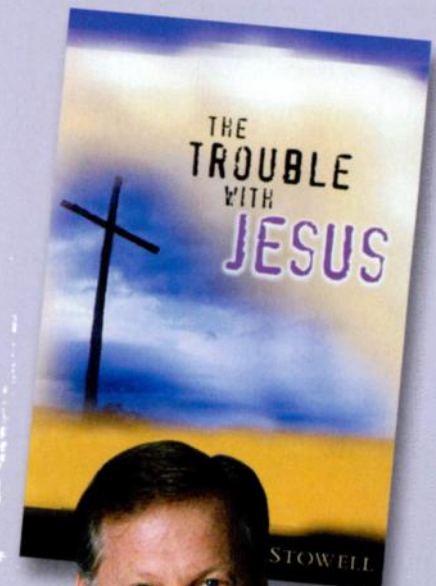
In a world with no time or space for Jesus, how can His followers be His advocates? Dr. Stowell shares his heart's concerns with readers and offers guidance on how to reach a hostile world.

Ministry: He is the seventh president of the Moody Bible Institute, a popular conference speaker, and the author of over ten books.

Radio: He is the voice of the award winning radio program, *Proclaim!*

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Joseph M. Stowell



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Holy Ambition and Holy Transformation

Chip Ingram

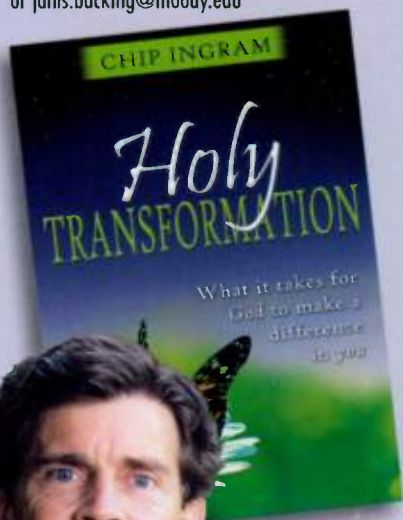
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Ministry: Newly named president and CEO of *Walk Thru the Bible*, and former senior pastor of Santa Cruz Bible Church.

Radio: He is teaching pastor for the radio broadcast, *Living on the Edge*.

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TRADE TALK

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Life Issues Institute www.lifeissues.org

Living on the Edge www.lote.org

Living Stream Ministries www.lsm.org

Love Worth Finding www.lwf.org

Luis Palau Evangelistic Association www.palau.org

Main Street Marquee 410-219-9252 (telephone)

ManMin TV www.manmintv.org

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MicahTek, Inc. www.micahtek.com

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 Renewal www.renewalradio.org
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 Richard Land Live www.faithandfamily.com
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 VT Merlin Communications, Ltd. www.vtvlc.com/merlin
 Walk in the Word www.walkintheword.com
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<i>New Orleans, LA</i>	<i>Pittsburgh, PA</i>
<i>Jacksonville, FL</i>	<i>Houston-Corpus</i>
<i>Bakersfield, CA</i>	<i>Christi, TX</i>
<i>Nashville, TN</i>	<i>Indianapolis, IN</i>
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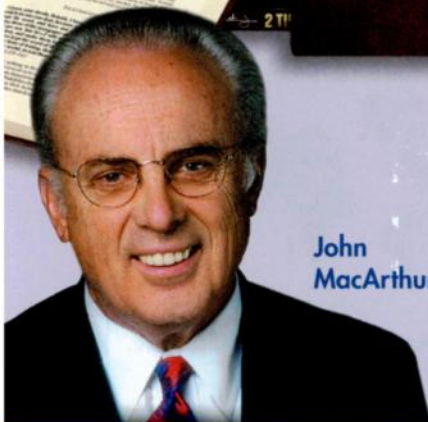
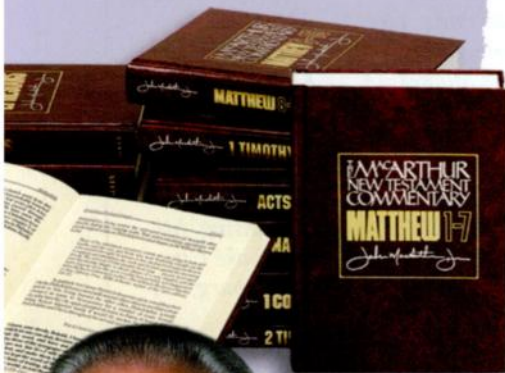
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2003 NASHVILLE, TENNESSEE

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**



8:00 pm

**Board of Directors/Chapter
Officers Reception**

9:00 am – 2:30 pm

Boot Camps

12:00 pm

Women's Luncheon - ticket required

**MUSIC: Joy
Williams,
Brentwood Music**



**SPEAKER: Joni
Eareckson Tada,
Founder and
President, Joni
and Friends**

SATURDAY, FEBRUARY 8

7:00 am – 9:00 am

Boot Camp Registration

9:00 am – 7:00 pm

**Exhibitor & Convention
Registration**

2:30 pm – 5:00 pm

NRB Annual Business Meeting

3:00 pm

**Intercollegiate Religious
Broadcasters Group Meeting/Mixer**

A Woman's Heart

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Sharon Jaynes

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Lysa TerKeurst

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Two wise and spiritual women show you how to release your true beauty from the inside out...and how to let go of the secret shames that keep you from God's hope and healing.

Sharon Jaynes

Ministry: Vice-president of Proverbs 31 Ministries; speaker at women's events nationwide.

Radio: Coordinator and co-host of The Proverbs 31 radio segments on over 200 networks here and overseas.

Interviews/Guest Spots:

Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu

Lysa TerKeurst

Ministry: President of Proverbs 31 Ministries.

Radio: Co-host of The Proverbs 31 radio segments heard on over 200 networks here and overseas.

Interviews/Guest Spots:

Contact Janis Backing at 312/329-2108 or janis.backing@moody.edu

SUNDAY, FEBRUARY 9

4:00 pm

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

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

INSTALLATION: NRB President

MUSIC: Out of Eden, Gotee Records



MUSIC: David Phelps, Springhill Music

MUSIC: Ginny Owens, Rocketown Records



SPEAKER: Jim Cymbala, The Brooklyn Tabernacle

9:00 pm

**Radio Reception
Television Reception**

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



12:00 pm

Exhibit Hall Grand Opening

1:00 pm

TV Program Showcase

3:00 pm

Job Fair

5:30 pm

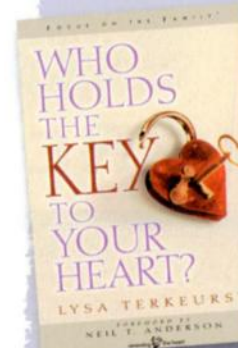
Intercollegiate Religious Broadcasters Awards Ceremony

7:00 pm

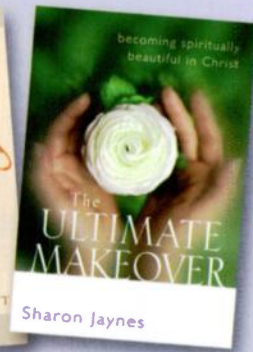
Intercollegiate Religious Broadcasters Reception

8:00 pm

Intercollegiate Religious Broadcasters Winners Showcase



Lysa TerKeurst



Sharon Jaynes



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AIRWAVE ANNIVERSARIES

San Juan, PR – On November 1, Calvary Evangelistic Mission, Inc. (CEM), celebrated its combined ministries anniversaries as follows: CEM, 49th anniversary; Bible Correspondence School, 49th anniversary; WIVV-AM, 46th anniversary; WBMJ-AM, 16th anniversary of Christian broadcasting; and "The Rock" Radio Network's third anniversary of simulcasting. CEM was co-founded by Rev. Dr. Donald Luttrell and his wife, Ruth. (Ruth Luttrell, cem@cem-wbmj.org)

Jacksonville, FL – WCGL-AM celebrated its 23rd anniversary with a concert on November 2. Special guests included Vickie Winans, Darrell McFadden & the Gospel Disciples, The True Believers, Grammy Nominee Troy Sneed, Henrietta Telfair, and Pastor Rudolph McKissick Jr. and The Word and Worship Mass Choir. (Kishia Kimbrough, 904-772-1490)



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: Darko, A. Larry Ross Communications

MUSIC: Freddie Colloca, One Voice Records



SPEAKER: Paul Finkenbinder, Hermano Pablo Ministries



1:30 pm

TV Committee Meeting

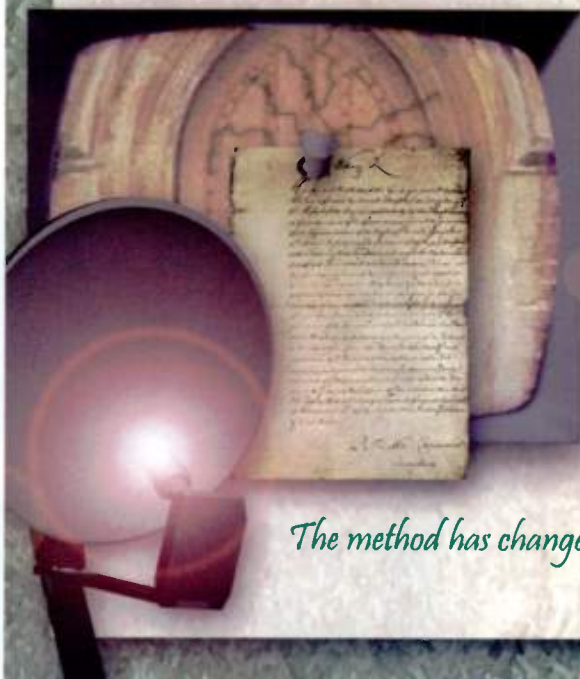
2:00 pm

Radio Advisory Meeting

Continued on page 48

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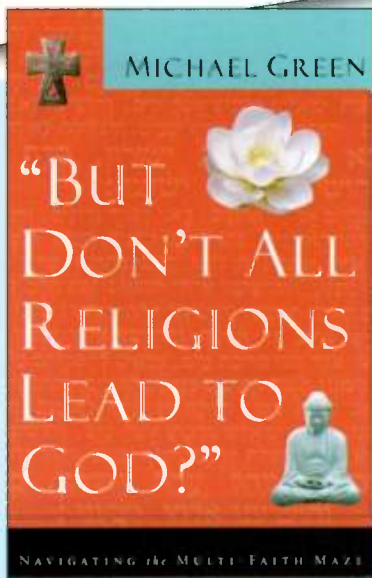
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TRADE TALK

Significant Trends in 2002 to Watch in 2003

World Evangelical Alliance Religious Liberty Commission Researcher Elizabeth Kendal, presents significant trends of 2002 that will impact the church in 2003. Full text of her article is available at <http://www.evangelicalalliance.org.au/rlc/postings>.

TREND 1: A continuing struggle in Communist Asia between increasing openness and maintaining control.

China leads the way in this struggle and has the potential to be a strategic positive influence on its neighbors. There is a long way to go, as the case of Hong Kong's Article 23, the persecution of the South China Church and Pastor Gong Shengliang, and the re-arrest of Pastor Peter Xu all demonstrate. Yet we are not without hope. A leading Chinese evangelical recently said that he believed the Chinese leadership was realizing that it could not win its battle against the Church and was gradually giving up and accepting that it has to learn how to live with it.

TREND 2: Rising nationalism linked to religious identity is bringing increased levels of persecution to religious minorities, especially evangelicals.

Political parties and religious majority leaders prepared to play this dangerous game can increase their power and influence at the expense of social harmony. Nationalism linked to religious identity

and built on a platform of fear has become the political tool of the modern era.

TREND 3: The "War on Terror" has poured fuel on the flames of Islamic renewal across the Muslim world and exaggerated the polarization between the Islamic and non-Islamic communities.

Polarization also has increased between hard-line and moderate Islam with many moderates being drawn into the hard-line, radical, purist camp. For decades the Islamic renewal movement has advocated a departure from secularization and modernization and a return to "pure" Islam along Qur'anic lines. This movement increased in momentum through the 1990s. However, when the "War on Terror" commenced (interpreted by many in the Muslim world as a war on Islam) the Islamic renewal movement took on the status of a unifying, anti-crusader/anti-West protest movement.

FUTURE: If there is an attack on Iraq in 2003, it doubtless will lead to "retaliatory" attacks against Christians, particularly Christian minorities in Muslim nations.

With its roots going back to 1846, World Evangelical Alliance is an international body that networks and facilitates the discipling of nations through national and regional evangelical alliances in 123 countries. For further information, contact Rev. Johan Candelin at Candelin@kolumbus.fi or Kathi Graham at 630-668-0440 or kgraham@worldevangelical.org.



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TRADE TALK

MONDAY, FEBRUARY 10 CONL.

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



MUSIC/AWARDS PRESENTATION: Avalon, Sparrow Records

9:30 pm - 11:00 pm Contemporary Concert

OPENING ACTS: Russ Lee, Christian Records; Natalie Grant, Curb Records HEADLINER: Avalon, Sparrow Records

TUESDAY, FEBRUARY 11

7:00 am Public Policy Breakfast - ticket required

MUSIC: Vickie Winans, Provident Music Group



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 MUSIC: Randy Scott, JRS Management MUSIC: Mighty Clouds of Joy, Light Records

SPEAKER: Rick Warren, Pastor, Saddleback Valley Community Church



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

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?

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

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WTGL
Central Florida



Ken Mikesell
President/General Manager

TV 45
WLCB
Orlando

WORKSHOPS

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**

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10. Keep up with the latest industry and ministry developments

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Rejoice and
be glad

in THEE

LET THOSE WHO LOVE
THY SALVATION
say continually

THE LORD BE
MAGNIFIED

PSALM 40:16

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The Grace Factor

Ed Underwood

Grace to You

John MacArthur

Grace to You Weekend

John MacArthur

Key Life

Steve Brown

Living Way

Jack Hayford

PowerPoint

Jack Graham

Precept with Kay Arthur

Kay Arthur

Renewing Your Mind

R. C. Sproul

Renewing Your Mind Weekend

R. C. Sproul

Telling the Truth

Stuart Briscoe, Jill Briscoe

Voice of Calvary

Jack MacArthur

Moments of *Inspiration*

Joni and Friends

Joni Eareckson Tada

Listen to the Bible

Max McLean

Living a Legacy

Crawford Loritts

Portraits of Grace

John MacArthur

Precepts from God's Word

Kay Arthur

Timely Truths

Stuart Briscoe, Jill Briscoe

UpWords

Max Lucado

A Call to *Action*

Beyond the Call

Ron Cline

Joyas de la Vida

John C. Willke, M.D.

Life Issues

John C. Willke, M.D.

Life Jewels

John C. Willke, M.D.

The Mercy Minute

Don Stephens

Speak Up with Compassion

Wess Stafford

For the *Family*

FamilyLife Today

Dennis Rainey, Bob Lepine

FamilyLife This Week

Bob Lepine, Ashley Escue

Real FamilyLife with Dennis Rainey

Dennis Rainey

YouthBuilders

Jim Burns

Speaking to *Women*

Keep It Simple

Emilie Barnes

MOMSense

Elisa Morgan

Revive Our Hearts

Nancy Leigh DeMoss

Women Today with Vonette Bright

Vonette Bright

Faith in *Culture*

BreakPoint

Chuck Colson

BreakPoint This Week

Chuck Colson

Decision Today

Billy Graham, Franklin Graham

The Garlow Perspective

Jim Garlow

HAVEN Today

Charles Morris

HAVEN Now

Charles Morris

HAVEN on the Weekend

Charles Morris

Hour of Decision

Billy Graham

Left Behind Drama Series

Tim LaHaye, Jerry B. Jenkins

Think Spots

Steve Brown

White Horse Inn

Michael Horton

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the LORD
be magnified!

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glad
 hearts we *serve*
TOGETHER
 in the ministry
GOD
 has given us...



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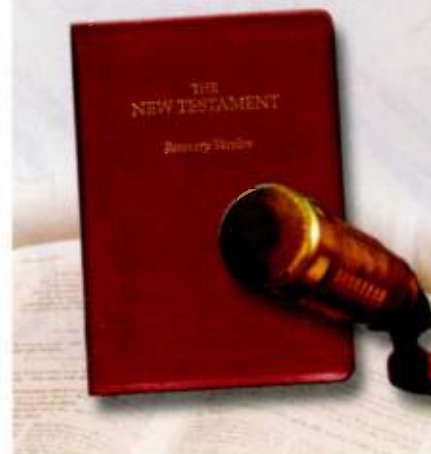
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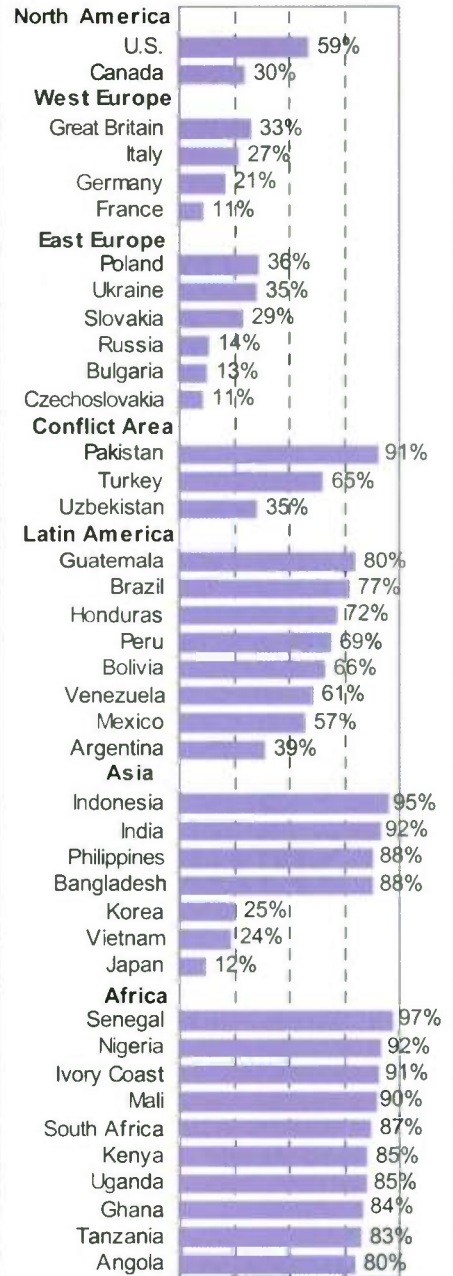
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TRADE TALK

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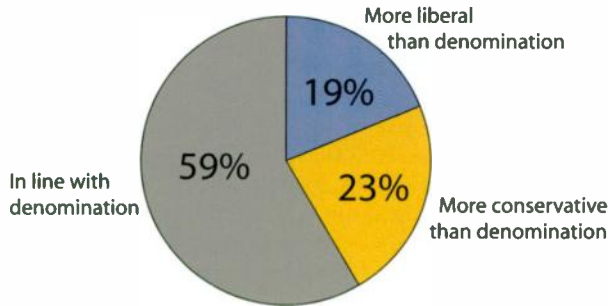
People who say religion is "Very Important" in their life:



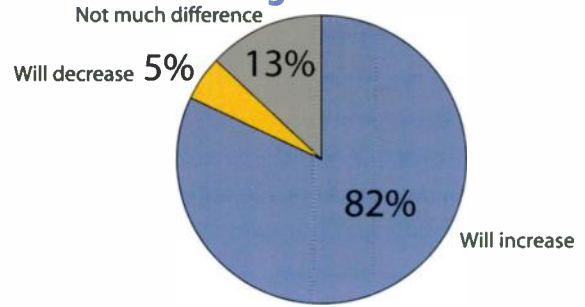
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Pastor Viewpoints

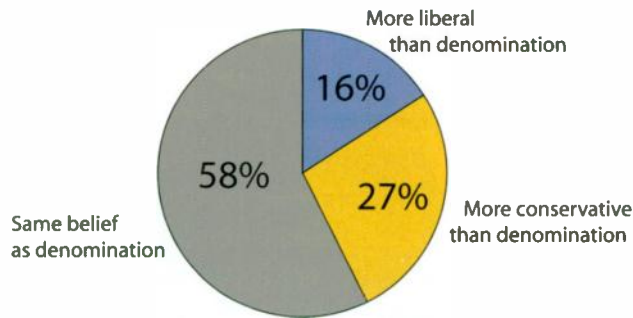
Theological position:



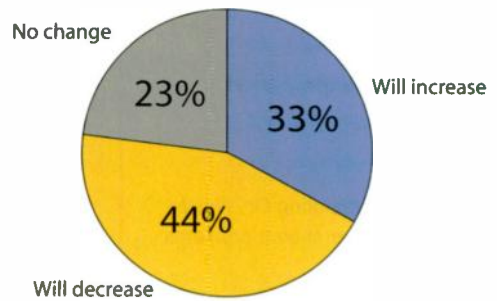
Influence of non-Christian religions in the U.S. during the next decade:



Political position:



Church attendance in the next decade:



Source: Ellison Research. The study delved into numerous topics, such as pastors' viewpoints on homosexuality, the Faith Based & Community Initiatives program and their physical health. More complete research is available at www.ellisonresearch.com.

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DTV Report

BY BRAD SCHULTZ

If you want to find out how Christian television stations are struggling with digital conversion, look no further than Harvest Broadcasting.* Harvest owns two stations in the Southeast: a fairly large commercial station and a smaller noncommercial operation. But the mandate to convert to digital technology has forced the organization to look at all possible options, which includes selling one of the stations in order to pay conversion costs for the other. "We may have more options now that we can build low-power digital," said the company's president and GM. "But the nearly \$6 million conversion costs for full-power digital has been a great concern to us, and selling one station to pay for the other still may have to be considered."

The situation at Harvest is typical, and recent research confirms what almost every religious broadcaster already knows: the conversion to digital technology will hit Christian stations the hardest. Christian stations face greater financial and regulatory obstacles related to digital television compared to other stations, and, as a result, are more likely to sell or get out of the business.

In the winter of 2002, research on digital conversion was conducted using a random sample of television executives. These executives represented religious, commercial, public and low-power stations across the country. When looking at the responses in total, it became apparent that there still is a great deal of uncertainty in the industry regarding digital conversion (see Table 1).

Regarding the timetable for digital conversion, most stations indicated that it would take a year or more, despite looming FCC deadlines.

TABLE 1: Timetables for stations to convert to digital technology

Response	Commercial	Religious	Low-Power	Public
Already Digital	4%	5%	0%	18%
Within Next 6 Months	25%	5%	10%	18%
Up to One Year	50%	30%	40%	16%
Longer Than One Year	21%	60%	50%	48%

Regarding the timetable for digital conversion, most stations indicated that it would take a year or more, despite looming FCC deadlines.

TABLE 2: Can stations sustain current revenues after digital transfer?

Response	Commercial	Religious	Low-Power	Public
Yes	53%	29%	20%	28%
No	26%	42%	70%	49%
Unsure	21%	29%	10%	23%

respondent from a commercial station remarked, "We hope a better signal and program content will lead to more sales, but it's hard to predict." A low-power respondent wrote, "We don't see any viable economic models in the next two or three years."

Executives also were asked if current revenues would be enough to sustain the station after the digital conversion (see Table 2). With the exception of commercial stations, most respondents answered negatively. In addition, when asked about specific economic models, most executives expressed a great deal of uncertainty. There was no consensus on how to make money from digital television, or if money could be made at all. One

*Names of individuals and organizations were changed or protected at the request of the research participants.



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This uncertainty also was reflected in the lack of difference between stations in their planned economic response to digital conversion (see Table 3). Most stations seemed committed to exploring new revenue streams (such as selling unused spectrum space, revenue from the Internet, etc.) or investigating new economic models, such as multicasting. Not as many stations indicated plans to improve their existing economic models, whether those models were based on advertising revenue or viewer donations. This seems to reflect an attitude on the part of stations that they need to "do something," even if they didn't know exactly what to do.

TABLE 3: Planned economic response as a result of digital conversion

Response	Commercial	Religious	Low-Power	Public
Improve Existing Model	25%	19%	10%	34%
Develop New Models	12%	19%	10%	35%
New Revenue Streams	42%	33%	40%	25%
Sell Station	4%	10%	0%	0%
No Changes	12%	14%	30%	2%
Other	5%	5%	10%	4%

TABLE 4: Comparison of station groups regarding cost of digital conversion

Response	Commercial	Religious	Low-Power	Public
Less than \$250,000	5%	25%	25%	0%
\$250,001-\$500,000	8%	5%	50%	0%
\$500,001-\$1 Million	8%	10%	13%	2%
\$1,000,001-\$2,500,000	50%	25%	0%	8%
\$2,500,001-\$5,000,000	21%	20%	12%	38%
\$5,000,001-\$10,000,000	8%	5%	0%	27%
More than \$10,000,000	0%	10%	0%	25%

The main differences between station groups regarding economic response were related to issues of selling the station. Executives at religious stations were much more inclined to sell, but as with the situation at Harvest, this often was an involuntary choice. Among all station groups, religious respondents had the highest desire to maintain control of their stations and the lowest interest in selling.

Clearly, religious stations face greater obstacles related to digital conversion than other station groups, with the possible exception of low-power stations. Perhaps that is why religious stations have tried to convert as cheaply as possible (see Table 4). Religious and

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TRADE TALK

DTV Report, cont.

low-power stations reported substantially lower conversion costs than commercial and public stations. In terms of paying for the digital conversion, religious stations also are much more likely to have to rely on outside revenue (see Table 5).

This combination of factors has led religious broadcasters to view digital television in an extremely negative way. When asked about the benefits of digital technology, religious respondents had the lowest average among the station groups. In terms of specific benefits, the majority of religious stations see absolutely no benefit regarding digital television (see Table 6). Typical of this attitude was the response of one religious broadcaster, who wrote, "It (digital television) is a burden, not a benefit."

Given these data, the obvious question is, "What does religious broadcasting do now?" But as the GM at Harvest knows, the answer is neither simple nor immediate. "We are really struggling with this conversion," he said. "We don't have the money for conversion, and don't see any income (from digital) for several years. Are we missing something?"

TABLE 5: Comparison of station groups regarding paying for digital conversion

Response	Commercial	Religious	Low-Power	Public
Existing Revenues	42%	38%	37%	11%
New Revenue Streams	0%	10%	0%	5%
Alternative Financing	42%	33%	50%	11%
Sell the Station	0%	14%	13%	0%
Other	16%	5%	0%	73%

NOTE: "Other" includes new financial partnerships, government financing, etc.

One thing missing so far is regulatory relief. A consortium of religious broadcasters already has made two trips to Washington, DC, to lobby for more favorable regulation regarding digital television. The group met with senators, representatives and FCC commissioners to line up support for digital "must-carry" regarding religious stations. But according to Harvest's GM, working with the previous FCC administrations was difficult. "During the Clinton administration, the FCC tried to limit religious broadcasting on some stations to 50 percent of total airtime," he said. "Fortunately, Congress stepped in and rescinded it."

With regulatory relief unlikely, religious stations have taken two main stances on digital conversion: retrench or expand. The retrench group represents a significant portion of religious broadcasters, many

of whom are forced to cut back because of stifling economic handicaps. These are the stations that are planning to sell or make no substantial changes to current economic procedures. In particular, one religious station respondent remarked, "We must pay more attention to things proven to work and spend less time on speculation." Another religious station respondent wrote, "We are not yet ready to make changes."

However, there is another group of religious stations, which is committed to change. These stations represent the belief that religious broadcasters must do something different, even if it's wrong in the short-term. Despite industry uncertainty, executives at these stations responded that changes associated with the digital conversion, such as continuing audience erosion and fragmentation, make it impossible to conduct business as usual. Said one religious station respondent, "We simply can't stand still. Our research shows a continuing decline in the traditional viewer donation model. We've got to do something new." Stations in this group are the ones considering new revenue streams, or new economic models, such as multicasting, even given the fact that no one knows if such models will ever work.

TABLE 6: Response to specific station benefits of digital conversion

Response	Commercial	Religious	Low-Power	Public
More Profits	4%	5%	0%	2%
Bigger Audiences	0%	10%	10%	14%
Improved Technical Quality	50%	20%	30%	14%
More Public Visibility	12%	5%	0%	14%
No Benefits	25%	60%	50%	2%
Other	9%	0%	10%	54%

NOTE: "Other" includes multicasting, data delivery and specialized channel content.

A few years ago, before he became chairman of the FCC, Michael Powell called the conversion to digital television "a potential train wreck." All current data seem to indicate that Christian television stations are prime targets for a derailment. It remains to be seen if any changes in the regulatory or economic climate can keep religious broadcasting on the right track.

Brad Schultz is an assistant professor in the Department of Journalism at the University of Mississippi. For comments on this article, or for further information related to the research study, contact him at bschultz@olemiss.edu.

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TRADE TALK: Member to Member

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BY TOM FULGHUM

Standing on the jungle shores of Ecuador's Palm Beach, where the Waudanis killed the first five missionaries to reach them, I sobbed uncontrollably, reliving the emotion and pain from 43 years earlier when I first heard of their sacrifice.

This was the place where the five gave their lives in 1956. HCJB World Radio founder Clarence Jones first broadcast the story to the world from Quito.

I had come to Palm Beach with Steve Saint, son of Nate Saint, the brave and ingenious pilot who died trying to reach the savage jungle tribe. On the river beach with me was Tementa, one of the Waudani leaders, several other members of the tribe, and about 20 young people.

I was not ashamed of my tears.

We were there to spend a weekend with the tribe. Steve Saint was one of my high school students when I first arrived in Ecuador 30 years earlier. Getting to Palm Beach had been a high priority for a long time. My first attempt was canceled because of a polio outbreak among the Waudanis. Outsiders had carried the disease to the tribe who had no immunity to it. HCJB World Radio medical staff helped them come through that difficult time.

I had finally come because an Indian Sikh had traveled to Ecuador looking for the real meaning of life. He had read the story of the men and felt that the commitment to Jesus Christ he found in Jim Elliot's writings was unexplainable. How could a person be so committed to Christ? He was searching for answers. We had received him in our home for Christmas and had brought him to this place. Now he was meeting the killers of the missionaries and seeing how their lives had been changed.

The same year the men were martyred, I entered Wheaton College in Illinois to major in music. My whole life had been immersed in music. It seemed logical that God would want me to have a career in music, since He obviously had given me the talent for it. I dedicated myself to that course for the first semester, but my life was about to make an abrupt change.

One Sunday evening, Wheaton Bible Church featured an audio-visual presentation, *Martyred Men*, the story of five missionaries who laid down their lives earlier that year while attempting to reach a savage tribe of Indians in South America.

Three of these young martyrs were Wheaton College graduates. My dorm already bore the name of one of them – Elliot Hall, named after Jim Elliot. The dorm next door was named after another of the men, Nate Saint. Wheaton's athletic field bore

the name of Ed McCollough, the third grad. I have no idea how I had missed their story up to that point, but amazingly I had.

Sitting in that service, I criticized the lack of professionalism in the presentation and thought,

"Why don't we Christians do better media?" But I didn't realize what the Spirit of God was doing in me. Suddenly I was overcome by the realization that these men had given everything so that these tribal people might hear the wonderful news of Christ and His redeeming love. Elliot had said, "He is no fool who gives what he cannot keep for that which he cannot lose." He, and the four with him, had proven the wisdom of that saying.

Sobbing, I stumbled from the church, overwhelmed by it all. "Why should I sit here reading books and writing music, when these who need the love of Jesus have just killed the only ones there to take the message to them." I ran to my room and began throwing stuff into a footlocker. I wanted to catch a freighter and go right then.

My dorm mates weren't sure what to do with me, so they called Chaplain Evan Welsh. With great wisdom and love, the chaplain reminded me that if I should arrive in Ecuador in such a state, the other missionaries would have to leave their important work just to help me. "You should just wait until the emotion of this moment has passed, and if, when it does, the one desire of your heart is to go to the field, then you will know that God has called you." And it was so.

I set a new course for my life, changed my major from music to anthropology and decided that I would never date a girl twice who didn't have missions in her future. I have never been sorry. I met Lois Glazier, a missionary kid, at Wheaton the next year, and we have spent most of our lives in Ecuador—not with the Waudanis, but in missionary radio where I have had many different jobs, including music.

Today HCJB World Radio broadcasts to the Waudanis and they listen on solar-powered, pre-tuned radios. The programs are recorded by the



Tom and Lois Fulghum with the Waudani leaders

Waudanis believers, who use a bicycle to generate power for the equipment. They record out in the open, chant their own Christian songs and read from the Waudani New Testament. Then they send the programs to Quito and we broadcast them back to the whole tribe.

Steve Saint provided the recording technology for these broadcasts. The Waudani New Testament, printed in HCJB World Radio's print shop, is the fruit of many who labored for years doing the translation. The message and the motivation are provided by the Lord of the Harvest.

In God's economy, five minus five equals hundreds like myself who were called into missions by what happened at Palm Beach. Loss becomes gain, darkness becomes light and hate becomes love. What God begins, He always finishes. What He orders, He always pays for. And only He can take the glory for the beautiful fruit that grows from the seed that was planted on Palm Beach.

Jesus said, "Unless a kernel of wheat falls to the ground and dies, it remains only a single seed. But if it dies, it produces many seeds. The man who loves his life will lose it, while the man who hates his life in this world will keep it for eternal life. Whoever serves Me must follow Me; and where I am, My servant will also be. My Father will honor the one who serves Me," (John 12:24-26).

Tom Fulghum is Latin America director for HCJB World Radio and is based in Quito, Ecuador. Contact him at tfulghum@hcjb.org.

Big C, small c

BY SUE BAHNER

Why does the word "cancer" strike such fear in our hearts? Somehow other medical diagnoses don't evoke quite the same reaction. But cancer ... that's the scary one. Perhaps it is because so many have heard that diagnosis for themselves or for others. I want to tell you how hearing "It's cancer," has affected my life.

I heard those words spoken by a doctor to my husband, Dave, a few years ago, with a diagnosis of non-Hodgkin's lymphoma. Thus began a regimen of radiation and chemotherapy for Dave. Although the treatment was aggressive, it did not eliminate the cancer. We were told he had six months to live, and that the only remaining possible treatment would be an experimental bone marrow transplant.

Dave's response was, "Well, maybe if it doesn't work for me, the research will help someone else." We traveled to Barnes Hospital in St. Louis, MO, where we spent six weeks as he underwent an autologous bone marrow transplant.

The experience on the cancer floor of Barnes Hospital—and the privilege that was mine to spend six weeks in the same room at the hospital—sleeping in the bed right next to Dave's, was indeed a gift. It is rare when, after being married for some years, a couple takes the time to devote themselves completely to each other. I was able to spend 24 hours each day, during meals, treatment, sleeping, waking and talking to the one with whom I had exchanged marriage vows. It was a rich, rich experience.

There were other experiences that came out of our time in St. Louis. I wrote a poem expressing our feelings during that time:

Grace! His grace is all sufficient! Often
have we heard this phrase.
Then into our lives comes challenge, and
we're asked to give Him praise.
So, in deepest need, we question: "Is His
grace enough for me?"
And the answer comes – so clearly:
"Grace abounds – enough for thee."
Would you like to hear of God's grace?
How I know it's really true?
Let me tell of cards and letters, phone
calls and much prayer, too.
God's grace comes through His dear peo-
ple. You have helped to play a part!
Yes, His grace is all sufficient – and it
soothes a troubled heart.
So, the days stretch out before us, bring-
ing things we cannot see,
But before us is the promise: "Grace –
Sufficient – Trust in Me."
Peace descends with calm assurance,
knowing that we can endure.
God our Father loves His children. In His
arms we rest, secure.

We returned home after six weeks, and there seemed to be progress toward a return to good health, but it was short-lived because there was another tumor. And so the six-month prognosis came true, and he slowly moved from this life. What a privilege it was to be at his bedside as he breathed his last. His departure from this life only meant that he was now with those who had gone



Sue Bahner

before, sealed unto eternity through faith in Christ.

It was that faith in Christ that gave us peace. We both knew that cancer starts with a small "c" but Christ starts with a much bigger "C" – and it is in Christ that we live and move and have our being. I am grateful for the way in which it pleased our gracious God to call Dave home, because out of that sadness in parting there was so much joy in living in the moment, anticipating the future.

Last May, I heard the words, "You have cancer – breast cancer," which resulted in my having a mastectomy. Once you have that diagnosis, you live with the "c" word. But my life in Christ takes precedence, and I know that the "Big C" is so much greater than that "small c." That gives me confidence to face each day without worry.

Once again, your prayers, cards and letters have been so helpful, and I send my thanks. My faith doesn't depend on my ability to believe, but on the trust I have in God's ability to deliver. "In His arms I rest, secure."

Sue Bahner is founder of CrossWay Consulting, based in Manlius, NY, and is a member-at-large of NRB's Executive Committee. Contact her at crosswaycn@aol.com.

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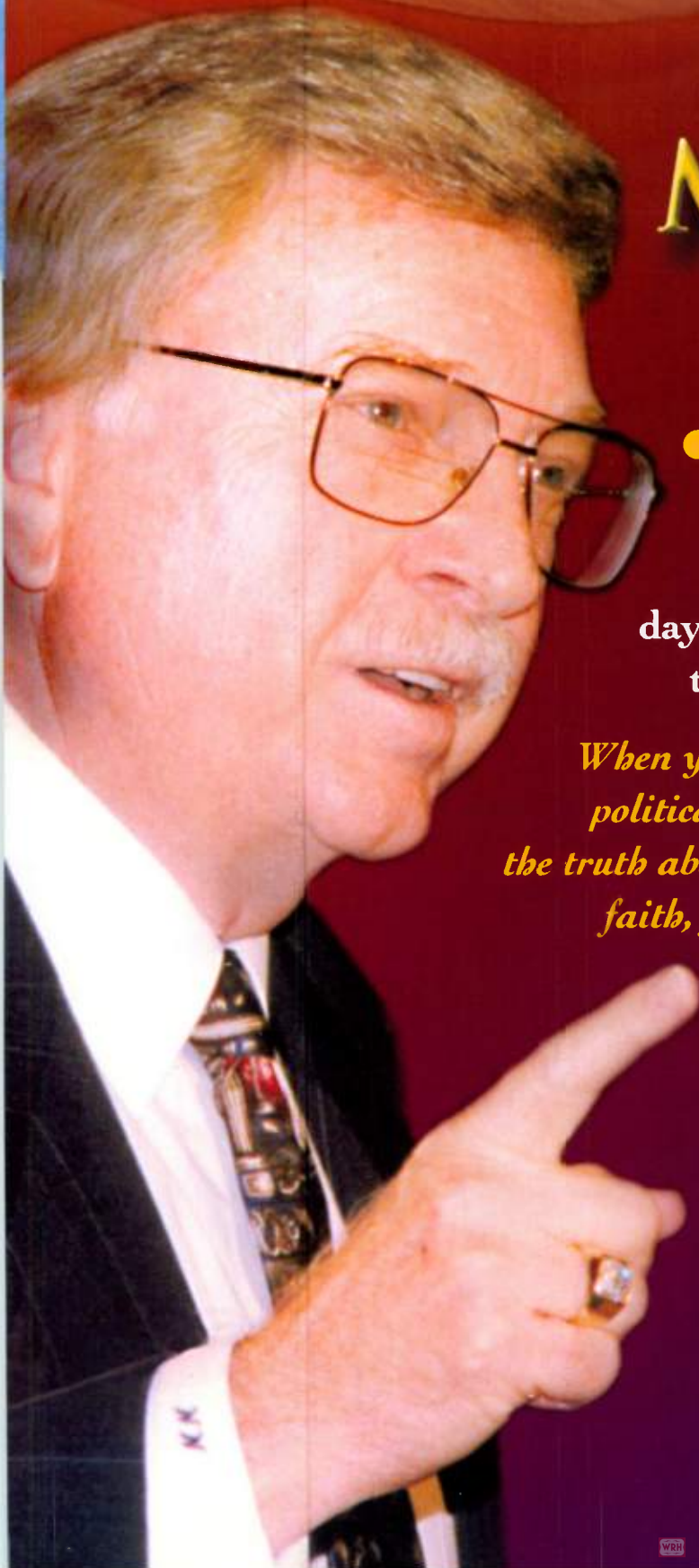
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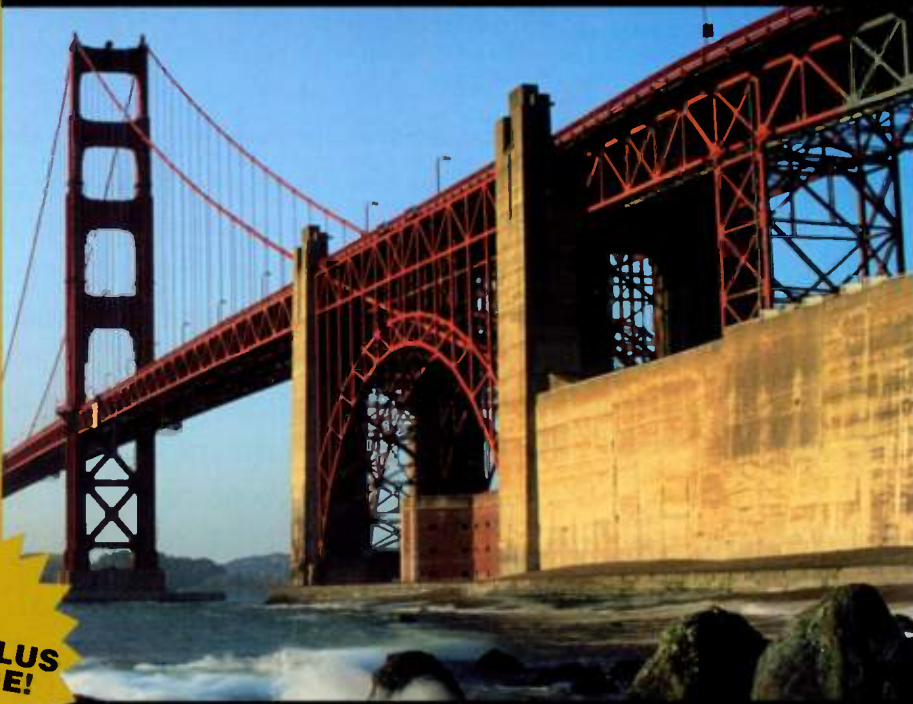
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The Light for San Francisco

A Top 10 Take-off

BY DOUG SMART

When Christine Pryor, the managing editor of this publication, approached me about doing an article, she suggested a "Top 10" list containing useful tips for on-camera pastors. I thought that I could have some fun with that idea. So, presented below is a list of my "Top 10 References to Books, Plays, Songs and Movies That Could Vaguely Be Construed as Actually Containing Anything Remotely Useful to On-Camera Pastors."

For your convenience, I have included the titles of the books, plays, songs and movies I've referred to at the end of this article (no peeking). I hope you enjoy the list, and are able to pull useful information from it. And here we go...

1. "A Beautiful Mind (is a terrible thing to waste)"

The last few minutes prior to any broadcast are usually the most hectic. At this point it's critical for you to step away from the mayhem, relax and gather your thoughts. Sit in a comfortable chair and take deep breaths. Focus on your message and mentally run your checklist of how the program will develop from top to bottom.

This is your time to think about mood, pacing and any potential problem areas that may have presented themselves during run-through. (You did have a run-through, didn't you? Please tell me that you did!)

Many pastors simply wear too many hats. This will hurt your on-camera presentation. If you're mentally trying to solve the multitude of production problems that always come up, you will not be able to adequately focus on your presentation. Delegate those responsibilities to others (I'm talking to you "Type A" personalities).

2. "Are You Talkin' to Me?"

One reason it's so hard to sound conversational on TV is that talking into the cold, glass lens of a TV camera is a very unnatural act. You get absolutely no feedback to tell you how you're doing. This will

often create in you a sense of uneasiness similar to that time you told your spouse you wanted to buy a motorcycle ... remember?

One way to overcome this is to visualize a person. Pick a real person; someone you're completely comfortable talking to (if your spouse is still "ticked off" at you about the

motorcycle, you might want to pick someone else). Next, visualize the room they're in, watching you on the screen.

Once you have done this, simply talk to that person. Don't lecture them or preach to them. Just talk to them. Videotape yourself practicing this.

3. "(Microphone) Sense and (Camera) Sensibility"

I think I'm safe in saying that the vast majority of you will be working with lavalier microphones. These small, unobtrusive microphones are excellent, and will serve you well as long as you are conscious of a couple of details.

First, place the microphone where it will pick up your voice effectively. Do not try to hide it under a lapel that will muffle the sound, or behind a necklace that will clank against it each time you move. A lavalier should be centrally located on your chest, close to your breastbone. For you men, this usually is located just above the line formed by the top of your shirt pockets. If you wear a necktie, this makes the placement easy. If you're a woman, or you don't wear a tie, this will be a bit more difficult. If you wear a bow tie or a "bolo"-style tie, you have no business being on television.

The second thing you need to remember about a lavalier microphone is that it is there. Unless you

physically unclip it, it's there when you walk off the set. It's there when you become physically expressive and start (FOOM!) pounding on your (FOOM!) chest with your (FOOM!) hands. And it's there when you go to the bathroom. 'Nuff said.

You know the old saying, "Cheaters never prosper?" Whoever said that obviously never worked in television. Being camera conscious means that you've learned to "cheat" out to the cameras, so that when you're talking to another person, you're actually facing out in a "3/4 shot" as opposed to a profile. "Cheating out" accomplishes two things that I, as a viewer, truly appreciate: 1) it lets me see both of your eyes (the windows to your soul), and 2) it keeps me from having to look into your ears (the windows to your Eustachian tubes). You may have very nice ears, but that doesn't mean I want to look down inside them.

4. "Let's Get Physical..."

In addition to all the mental preparation involved, you also need to prepare yourself physically before appearing on-camera. I'm not going to advise you on whether or not you should apply copious amounts of makeup with a putty knife, dye your hair with purple rinse, glue on false eyelashes the size of feather dusters or wear a diamond pinkie ring (besides, some of you already do that stuff anyway).

Nope, you'll just have to work with what the good Lord gave you. But to that end, prepare for your on-camera appearance physically by getting a good night's sleep. If chili dogs don't sit well with you, then don't eat them prior to going on camera. I can still recall the painful last hour of a live, three-hour program, kicking myself for having had a rather large cup of coffee just prior to going on the air. Make sure you're properly hydrated, with ample water available. But if your bladder is the size of a peanut, go easy on the water as well.

5. "They Died (on-camera) With Their Boots On (too tight)."

Wear comfortable clothes. Period. You can't present yourself well on camera if:

- Your collar's too tight
- Anything you're wearing below the waist rides up anywhere, or
- Your shoes hurt your feet.

While we're on the subject of clothes, let's cover a few more points. I don't care how good that houndstooth check or herringbone tweed jacket

looked on you at the Men's Warehouse, don't wear it on camera. The pattern will "moiré," or "strobe" anytime you move. And while we're at it, don't wear snow white or bright red (they'll "saturate") or shiny, reflective fabrics on camera. Pick your wardrobe carefully for comfort and for video. Bring a selection of clothes, and model them on camera. Make sure you change the shot size and be sure to move around in each shot, to look for any moiré effect. Videotape yourself doing this.

Also, avoid gaudy, bright and jangly jewelry (are you "pinky ring" guys listening?). Less is more here. And women, stay away from huge, dangling earrings (often seen in the company of purple hair and feather duster eyelashes). The basic formula is, the larger the earrings, the less serious you are taken by the viewer. The same holds true for you women who like to wear a series of metal bracelets. Every time you move, you sound like a Slinky going down a staircase. If you must wear all this jangly metal jewelry, please save it for a more appropriate time, like when I'm at the airport, late for my plane and you're in line ahead of me at the metal detector.

6. "To Prompt, or Not to Prompt ... That Is Conversation (or is it?)"

You may be thinking, "I don't need to memorize or mentally organize what I'm going to say. I'll just put it all on Prompter." To you folk I say: If you can't read aloud and sound conversational, you may be in for a shock. Sounding conversational while reading from a Prompter is an art form unto itself.

I have seen many bright, intelligent, sophisticated and charming people reduced to a puddle of sweat trying to read a Prompter on the air. If you've ever wondered how much of a person's body weight is actually comprised of water, witnessing an "on-camera meltdown" will remove all doubt.

If you cannot sound conversational while reading a Prompter, then organize your thoughts into "bullet points" and practice moving seamlessly from point to point on camera. Videotape yourself practicing this.

7. "I'm Gonna Wipe That Egg Right Off of My Face..."

While you're becoming accomplished at being conversational on camera, also polish your camera presence. If you're done speaking, don't stand there grinning into the camera like a dead possum in the hot sun while you wait for the director to cut away. Make a small, natural movement, such as re-checking

Referenced Works

1. *With apologies to Russell Crowe and Ron Howard from the film of the same title.*
2. *With apologies to Robert DeNiro from Martin Scorsese's film, Taxi Driver.*
3. *With apologies to Jane Austen from her novel of the same title.*
4. *I could apologize to Olivia Newton John for her song of the same title, but why bother?*
5. *With apologies to Errol Flynn and Olivia de Havilland from the film of the same title.*
6. *With apologies to William Shakespeare's soliloquy from Hamlet.*
7. *With apologies to Rodgers and Hammerstein from the musical South Pacific.*
8. *With apologies to Truman Capote, Robert Redford, Natalie Wood and Sydney Pollack from the play and film of the same title.*
9. *With apologies to Tyrone Power, Linda Darnell and Basil Rathbone from the film, The Mark of Zorro.*
10. *With apologies to Sylvester Stallone from Rocky II (But he should apologize to us for Rocky IV & V)*

your notes, or marking your script until the camera is off of you.

Also, when searching for a word or thought, many people unconsciously look up, pausing while they wait for that word or thought to come. Do you remember my comment about not wanting to look in your ear? It goes double for looking up your nose (the window to your sinus cavities). Videotape yourself practicing this.

8. "This Property Is Condemned ... (not to be seen on-camera)."

A property, or prop, is any object that someone on camera holds, displays or points to. Hold your props with a steady hand, and work out with the director in advance how all props are to be demonstrated. Don't be waving them around in your hand, like a football in the hands of a quarterback scrambling to avoid a sack ("No wonder Warner fumbled, Al. He was carrying the ball like a loaf of bread." Now that I think about it, have you ever seen anyone carry a loaf of bread that way?)

Set a spot where all props will be displayed and stick to the routine. If the prop has a reflective surface, be sure to tilt it slightly forward from the top, to avoid glare from the lights being reflected back into the camera. Videotape yourself practicing this.

9. "There! He Left His Mark. A 'Z!' (but a 'T' would've sufficed)."

The term "hitting your mark" means walking to an exact spot pre-determined for your appearance on camera. Hitting your mark is important for three reasons:

- So that the camera can keep you in focus. While some of you might argue that you actually look better slightly out of focus (and those close to you might agree), out-of-focus camera shots make for bad TV. Focus often is critical, meaning that just a slight deviation can throw you out of focus, so hit your marks.
- So that the picture composition is the most flattering. I've yet to see anyone who looks good on camera with a potted palm, cymbal, music stand or microphone growing out of his head. Find a spot that provides for clean picture composition, and set your mark there. (Here's a helpful hint for you "type A" personalities: it's easier to move you than everything behind you!)
- So that you are in your light. It's biblically correct to associate "light" with "good" and "darkness" with "bad." TV is no exception here. To help me

remember this rule, I have developed a mnemonic (hey, I'm a professor. I have a license to use words like "mnemonic."). It goes like this: Light – "good." Dark – "bad." Feel free to use it or come up with your own.

The way to set a mark is to simply make a "T" with chalk or tape on the floor at the pre-determined spot. Stand with one foot on either side of the base of the "T," and your toes at the horizontal top of the "T." That's all there is to it.

10. "Yo, Adrian! I Did It! (And stayed on-camera while I did it!)"

Some of you reading this article are real rockers. And by "rockers," I don't mean that you're fans of The Black Crowes (for you younger readers), Aerosmith or The Rolling Stones (for the rest of us). By "rockers," I mean that you cannot stand on a spot without rocking back and forth, weaving from one foot to the other.

This forces your camera operator to weave back and forth with you in order to keep you in frame. Hey, if you want to make your audience sick to their stomachs, just send them on a cruise ship. So how do you keep from rocking? Stand with your feet slightly apart, angled in a comfortable "V." Slide one foot slightly in front of the other, so that the heel of the forward foot is about even with arch of the back foot. In this stance, rocking should be all but impossible. Videotape yourself practicing this.

Also learn to "telegraph" your on-camera movements, such as when you rise from a desk or chair to a standing position, or reverse. Unless you like disappearing from the shot as you sit, or getting "beheaded" as you rise, learn to give your camera operators little visual cues alerting them to your intended movement, such as putting your hands or the desk before you rise, or unbuttoning your coat before you sit. Videotape yourself practicing this.

So there it is. "My Top 10 References to Books, Plays, Songs and Movies That Could Vaguely Be Construed as Actually Containing Anything Remotely Useful to On-Camera Pastors."

Doug Smart is on the faculty of the Department of Radio-Television at Southern Illinois University, where he teaches classes in Producing, Directing, Performing and Writing for Television and Broadcast. He also is the director of Mustard Seed Workshops, and the author of On a Shoestring and a Prayer, available through the NRB e-Store at www.nrb.org.

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IT TAKES EXPERIENCE TO LAUNCH A SUCCESSFUL MISSION . . .

Putting the “Vision” in Television

BY OSSIE MILLS

Ever tried finding something good to watch on television? How can there be literally hundreds of channels, and still be so difficult to find anything of value that will hold your attention, let alone your heart and mind?

It's a frightening thought. If you can't find anything worth watching, what makes you believe that your viewers can find you? And if they do, will they think your program is something good to watch?

With an increasingly mobile population interacting with a burgeoning 500-channel universe struggling for identity, and endless offerings of Internet activities, HDTV, video-on-demand and streaming digital video, your audience is fragmenting, exploding into elusive niches that are increasingly difficult to find.

Families who once gathered together to share a single television set now have disintegrated into individuals with their own private media. And the future holds even greater dissolution with self-fulfilling prophecies of mobile Web connectivity and wireless personal servers narrow-casting all manner of programming.

As purveyors of the Good News, communicators with a message of hope, we can allow none of these factors to deter us from the Great Commission. We are in the same boat as our secular competitors: we must identify our target audience, then discover a way to get our message clearly and squarely into their hearts and minds.

The medium of television is still the most popular communication venue in the world. So if we are to reach a broad audience effectively with the Good News, it is incumbent upon us to be contemporary, competent, wise and bold. The key to creating and crafting an effective and competent media ministry lies solidly within biblical wisdom:

- Apprehend your mission (Proverbs 2:18);
- Surround yourself with good counsel (Proverbs 11:14);
- Construct step-by-step goals and objectives (Proverbs 4:12, and 16:9);
- Then go and execute the plan.

Target Audience

Missions can be grand and bold, yet sometimes feel distant and elusive to the initiator. You must fully understand your specific ministry and mandate, then ask yourself a crucial question: Who is my target audience?

While the viewers we desire are undeniably busy and faced with countless options, they also have needs. And by meeting those needs we literally create the audience and generate demand, while fulfilling our mission.

It is ludicrous to say that as Christians we simply don't have access to audiences in the same numbers and demographics as our secular counterparts. The fact is, many top religious broadcasters on the air today are fully capable of competing with secular ratings winners. The reason they do not is purely mission.

How often have you heard someone say that they are going to “reach the world for Christ?” Yet so many ministries suffer from a distinct lack of vision — they have no clear mission. Certainly, Christ did give us the Great Commission: “...go ye into all the world, and preach the Gospel to every creature” (Mark 16:15). Yet this one Commission, while in many ways grand and all-encompassing, also allows us to draw very close personal parallels; “all the world” can speak of our individual corner of the world, our personal sphere of influence; “every creature” may simply be the people within our ZIP code.

Successful ministries have learned that they cannot reach everyone. Instead of shotgunning for the world, they focus their efforts on a clearly defined target audience. And that's the first secret to an effective, competitive, broadly-watched television ministry: defining your specific mission.

Creative Talent

Attracting capable creative talent is the second secret of success. Big missions require creative, loyal, capable people who catch the vision, and through intelligence, integrity, common faith and complementary gifts, share that vision with your audience.

Great visions are doomed to failure without an equally great team of individuals who share common goals, values and dreams. Your team is your ministry's greatest asset, from managers, workers and volunteers to your intimate advisory group.

With the right team in place, you are free to dream, free to set far-reaching goals and objectives, to raise the bar on what you are capable of accomplishing. Then step by step, precept upon precept, craft a stairway of action tactics that will lead you from mission dream to mission accomplished — a stairway pragmatic enough to execute, yet far enough from your comfort level for God's hand to be evident.

And ... Action!

History is filled with good intentions, plans, and designs — but only those that are put into action actually make a difference. There is a time for the meetings and planning sessions and memos and conference calls. Then there is a time for action. Without true and meaningful implementation of those good intentions, all will be lost.

At the same time, action without a clear mission, delineated objectives, and the right team of committed individuals is a waste of time and resources, and does nothing toward creating good programming.

The reality is that in order for our television ministry to be truly successful, we need clarion missions which call us to higher goals and objectives, to laser in on the need within our defined audience, and to meet that need.

We must seek God-sized missions that force us to think beyond where we are today, to look to the future, holding God's hand as we dream. Then we truly and effectively will be fulfilling the Great Commission, and seeing lives changed, transformed, elevated.

And finally, there will be something good on television.

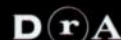
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Update Your Image

BY TIMOTHY EASON

Much has changed in the world of media technology since 1995, when I was hired as publications and media director for Calvary Baptist Church in Las Cruces, NM. It was at that time that many churches began using LCD video projectors to display songs, announcements and sermon notes during worship services. Churches such as Saddleback Community Church in California and Willow Creek Community Church in Illinois inspired churches everywhere to develop new and relevant methods of worship and communication.

Calvary, like numerous other churches, had an overhead projector in place to accommodate this style of worship. But the church decided it wanted the full benefits of technology, so purchasing an LCD projector seemed to be the next logical step.

Back in the Day

When Calvary Church was shopping for a projector, LCD projectors were being aggressively marketed to churches and prices were becoming more affordable. These projectors were relatively small compared to the 3-gun CRT projectors that preceded them, and less maintenance was required. Many LCD projectors also were equipped with a computer graphics input, enabling a church to use PowerPoint software to display words and graphics.

After researching the field, the church purchased a portable data and video projector with a resolution of 640 x 480 (VGA) and a brightness of 600 ANSI lumens, cutting-edge technology for the time. The cost for the projector, screen and cabling came to approximately \$8000. The system came with presentation software called Astound (version 2.1).

At the time, about 1200 people regularly attended Calvary's four worship services each weekend. The sanctuary had a seating capacity of about 400. By today's standards, a VGA-resolution, 600-lumen projector would be considered inadequate for a church of that size. However, the projector chosen by the church was the best option available, and the church simply had to get by with the technology of the day.

Technology Marches On

Little did I know that technology would advance by leaps and bounds in the few years after Calvary purchased its projector. During the latter half of the 1990s and continuing until today, projectors were and are becoming more powerful, more compact and more affordable. Tony Janicki of EIKI International, a major projector manufacturer in Lake Forest, CA, says the future

promises no slowdown in the advancement of projection technology and adds that new and better products are introduced at trade shows every year.

Joe Azzarello of NEC Technologies in Itasca, IL, explains some recent developments in projection technology. "In recent years," he says, "better lamp technology has been developed. Lamps last longer and cost less, lowering the total cost of ownership while increasing brightness. And with this increased brightness, some portable projectors, such as our MT Series, can now be used in church spaces where before they would have been overpowered by uncontrolled ambient light. So, in some cases, churches are able to upgrade to more versatile, portable projectors that weren't an option in the past."

Ken Holsinger of Norman, OK-based Fowler Productions, which has been serving the projection needs of churches for many years and is the LCD projection provider for NRB 2003, agrees that the changes have been dramatic. "Obviously, improvements in image quality and brightness over the last couple of years have pleased churches," he says. "We are really at an exciting stage in the evolution of projectors. For the smallest classroom or the largest light-filled worship center, appropriate solutions

Milestones and Miracles

Bob Lepine

"FamilyLife Today" and
"FamilyLife This Week"

Crawford Loritts, Jr.

"Living a Legacy"

Nancy Leigh DeMoss

"Revive Our Hearts"

Ashley Escue

"FamilyLife This Week"

Barbara Rainey

"FamilyLife Today" and
"FamilyLife This Week"

Dennis Rainey

"FamilyLife Today," "FamilyLife This Week,"
and "Real FamilyLife with Dennis Rainey"

"FamilyLife Today" has just celebrated 10 years of broadcasting—a milestone of innovative radio, explosive growth, and life-changing ministry. Along the way, the broadcast team at "FamilyLife Today" has grown to include new voices—Ashley Escue, Crawford Loritts, Jr., and Nancy Leigh DeMoss. A dynamic team of communicators who are committed to the power of God's word to a new generation of Christian radio listeners with practical, biblical help for their lives, their marriages, and their families.

But the celebration is about more than a 10-year milestone. It's about the miraculous way God uses radio to alter the direction of lives—and legacies. In partnership with radio stations across the country and around the world, God has used our growing family of radio programs to provide hundreds of thousands of new listeners with real answers and hope.

Join us in praying for a movement of God to reach this generation—one home at a time—through radio!

The "FamilyLife Today" broadcast programming family



exist. Projectors now range from 500-lumen, ultra-portables to fixed installation projectors with a brightness in excess of 20,000 lumens.”

Today’s high-quality projectors also require less maintenance, Janicki says, and many portable models also have optional lenses (long-throw or short-throw) for special applications.

Upgrade Options

Because of these major advances, numerous churches are considering upgrades. In many instances, a growing church will move up to a larger category of projector. Projectors have been grouped into several categories based on size and weight. The smallest (and most recently introduced) group is the microportable category, followed, from smallest to largest, by ultra-portable, portable, fixed and large fixed categories.

However, churches don’t always move up to larger models. Projectors have been getting smaller and brighter. Therefore, a church that purchased a 12-pound, 600-lumen projector in 1995 may upgrade to a nine-pound, 2200-lumen projector in 2003.

For some churches, nonetheless, a fixed-installation projector is the only way to go. NEC’s Azzarello says, “When a church needs to project onto larger screen sizes (over 10 feet), a fixed-installation projector is necessary, in part because the screens become so large and unwieldy that portability is not practical.”

Digital Projection in Kennesaw, GA, specializes in high-brightness, fixed-installation projectors. Tim Butler of Digital Projection, says, “A church that wants higher performance for its primary venue (sanctuary or fellowship hall) will benefit from the convenience of a fixed-installation unit. It’s a one-time effort, and the projector can be accessed via remote for small adjustments and tweaks.

“Some worship leaders may be lured by a low price,” Butler continues, “only to find that a product’s performance is less than compelling for the viewing audience. It’s better to prepare for the future by investing a little more on the front-end. Projection manufacturers and dealers realize that most church board members want long-term performance backed by attentive technical support.”

Time to Take the Leap

Churches, such as Calvary, that bought new systems at the beginning of the projection revolution should seriously look at upgrading their equipment, whether portable or fixed.

Fowler’s Holsinger says churches typically upgrade

every two to three years. “We encourage churches to adopt a rotation approach to upgrades,” he says. Using this approach means equipment is rotated from one ministry to another within the church, according to the importance placed on technology within each ministry. Say, for example, your church ranks corporate worship as the ministry that most needs to keep up with technology. Then, if your children’s church program needs a video projector, you should buy a new sanctuary projector and then rotate the old sanctuary unit to the children. Of course, this approach can play out in many different ways for churches.

“Overall, this leads to the best stewardship of equipment and funds,” Holsinger says, adding that it’s really not that hard to tell when a church needs to upgrade. If the projector is not making the cut visually, if it isn’t bright enough to operate without all the lights being turned off, then it’s time to invest in new technology.

“Audiences expect bright, television-like images with crisp, clean resolution,” he says. “I think most of us can walk into our worship facility and know when an upgrade is needed. Do I need to dim lights or go to blackout mode just to show a video clip? Do I have images and backdrops I would like to use but don’t because they are not clear and bright on my projection screen? With more and more churches using multimedia throughout their entire service, the need for lights-on presentation increases. We have the opportunity to use whatever media tools are necessary to communicate the gospel message. Why limit ourselves when the technology exists to communicate clearly and effectively?”

Josh Lyon of Shepherd Ministries, based in Irving, TX, says his company’s customers have been tremendously satisfied with their upgrades, particularly because now they don’t have to turn out all the lights when using video. “Churches that have upgraded have realized they are getting much more for their money,” Lyon says. “They are able to keep the lights on the whole time and see the difference in quality.”

Upgrade Tips

When upgrading, Butler of Digital Projection recommends first finding a certified dealer in your area. “These dealers will assist with the first installation and will be your first call for service,” he says. “They also can support your church’s other audio-visual requirements, such as screens, lenses, computer hardware and software, video players, etc. Thoroughly research the market to find the right systems integration partner before rushing to purchase.

In the end, churches need to find a dealer and/or consultant who can deliver a wide spectrum of products, a skilled system design, professional installation and expert, conscientious service after the sale."

If possible, ask for a demonstration before you buy, Butler says. Digital Projection will demonstrate any of its projectors in your church's sanctuary. "If you can't evaluate and trust a projector's performance in a live venue under specific lighting conditions, you will not be happy with it."

Azzarello from NEC Technologies recommends calling other local churches to get recommendations on who to work with when purchasing and installing a new projector. He notes, "When upgrading a church's projection system, it is important to make sure that the system has the proper native resolution to support today's computer graphics and beyond — in other words, a minimum of XGA resolution."

Upgrading More Than Projectors

Speaking of computers, Lyon of Shepherd Ministries notes that many churches are upgrading their computers at the same time as their projectors because advances in computer technology have been just as dramatic as those in projection. The advent of dual-screen systems, in which one screen displays a control interface while the second is connected to a projector for full-screen output, has revolutionized the way churches deliver lyrics and graphics. Several professional presentation software packages take full advantage of this new dual-screen computer technology.

Christian Video and Audio Systems in Oklahoma City, OK, developed a computer system dedicated specifically to the task of media ministry. The D.O.V.E. system comes in several configurations, all of which incorporate a dual-output graphics card and specialized worship software.

"We have found that churches would rather not bother with trying to configure their own computer," says Doug Henriques of Christian Video and Audio. "Off-the-shelf computers usually don't include the required components for today's worship software. The D.O.V.E. system is designed with the needs of the church in mind. And these systems may be upgraded as the church's media ministry grows. For instance, a video editing system may later be added to a standard D.O.V.E. system."

In addition to computers, Holsinger of Fowler says other equipment upgrades may be needed, such as cameras, switchers, scalars, touch-screen kiosks, overflow monitoring and much more.

As media teams become more creative, Holsinger

urges them to remember functionality must remain the key issue. "We encourage consulting with someone who focuses on media in worship," he says, "to find the most flexibility for your church. Churches need 'tools' not 'toys.' Often, in the excitement of upgrades, churches make expensive mistakes by focusing on bells and whistles instead of function."

Upgrade Case Study

Many churches have been pleased with their decision to keep up with technology. One strong example is Frazer Memorial United Methodist Church in Montgomery, AL, which has a 7000-member congregation. Several years ago Frazer installed a permanent projection system, but soon realized that the images were being overpowered by ambient light from their stained glass windows and in-house lighting designed for television broadcast.

"We were very happy with the system, except the projectors were just not bright enough," says Scott Skoneki, a member of Frazer. "The system was not doing what we needed it to do."

So, the church replaced the old setup with two Nighthawk XT projectors from NEC Technologies. The new brighter projectors hang from the back balcony in order to shoot crisp images onto two 9-by-12-foot screens. They also have been used to provide live footage of baptisms and to introduce new church members. "The best part is that we haven't even scratched the surface of all the ways this system can be used," says church administrator Rusty Taylor.

So, What Happened at Calvary Church?

In 2000, Calvary Church finally upgraded to a Sony 2200-lumen, XGA-resolution projector. It easily fit into the same mounting cage used for the old projector. The original cabling also worked seamlessly. The congregation immediately noticed the higher resolution and increased brightness of the new projector. The original projector was given to the church's youth group. They gave their older projector to a local church starting up. No doubt that church will be looking into an upgrade in the near future. And so the cycle continues.

Tim Eason is president of ChurchMedia.net, an online resource center dedicated to churches using media in ministry. He has an extensive background in audio, video and computer technologies. Known as the "Media Missionary," Eason has a passion for equipping churches to fulfill the Great Commission using modern methods of communication. Contact him at churchmedia@churchmedia.net and visit his Web site at www.churchmedia.net.

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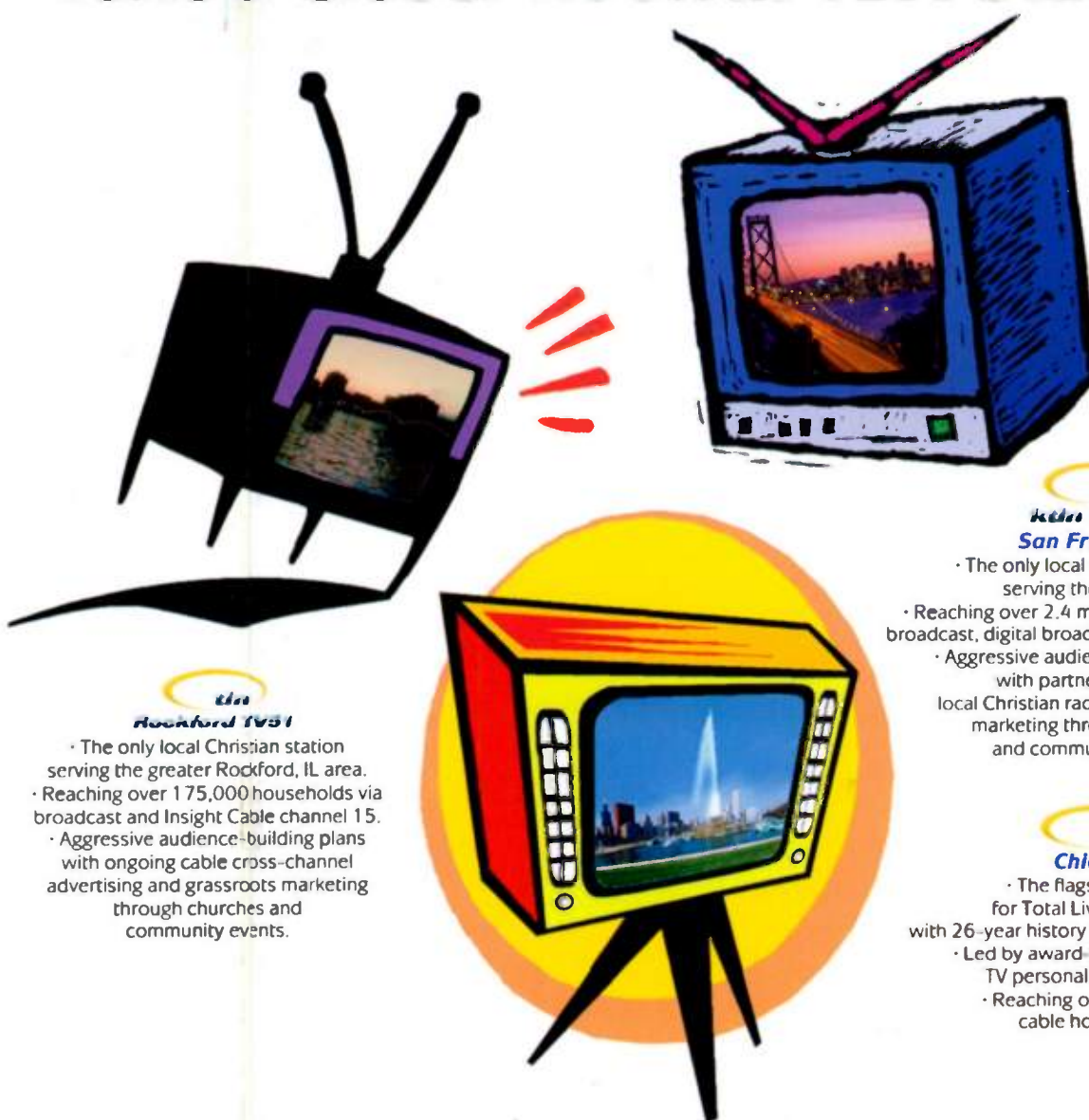


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Lessons Learned *(the Hard Way)* from the Stock Market Crash Of 2000 – 2002 *(to better prepare you for the next time it happens)*

BY STEVE CAMPBELL

When Mark Sherman retired in 1999 at age 60, he thought he was set for life with \$800,000 in his 401K and a house paid in full. He was ready for the comfortable retirement he had planned and sacrificed for the past 20 years. He could travel with Sara, his beautiful wife of 35 years. He could enjoy playing with his two grandsons and could devote more time to nursing home ministry, his passion.

So in November 1999, with the help of his financial advisor, Mark set up a retirement payout that would provide an income in the amount of \$4000 per month. Everything was in place and despite taking \$4000 per month, his retirement account was valued at \$840,000 on March 31, 2000.

Then something happened on the way to Mark's comfortable retirement. The market turned, and unfortunately it turned down. Not just for one month or for 6 months, but for more than two-and-a-half years. His account that peaked in March 2000 at \$840,000 is now worth a shade below \$520,000.

Mark's burning questions are, "Will this market ever go up again? Will I need to get a job to supplement my income?"

Mark also questions his investment choices. With much of his success created in the bull market of 1998 and 1999, Mark wanted to maintain a portfolio of 100 percent in stocks. Fortunately, his wife and his advisor were able to tone that allocation down to 70 percent stocks and 30 percent bonds. But now Mark wants a safer mix. Ironically, his wife and advisor are suggesting to stand pat.

What's right? Should Mark throw in the towel at the bottom or should he opt for a safer mix of invest-

ments? To be sure, there are a lot of Mark Shermans grappling with these tough decisions and I believe many investors have made critical mistakes in managing their portfolios over the past three to four years. Realize that individual experiences and results have varied from those experienced by Mark Sherman.

Hopefully, we can learn from our past mistakes and create a process that will minimize our investing mistakes in the future. So let's look at common mistakes that investors have made during the past three to four years and how to do it right in the future.

Mistake #1: Not setting specific retirement goals

"If I knew how much I'd need to retire on, I would simply give up and not bother to save." Obviously, the first step in retirement planning is to have goals. Not just a target amount to have in your retirement account, but also a target amount to save each month. For example, if I need \$2 million in 35 years and with an assumption of 8 percent per year rate of return, then I need to invest \$927 per month to reach my goal. While some would rather not know the number, I would rather know what the number is and plan my long-term budget accordingly (of course this plan will not assure a profit).

Mistake #2: Buying when you should be selling and selling when you should be buying.

Unfortunately, many investors base their investment choices for the future on the most recent per-

formance (which is in the past). There are numerous potential pitfalls in this approach. Basing your investment decisions on the best short-term performance means that instead of buying low and selling high, you are likely always selling low (at the bottom) and buying high (investing at a time when the investment has experienced obvious success).

Many investors last summer liquidated their stock investments because they “couldn’t stand the pain any longer.” Where did these investments go? Likely they went to the bond market, because the previous one-year performance was in the positive.

What happened in July 2002? From the market bottom of July 23 through August 22, the S&P 500 Index¹ rose in excess of 20 percent while the normally “safe” 30-year U.S. Government Treasury Bond lost in excess of 1 percent.

In retrospect, those nervous stock investors sold prior to an upswing in the market, which is selling low vs. buying low, and compounded that mistake by investing in bonds at a high instead of selling high. How can investors avoid this all-too-often committed mistake?

It’s important to remember that stock investments generally assume the greatest risk and they will fluctuate and may be worth more or less than the original cost when redeemed. While bonds are considered to be safer than stocks, their safety is dependent upon the claims paying ability of the issuing corporation and they may be sold at a loss if sold prior to maturity.

Practical Biblical Lessons on Investing

There are several practical and biblical steps that you can pursue to avoid doing the wrong thing at the wrong time with your investment portfolio.

1. Be sure any decision you make, with regard to your buying or selling of investments, are not made when you are emotional.

Many investors “throw in the towel,” later admitting their decision was made when they were anxious, discouraged or scared. If nothing else, wait at least three days before you make any final decisions. This will give you time to make a rational decision and not an emotional one.

2. Seek the advice of several trusted advisors.

In Proverbs 15:22, Solomon writes, “Plans fail for lack of counsel, but with many advisors they succeed.” Not only is this sound biblical advice, but it is practical. As with any problem we face in life, we

need the perspective of others who aren’t as close to the problem and can therefore see it without emotion. Also, those trusted advisors can ask questions that may force us to look at our portfolio with a long-term view instead of, “Where will my account be in three months?”

It is hard not to let our emotions get the best of us when we see our retirement accounts falling in value. But don’t make the mistake of allowing your fears of the present to control your long-term financial goals. Seek the wisdom of God in all areas of your life, not just in your area of investing. The wisdom of God gives us balance, strength and insight. None of these are natural traits, each is a by-product of wisdom. We don’t get these things just because we’re human beings. They must come from God.

Investment Strategies

Now that we’ve addressed common mistakes that investors make, let’s explore several strategies that can positively affect your long-term investing success.

1. Be sure the investments you own are of high quality.

The obvious question is, “How do we know our investments are of high quality?” The investments you own might include stocks, bonds or mutual funds.

Performance over at least 10 years should be considered. First, find out the style of your investment, e.g., growth or value. Once you find that out, then compare your investment’s performance year by year against the appropriate market index (e.g., compare a domestic large cap investment with the S&P 500 Index). Also, compare your investment against their peer groups. An excellent source of information can be found in your local library. Ask your librarian for the *MorningStar Book*. You can easily find out how your investment is doing in comparison to other investments that are in the same asset class. A reasonable goal would be to own an investment that consistently lands in the top 20 percent of its peer group.

You may want investments that are strong in different categories (growth, value, global and bonds). Although your search for quality investments may produce investments with impressive past performances, this does not guarantee future results.

2. Be diversified.

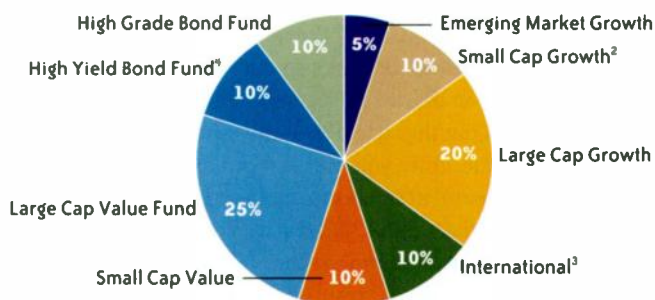
Your father may have said it this way: “Son, don’t put all your eggs in one basket.” The writer of Ecclesiastes put it this way in Chapter 11, Verse 2: “Give portions to seven, yes to eight, for you do not

know what disaster may come upon the land." This advice sounds relevant in 2003.

According to Ibbotson Associates, asset allocation has accounted for 90 percent of investors' investment success. It's not that hot stock pick that will make for investing success, rather developing your own investment strategy that creates a well diversified portfolio and then having the discipline to stick to your plan even in down markets. Many investors who lost the most money over the past three years did so because they didn't have enough diversification. Instead, many bet the farm on tech stocks.

Before you create a diversified portfolio, decide how much risk you are willing to assume and look at the potential rewards. To be sure, not many investors will want to have 100 percent of their retirement dollars invested in the stock market.

Listed below is an example of a diversified investment portfolio. In this hypothetical example, this investor is 15 years away from retirement and considers himself a moderate investor seeking growth of principal and is willing to experience some losing years. He also wants maximum diversification in their portfolio.



This allocation simply shows an example of what a well-diversified portfolio might look like. Your allocation depends on your age and your risk tolerance. In many ways, the theory of diversification is more common sense than science. And to be sure, diversification does not in any way guarantee investment success. But a well-diversified portfolio does assure you that you will not have all of your investment dollars in the wrong place at the wrong time. Please consult your financial consultant to construct an asset allocation specifically tailored to your needs.

Changes should not be made often. Only when there is a change in the investment firm itself (the manager retires and a new manager takes over) should you consider a change. Performance over a short period of time (one to three years) generally should not be a reason to change your allocation.

¹ The S&P 500 is an unmanaged group of securities considered to be representative of the stock market in general. An investment cannot be made directly into an index.

² Smaller cap stocks entail additional risks because they may be more volatile than stocks of larger, more established companies.

³ International markets are subject to special risks such as currency fluctuations, political instability, differing securities regulations and periods of illiquidity.

⁴ High-yield bonds are subject to greater fluctuations in value and risk of loss of income and principal.

3. Seek professional advice.

You might ask, "Why not invest on my own?" Although many investors do attempt to invest on their own, but many people seek advice from a financial professional in hopes of improving their investment returns. In a study in the *Financial Analyst Journal* (December 2001) titled "The Courage of Misguided Investors," the trading behavior of individual investors under-performed the market by an average of 3 percent annually.

A specific event — for example, unexpected financial windfall, marriage or illness — can prompt the need to solicit another opinion. Research has turned up less tangible reasons as well, such as reduced worries and increased security when a professional shoulders the responsibility. Also, many mention lack of time, expertise or objectivity as their primary reasons for seeking professional advice.

Choosing a financial professional who is right for you depends on your objectives and the complexity of your financial picture. A good financial professional can deliver value-added benefits. Below are qualities you should expect in a financial professional:

- Understands my personal circumstances and financial objectives.
- Helps me develop a comprehensive financial plan.
- Helps me develop realistic goals and expectations.
- Recommends an asset allocation strategy that fits my needs and objectives.
- Makes investment recommendations that fit my objectives.
- Monitors my portfolio and reviews results with me.
- Delivers timely information and explains how it affects me.
- Helps organize my portfolio and makes investing easy.

There is no question that the lessons learned over the past 3 years have been painful. But from a historical standpoint, there were other times when investors could not picture a bright future. And while no one can predict the next 20 years, the decisions you make, and some you don't make, can radically affect the success of your investing future.

Stephen J. Campbell is a Registered Representative of, and securities offered through, Securities America. Securities America and Campbell Financial Services are separate entities. Comments and/or questions can be sent to Campbell at 800-648-0670 or cfs@cfw.com.



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When Daddy's Dream Died, Daddy Died Too

Male Post-abortion Stress

BY BRADLEY MATTES

January 22, 2003, marked the 30th anniversary of the U.S. Supreme Court's decision to legalize abortion for any reason throughout the nine months of pregnancy. According to the abortion industry's own statistics, since that time, more than 42 million babies have been sacrificed on the altar of "choice." Nearly half (48%) of all the women who abort, are having more than one abortion. It is not that unusual to talk to young women who have had four or more abortions. This means that a significant percentage of the childbearing population in America is using abortion as a means of birth control.

With each passing year, the abortion industry adds to the growing mountain of tiny corpses, leaving physical and emotional devastation in its wake. Stop for a moment to consider an often-surprising segment of society that has been victimized by abortion.

Kansas City Star Obituaries, June 5, 2002
Zachary Duncan Draper
 December 2001 - May 17, 2002

Memorial services were held June 1, 2002, at D.W. Newcomer's Oaklawn Memorial Gardens, Olathe, KS. Zachary Duncan Draper was as beautiful as his mother, loved by God and others. My little baby boy didn't make it to his Daddy's arms. I never got to hold and kiss him, tell him stories or read him rhymes. I love you, Zachary, and look forward to seeing you in heaven. Survivors include his father, Brad Draper of Kansas City, MO, and his mother, Jennifer Duncan of Overland Park, KS. (Arrangements: D.W. Newcomer's Sons Johnson County Funeral Chapel.)



Brad Draper was very excited about his girlfriend's pregnancy. He had seen ultrasound images of his son and was looking forward to fatherhood, until Jennifer aborted the baby without telling him.

Devastated, Brad honored Zachary by placing the above obituary in the paper and holding a memorial service. September 10, 2002, Zachary's due date, was more than he could endure. Brad went to the parking lot of the Planned Parenthood abortion clinic and shot himself in the head. He died later that night at a hospital.

There has been precious little research done to document post-abortion stress in the fathers of aborted babies. The most comprehensive study to date involved 1000 men who completed questionnaires in 30 abortion clinics as they waited for their partner's abortion, after which, follow-up occurred. The result showed that eight percent or more have been deeply traumatized by the abortion.

That means we may have more than 3.2 million walking wounded, men who are struggling with very serious emotional baggage. Further, this may only be the tip of the iceberg because there are untold numbers who are suffering significantly, but to a lesser extent.

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for his family is success in the job environment. Today's society largely judges a man's success or failure based upon his career achievements. A man's self-esteem will often rise or fall on his success in this area. Providing for his family is central to a man's psyche. An equally powerful instinct is a man's desire to protect his family, which should not be underestimated.

When an abortion takes place, these crucial, God-given instincts often are damaged or totally obliterated. This is typically the reason that we see the onset of symptoms of post-abortion stress. They say that the conscience is what hurts when everything else feels so good. The conscience, in a significant number of fathers who lose a child to abortion, kicks into overtime and wreaks emotional havoc.

Another Instinct: Anger

In May 1996, a young man from Minneapolis was dating a woman with an 18-month-old daughter from a previous relationship. She became pregnant and he was elated. Tragically, without his knowledge or consent, she aborted their baby. Furious, he went to her house where an argument ensued and escalated. He pulled out a gun and said that because she killed his baby, he was going to kill hers. He then shot and killed the woman's daughter in front of the mother. Then, in another act of cruelty, he took his own life. He allowed the mother to live to grieve the loss of her two children — one born and one unborn.

Anger is one symptom that I believe is present in every father who experiences abortion. Further, this anger will cause a man to act negatively toward himself or someone around him, possibly an innocent bystander.

Early pioneers in counseling fathers with post-abortion stress coined the term "hooking." A man may see, hear, smell or otherwise experiences something that triggers a memory of the abortion. This memory is then often translated into anger, which usually is directed at the nearest person, place or thing. This can be experienced subconsciously, leaving both the perpetrator and victim in the dark as to why this negative reaction has occurred.

Anger's Companions

In addition to anger, a man might experience grief, shame, guilt and remorse. Insomnia may be a constant companion, as well as an overwhelming feeling of helplessness and hopelessness. He may exhibit poor coping skills or an inability to make decisions. His very core, the ability to provide and protect, has been seriously shaken. As a result, he may have little trust or faith in his other abilities.

Most relationships fail after an abortion, and future relationships are often difficult or impossible. Trust dies — soon after the unborn baby — causing many men to be apprehensive about making themselves vulnerable to another pregnancy with no control of the outcome. Some men develop sexual dysfunctions. He may turn to pornography and sexual self-gratification, which provide physical satisfaction free of the risk of commitment and pregnancy.

Alcohol and drug abuse are common tools to dull the pain. His low self-esteem may result in promiscuity or being a risk-taker — setting himself up for defeat and getting what he feels he deserves when he fails. He may become a workaholic to either avoid people and protect his closely held secret, or to desperately succeed in an important area of his life, countering his failure of protecting his offspring. Other symptoms may include flashbacks, nightmares or self-imposed isolation. Thoughts of suicide are not uncommon.

Generally, it is more difficult for a man than a woman to express his emotional feelings. If a man does not talk or grieve after the abortion, it will be more difficult for him to express his feelings later on. Once he builds a thick wall of secrecy and denial around him, it is harder to reach him emotionally.

Coping With His Grief

Society provides little incentive for a man to grieve the loss of a child to abortion. Mothers of aborted babies are afforded little sympathy from the professional psychological community. How much more will they refuse to acknowledge post-abortion stress in men? Also, society often implies that it is less than manly to cry or show emotions. Therefore, it is very diffi-

cult for a hurting man to grieve when there is a built-in bias against doing so.

Most often it is best to have a man counsel a post-abortive father. He needs a safe and minimally gender-neutral environment in which to become vulnerable. He needs to know that he will not be judged or condemned and that everything he shares will be held in the strictest confidence. Allow him to grieve his loss and shame. Let him cry as much as he needs to. The grief is as real as that caused by the death of a two-year-old toddler. This was his child and, in his heart, he instinctively knows it.

Mark Twain said, "Forgiveness is the fragrance that the violet sheds on the heel that has crushed it." This is truly poignant for post-abortive parents. A crucial aspect of post-abortion counseling is the realization of forgiveness through the blood of Jesus Christ. This paves the way for forgiving others and — sometimes the hardest step of all — himself. Several good Bible-based counseling guides are available and should be used.

Not long ago, a man in Southern California seemed to have intentionally barreled his car through the fence surrounding the playground of a daycare center. Among the chaos, he calmly sat behind the wheel of his Buick while children lay trapped underneath. Did a past abortion torment him to the extent of irrationally acting out his anguish? Sadly, abortion most likely will not be considered as a possible mitigating factor. How many acts of violence, great and small, are in reality connected to a past abortion decision?

The grim fact is that fathers of aborted babies are all around us. Many suffer in silence as they struggle to get through each day. They sit uncomfortably in the pews of churches. They are in your church. You and I must reach out to these hurting fathers in love and let them know that, through Christ, there is hope and healing.

Bradley Mattes, a member of the board of Midwest NRB, is a 27-year veteran of the pro-life movement. He is the executive director of Life Issues Institute (www.lifeissues.org), an international source of pro-life materials and information. Mattes counsels and provides a referral system for post-abortive men, and has written and lectured internationally on this topic.

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What It Takes to Be an Effective Media Spokesperson, and How to Handle Negative Media Attention



BY A. LARRY ROSS

While in a mall the week before Christmas, I came upon a store that sold professional dart tournament supplies. Realizing we had a dartboard that lay dormant in our garage for lack of darts that had long been lost or broken, I wandered in, hoping to resurrect this sport as an additional activity for our boys and their friends.

I asked the shopkeeper to give me a few tips on dart throwing that I could pass on to my sons. He emphasized that there is no standard way of holding or throwing a dart — rather, the secret lies in whatever feels comfortable while keeping in mind three important principles:

1. Put your weight on your front foot
2. Minimize shoulder and elbow movement, moving only forearm and wrist, and
3. Aim from the center — lining up the dart in the middle of your face if both eyes are open, or in line with your open eye, if you aim with one eye closed.

As I pondered this article, I realized that being an effective spokesperson for a ministry is a lot like being proficient at darts. First, you need to be upfront with the media, and lead with what is most important to your organization, your donors or the people you are trying to reach. Second, work from a Message Action Plan (M.A.P), which enables you to stay on-message, without a lot of unnecessary movement. Third, take aim from your ministry center, always addressing the core of what you do, and why you do it. Finally, although my casual instructor didn't say so, you need to be a straight shooter in order to stay on-target.

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Becoming an Effective Ministry Spokesman

Ministry executives and spokespersons frequently are called upon to respond to inquiries from the media — both religious and mainstream. By effectively utilizing these opportunities, Christian organizations can influence public opinion, correct misperceptions and address key issues among a broadened group of target audiences. Advancing an organization's goals, objectives and viewpoints through appropriate media forums is not merely a marketing option, but is an important and necessary ministry function.

Telling your organization's story — or dealing with a difficult media situation — in an effective manner takes practice, but is time well spent. The power of print and broadcast media cannot be overstated. Knowing what to say, how to say it and when to say it (or when to remain quiet), will help harness that power to full advantage, but requires a basic understanding of the media process.

Few general assignment reporters have a background in religion or understand doctrinal and denominational differences. Many don't go to church — or know anyone who does — making it difficult for some to understand the importance of personal faith in an individual's life.

Editors, reporters and producers base their decisions upon what they believe interests or affects their audiences. Unfortunately, most ministries make the mistake of approaching the media "hat-in-hand," assuming since they are doing a good work, a reporter should promote their ministry or publicize an upcoming event. The sad reality, however, is that media exist for a single purpose — to produce a quality program or publication that is of interest and relevance to their audience.

If approached and convinced that what you are doing or have to say is of interest to their audience, then they are almost duty-bound to cover it. The key is to meet the needs of the media first. This can be facilitated by emphasizing things about your ministry or issues that you or the ministry principal can address that don't require them to be of like mind and faith to see it as news.

All of us are saturated and inundated with a din of information. The most effective spokesperson will be the one who can cut through the clutter and communicate clearly in a manner that is easily understood by a reporter — even one who is unfamiliar with matters of faith or religion. Always bear in mind that the media sees its role not only to report, but also often to interpret, requiring you to be concise.

It is important to cultivate friendly relationships with reporters at every opportunity — before you need or want them to do a story and before they approach you as a source or subject. They will remain friendly if they are given reasonable access, kept informed of relevant news and given whatever facts are available. They will become adversarial if not responded to in a timely manner, if appointments are missed, or if inaccurate or irrelevant information is provided to them.

Developing a credible relationship and reputation with media is essential to achieving ministry goals and meeting your public relations objectives. Keep in mind these golden rules of media relations:

- **Accessibility:** return a reporter's call and help meet deadlines
- **Cooperation:** be a valuable resource by assisting a reporter with information he or she is seeking — especially if it is public
- **Remain credible:** always tell the truth. That doesn't necessarily mean full disclosure, but what you do tell a reporter should be truthful.
- **Be friendly:** establishing a friendly relationship is certainly desirable, but don't assume your good rapport means that a reporter will put ministry interests ahead of a story or emphasize a certain perspective in the story. Remember, reporters feel as called in their roles as informant to their audience and protector of the truth (as they see it) as strongly as any minister feels called to ministry.
- **Stay alert:** always assume that everything is on the record. A reporter is a reporter 24 hours a day. Even if you are just chatting with him or her prior to an interview, don't say anything, even casually, that wouldn't be appropriate to be printed or aired.
- **Be courteous:** reporters don't like to be told how to do their jobs. Although you should never demand to see a story before it is printed or aired, you can politely ask them to read back direct quotes they plan to attribute to you. Always let the reporter know that it is OK to check back for clarification and additional information.

If you are not happy with the outcome of a story, remember that every reporter is entitled to his or her opinion, however biased or different it may be from yours or your organization's party line. If the story reflects errors in fact, you are duty-bound to get those facts corrected or clarified for their audience.

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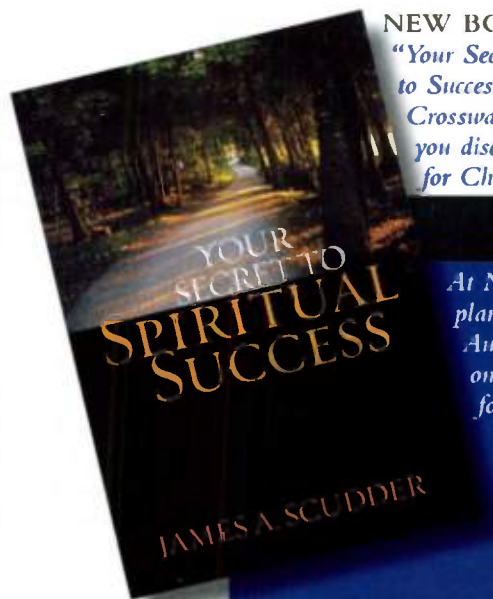
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Negative Media Attention in a Crisis

During a crisis, particular attention is paid to the messages communicated, the tone and emotion conveyed, and the perceived competency of the spokespersons. These all play major roles in shaping a ministry's reputation, credibility and goodwill — which often take major positive or negative swings during and after a crisis has occurred.

It is especially important in a crisis situation to respond as soon as possible to reduce the lingering questions and hype of the story. Get ahead of bad news, even if it is painful, rather than being forced to play defense after a story breaks through the media. Admit mistakes up-front, even if it is painful, after working through legal and human resource issues. Reporters and their audiences appreciate honesty.

Never counter-attack a reporter or media organization; only counter misinformation. Limit your statements to facts, not speculation, and try to put the situation in perspective. For example, "For more than 30 years this ministry has been reaching out to people in need..."

Usually, the public can forgive a minister or organization of an honest mistake as long as explanation is provided on changes that will be implemented to prevent it from happening again.

Always remember to express sympathy to any victims and look for ways to offer them comfort, if appropriate.

Unfortunately, there will be times when an issue or event occurs, and a minister or organization will be unexpectedly ambushed by a reporter who wants to get information quickly — in front of his office, hotel or home.

Don't fall into that trap by attempting to answer questions unprepared. When confronted, don't run away or get angry, which looks as if there is something to hide. Instead, say, "I have to go to a scheduled appointment now, but when can I schedule an interview with you to discuss this matter?" Avoid saying "no comment." Keeping one's cool helps avoid trouble later.

Remember that as a spokesperson, you are dealing with the hidden reality in any crisis, which is perception: what people think has happened. The job of crisis PR is not to make the public believe black is white; rather, it attempts to reframe the picture by emphasizing the positive aspects of a situation, turning a solid perception created by the media into a gray issue.

When preparing for a crisis or negative situation interview, the spokesperson should first and foremost have knowledge of the issue or situation to be addressed, and have firmly in mind the handful of message points that need to be conveyed.

It is also important to be relaxed and try to establish a connection with the reporter with good eye contact and friendly body language. While the reporter may try to get off topic, the spokesperson should use segues, clarification and correction to get back on topic and state the message points. Don't respond to hypothetical questions; only deal with facts and with the matter at hand.

No matter how concise and complete an answer, a reporter always will probe for more. He or she will ask for clarification and justification, try to refocus the question, prompt the interviewee, or redirect the question. Some reporters will try to badger an interviewee into saying something he or she would regret. Don't surrender.

State message points clearly, and when necessary, state them again. Stop when the question has been answered fully. Don't be afraid of silence. A reporter rarely airs silence because it makes for bad programming, and a reporter who has to badger his subject comes across as a bully.

A confident and truthful spokesperson, non-antagonistic to the reporter, can create a positive perception even in a negative situation. An effective ministry spokesperson can make positive points in the midst of receiving negative media attention, and not only reflect well on the organization, but on the kingdom we represent.

As Christians, we are called to always be ready with an answer for our faith, and to be salt and light in a dark, dreary world. Ministry spokespersons must remember they are simply doing that on a much larger and more public scale. So, be salt and light, and have those message points ready!

A. Larry Ross has more than 26 years' experience in mainstream and Christian public relations. Throughout his career and personal ministry, Ross has been a strategic consultant to many organizations and individuals at both agency and corporate levels. In 1994, after more than 13 years in the religious arena, he founded A. Larry Ross Communications (www.alarryross.com), a full-service media and public relations company serving ministries at the intersection of faith and culture. He has helped numerous organizations conduct issues management, corporate positioning, crisis communications and coordinate special events — influencing public opinion through an effective use of media and public relations.

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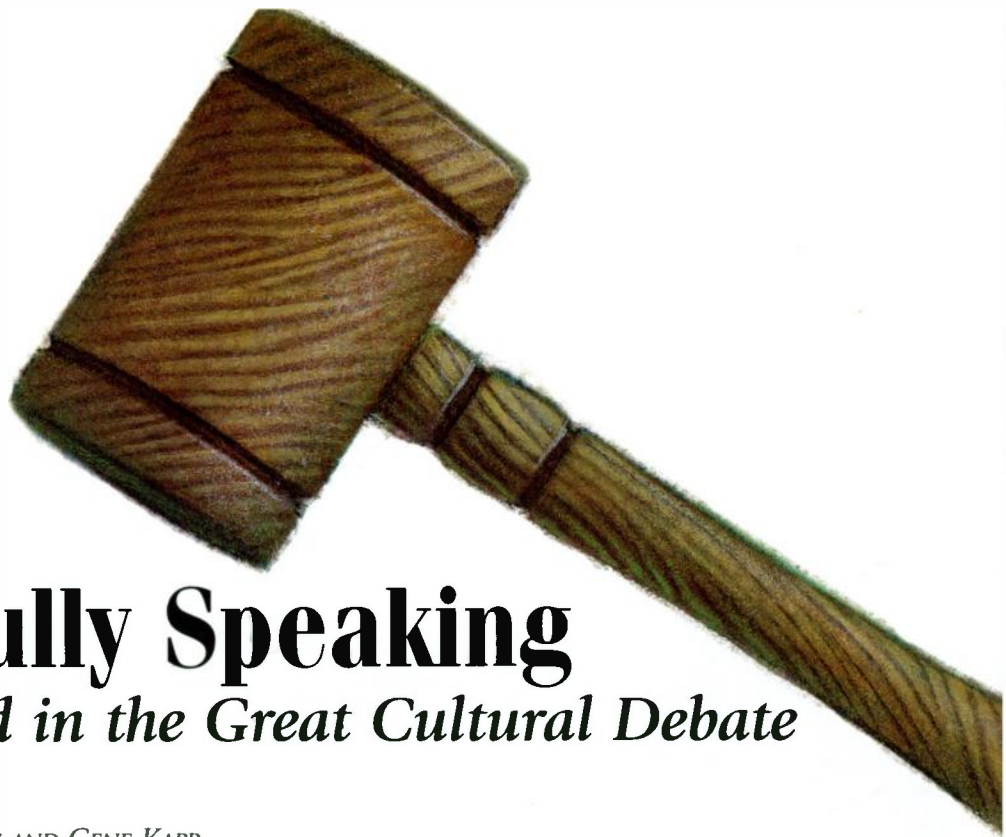
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Successfully Speaking

How to be heard in the Great Cultural Debate

BY JAY SEKULOW AND GENE KAPP

Your pulse races. Your breathing quickens. You are standing before the nine Justices of the Supreme Court of the United States. Your heart skips a beat as the Chief Justice calls your name and announces your case. For the next 30 minutes, you are questioned, grilled and interrogated. There is nothing like it. Presenting an oral argument before the Supreme Court is the most exhilarating and challenging opportunity an attorney can face.

I have been privileged to appear before the Supreme Court on 10 different occasions. No matter what the case, no matter what the issue, I know that I must be at my best — not only in command of the facts of the case, but able to turn on a dime and address any issue raised by the court.

In fact, the phrase used by the court — oral argument — is right on target. It's a fast-paced argument, an intense debate. And, the Justices don't waste any time jumping in, often interrupting your oral presentation within seconds after you begin. From there, the verbal jousting is non-stop and rapid-fire: questions about the specific details of the case and, more often than not, questions about complex legal theories and positions rooted in hypothetical examples that frequently are not directly linked to the case at all.

Oral argument before the Supreme Court of the United States is not for the timid or weak of heart.

I have found some invaluable principles in preparing for these oral arguments — principles that not only help me prepare to argue before the Supreme Court, but also that can help you engage and debate the cultural issues that are so important.

Define Victory

The first thing to do is to look at an issue and define victory. What is a realistic resolution or outcome of this issue? There are times we take a case fully aware that we will not win each and every point. We define a realistic outcome — spell out what will comprise a win — and then proceed from there. Once you determine what constitutes a victory, then begin the process of crafting a compelling argument to achieve that goal.

Craft a Compelling Argument

The best way to craft a compelling argument is to identify and examine your position carefully. It sounds simple enough, but unless you take the time to carve out your belief — identify your position — it is impossible to defend it. Andre Maurois, a French critic from the early 1900s, put it best when he said: "The difficult part in an argument is not to defend one's opinion, but rather to know it." Fully



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research the issue. Track down the facts. Find the evidence that supports your position. Look to others who have had success in making similar arguments.

Understand the Issue

After you've staked out your position, then focus on defending it. In order to do that, you must have a thorough understanding of the topic or issue, and most importantly, examine both sides of the argument. If you don't know what the opposition will argue, then you certainly won't be able to effectively counter that point of view. Examine the strengths and weaknesses of your argument and the argument of your opponent. Where is your position weakest? Where is your opponent vulnerable? Take the time to develop your argument thoroughly and work to understand the opposition. In the words of philosopher and theologian St. Thomas Aquinas: "Mistakes are made on two counts: an argument is either based on error or incorrectly developed."

...our challenge as Christians is to make sure that we get our message out — clearly, forcefully and accurately — whether it's before the local school board, the Supreme Court of the United States or the court of public opinion.

Be Prepared

Finally, there is nothing more important than being totally prepared — even for the unexpected. The more you learn about the issue, the more you examine the topic, the better position you will be in to craft an argument that is sound, compelling and convincing.

I often tell the story of one of our young attorneys who addressed a park commission meeting some years ago. He had carefully prepared a statement for the board on the issue of free speech rights of a pastor who wanted to utilize a public park. It was clear that the board would not attempt to censor the religious speech of the pastor, so our attorney's prepared remarks were very conciliatory. As the meeting began, however, it became obvious that even though the board would agree to allow the pastor to speak in the park, board members were unhappy that they were being "forced" to allow the speech to occur uncensored. Our attorney had to react quickly and adjust his remarks accordingly.

If the remarks had been delivered as originally written, it would have missed the point. Was it a wasted effort? Not at all. The prepared speech allowed our attorney to be knowledgeable enough about the situation to effectively and forcefully adapt his presentation to fit the need of the moment.

Enter the Cultural Debate

For most of us, the most likely place to engage the cultural issues of the day is at the local government level. After all, most of the decisions that directly affect our family are made by local school boards, city councils and boards of supervisors.

Make a point to familiarize yourself with your local government. Consider taking an active role in speaking out. When expressing your opinion on an issue, be sure to be clear and concise. Put your thoughts and comments in writing. There often is limited time to make such presentations. Brevity is appreciated. Lengthy, complicated speeches can be distracting and confusing. Here are some practical tips in making your oral argument before a board or panel:

- Grab their attention by being knowledgeable and to the point.
- Don't force them to guess what you want — tell them straight out.
- Defend your position with facts, not emotion.
- Be animated and forceful without being obnoxious or arrogant.
- Above all, make sure your presentation fosters clarity and understanding at every turn.

Of course, our challenge as Christians is to make sure that we get our message out — clearly, forcefully and accurately — whether it's before the local school board, the Supreme Court of the United States or the court of public opinion.

No matter what the issue before the Supreme Court — school vouchers, religious speech, the rights of pro-life demonstrators or the constitutionality of laws regulating pornography — these issues always generate public debate. And public debate is a critical ingredient in the process of moving issues forward.

Influence the Culture

Don't think the law and public opinion operate in separate vacuums either. Some years ago, Chief

Justice William Rehnquist told law students at Suffolk University in Boston, MA, that: "Somewhere 'out there,' beyond the walls of the courthouse run currents and tides of public opinion which lap at the courtroom door."

You may not be a lawyer, but as a member of your community, you certainly are in a position to make a powerful and forceful argument on the cultural issues that have a direct impact on your family and your faith.

In addition to speaking out before your local government entities, consider expressing your opinions in the community in which you live through the local media. Write a letter to the editor of your local paper. Draft an opinion editorial for the editorial page. Work to become a news "source" for reporters, editors and producers. Develop relationships with members of the local news media. Keep them informed when important issues surface in your community and let them know that they can turn to you for a comment or an interview.

The best way to deal with reporters is to be open and direct. You can help educate the reporter about an issue, while at the same time taking advantage of an opportunity to express your side of the story. Make sure you know what you want to say and how you will say it. Keep it simple, clear and concise. Since reporters have time constraints and space limitations and often have to condense complicated issues, try to explain the essence of your position in a sentence or two. When you do that, you increase the chances that the news coverage will be fair, balanced and accurate.

There are many ways to influence public opinion through a persuasive argument. As Christians, we must speak out on the issues that matter most. That is our duty. That is our responsibility. But, it must be done in a manner that will bring only glory and honor to God.

Jay Sekulow is chief counsel of the American Center for Law and Justice (www.aclj.org), an international public interest law firm specializing in religious liberty work and constitutional law. He has successfully argued numerous cases before the U.S. Supreme Court and is an accomplished speaker, author and host of a daily radio call-in show, Jay Sekulow Live!, which is heard on more than 150 stations nationwide. Gene Kapp is a veteran broadcast journalist and public relations professional who provides media and public relations services for the American Center for Law and Justice. Kapp also is co-host of Jay Sekulow Live!

Here's some advice that will serve you well when dealing with the news media or preparing a presentation for your local government body.

- **Prepare and practice your message: Summarize the most important points you want to communicate.** These message points should be based in fact — not speculation — and should be used to frame your position. Write them down and practice them using a tape recorder or video camera.
- **Keep your message short and simple:** Present the most important point first. Don't get bogged down in too many details. Keep it clear and concise.
- **Be honest: Tell the truth.** It's been said many times: the truth is always the strongest argument.
- **Use your message points:** No matter what the question or how rattled you get — focus on presenting your message points — the key facts you want to communicate. Write them down. Refer to them often. Especially when efforts are made to pull you off track.
- **Don't be afraid to state and re-state your message points:** The best way to make sure you are being understood is to state your position clearly and often.
- **Don't speculate: Stick to the facts.** Don't repeat hearsay or rumors. Use factual illustrations and examples to make your point.
- **Try to relax: Take a few deep breaths before an interview or presentation.** It isn't easy, but try to remain calm and focused on your message points. Remember, the best way to be comfortable and confident is to prepare what you will say in advance and practice.

Friends Forever: Christians and Israel



BY DON FEDER

Christian Zionists? The expression almost seems a contradiction in terms. Zionists are supposed to be Jews. In the past, the American Jewish population was the bedrock of support for the Jewish state — providing financial support, lobbying Washington and educating the public on Israel's importance to the United States.

But Zionism is undergoing a not-so-quiet revolution. Increasingly, "Hava Nagilah" is sung by church ladies with a midwestern twang and Southern Baptists are drinking L'Chayim — with grape juice.

Today, Israel's most reliable, and often most vocal, friends are to be found among evangelical Christians. While relatively new to the cause, they are fervent in their devotion to the Jewish state. What drives them and is their faith warranted?

Increasing Support

On October 11, 2002, the Christian Coalition of America, previously known primarily for its adherence to a social conservative agenda, held a Christian Solidarity for Israel Rally at its national convention in Washington, DC. Speakers such as Pat Robertson, the Coalition's founder and chairman of the Christian Broadcasting Network, endorsed Israel's claim to a united Jerusalem and all of the land of the biblical nation, including the West Bank.

As Coalition members waved Israeli flags, provided by Americans for a Safe Israel, Jerusalem Mayor Ehud Olmert exhorted them to keep the City

of David the undivided capital of Israel. Benjamin Elon, former minister of tourism in the Sharon government, proclaimed, "We are the Children of Israel come back to the land of Israel." For an organization accustomed to hearing pleas to end abortion and oppose gay rights at such gatherings, it was — to say the least — unprecedented.

Coalition President Roberta Combs followed up on that historic event by taking a group of the organization's national leaders on a solidarity mission to Israel. Combs recalls that as a child her father would lead the family in a prayer for Israel each evening.

Washington has a Christians' Israel Public Action Campaign. Jerusalem has both an International Christian Embassy and an International Christian Zionist Center. (*The Jerusalem Post* is even planning to publish a special edition for Christians.) For the past 22 years, Ed McAteer's Religious Roundtable has drawn overflow crowds to Prayer Breakfasts in Honor of Israel at the NRB Convention.

At the dawn of the 21st century, when one thinks of Israel's more prominent defenders, the names that spring to mind are Robertson, Gary Bauer, Janet Parshall, Alan Keyes and Jerry Falwell — all Christians. Even the secular media is beginning to catch on. Last year, *60 Minutes*, *The New York Times* and *The Wall Street Journal* did feature stories on Christian support for the Jewish state.

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Nations and the media, as well as on college campuses, many Jews are shell-shocked. Christians seem eager to step into the front lines.

As Christians and as Americans, is their support of Israel justified?

Is It Justified?

Christianity's roots are in the Jewish Bible. The God of Abraham, David and Isaiah also is the God of Matthew, Mark and Luke. Christians view the Jewish Scriptures as a prologue to the New Testament. Moses was a Jew, not an Arab sheik. Jesus came from the house of David, not a Bedouin tribe. In light of the foregoing, Christian affinity for the parent faith is understandable.

For evangelicals, the Bible is the living Word of the living God. When God tells the children of Israel that He will bless those who bless them and curse those who curse them, Christians note that this is a covenant binding for all time.

Similarly, when God gave the land between the Jordan and the Sea to Abraham's descendants, it precluded a future claim to any of the territory. Unlike mortal man, God does not change His mind. If His commitments to the Jewish people were no longer valid, all of His other promises would be called into question.

There are non-biblical considerations as well. Since the fall of Soviet Communism, Islam has become Christianity's principal adversary — as it was for most of the 1400 years of Islamic history.

With a few exceptions, wherever Christians are persecuted in the Third World, Islam is the force responsible for their plight. Gunmen murder women and children at a church service in Pakistan; Coptic Christian villages are burned to the ground in Egypt. In Indonesia, Christians are forcibly converted to Islam. Sudanese Christians are enslaved. Nigerian Christians have Islamic law imposed on them. In Saudi Arabia, the world's most Moslem nation, conversion to Christianity is a capital offense, church services (even in private homes) are forbidden, Bibles are confiscated as contraband and, during the Gulf War, U.S. military personnel who were there defending the medieval monarchy were told not to wear crosses lest it offend the sensibilities of their "hosts."

Saudi schools teach unvarnished hatred of Christians and Jews. The Moslem Brotherhood, precursor to Hamas and Islamic Jihad, had a saying: "First the Saturday people (Jews), then the Sunday people (Christians)."

Christian Lebanon is no more. Throughout the

region, thousands of ancient churches and other Christian sites have been deliberately destroyed. Under the Palestinian Authority (PA), Bethlehem's Christian population has been reduced from a clear majority to a minority of only 20 percent. *The London Times* reports: "Life in (PA-ruled) Bethlehem has become insufferable for many members of the dwindling Christian minority. Increasing Muslim-Christian tensions have left some Christians reluctant to celebrate Christmas in the town at the heart of the story of Christ's birth."

All of this has increased feelings of solidarity with Islam's Jewish victims. Many Christians understand that should the PLO's banner fly over the Old City of Jerusalem, the city most holy to their faith would be lost to them as well as to the Jews.

We are in the midst of a worldwide jihad. The same forces that destroyed the World Trade Center and persecute Christians in the Third World deploy terrorists in Tel Aviv and Hebron to murder Jewish women and children.

Christians also relate to Israel as loyal Americans. They understand that Israel is the only democracy in the Middle East and a steadfast ally of the United States — a nation that shares our heritage. (In the United Nations, it votes with us more often than any other country.)

Christians understand the biblical roots of colonial America: that without ancient Israel, the United States would not exist. How fitting, then, that the United States played a key role in Israel's rebirth in 1948, under the leadership of a president from the Bible Belt.

In a world of terrorists, rogue states, demagogues and dictatorships, Israel remains what it has been from the outset: a nation whose friendship for the United States isn't based on expediency or the lure of foreign aid, but on shared values and traditions. In the eyes of many Christians, this too makes the Jewish state worthy of their support.

Israel speaks to the essence of what it means to be a Christian. This tiny nation, somehow surviving amidst genocidal oil-rich neighbors, is a living validation of the Bible's promises. Thus, it evokes the hopes as well as the deepest longings of Christians everywhere.

After two millennia, Christians and Jews find themselves on the same side of the barricades, confronting the forces of darkness. Perhaps it was always intended to be so.

Don Feder is a former syndicated columnist, soon to host a talk show on WROL-AM/Boston, MA. Visit his Web site at www.donfeder.com. He can be reached at dfeder@rcn.com.



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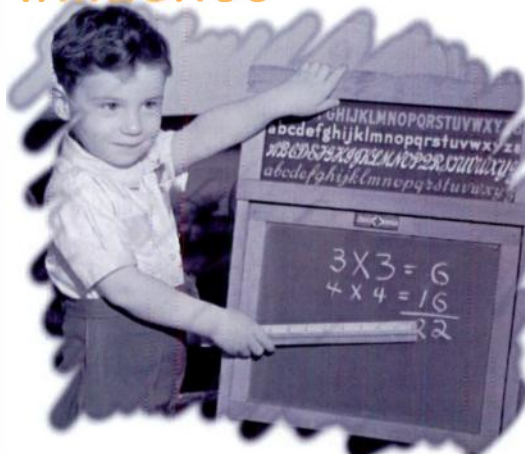
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DELEGATION'S THREE ESSENTIAL ELEMENTS:

- 1) the assignment of the task
- 2) the authority commensurate with the responsibility
- 3) establishing clear lines of accountability



Delegation: The Essence of Team Building

BY OLAN HENDRIX

“Delegation is the very essence of management work.” — Dick Carlson

An Overview

Snoopy is lying on top of his doghouse. He is lamenting that everybody wants something, everybody complains and that he has more to do than he can possibly get done. In the final frame of the Schultz comic strip, Snoopy declares, “I hate being head beagle!” Don’t we all? If we could spend all of our time preaching, teaching and counseling, we all would be as happy as can be. Those tasks are the chocolate cake of the ministry diet. Unfortunately, a healthy ministry diet also includes lima beans and Brussels sprouts. And that is the work we do to get work done through other people.

One day two of our young sons were ardently trying to identify a strange bird on the feeder on a cold, snowy day. In vain they thumbed through the pages of *Audubon*, looking for a picture resembling what they saw. Suddenly, the bird flew off, leaving two frustrated bird watchers behind.

One of the boys said, “Aw, nuts! Who named all these birds anyway?” The other boy thoughtfully retorted, “God did.” The first boy, shaking his head slowly, said, “No, he didn’t; he told Adam to do it.”

That’s just like God, and so unlike us. Delegation, in its outworking, is letting someone else do it, and very much resembles God Himself in His relationship with His people.

I was once engaged in an intense conversation with a Japanese pastor. He was frustrated by his relationship with some of my colleagues, Westerners

and expatriates. I knew something of the frustration and hoped that by listening I could ameliorate the situation just a bit. In the heat of the discussion, in typical Japanese fashion, he turned to me and said, "There is an old Japanese proverb that goes, 'A wise lord or prince knows even how many ashes are in the kitchen stove.' Hendrix-san, is that a good or a bad proverb?" Knowing the importance of our conversation, I hurriedly but silently asked God for wisdom. In retrospect I think He may well have answered and helped me. I replied that in essence that was really an inadequate proverb. I assured him that a wise lord or prince might not know at all how many ashes were in the kitchen stove, but he would certainly know who did know. For the moment I was off the hook!

There are infallible barometers in our lives that indicate when delegation should be pursued diligently and wisely. Any attempt to put a group of people together in the pursuit of mutually agreed upon goals requires delegation. To put it simply, if you are attempting to organize human beings, then delegation becomes an essential ingredient. When you are missing deadlines, you know that it is time to delegate. When you have men and women who need new worlds to conquer in their work, it is time to delegate. When you are performing trivial tasks that others could do if trained and allowed to do so, it is time to delegate. When you are overworked, it is time to delegate. And finally, when crises become frequent, it is time to delegate.

Not All of Your Problems are Spiritual

Did you know that not all of your problems are spiritual in nature? That is to say, that prayer and other spiritual exercises will not provide the solution to all of your ministry problems. Indeed, the problems that confront many of us most seriously relate to the inevitable task that we must eventually face: getting work done through other people.

One of the most valuable discoveries any Christian leader can make is that management is a set of skills and tools that can be acquired and developed regardless of one's spiritual gifts. Management work is indicated by position, not by spiritual gifts of natural proclivity. If you have accepted the position of pastor, president or executive director, then it is incumbent upon you, by virtue of that position, to learn how to plan, lead, organize and control.

Consider now this one aspect of the management process: delegation. The reason more people don't

delegate is because of something that goes on inside of them rather than what goes on around them. A common explanation given for the failure to delegate is that there are not competent people within the organization who can take on pieces of your work. To put it another way, our failure to delegate is almost always emotional rather than logistical.

The Scriptures have many illustrations of competent delegation. Consider Joseph, Nehemiah, the apostles in Acts, the teachings of the Apostle Paul with regard to passing on the word and the work to other men, and the example of our Lord Jesus Christ.

It is usually sheer desperation that drives most of us to the point of being willing to pay the price emotionally to do the work of delegating. It is at that point that knowledge becomes critical. We must understand how delegation works. What are the essential ingredients? What are the pitfalls to avoid?

The Three Essentials of Delegation

Delegation consists of three essential elements: 1) the assignment of the task, 2) the authority commensurate with the responsibility and 3) establishing clear lines of accountability.

The assignment is the process whereby another human being takes on a part of your tasks willingly and commits himself to assist you in the accomplishment of a larger task. It is at this point in the process that a job description becomes valuable. A clear understanding of the tasks is essential and very often missed, resulting in confusion and frustration on the part of both parties.

Authority is an essential ingredient because it gives its holder the right or power to perform the task in question. If you get someone to agree to the performance of a task but you do not specify his scope or power, then you merely encumber your own life because that person will keep coming back to you for decisions.

It is at the third point of delegation that most of us create the most havoc: we omit the accountability process. It is the sole responsibility of the leader doing the delegating to ensure that clear lines of accountability are established. Failure to do so results in abandonment of the task and the person who has agreed to perform the work. It is at this point that most efforts at delegation fail. This aspect

JOE BATTEN'S ADVICE ON HOW TO DELEGATE

- Get acceptance on the part of the other person and ensure reciprocal understanding
- State the end result desired in the task and not the activities themselves
- Put the individual on his own and let him perform and even fail, if necessary
- Follow through

of delegation, like most management work, must be done one-on-one. Only in private are we able to do the delicate work of coaching and correcting.

Barriers to Delegation

Very often we miss the all-important management task of delegation because we are all members of the body of Christ. We are members one of another, we are brothers and sisters, we are all priests before God. This can cause us to forget the fact that God has ordained that some should lead and others should follow and that each should fulfill his role in compliance with God's gifts to him and her. Delegation does not violate our relationships, it enhances them.

The Authority to Delegate

Once we have overcome the barriers to delegation, the question becomes, by what authority do we delegate? First, there is the authority derived from position. If you have a title or a position, don't belittle it or deprecate it, rather, for the glory of God and the furtherance of the Gospel, take advantage of it.

The second source of authority for delegation is character. This is your personal credit rating with your team.

The third source of authority is your personality. This is the you seen by the other person. The more pleasant and easier to live with you are, the more apt people are to do the work you request of them.

The fourth source of authority is your own competence. Be careful on this one. The competency at issue here is your competency as a leader, the work you do on behalf of your followership. You need not necessarily be competent in the work that you are asking the other person to perform; that is far from necessary. But you must be very competent in the work of managing and leading.

How to Delegate

Noted management consultant Joe Batten gave very good advice when he said that the way to effectively delegate was to:

- Get acceptance on the part of the other person and ensure reciprocal understanding;
- State the end result desired in the task and not the activities themselves;
- Put the individual on his own and let him perform and even fail if necessary;
- Follow through.

Principles

- A person should delegate only to the extent that he can effectively receive accountability and effectively coach toward end results. This is called span of control.
- Authority should always equal responsibility in the delegation process. If you don't pass authority on to the individual adequate to perform the work, then you merely encumber your own life because the person will be coming back to you repeatedly for permission to act.
- The person delegating should always assume responsibility for the performance of the individual to whom the task has been delegated. This ensures that the person delegating will not abandon the individual and will do the coaching and training necessary to ensure success.
- Each person should have only one person to whom he answers with regard to the performance of that task. This is sometimes referred to as the principle of single reporting relationships.
- The person delegating is solely responsible to elicit accountability from the person to whom the task has been given. This is true even though he or she is a volunteer. The person doing the delegating bears the brunt of eliciting accountability in a way that will cause the individual to grow and derive satisfaction from the performance of the task.

Joseph G. Mason once said the keys to successful delegation are three: Know what and how much to delegate, delegate in depth, and communicate effectively.

We cannot get inside another person, but we can create powerful influences. When we create powerful influences within a system that is beneficial to all concerned, we can expect results that will be gratifying to all involved.

Effective management work probably has never come naturally to anyone. It is a set of skills and tools that require discipline, study, effort and consistency. Maybe Snoopy understood all of this and that's why he hated being head beagle!

Olan Hendrix is president of Leadership Resource Group based in Powell, OH. Contact him at 800-743-3933.

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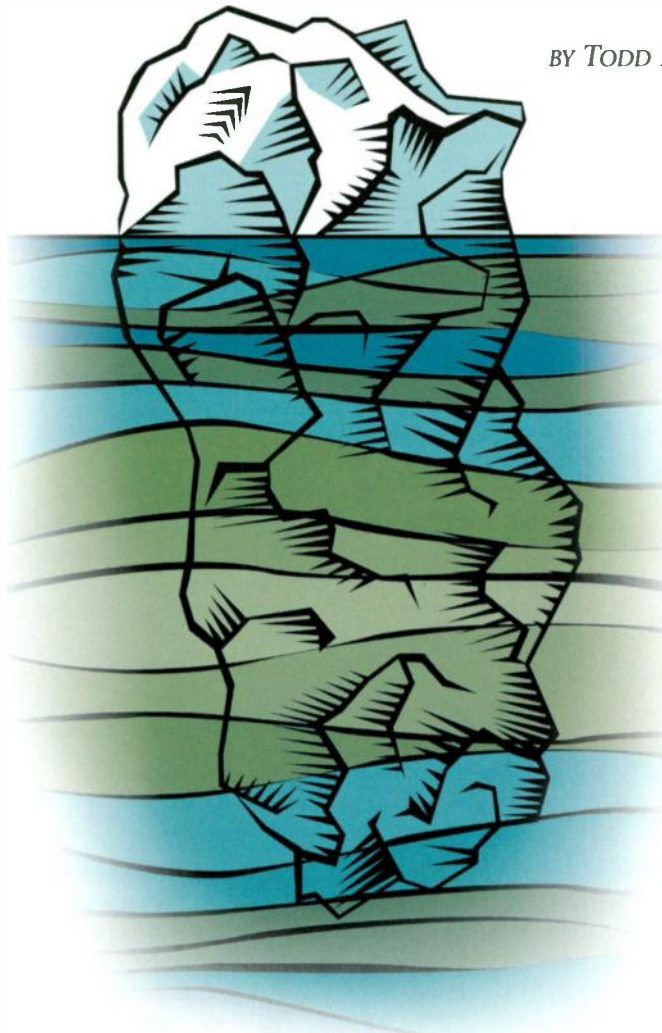
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THE LAW OF THE ICEBERG: the truest measure of your success is invisible to a customer.

The Law of the Iceberg:

Having a Heart for Selling

BY TODD M. DUNCAN



in your career is fundamental to increasing your happiness and fulfillment. It's vital if your aspiration is more than merely making a living — if your goal is fulfilling God's purpose for your life. If you're willing to re-calibrate your thinking and your approach to success according to this Law, you'll find that your relationships will stabilize, your productivity will surge and your free time will swell ... to levels you never thought possible.

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Living the Law of the Iceberg begins by securing your truest measure of success. That's because in life, ministry or business, motives mean everything. Motives dictate your mood, mentality and moves. Motives will make or break you when it comes to establishing loyal, valuable relationships.

The Law of the Iceberg says that the truest measure of your success is invisible to a customer. That's because the majority of real success occurs on the inside of a person, not on the outside. Your effectiveness — not your finances — should dictate true success. Let me explain.

Think of yourself as an iceberg floating in a body of water. Imagine that the part of the iceberg beneath the surface of the water represents what's on your inside: your values, deepest desires, mission and purpose in life; and the part of the iceberg above the surface of the water represents what's on your outside: your career, ministry, titles, finances and possessions. Now, if you've ever read anything about icebergs, you know that very little of the mass of an iceberg shows above the surface. In fact, experts estimate that on average, only 10 percent of the entire mass of an iceberg appears above the surface, which means 90 percent of the mass is beneath the surface, invisible to those above the water. Simply put, what you see

If everyone in Christian communications understood the Law of the Iceberg, there would be less stress, frustration, inconsistency and dissatisfaction, and more motivation, trust, money and fulfillment. Guaranteed.

In fact, regardless of how long you've been involved in Christian communications or sales, understanding and applying the Law of the Iceberg

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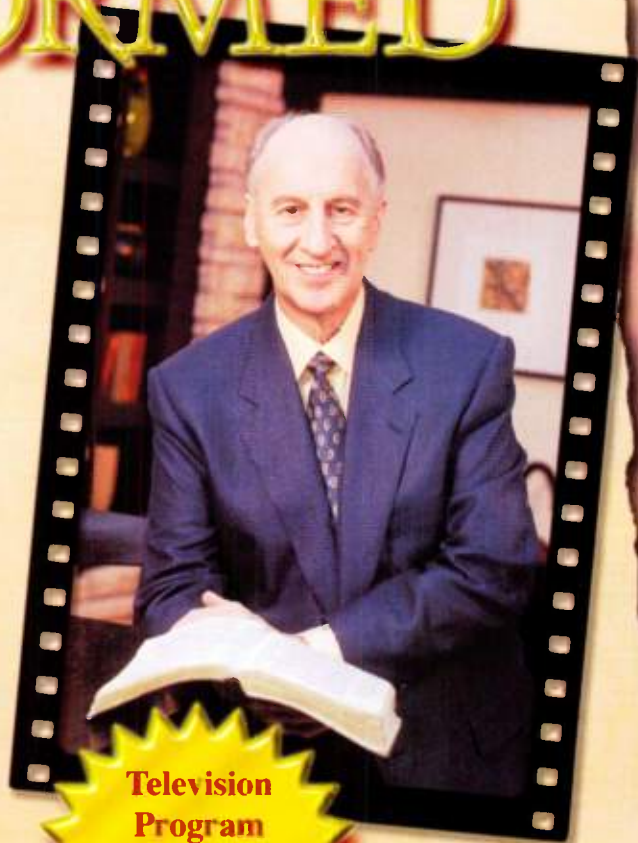
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above the surface is not an accurate representation of an iceberg at all. It's just the tip.

The same is true of your success in communications or sales. What appears on the outside doesn't accurately represent whether or not you're truly successful.

Imagine what would happen if we could saw off the entire foundation of an iceberg beneath the surface. Without its foundation below the water, what would happen? If it were a substantial iceberg, it would begin to sink until there was enough of it submerged to regain its balance. It would probably remain standing, but the proverbial tip of the iceberg would be much smaller than it once was (90 percent smaller, to be precise). And the iceberg would certainly become much less stable ... and much easier for the changing tide to displace.

If it were a small, thin iceberg that had its underwater base removed, the tip above the surface would most likely fall over. And, without a solid foundation, the iceberg would become slave to the ever-changing ebb and flow of the tide. In fact, without a foundation, a small iceberg may cease to be an iceberg altogether.

In similar fashion, without a solid foundation beneath the surface of your sales career, your outward success will never be stable or consistent. Furthermore, you'll always have difficulty establishing trust because you're not trustworthy. You see, most people can discern the difference between a person who's out to make a dollar and one who's out to make a difference. And the longer you continue building your career without a proper foundation, the greater the likelihood that your career will come toppling down.

Most haven't answered the "Why" question for their careers.

Life's Big Questions

For more than 20 years I have been interviewing, training and coaching sales professionals. The one factor I have found that prohibits them from succeeding more than any other single factor is lack of purpose. Most haven't answered the "Why" question for their careers. In other words, the majority of unsatisfied salespeople become that way because their jobs aren't aligned with a greater sense of purpose. And it shows: in their methods of doing busi-

ness, in their relationships with clients and on their faces. The problem is that they're trying to build their career from the outside in.

Let's be honest. Most of us are notoriously gung-ho out of the starting gate. We're self-starters, highly motivated and highly ambitious. But as time wears on, our goals seem harder to reach. It becomes increasingly difficult to remain hopeful and excited about what we're doing. We burn out. And eventually, moving on to something new begins to sound much more appealing than sticking it out.

Pull-power

If you've been there, or close to it, there's a way to make sure you don't go there again. It's called "pull-power," and it's the key to following the Law of the Iceberg.

Once you identify your higher purpose with regard to your goals in sales or communications and begin to align that purpose with your activities and goals, you create what's called pull-power, which is the greatest motivating force for the work you perform.

Pull-power is the antithesis of will-power, which is merely self-generated energy that produces short-term accomplishment but rarely sustains long-term achievement.

To exploit pull-power you must know why you do what you do. When you know why you are in Christian communications or ministry, or why you are selling, your answer becomes the force that literally motivates or pulls you along, in good times and bad. Pull-power is your inner accountability, your constant heart-wrought reminder of the deeper reason for your mission in life.

To become successful and trustworthy you must first have heart knowledge. You must know why you want to succeed. Make sure that answer is clearly written on your heart. I guarantee that once you make this determination, you'll find that the "Hows" of your work become much clearer and easier to apply — in fact, your daily actions become the manifestation of what's in your heart.

Consider the Law of the Iceberg and always remember that who you want to become as a person always carries more weight in life than the hows you develop in your career.

Todd M. Duncan is president of the Duncan Group, based in La Jolla, CA. © 2002 Duncan Group.

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Leading Your Organization With Creativity, Vision and Influence

BY PHIL COOKE

I've had the opportunity to visit hundreds of churches, ministries and Christian organizations and helped them face a multitude of challenges using the media to reach this generation with the Gospel. Over nearly three decades, I've discovered five major areas of leadership that I confront repeatedly — so often that I believe we may never make a real impact on this culture unless we can confront these critical challenges and overcome them.

All of us have a place in the greater plan of God to reach the lost. But the key to giving our best to the cause is to understand the playing field. What are the challenges out there? Who are the players? What resources are available? What mistakes have others made? What position can I best fill? Once we discover the answers to those questions, we can really begin to move forward.

My father was an All-State football player in High School. But in his younger years it took awhile for him to find the right position on the team, and as a result, he spent a lot of time on the bench. One year, they were in the playoffs, and my dad, as usual, was sitting on the bench. But in a crucial play, the quarterback was hit and suddenly went down. A hush went over the home team stands, and my dad looked up to see the quarterback being helped off the field surrounded by players and coaches.

The head coach looked down the long, lonely bench and yelled, "Cooke! Get over here!" My dad excitedly got up and ran over to the head coach. They went around the side of the bleachers to a secluded area of the stands. The coach said, "Listen, the starting quarterback got hit on that last play and split his pants. You're his size, so he needs your pants to finish the game." My dad reluctantly exchanged pants with the quarterback and walked back to the bench with a towel around his waist, while the quarterback went back into the game.

Different people are called to different levels of leadership, but the key principles are always the same. My dad started his football career humbly giving up his pants, but went on to be the best in the entire state at his position. So wherever we start, we need to do it humbly, but also with real sense of purpose. That's why understanding these five areas is so critical.

1. Leaders Must Passionately Embrace Higher Quality Leadership

I've had the opportunity to work with literally hundreds of organizations — Christian and secular — and I've decided that there is more management dysfunction in Christian organizations than anywhere else on the planet. Sure the Enrons, Global Crossings and WorldComs get more press because they represent much bigger financial stakes. But the fact is most American businesses are managed far better than most churches, ministries and ministry organizations.

For years we've talked about leadership within Christian media circles, but in reality, we haven't done much about it. I work as a consultant with many organizations, so I get to hear the perspectives from the guy in shipping all the way up to the head of the ministry. And do I get visionary, loyal, fired-up cutting edge responses? Rarely. I usually get gripes, frustrations, anger and the sense that people are being used in places without any consideration of gifts, teamwork or real abilities.

So what can we do? First we need to understand real leadership. Are you reading John Maxwell, Ken Blanchard and others to whom God has given deep insights into leadership issues? Do you know the principles of true leadership and how to create an atmosphere where people will gladly face any obstacle to accomplish your vision?

We need to hire people based on real gifts and talents — not on the strength of their testimonies, hard luck stories or relatives. Of course we care about people, and of course we want to help. But as Jack Welch, legendary CEO of General Electric

says, "If you leave someone in a position they can't handle — even out of pity — you not only hurt the organization, you hurt them. Because you're giving them a false sense of accomplishment, and keeping them from discovering the real place where their gifts and talents can be used."

We must understand what business we're in. We're not so much in the ministry business as in the influence business. Our job is to influence people to a new way of thinking, to change their circumstances and transform their destiny. But how much do you know about influence? How much do you know about the principles of communication that lead to someone changing their perspective about things and changing their viewpoints? I don't think you'll get a homosexual man to reconsider changing his lifestyle by calling him ugly names on national TV, or get people to change their attitudes about abortion by constantly hammering on the people who get abortions, but that's exactly what some of us do.

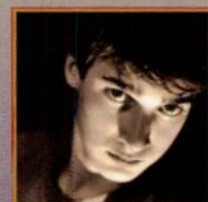
It's time we moved from the era of radio and TV preachers to the era of radio and TV producers. For years, Christian media has been controlled by the people in front of the microphone and in front of the camera. Frankly, they've usually done a great job, and were the undisputed pioneers of this industry. While many of us were sitting on our duff, preachers were out presenting the Gospel on radio, television, even in movies, and now the Internet. But I believe that era has come to a close. Changes in the media landscape, the complexity and expense of projects, the need to expand our creativity, and a better understanding of the techniques for reaching audiences create a need for controlling what we do from behind the microphone and camera.

Good preaching is fantastic, but it's only one way to reach the mass audience. To a preacher, every problem can be solved by a good sermon; they are wired for it, it's their gift and I love them for it.

But we now understand the power of documentaries, music programming, comedy, drama and experimental projects. We who sit behind the camera and microphone must step up to the plate because

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we can see a much bigger picture. We understand that what Christian media is doing right now is only a small part of how we can reach this culture as we enter the new millennium. But to do that, we have to develop influence. And that's why leaders must passionately embrace higher quality leadership.

So no matter how powerful your message is, if the audience doesn't watch long enough to hear it, you've failed.

2. Leaders Must Passionately Embrace Creative Thinking

We're losing the culture war because our competitors are telling better stories than we are. Let's face it, we work in the industry, yet how many of you race home from work so you can enjoy your favorite Christian TV or radio program? We're being out-thought by the secular world and it shows in the creative aspects of the programs we produce.

I'm sick to death of people pitching me programs with the line "Phil, what we need is a Christian version of *Oprah*," or "Have you seen Jay Leno? Why can't we do a Christian version of that?" I'll tell you why I hate it: because we ought to be doing so much better! We worship the ultimate Creator of the universe, and yet our creativity stinks!

My dream is to walk down the corridors at a major Hollywood studio and overhear this conversation from their executives, "You know, what we need is a secular version of this really great program I saw on a Christian network last night."

Today, movies and prime-time television determine the moral climate of this country.

Recently, I was watching some old tapes from the '50s of Christian broadcasters like Fulton Sheen and Oral Roberts. It's 50 years later and our programs are pretty much the same thing. Same format, same preaching style — we're in color now, but that's pretty much all that's different. I was amazed that in 50 years our creative values have not evolved much more than that.

Some will say: "Phil, my program may not be the most creative, but it's the content that counts". Actually ... no, it's not.

Television, research and my own professional experience have shown me that audiences today take between 3-5 seconds to decide to watch your program. If you've ever sat on the sofa with a remote in your hands, you know I'm telling the truth — especially you men. At my home in Burbank, we already have nearly 500 channels, and my wife will confirm that I probably only give each one about 2 seconds, max. So no matter how powerful your message is, if the audience doesn't watch long enough to hear it, you've failed. That's why leaders must passionately embrace creative thinking.

3. Leaders Must Passionately Understand the Culture

When I was growing up in the South during the '50s and '60s, the pulpit determined the behavior of this country. My dad was a pastor and was the most respected guy in the community. Even people who would never consider coming to church still respected my dad and his principles, because the church had real authority. But today, movies and prime-time television determine the moral climate of this country. Teenagers learn their behavior not from school, friends or even parents, but from television and movies. That's why if we don't have a voice in those arenas, we won't make much of an impact.

Today, popular culture is the heartbeat of this country. Paul understood the power of culture when he approached the philosophers in Athens in Acts 17. He could have said, "I'm going to preach the Gospel, and I'm going to preach it without compromise, no matter what." But he didn't do that. He respected their culture, their values and their ideas. And once he won their respect, he was able to reach them in a far deeper way.

MTV has captured the hearts and minds of our young people. You don't have to like the programming, but do you know why it works? If you have a heart to reach young people, you need to know why MTV, Nickelodeon and other successful companies work. Do you know why Nike, Budweiser and other companies produce successful advertising? Leaders must passionately understand the culture.

4. Leaders Must Passionately Embrace Financial Opportunities

Now before you think I'm going to start preaching about giving, let me explain what I believe true prosperity, affluence or wealth really is. I believe real prosperity is the divine provision necessary to

accomplish what God has called us to do. The media world is a very expensive business. Trying to reach people with the Gospel on a regional, national or international scale takes a lot of money.

Probably because of my creative nature, I usually avoid things that are popular with most people. So when prosperity preaching was a big deal, I didn't think much of it. But now that you don't hear it so much anymore, I'm starting to investigate it more deeply. And I'm realizing that money is a critical key to our future. For instance, I really believe we can talk about production values, creativity and technical issues all day long, but the person who changes Christian television will be the person who changes the way it's funded. As long as we're following the historic paid-time model and asking for money on the air, we're never going to get the level of funding to produce high-quality specials, documentaries, music programming or movies. If that model works for you, great — but it doesn't really work for most Christian producers and programmers.

That's why I'm concerned that we're not putting enough effort into financial issues in Christian media. In Hollywood, you see firsthand how much effort the studios and networks put into financial issues, because funding drives the business.

You'd be amazed at the number of ministries that teach prosperity, but are the most tightwad

Stop paying a fortune for equipment and expecting people to work for nothing.

organizations I've ever seen. They pay their people minimum wage and rarely give their people a raise, financial incentives or other monetary considerations. Don't bleed your people dry — value what they bring to the table. Stop paying a fortune for equipment and expecting people to work for nothing. And if they don't bring anything to the table, maybe you've hired the wrong person.

One other thing: find a successful Christian business person in your area and start spending time with them. Successful business people think differently. They value different things and we can learn so much from their perspectives. I know of a Christian TV station manager who has begun virtual partnerships with successful businesspeople in his community. He spends time with them mining their

experience, advice and expertise. As a result they have helped him get loans, develop credit lines with banks, get equipment at discount prices, find free

... the person who changes Christian television will be the person who changes the way it's funded.

donations from vendors, hire qualified staff and learn visionary thinking. It has totally changed everything about the way the station operates. They've gone from a poverty mentality to a success mentality almost overnight. That's why leaders must passionately embrace financial opportunities.

5. Leaders Must Passionately Embrace Planting Seeds

No, I'm not going to take an offering. Today, most ministry organizations are obsessed with the harvest. They're obsessed with numbers, salvations and mailing lists. On the surface that all sounds great, but according to the Bible and the laws of nature, a harvest can't happen without planting seeds. When the Bible talks about a harvest, it doesn't forget that harvest came because someone planted seeds.

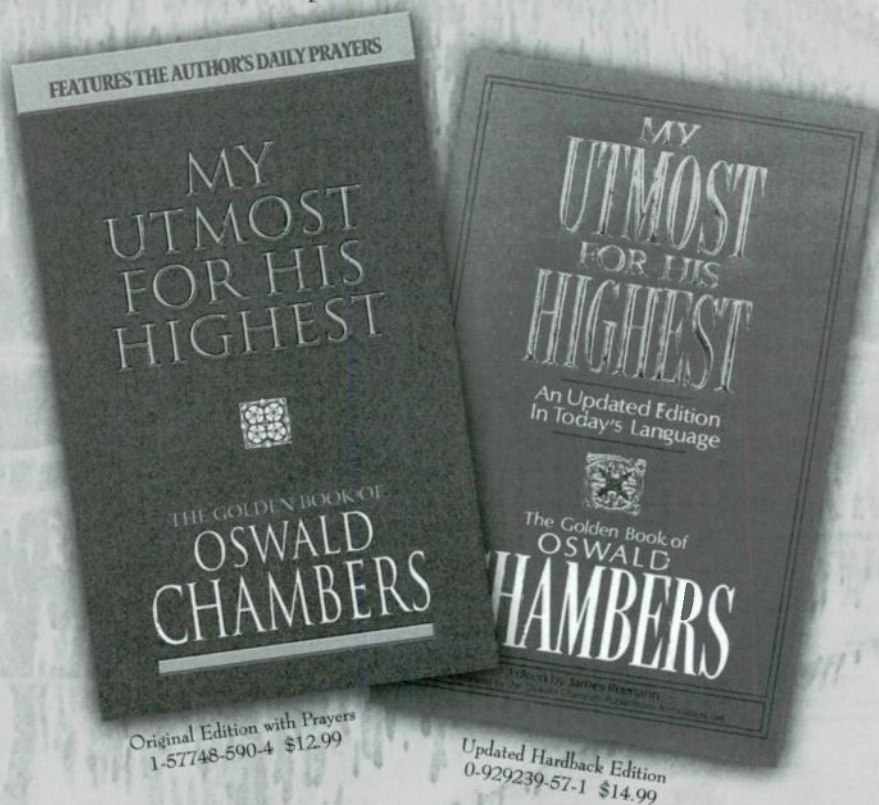
I recently finished my Ph.D., and my dissertation was a study of cinema and theology. In that process, I studied The Engel Scale, which is a chart created by Dr. James Engel when he was with the Billy Graham School of Evangelism. It identifies eight clear steps a person goes through in the process of accepting Christ. It indicates that arriving at the salvation moment is really a process, not a one-decision event. One major crusade ministry told me that it did an informal survey among people who had accepted Christ at its crusades over a year and discovered that each person had been confronted with the Gospel an average of 17 times before finally making a decision. That means someone planted an average of 17 seeds before each harvest.

Tim Downs has written a remarkable book, *Finding Common Ground: How to Communicate with Those Outside the Christian Community...While We Still Can*. He gives a wonderful example of two young men who go before the Missions Committee at their local church for financial support. One wants to go into the mission field, and the other wants to attend the UCLA Film School. Guess which one gets the money? The missionary of course, even though the Film School student has the potential of reaching far more people

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with the Gospel through the media. We have to change the thinking of how the church views evangelism, and that's why leaders must passionately embrace planting seeds.

These five qualities show us how to lead the industry to more creative and effective programming, penetrate the culture with

When the Bible talks about a harvest, it doesn't forget that harvest came because someone planted seeds.

the Gospel, find the funding to accomplish our goals and learn the process that leads to a more effective harvest. For me, that's what it's all about.

When my dad tells the story of giving his pants to the quarterback, he never fails to mention that on the very next play, the quarterback ran 40 yards for the winning touchdown. And with a proud gleam in his eye, my dad adds, "And he did it in my pants!"

When it comes to the media, we're not all major players. I wouldn't be considered a quarterback or even a blocker. Maybe all some of us can do is donate our pants. But whatever leadership role God calls us to, and whatever our contribution, if we can master these five areas, it will dramatically enhance our ability make an impact in this generation.

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Taking Charge of Your Life in a World Out of Control

A Procrastinator's Guide to Getting Unstuck

BY VAN CROUCH

Do you ever feel overwhelmed by too much to do each day? Do you frequently make excuses for unfinished work? When someone reminds you of tasks left undone, do you feel resentful?

Never fear, your condition is diagnosable!

The diagnosis is procrastination. It's one of the major stumbling blocks we face while trying to achieve our goals. A procrastinator puts off until tomorrow the things he has already put off until today.

Procrastination will cost a company its focus and blur its sense of mission. It will cause mistrust and disappointment in the home.

Procrastination is a bad habit and a thief of your time ... a deadly pothole on the road to fulfilling what God has called you to do. But there is good news! If God has given you a job to do, he has provided the time in which to do it. You can take control of your time.

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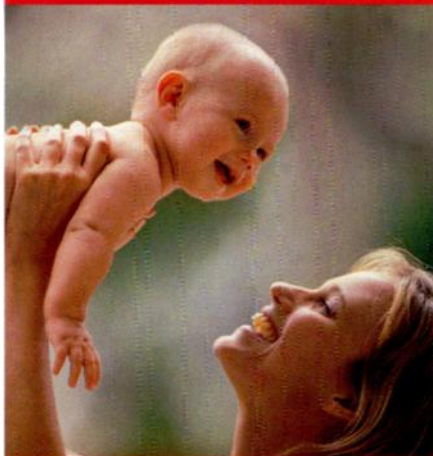
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You Can Realize Your Destiny

Everyone, no matter who they are or what they do, has the same number of hours in a day. The great achievers — Benjamin Franklin, Thomas Jefferson and Albert Einstein, to name a few — made maximum use of those 24 hours. They followed the Apostle Paul's advice to "see then that ye walk circumspectly, not as fools, but as wise, redeeming the time, because the days are evil," (Ephesians 5:15, 16).

You no longer have to be a fugitive from the things you did not do yesterday.

Have you wondered how busy Fortune 500 executives, or even housewives with children, can manage their office or home and yet volunteer for causes? Where do they find the time? You'll discover how it can be done as you read and digest the proven ideas I share in this article.

You will learn to identify the characteristics of a procrastinator and the cause of that behavior. You also will have the opportunity to develop a blueprint for action, which will guide you in positive steps against procrastination in your life. In short, you will learn to develop a strategy for increasing your personal effectiveness and happiness.

If you are a leader, there have probably been precious few moments when you have not been the referee in a crisis. More often than not, you've either been in the center of one, coming out of one or going into one! The Bible tells us we should not be surprised when opposition arises, but as leaders, we must not procrastinate in the face of it!

People who know a job has to be done, and that God has given them that job, rarely procrastinate! They know ... and they go. However, occasionally they know and they fail to show. Why?

If You Desire Something You Have Never Had, You Must Do Something You Have Never Done

Drawing from my own experience as a speaker and trainer for corporations, marketing organizations, churches and professional sports teams, I have found that people who know how to win in life have learned to manage their work day.

The secret of your future is hidden in your daily routine. To waste your time is to waste your life. To master your time is to master your life. You can have a personal breakthrough from the hold

of procrastination. You can be a "get it done now" person and irrevocably break the chains on your life. You can be transformed!

Let the reading of this article be a benchmark for the end of mediocrity in your life. Big things happen for big-thinking, action-oriented people, and they will begin to happen for you.

You no longer have to be a fugitive from the things you did not do yesterday. The very best days of your life and career

Ben Franklin said, "Dost thou love life? Then do not squander time, for that is the stuff life is made of."

can be just ahead. Lay aside the condemnation of the past by running to God for help instead of from Him in shame. Focus your energy. Become brilliant in the fundamentals of life management, and take charge of your life.

Tap Into Your Potential

"The only thing that stands between a man and what he wants is often merely the will to try it and the faith to believe that it is possible!" — Richard M. Devos

You and I have been given the same amount of time. We all have 60 minutes

per hour, 24 hours per day. We can't deposit that time into a savings account. We can't gift wrap it and give it to our grandchildren. We must use each moment as it comes. What we do with it will have a direct bearing on our happiness and success in life.

Ben Franklin said, "Dost thou love life? Then do not squander time, for that is the stuff life is made of."

Ray Kroc once said, "The longer I live, the more importance I attach to a man's ability to manage and discipline himself ... the man with the capacity for self-discipline can tell himself to do the truly important things first. Therefore, if there is not enough time to go around and something must be neglected, it will be the less essential task."

If you truly believe this, you have unlimited potential. Procrastination, postponing for no good reason something that should be done, is the sin of all those who fail to live up to their potential. It is the ultimate time thief, but it only steals with your permission.

Procrastination Prevents Success

You have the potential to be great, but procrastination will prevent your success. "But doesn't everyone procrastinate?" you may ask. No, real achievers don't.

"But I was born like this!" you may protest. "My mother was the same way. Everyone in our family has certain weaknesses. Shouldn't I accept it and try to make the best of it?" No! Unlike tone deafness or dyslexia, we are not born with a procrastination problem. Procrastination is developed; it is the result of controllable decisions. We control the level of its activity in our lives, but if we really want to change, we can change.

Life is a process of constant changes. It's up to us to choose which direction we want to go, or we can just "go with the flow" and let life hand us its leftovers. This is the choice which will mark the difference between winners and losers. For most of us, it's a battle that involves that nasty word "discipline."

The great McDonald's hamburger magnate, Ray Kroc, once said, "The longer I live, the more importance I attach to a man's ability to manage and discipline himself ... the man with the capacity for self-discipline can tell himself to do the truly important things first. Therefore, if there is not enough time to go around and something must be neglected, it will be the less essential task."

Here is the most interesting thing about the capacity for self-discipline. He who wants it may have it! The one ingredient we most need for success is ours, if we only want it enough.

Do You Really Want To Change?

If change is what you want, then here is your opportunity ... go for it! With a pen or a pencil, answer the following questions. (Only the serious need proceed; this exercise is not for the passive.)

- What would you attempt to do, if you believed you could not fail?
- What keeps you from trying?
- What would it take to bring these ideas about?

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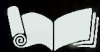
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Taking Christ to the World ... Together

BY JANET LUTTRELL

A 1990-94 survey seeking to learn how people are led to accept Christ as Savior revealed interesting results. Renowned cardiologist, Dr. Aldo Fontao, who was called into the pastorate in his homeland of Argentina and is now serving as director of Training at the Haggai Institute Pacific Center, conducted the survey, mostly in Buenos Aires, with a sampling of 11,000 persons representing 38 denominations. The results: Sermons 2.4%, Crusades 4.4%; Pastor 2.9%, Literature 1.8%, Radio 2.9%, TV 1.1%, Films 1.1% (Mass Media together = 6.9%), Relatives 49.7%, and Friends 29.9% (his findings soon will be published).

Even in the southernmost region of the continent, in a Latin American culture, personal evangelism is what really works.

As we set our international broadcasting goals, we must not forget Evangelism Explosion's adage: Shepherds do not engender and bear sheep ... sheep do. When the sheep are well fed, drink still clear water, and are protected from the elements and predators, they do what comes naturally — they reproduce.

We must ask ourselves whether our international media outreaches truly are effective in reaching the lost. In most cases the Christian media complements what the Lord is doing in lives. Some do accept Christ through the exclusive influence of the media, the churches, crusades or activities. However, most attribute their salvation to their immediate circle of influence — the testimony and intercession of relatives and friends.

Questions: Tough, but Necessary

This information by no means diminishes the importance of Christian media or our role in encouraging the unsaved to visit local churches and participate in Christian activities. It does, however, cause us to ask if our ministries are helping to train believers to win their family and friends to Christ. Is our international programming a helpful arm to local churches, where discipleship takes place?

What are our goals? Are we effective in accomplishing the long-term objectives of

world evangelization through our programs and our listeners? Do we complement the local Body or are we placing our immediate interests above those of the local Body? How do the local pastors perceive us, as partners or competitors? Are we agents of unity or are we trying to coerce the whole body to conform to our culture, style and doctrine? Let's face it, most of us want uniformity and not the diversity that produces complementary unity.

Are the bridges we're building wide enough to include the baggage of our local partners from other cultures and denominations? Do the materials we send out help listeners complement the whole Body of Christ and win others? How can we help local churches minister to those responding to our outreaches?

Bills must be paid, so we also ask: where do we get the money for these far-reaching and long-term outreaches? Will the local audience support these ventures, or do we need to invest in a long-term audience stewardship teaching process? We praise God that Latin American and U.S. based Hispanic ministries are improving. The Spanish outreach of Crown Financial Ministries has helpful materials and information.

Can we raise the funds for this missionary venture? Will the audience response be adequate for promoting funds? How do we generate authentic responses, and how do we set up a system for communicating responses to the donors? Is all of this possible?

The answer is a loud and clear yes! We have no other choice. We must seek the Lord's face and modify our styles and agendas to fit His schedule for the worldwide Church. We must respect each other's differences and ignore many of them in favor of getting the job done. God created the diverse cultures and placed them strategically where He wants them. He has called us to be a partner with His local Body, and He will give the directives and the creativity to accomplish His goal of world evangelization.

If necessary, we will modify our methods so they are aligned with His directives for His entire Body, rather than defending the formulas and recipes that work best in

our culture. We recognize that ours is just one of many tasks that needs to be done. We will be a servant and complement to the local church — His Church, His people, who are anointed by Him to reach those around them with His Gospel of Salvation. How exciting to be used by Him to accomplish His Goals all over the world!

Steps to Working Together

The first and most basic step is to set up an army of prayer warriors who are committed to intercede for our international outreaches: our staff, the stations we work with, our audiences and the local churches we are serving.

Second, we must establish contact and keep in touch with local pastors, Christian stations and our partners, and be aware of events in the countries and cities we serve (most have online stations and newspapers).

Third, we must participate in International forums where we can communicate closely with our brethren from other cultures and denominations so we can begin to understand them and their circumstances (for Hispanic ministries, try COICOM's yearly Latin American conventions: www.coicom.com).

Fourth, we must fellowship with those working successfully in the same areas God has called us to serve, so we can complement what God is doing through them (like the Campus Crusade for Christ and Bible Society staff who work with local churches worldwide).

Above all, we must remember that anyone can start something. We must ask God to help us to be persistent, to maintain a humble serving heart, to be willing to work hard at doing things properly, to keep active and to be willing to learn from others. Then we will be able to stay on the air successfully and have a good testimony to the local Church, the audience and the community. Above all, we seek to hear our Lord's words, "Well done, My good and faithful servant."

Janet Luttrell is VP/COO of Calvary Evangelistic Mission, Inc., 'The Rock' Radio Network and Bible Correspondence School of the Caribbean, based in Santurce, Puerto Rico. She serves on the executive committee of COICOM's board of directors. Contact her at jluttrell@cem-wbmbj.org.



Sharing a Cup of Tea:

Ministering to Women Cross-culturally Through Radio

BY JENNIFER HAYDEN EPPERSON

Recently, my husband and I attended a missions tea. Not surprisingly, he was the only male there, aside from the national pastor who was the guest speaker. As we sipped our Earl Grey and munched on goodies that contained far too much sugar for our own good, I asked him to look around and tell me what he observed would be different if the room was full of men instead of women.

A quick scan of the room spoke volumes. Women were festively dressed, clustered in small groups of two and three. There was much laughing, gesturing and leaning-in over delicate teacups. Jack chuckled and observed, "Well, I suppose if this was a room full of guys, we would all be facing a television, eating chips and burgers."

What a contrast! As much as we may appreciate members of the opposite sex, we all know that there are benefits to hanging out with just the guys or the gals sometimes. So, why not take a gender-specific approach when tar-

geting women listeners? Skeptics have reasoned, "If the Word of God is good enough for men, well, it's good enough for women!" Who am I to argue with that? It is true! I enjoy listening to Steve Brown as well as June Hunt. However, the way the Word of God is received by the female listener has everything to do with the "how" of the delivery and not the "what" of the program, or the content.

The 10-40 Tea Party

While the impact of a differentiated gender approach to program production may be somewhat significant in developed countries, consider the evangelical splash this would have globally, especially since “women are the largest unreached people group in the world” (“A Woman’s Place,” 8/7/2000, *Christianity Today*). In *Heaven Is for Women*, J.O Terry describes the confusing, if not poor self-image that women living in 10-40 cultures receive. “A tradition, often quoted in some parts of India, declares that whereas out of every thousand men only one will go to hell, out of every thousand women only one will be found in Paradise. Among some Hindus and especially among many Buddhists, it is believed that a woman must at some point in her cycles of life be reborn as a man in order to achieve the desired end-state afterlife on earth.

“Among Muslims,” Terry continues, “while there are references to the rewards of Paradise, which include both men and women, the general emphasis is upon the physical rewards for the man. And, to make matters even worse, many popular teachings and interpretations in the Hadiths strongly point to women as the root cause of man’s sin and downfall and therefore deserving of just punishment for her deeds.”

A Sip of Women of Hope

Pioneering methods in reaching women through missionary radio have harvested some tangible spiritual fruit. One such ministry, Project Hannah, was birthed in 1997 when Trans World Radio (TWR) missionary Marli Spieker was serving in Singapore. Impressed with the physical and spiritual needs of the women around her, she developed a template for a new TWR radio program, *Women of Hope*, a half-hour weekly program currently broadcast globally in 17 languages.

Women of Hope, in Marli’s words, is like a “tea party on the air” in that it communicates with a woman listener in an intimate, “face-to-face” fashion. The program’s magazine format provides practical information that the woman can put to use immediately in the form of a life lesson. Topics range from treating the common cold to coping with AIDS. A related soul lesson follows. Each lesson is kept simple to accommodate the audience and runs about five to seven minutes for short attention spans. To keep the communication process open between program hosts and listeners, letters to the

program are read, answered and prayed for on the air. Uplifting music and short, poetic thoughts round out the program.

This approach to reaching across the airwaves and cultures is working. Many letters have been received from women around the world in all walks of life: healthy and ill, educated and illiterate, privileged and poor, Christian and seeker. Quite a few letters have come from men. This listener from Cambodia represents many who are being touched by women’s programming:

“When I listen to this program it makes me realize my worth as a woman. Before, I felt like I was a dead tree inside, without any means of producing spiritual fruit. But when I listen to *Women of Hope* it is like a fountain of water springing up inside me and watering the dead branches. Now I am learning how I, as a woman, am valuable and can be used in society.”

I don’t know how comfortable my husband felt at the ladies’ tea, but I do know that he enjoyed himself. I suppose he fared at least as well, if not better, than I would jammed between some burly guys on a sofa watching football. The point is, there are benefits to participating in gender-segregated activities just as there are in producing gender-targeted programming. From a missions standpoint, a woman in a culture that is oppressive, violent and unstable needs the hope that only the Gospel can give. When that message comes packaged in a special radio format designed with her in mind, it can make an eternal difference!

Mind Your Manners

Following is a menu of things to do and things to avoid for producers wanting to reach women cross-culturally. Every item is brewed from experience and is ready for sampling.

Keeping the Tea Hot — A Do List:

1. Develop an accurate picture of your listener.

Think of her often, especially when in a script-writing cycle. How old is she? What is her family situation? How is she dressed? What is she doing when she is listening to your broadcast? What cultural restrictions or freedoms does she have? Try to talk to someone from that culture. If necessary, research what it is like to live in a certain country or to be illiterate — whatever circumstances apply to your listener. Some international producers I know mount a picture of their “ideal” listener on the wall and look at it as often as they

create. It is a visual reminder of the soul they hope to reach for Jesus Christ.

2. **Cultivate a positive relationship with your listener.** Remember, men are mostly a face-forward audience and women tend to be a face-to-face audience. Do all you can to build trust and intimacy with your female listening friend. Speak with a gentle voice; build trust through transparency and a warm vocal timbre. Many women in 10-40 cultures live in turmoil and violent situations. They are looking for peace and lasting answers. A caring Christian announcer-friend can provide both of these things in an excellently produced, heart-warming program.
3. **Choose words carefully.** Just last week, I scripted a story in which I was sharing about an aunt who had knitted an afghan for my grandmother. Our Australian editor, Ros, wrote the following back to me, "Was that afghan a hound or a person?" While all aculturisms cannot be avoided, do your best to make meaning clear, simple, concise and accurate for the listener or translator. For example, it would be inappropriate to describe "loading up a dishwasher," but everyone "cleans after dinner."
4. **Format the program with listener needs in mind.** Many women, especially in the 10-40 window, have never had the opportunity to learn to read. Some who have had an education learned only the basics. Listeners with little or no literacy really enjoy radio for this reason. A most effective technique to offer them is relating relevant real-life stories, just as Jesus did when He taught.
5. **Maintain a sense of humor.** When ministering cross-culturally in a one-dimensional medium like radio, misunderstandings and miscommunication are inevitable. Accept informed criticism graciously and intelligently. It is vital to maintain an attitude of a humble life-learner and laugh once in a while at faux pas such as the afghan example.

Making the Tea Lukewarm — A Don't List:

1. **Don't criticize religions, governments, customs or men.** This is a good way to turn off the lady listener or have her radio turned off by the man of the house. Contrary to what we may think, many women are not willing to shed customs that may be oppressive to Westerners, such as wearing headscarves. For them, it is a sign of their femininity. Instead, concentrate on the liberating and loving message of Jesus Christ.

2. **Don't use "Americanisms or Westernisms."** For the international listener these are confusing at best and distasteful at worst. You may have a fabulous story that you would like to share about ice-skating during your vacation in the mountains. Those living in the 10-40 window will wonder what in the world you are talking about, as they live in oppressive heat most of the time. Also, expounding on leisure activities while these are trying to eek out a meager daily existence is insensitive. It will be more beneficial to offer them hope for life's trials ... something we all experience.

3. **Don't talk down to the listener.** An uneducated person does not mean a stupid person. Patronizing talk can be avoided by using simply structured sentences, 5th or 6th grade level vocabulary, and basic concepts. If you love to wield your pen with finesse, utilizing writing tools such as alliteration, compound sentences and involved analogy, save it for your native Western Anglophones. Speak across to your listener, and don't repeat words often as if she is a child.

4. **Don't avoid difficult topics.** Women often are relieved to hear about topics that are "sensitive." They may have some of their questions answered that no one else may have addressed with them. These topics can either be physical or spiritual in nature, such as why God allows suffering. Here's another example: it is inappropriate for young Eastern announcers to talk about breast cancer, but an older woman would be accepted. Know your audience. Always approach difficult topics sensitively and respectfully.

5. **Don't forget to pray for your listener and for yourself.** The cross-cultural communicator has one of the most difficult tasks going. My colleagues at TWR have told me so. Some days I feel like throwing in the towel myself. It is hard! But, hard tasks given by the Lord are often the rewarding ones. Pray while you write and produce, that the Holy Spirit will give life and power to your words, and understanding for the precious soul on the other side of the radio. God's words change lives, even when simply crafted for "the least of these" suffering women around the world.

Jennifer Hayden Epperson is executive producer of Women of Hope, the broadcast of Trans World Radio's Project Hannah ministry. Although she enjoys Earl Grey, her favorite cup of tea is Darjeeling. Hayden Epperson can be reached at jepperson@twr.org

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SAT-7®: Ministering to the Unequal Half

Reaching the invisible women of the Middle East and North Africa

BY DAN WOODING

SAT-7®, the Arabic-language satellite television station for the Christians of the Middle East and North Africa, is ministering life and hope to the women of the region — who are known as “The Unequal Half” — as well as their children.

and often suffering church in the very birthplace of Christianity. Because they are so close in both a physical and historical way, Christians

The ministry is partnered with more than 30 agencies, including the United Bible Societies, Campus Crusade for Christ and local churches in countries such as Egypt, Lebanon and Kuwait. At its seventh annual international conference during late October 2002 in Nicosia, Cyprus, SAT-7® shared insights with 120 church and mission leaders regarding the role of women in Arabic-speaking societies and how the station can be a bridge for support and change.

“Traditional Arab culture is very moral, but in some countries, women feel overlooked and poorly informed,” explained Dr. Laila Risgallah, a family counselor in Egypt and one of the many speakers. Through its wide range of sensitive and high-quality programs ranging from chat shows to soap operas, the satellite station “helps to endorse the value of women, tackles relevant issues and provides practical and spiritual solutions.”

Mrs. Mona Khauli, director of the YWCA in Lebanon, also spoke at the conference. She said that in a society that places great importance on family values, women play a key role in shaping the values of the next generation. “They are wise and take pride in their vocation and can be great bridges,” she shares.

Speaking after the conference, Terry Ascott, SAT-7’s® international CEO said, “The delegates, who had traveled from such diverse regions as Scandinavia, North America, Europe and the Middle East to attend, heard how the media and television industry is a great way to encourage the dwindling

of the Middle East are the best equipped, best poised and best able to witness to their neighbors of Muslims and Jews.”

Soap Operas

Arab women (as well as men), love soap operas. A ministry called Life Agape International is providing living water for the “thirsty hearts” of the Middle East and North Africa through a unique series of Arabic Christian soap operas it is producing for SAT-7®.

In an interview in Larnaca, Cyprus, Henri Aoun, director of affairs for Life Agape International, talked about the type of programs that his ministry is concentrating on. Aoun oversees the development of the ministry in 30 countries of North Africa, the Middle East and central Asia.

He said that Life Agape International, from the very beginning of its association with SAT-7® in early 1996, has focused on producing Christian drama that is known in the United States as soap opera.

“In the Arab world, people love stories and that’s why you see Jesus teaching with proverbs and stories in the Scripture,” said Aoun. “The culture is still the same. People love to watch stories and they watch soap operas all day long; and that’s why we want to concentrate on this kind of production. However, what we produce is Christian drama. It’s stories showing problems of daily lives in the area and stating what the Bible has to say about those problems. The title of this series is *Thirsty Hearts*.”

When asked why his ministry was involved with SAT-7, he replied, "From the very beginning, we realized that this is fulfillment of our own dream to be able to broadcast via satellite into the entire Middle East, and so it is fantastic to be able to do this in partnership with other members of the Body of Christ."

Love Without Borders

One woman making a huge difference in the region is Rita Younes, 34, who knows all about violence. She grew up during the dark days of Lebanon's civil war, a haunting experience that shaped her life and ministry and gave her a deep love for the children and their mothers living in the violence-torn expanse of the Middle East and North Africa.

Now based at the SAT-7 studios in Beirut, Younes talked about her life as the writer, producer and host of the wildly popular daily children's show, *As Sanabel* or (*Ears of Wheat*).

"I was born in Lebanon during the civil war and because of that I didn't lead a proper childhood," she said. "All I can remember of my childhood was death and war and killing. I lost my mother when I was just seven years old, not because of the war, but because she was sick. I was living with my father in another part of Lebanon and because of the war I couldn't see her when she passed away. We were not allowed to go to Beirut because of the war situation.

"I often wondered why I had to go through all of this," she continues, "but now, as I look back, I know that God was preparing me for something really great. I now feel more companionate to the people, especially the children that live in very difficult circumstances in their countries." Younes was raised a Maronite Catholic and committed her life to Christ at the age of 17. She now attends an Assemblies of God church in a suburb of Beirut.

Ears of Wheat

The incredibly popular program Younes hosts, *Ears of Wheat*, airs on SAT-7 five days a week. She described the program as "a bouquet of different segments. ... It has a Bible story, prayers, mimes, songs, handicraft coloring, and all kinds of education and spiritual segments. I have a target each year to visit two Arab countries and record with the children there. What they present is not jeopardizing their situation in their country. All they do is present their local culture. ... for instance, when I went to Morocco, I gave them the program and they presented a Moroccan wedding, their songs and their famous cuisine and their national anthem and their dances, and it's great. We were also

able to teach them some Christian songs.

"It's the only children's program on SAT-7. I write the program, produce it and I host it," Younes continued. "I produce it with TV-Inter (Sweden) and so I travel every two or three months to Sweden with my team and we record some 20 complete programs and many segments. I stay there for two weeks. Each program has a theme and we have drama on that theme, a song, a prayer, a Bible story. We have sketches, we have handicraft coloring, sports, we have a cooking segment, a news segment from all around the world. It's a bouquet of different segments and every day it is different."

When asked the kind of problems children in the Arab World face, Rita replied, "Security. This is the major problem. I see the letters [from children]. One month ago, a kid from Bethlehem wrote and said that he is not going to school anymore because of the situation there and he said that the safest room is his mother's room, so everyone in the family hides in that room when fighting starts in the street. I could understand this as I, as a child, lived like this — in one room with a lot of people because this was the safest room. We had to think about windows because of the shelling. This is tough for the kids.

"He said, 'Rita, each time there are bombs I pray that peace will occur because I want to see you one day.' He knows that there is no political relationship between Lebanon and Israel. 'Would you please send me your picture so that even if I can't meet you, I will have it with me now?'"

When asked why television is so powerful in the Middle East and North Africa, especially for Arab women and children, Younes responded, "The first reason is that television is the only source of entertainment in the Middle East and North Africa. Everybody likes to have a television, even if they don't have anything else at home. And satellite television is their door [to] the outside world, because many of the governments control all the programs that they see in their countries. So that's why television, especially satellite television, is very powerful in the Arab World."

Younes is seeing *Ears of Wheat* springing up all over this troubled area. She and her SAT-7 colleagues are bringing light to a region where many have lost hope.

SAT-7 is an Arabic-language, Satellite Television ministry to the Middle East and North Africa. The ministry is partnered with more than 30 agencies, including the United Bible Societies, Campus Crusade for Christ and local churches in countries such as Egypt, Lebanon and Kuwait. To learn more about the ministry, visit www.sat7.org.

*Dan Wooding is an award-winning British journalist now living in Southern California with his wife, Norma. He is the founder and international director of ASSIST (Aid to Special Saints in Strategic Times) and the ASSIST News Service (ANS). Wooding was for 10 years a commentator on the UPI Radio Network in Washington, DC. He is author of some 41 books, one of which is *Blind Faith*, which he co-authored with his 93-year-old mother, Anne Wooding, who was a pioneer missionary to the blind of Nigeria in the 1930s. Copies of this book are available from the ASSIST USA office at PO Box 2126, Garden Grove, CA 92842-2126. His writings are on the ASSIST Web site at: www.assistnews.net.*

ISRAEL NEEDS

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a war against Arab terrorism. The nations of the world, except for the United States and a few others are siding with the Arabs. We must let President Bush know that we approve of his standing by Israel. At the same time, we must express our opposition to the establishment of a Palestinian state on land given by God in an everlasting covenant as an eternal possession to the Jewish people (Genesis 15: 18). We must also advise President Bush that we are opposed to uprooting Jewish communities in Israel's Biblical heartland—Judea, Samaria and Gaza—and transferring this land to Arab terrorists.

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

STAND WITH THE BIBLE

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

WHO WE ARE

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

Please add my name to the letter to the President.

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February 25, 2003

President George W. Bush
The White House
Washington, DC

Dear Mr. President,

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

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

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

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

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

We applaud your decision that the United States will no longer work with Yasser Arafat as leader of the PA. He has been directly involved in planning, financing and executing suicide bombings and other terrorist attacks against Israeli citizens.

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

Finally, the restoration of Israeli rule throughout the land of Israel, from the Jordan to the Mediterranean, is essential if there is to be peace and stability in the region. Stability is needed if Israel is to play an effective supporting role to the U.S. in its current efforts to dislodge Saddam Hussein and free the Iraqi people.

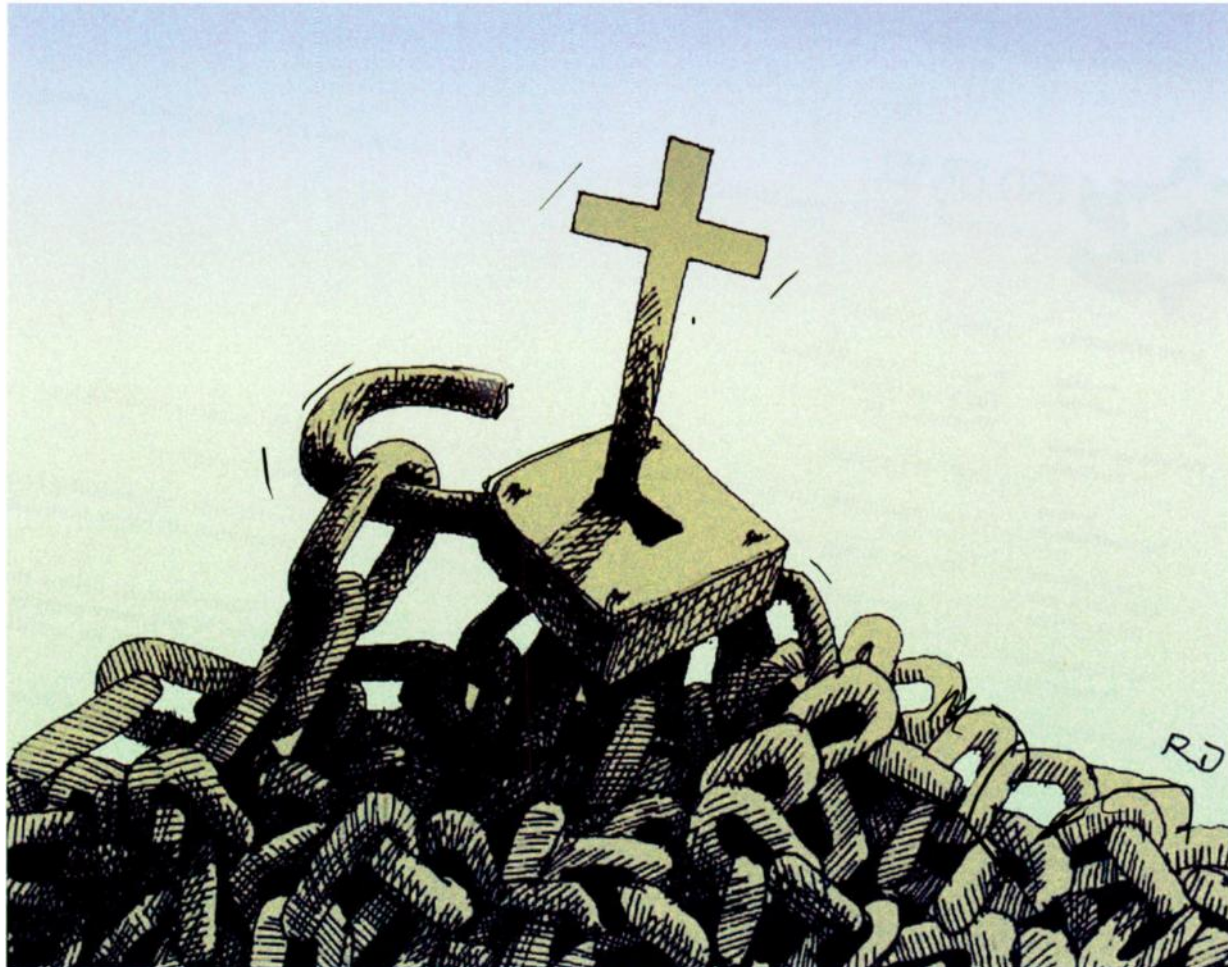
As individuals from the Jewish and Christian communities who love Israel and believe that G-d will bless those who bless Israel (Genesis 12:3), we respectfully ask that you give serious consideration to our recommendations. With deepest gratitude and appreciation for your strong convictions and resolute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

Respectfully,

PROJECT AMOS DIRECTOR

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





Prisoners of Hope

BY DAYNA CURRY AND HEATHER MERCER WITH STACY MATTINGLY

Before we committed to working in Afghanistan long-term, we each asked ourselves hard questions. We also answered hard questions posed by our families and friends. Extraordinary are the parents who do not balk at the idea of their child moving to a third-world, war-ravaged, drought-stricken country — and, in this case, a country serving as a hub for international terrorist activity. That we had decided to go as Christian aid workers to a country where a harsh, unpredictable regime severely curtailed religious freedom gave most of our loved ones pause at best, and otherwise prompted serious alarm. We were asked: “Aren’t you being foolish? Why would you jeopardize your own safety?”

Of course, countless individuals choose to put themselves in harm’s way every day because they believe in what they are doing. Police officers, firefighters, journalists, U.S. Special Forces, United Nations peacekeepers — these people sacrifice their own security to pursue their passions, convictions,

and dreams. We were no different. Our dream was to go to hard-to-reach places and demonstrate God’s love by serving the poorest of the poor.

Just as some people are motivated in their vocations by political ideology or patriotism, we were motivated to serve the poor by our love for Jesus. He loved us enough to rescue us from our destructive

behaviors, selfishness, bitterness and isolation. He was a faithful friend who protected and provided for us. We wanted to do the things that He considered important.

In reading the Bible, we learned that feeding the hungry and clothing the naked were of paramount

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concern to Jesus. When you do these things, He told His disciples, you do them to Me. If Jesus lived among the poor and dying, the widowed and orphaned, then we, too, wanted to live among such people. We knew we did not have to go to Afghanistan to serve the poor — Waco, TX, is home to plenty of people without adequate means to live. We wanted to go to Afghanistan because we knew few others were willing to do so.

“But aren’t you really going to Afghanistan to try to convert people to Christianity?” we were asked. “Isn’t the work with the poor just a way into people’s lives so you can preach to them?”

We certainly hoped we would have opportunities to share about Jesus with those who were interested. Jesus turned our lives upside down in a way that brought us enormous joy and hope. Of course we wanted to share this with others. If something touches your life in a powerful way, you do not keep silent about it. To us, [it was] a simple analogy: if you have been sick for a long time and finally locate

What we wanted to do was serve the Afghan people because we felt God had put a special love for them in our hearts.

a doctor who can prescribe a cure, then you want to share the name of that doctor with others. For us, Jesus did something that defied even what we could imagine in our own minds — He healed our emotions; He gave us the ability to love and forgive; He mended our relationships; He showed us He had purpose for our lives. That is good news. Naturally, we wanted others to hear it if they desired.

But the word “convert” does not accurately reflect our intentions; it implies something vaguely manipulative, even dishonest. What we wanted to do was serve the Afghan people because we felt God had put a special love for them in our hearts. If the Afghans asked us, “Why are you doing this? Why did you leave your good life in America and come to this place?” we wanted them to know: “Because God utterly changed our lives and healed our broken hearts with His love. He loves you that much and has a purpose for your life, too.”

Ultimately, many Afghans asked us questions about Jesus. The Afghans were very curious about our beliefs, and the topic of religion came up in conversation on a daily basis. Even while we were in prison, Taliban officials frequently asked us questions about our faith. We honestly talked more about Jesus in

Afghanistan than we ever did in America. Was this because we were out trying to force our religious beliefs on others who did not want anything to do with us? No, it was because the Afghans would not stop asking us questions about our God.

Further, in a war-torn country where people barely survive from meal to meal, hearts are worn on the sleeve — talk about God comes naturally. A taxi driver might say, “Oh, the country is being destroyed. There is not hope.”

We might respond, “We are praying for your country — that God will restore and rebuild it.”

He might agree: “We hope God will do that too, but it does not look like it.”

People showed up in desperate straits at our door every day asking for help. Even our Taliban neighbors came to us and asked whether we could do anything for their disabled son. Our conversations with Afghan women would include mention of spiritual things, largely because the women were so depressed about their circumstances. When talking to a widow despairing over her sick, malnourished children, we naturally would tend to comfort her — as we would comfort anyone here in America — with the things that had given us hope.

“God loves you and He wants to help you,” we might say. “When we’re sad we tell Him about our problems, and He gives us peace. Can we pray for you and ask God to give you peace?” The Afghan women welcomed our prayers. We would ask permission to pray in the name of Jesus, and permission was always granted. Always. We would give them food and medicine, too, but these alone were not enough to address the wounds of the heart.

Some people have asked us: “By targeting the people with the greatest needs, aren’t you trying to influence them to become Christians? At the very least, aren’t you creating the impression that becoming a Christian would be advantageous from a material standpoint?”

We did not mislead anyone through giving. When people approached us saying they wanted to become followers of Jesus, we would explain specifically that their decision would not gain them anything special from us such as extra money or visas to America. By following Jesus, they would get Jesus — His constant companionship, His promise to love them and never leave them — not groceries or appliances or cash. All we would promise would be our friendship, and that we gave to anyone who sought it.

We understood that the Taliban prohibited non-Muslims from sharing their faith with Afghans. Of

course, this law violated international norms. The Taliban, which had a miserable human rights record, guaranteed its citizens no religious freedom and very limited freedom of speech. At that time, only three countries — Saudi Arabia, Pakistan and the United Arab Emirates — even recognized the Taliban as a legitimate government. Though we were not planning to go to Afghanistan and thumb our Bibles on the streets of Kabul, we hoped to be able to share deeply about Jesus in a natural way with our friends, just as we do here in America. Friends share their hearts with one another. We wanted to exercise that freedom.

We did understand that by answering a friend's probing question about Jesus we might indeed be breaking the Taliban's law, though even then the lines were unclear. In their own language, the Taliban forbade foreigners to "invite Afghans to other religions." We simply were making ourselves available to those Afghans who wanted to know about our faith. Nevertheless, we recognized that if the Taliban perceived us as having broken their law or crossed their line, we would have to be prepared to accept the consequences. In the end, we were willing to take punishment because we really believed God had called us to Afghanistan.

Further, our faith compelled us to talk openly about Jesus where opportunity arose. In the Bible, Jesus directed His followers to go and share His truth with people all over the world. We recognize that not everyone agrees with our view that the Bible is true, or with our interpretation of the Bible; but like anyone else, we have to live out our convictions. We wanted others at least to have the chance to hear about Jesus if they were interested. What they chose to do with the message we shared would be between them and God. We could not force people to embrace a religious faith even if we tried. No individual can reach that deeply into the heart of another. The inclination of a person's heart is God's business, not ours.

"Why couldn't we just accept that the Afghans were Muslims and keep our faith in Jesus to ourselves?" some people have asked us. We respect Muslims — their devotion to prayer and desire to be fully submitted to God are remarkable. In addition, Christians could learn a great deal from Afghans' unflagging commitment to hospitality. At the same time, we believe Afghans — like all people — should at least have the opportunity to hear about the teachings of Christ if they choose. Do the Afghans not have a right to study other religions if they wish and make decisions about matters of faith for themselves?

The most difficult of all the questions we faced

concerned those Afghans who might decide to become followers of Jesus based on a connection with us. The Taliban ruled that for Afghan Muslims, changing religions was a crime punishable by death. The same law holds in some other Muslim countries. Some people close to us wanted to know how we in good conscience could go to Afghanistan and share anything about Jesus with Afghans, knowing that in the end those same Afghans might wind up with death sentences.

In dealing with this reality, we decided that we would share about faith in Jesus on a deep level only if Afghans approached us on their own initiative and were persistent in their inquiries. The Afghans, too, knew the risks. If they demonstrated determination to learn more about Jesus, we could not in good conscience deny them. We tried to be extraordinarily careful and we allowed the Afghans to set the boundaries for our interactions. If an Afghan approached us wanting to become a follower of Jesus, we would explain the very real dangers tied to that decision and encourage the individual to consider the matter with great care. "You could lose everything," we would say. "You could be beaten. You could die."

Ultimately, some Afghans were willing to take the chance. In fact, even as the Taliban seemed to be tightening its control over religious minorities in the months leading up to our arrest, Afghans seemed more curious about Jesus than ever. Looking back on events, perhaps we should have been more cautious answering the Afghans' questions during such a tense, restrictive season in Taliban history. But at the time, it was very difficult for us to turn away people who wanted to know more about Jesus.

We are so thankful for all that God did for us throughout our ordeal in Afghanistan. God truly is a God of miracles and a God who answers prayer. No matter how desperate our situation looked at different points along the way, God always came near to comfort us.

Still, we believe this story of God's love has a purpose that reaches beyond our lives. By demonstrating His love and rescuing us while we were in peril, we believe God desired to express His heart for all people. Through His son Jesus, God is setting people free from prisons even today — the prisons in our heart. No prison is too dark for the unconditional love of God to overcome.

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7 Commando Tactics for Successful Overseas Television & Video Production

BY CRAIG FORREST

You've just received an e-mail, walked out of a meeting or put down the phone and decided an international shoot is necessary. A myriad of thoughts run through your head as quickly as machine-gun fire: schedule a crew, confirm dates, figure out logistics, secure talent, make airline reservations. Your mind is racing ... where do you start?

Before you do anything, consider what you're about to tackle — it requires more effort than just boarding a plane or booking a crew. Shooting overseas presents unique challenges.

International production is much like sending a small, tight, experienced commando team faraway with a specific mission. The job is to prepare well, hit the location, cover the story — often under difficult circumstances — then bring the footage, gear and team back home safely.

Some ideas are as self-evident as bringing videotape and copies of your script. However, one field producer failed to buy bottled water for his entourage journeying in 100-degree heat around the edge of the Sahara Desert in West Africa, while packed into a car with no air conditioning!

Use these seven commando tactics to guide you in your international journey:

Tactic 1: Know Your Mission

Before a commando team ever storms a beach or lands on a palace rooftop, they must know their mission. In video and television production this is called "knowing your story."

Academy award winning screenwriter William Goldman sums it up well in his book, *Adventures in The Screen Trade*. Goldman asks, "What's your story about?" After answering that he then suggests asking yourself the vital question, "What's your story really about?"

Many TV shoots begin with fuzzy ideas based on a project, an event or a wish. If you don't know the project well or understand how the event might translate into good television, film or video, then you're in Trouble and all the editing tricks in the world won't save you.

60 Minutes is successful after more than 30 years because the team tells interesting stories. Knowing your story, getting it right and telling it well comes first; the story is your mission.

Tactic 2: Create a Plan

A commando team without a battle plan is a disorganized commando team. Without a plan, you're doomed. Do your homework. Ask the basics: who, what, when, where, why and how. The answers will help you through the variables to create a plan that works. After deciding upon the story elements, start with where and when, beginning with where you'll be traveling. Find out everything you can about the country, then begin to formulate some logistics based on travel, schedules and weather.

Keep in mind the cheapest ticket, if it involves five stops, is not always the best. Your gear may not arrive, and you'll be whipped by the time you land. Need an overnight stay along the way? What are the local politics? Need to clear equipment through customs? Who's on the team? Who's meeting you? Are they ready

to assist your team? What about in-country transportation? Where do you go first? Who will you interview?

Often, groups bring too much equipment, not enough or the wrong type. Consult with someone who has done a shoot under similar conditions. You won't be able to make a quick trip home for what is needed if home is 11,000 miles away.

Cross-cultural issues are crucial. They can range from a female producer walking into a mosque wearing shorts, to a crewmember using slang to communicate with local contacts. Nodding and smiling doesn't mean they understand you.

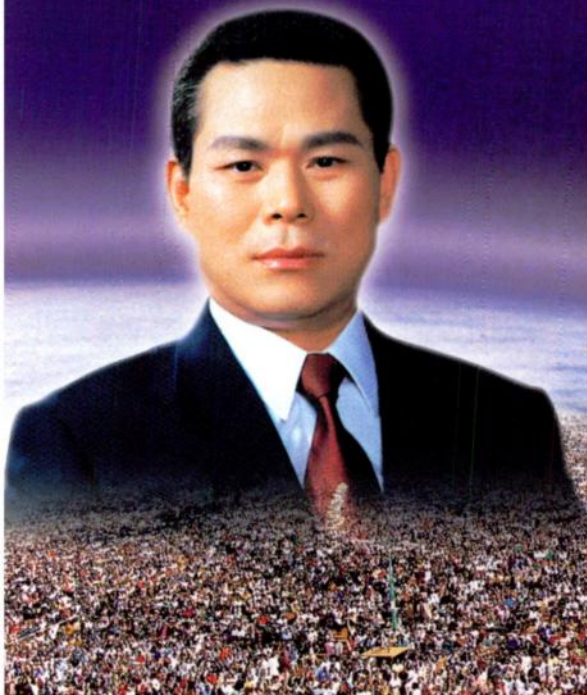
Anticipate that your plan will change constantly. Some things can be set-up only when you're on-site. Interviews take time, and new story elements will unfold once you're on-location, so leave room for these adjustments. Also, logistics may wreak havoc: delayed flights, missed transport, bad weather, government restrictions. Planning is paramount and most groups are under-prepared. Create a plan that will work on the front lines: in the streets, in the fields, along the rivers and in the town squares where you're filming. Common sense and roll-up-your-sleeves experience will be your greatest guides.

Tactic 3: Communicate

Clear communication between all participants is crucial. In fact, clear communication arguably could be no. 1 on the list because without it you probably won't even know your story, which defeats everything that follows right from the start.

Have a production meeting before you go to let everyone know the basics of the shoot, what their job is and what you expect before you head to the airport. I know it's simple, but it's often overlooked.

Language also is important. Do you



Rev. Dr. Jae-Rock Lee

2001 Kenya Healing Crusade, Uhuru Park, Nairobi, Jun 29 - July 1

THE VISION OF MANMIN

Go into all the world and preach the good news to all creation. [Mark 16:15]

JAE-ROCK LEE

After meeting God miraculously by being healed from seven years of severe diseases in 1974, Lee Jae-Rock devoted himself to pray and study the Bible so that he could understand God's will clearly and practice it. He was called to be the servant of God and established Manmin Joong-Ang Church with thirteen members and five dollars in 1982. As the members obeyed God's Word with fervent prayer, they have experienced wonderful works of God in everyday life and the rapid church growth. Countless people around the world, through his ministry, have witnessed the blessing, healing, changing both physically and spiritually. Serving more than 75,000 members, Jae-Rock Lee with the branch churches, missionaries and strategic alliance ministries around the globe exerts himself to fulfill the God-given missions: Evangelizing the whole world with Fivefold Gospel and Building the Grand Sanctuary.

MANMIN TV

MANMIN TV is an Evangelical Christian Webcasting System sponsored by Manmin Joong-Ang Church and MWM(Manmin World Mission) to fulfill the Great Commission [Matt 28:18-20] and to glorify God Trinity by preaching the Gospel of Jesus Christ with the tangible evidences of God's reality and power through the efficient & effective way of digital revolution age in five specific fields;

1. Fivefold Gospel
2. Miraculous Signs & Wonders
3. God the Creator
4. Christian Culture
5. Spiritual Realm

- NRB member since 2000

PROGRAMS

Spiritual Message Series (Fivefold Gospel)

- The Message of Cross
- The Measure of Faith

The Works of God's Power

- Experiencing the Power God the Creator
- Lectures on 'Genesis'
- Intelligent Design Movement

Christian Culture

- Niasi Orchestra
- Praise & Dancing

Spiritual Realm

- The Heaven
- The Hell

Evangelical & Healing Crusade

- 2000 Uganda, Pakistan Healing Crusade
- 2001 Kenya, Philippines Healing Crusade
- 2002 Honduras, India Healing Crusade

MANMIN TV NRB 2003 [BOOTH #371]

**COME AND SEE
THE EVIDENCES OF THE LIVING GOD
AT MANMIN TV [BOOTH #371] NRB 2003**

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speak the language of your location? Make sure that a translator is constantly available as your team moves through the streets during your shoot.

Once you're overseas, have a daily production meeting, preferably in the evening after dinner. Sit down with your team and hash out what went right, wrong or can be improved upon. Let everyone feel free to participate. Flag problems before they crop up and prepare the team for what's coming up the next day and beyond.

In other words, communicate, and do it often. Too much is better than not enough ... or none at all.

Tactic 4: Pick the right team members

The right team is critical to your mission's success. Use talented people, preferably with overseas experience. Yes, experienced people will cost you money, but they're the ones who are going to have the sensitivity and savvy to cover your story in the slums of Nairobi, along Bangkok's muddy klongs or at an orphanage in Santiago.

Use good travelers who have a healthy sense of humor. Insensitivity and cynicism can poison the morale of a shoot, especially while on assignment for weeks. Good travelers help to create good trips. If you pick the right team and use good, experienced people, everyone wins.

Tactic 5: Create a realistic budget

If you prepare to send your team to hit foreign soil without the proper financial support, you are jeopardizing your people, their mission and its success.

Overseas production costs more. Major cities of the world can be expensive. Ever had lunch in Tokyo? Paid for a hotel in Rio de Janeiro? Been hit up for overweight luggage in Hong Kong? Airfare, multiple days in hotels, most every meal in a restaurant, excess baggage, transportation, travel time, crew and equipment fees, insurance, bonding ... it adds up.

Research overseas costs, expect them to be higher, and get your feet wet with some quicker, smaller shoots closer to home. Ask veteran personnel to help you formulate a budget to create something based on

reality. Add a contingency section with an extra 10-15 percent "just in case." It'll help.

Also, realize that no two shoots are exactly alike. What your group spent for the seven-day shoot in Argentina may have no resemblance to the 10-day shoot in South Africa.

Tactic 6: Allow enough time

Give your team, the project and your video program enough time to get the story right, with enough elements to tell it well. There's an old expression: Never enough time to do it right, but always enough time to do it wrong.

Most groups are usually in a hurry, so they don't allow enough time to photograph their story properly. After you've sent a team over, paid for the travel and gearing-up, one of the least expensive aspects is keeping them in country. How many projects would have been saved with a little more time? Extra time will help you when it rains that Saturday in the square, or when the interview starts two hours late and the sun's going down.

Most groups seem to need footage yesterday and it's often because they waited until the very last minute to launch the trip. So, they force their deadline (real or imagined) onto the production, trying to shoot as fast as humanly possible. This "pedal to the metal" approach puts undue pressure on the project and its people.

Overseas shoots take much longer than in North America. Time has a different meaning for the cultures in Latin America and Africa. If the 4-wheel drive is to be at the hotel at 8 a.m., it may not show up until 9 or 10 because the driver had other family commitments or business errands to run. Your insistence on 8 a.m. meant one thing to you, another to the driver. There are dozens of other examples.

Create some time to have fun. If you've got an overnight in Hong Kong, take everybody on a harbor cruise or a walk down Nathan Road. In Paris? Great food and plenty of sights there. Buenos Aires? How about a night out eating steaks, walking Avenida Florida and listening to street musicians? Take tons of pictures with everyone getting copies. Allowing a little time for fun tells your team they are important, too. Plus, it's good for morale.

Tactic 7: Be flexible

Write, "Don't sweat the small stuff" on your hotel bathroom mirror with soap as a constant reminder while overseas, because the small stuff will come at you in droves.

Unless you've been to the region many times or lived in the country where you'll be in production, what you expect before arrival and what you discover after arrival almost always will be two different things. That's why foreign production requires a healthy dash of flexibility and patience. If you come unhinged because things are not going according to plan, then all the pressure in the world is not going to make your shoot go smoother, faster or better, and you may leave a bad impression of your team or represented country.

It's time to adapt. You're the foreigner in another culture so it's not about them adjusting to you, but you adjusting to them. You want to leave an overseas shoot with relations intact, reputations solid and invitations to return.

It's a Wrap

There you are, 7 tactics for success: mission, plan, communication, the right people, realistic budget, enough time and flexibility. You'll add plenty more as you go, but these seven will get you started.

To be sure, international production is an adventure, a challenge and a privilege. It also is the chance to meet interesting people, visit colleagues, make new friends, experience diverse cultures and see sites usually saved for postcards.

International shoots can be life-changing, enriching experiences you'll remember for years. They will stretch your creative, technical, organizational and cross-cultural abilities. That's good.

Tackle such projects well and the next time the phone rings, a hot e-mail comes in or your VP says, "We need a shoot in Borneo," you'll be not only ready and willing, but also more than able.

Craig Forrest is a veteran international producer-director who has traveled 14 times around the world to 113 countries on 174 overseas assignments. His clients include ABC, HBO, Discovery Channel, A&E, PBS, Fox Sports, Travel Channel, Animal Planet, Billy Graham Evangelistic Association, Far East Broadcasting and World Vision. He can be reached at craigforrest@earthlink.org. Visit his Web site at www.craigforrest.com.



El elemento humano The Human Element

Vivimos en un mundo más pequeño que el mundo de generaciones pasadas. La globalización se ha caracterizado por los avances en la comunicación, el acceso a la información y la facilidad de viajar. El desarrollo de los medios masivos de comunicación ha sido y sigue siendo el componente central de la globalización. Sin embargo, los resultados de este desarrollo, sean positivos o negativos, son muy difíciles de medir. Aunque vemos con entusiasmo los grandes logros en el campo científico, tecnológico y de las comunicaciones; a una generación que cuenta con un potencial sin paralelo para avanzar y a gobiernos concentrados en planes de pacificación; no obstante, vemos con creciente preocupación (tanto en los países desarrollados como en los subdesarrollados) la desintegración social; la exclusión social, política y cultural; los sentimientos exagerados de nacionalismo y muchas otras formas de intolerancia. Si examinamos desde este ángulo el impacto de las tecnologías de comunicación masiva sobre las gentes que están en situaciones nacionales e internacionales muy complejas, podemos ver que la comunicación presenta a la vez grandes oportunidades y peligros.

Consideremos ahora el fundamento de todo proceso comunicativo: la *comu-*

nicación verbal. La comunicación de persona a persona tiene un poder sin igual. Toda civilización descansa en la palabra hablada. La importancia enorme de la palabra hablada es obvio en toda cultura y en todo nivel social. Esta forma de comunicación implica la presencia de más de una persona, porque la única manera en que puede ser transmitida y recibida es por oradores y oyentes. Como medio para intercambiar ideas, la comunicación verbal seguirá siendo imprescindible aun en nuestra era electrónica y digital. Las estadísticas demuestran que la radio se

**“La comunicación de persona a persona tiene un poder sin igual”.
“Face-to-face, direct communication has a power without equal.”**

considera el medio más eficaz de comunicación, aun por encima de la televisión y la prensa. La radio se extiende en una dimensión propia en cuanto a la cercanía con la gente, la estrechez, la intimidad y el contacto personal. La radio tiene el poder de establecer relaciones. Basta con mirar la popularidad del programa “Delilah” que se transmite por todo el país a un público enorme.

Entonces, la comunicación verbal implica la presencia de más de una persona. Por otro lado, la palabra escrita no
(continúa en la página 3)

We live in a world today that is significantly smaller than that of generations before us. The ongoing process of globalization has been characterized by advanced forms of communication, greater access to information, and ease of travel. No doubt, the development of mass media communications has been and continues to be a central component of globalization; however the results and effects of this development, whether positive or negative, are difficult to measure. Although we boast a wealth of scientific, technological, and communicational innovation; a

generation with an unprecedented potential for achievement; and governments with concentrated peace-making processes; we are still witness to (in both the developed and the developing worlds) social disintegration; growing levels of societal, political and cultural exclusion; greater ethnic and religious rivalries; exaggerated expressions of “nationalism”; and many other forms of intolerance. From this angle, if we examine the impact of communication technologies on people



**Néstor Colombo
HNRB President**

and cultures living within complex national and international situations, we can see that communication presents both limitless opportunities and tremendous dangers.

Let us consider the foundation of all communicative processes: *verbal communication*. Face-to-face, direct communication has a power without equal. Every civilization rests on the spoken word. The enormous importance of the spoken word is obvious in every culture, language, and socioeconomic stratum. This form of communication implies the presence of more than one person, because the only way it can be transmitted and received is through speakers and listeners. Verbal communication as a means for the exchange of ideas will continue to hold a central position even in our era of electronic medium. Statistics reveal that radio is situated as the medium valued above television and written press as the most effective means of
(continued on page 3)



Rusty Wright

James F. Engel, experto en materia de comunicaciones, hace hincapié en la importancia de conocer a nuestros oyentes: "...el público es soberano; para que el mensaje tenga importancia, hay que adaptarlo al público sin sacrificar la veracidad bíblica... El público... verá y oír lo que quiere ver y oír. Prestará atención y se concentrará sólo cuando considere que el mensaje es pertinente para su vida en ese momento". Como comunicadores cristianos que tratamos de compartir las buenas nuevas de salvación del Evangelio con un mundo perdido, tenemos que ser sensibles a las necesidades particulares del público secular al producir programas, escribir artículos y planear cruzadas.

Pablo hacía hincapié en que él nunca alteraba el mensaje sólo para agradar a los que le oían. Su deseo era proclamar las buenas nuevas de Cristo y agradar a Dios, no a los hombres (1 Tes. 2:4). Él dijo: "... a todos me he hecho de todo, para que de todos modos salve a algunos" (1 Corintios 9:22). O sea: "Lo que hago es tratar de encontrar algo en común con todo el mundo para atraerlos a Cristo". La clave está en que el mensaje permanece igual pero el método puede ser adaptado.

La gente habla en diferentes lenguajes. Pero también tiene su propio lenguaje psicológico, emotivo e intelectual. Nosotros tenemos un regalo que tiene un valor incalculable: el regalo de paz con Dios y vida eterna. Pero con mucha frecuencia no

hablamos el lenguaje emotivo e intelectual de la gente.

Estudie su público:

¿Cómo aprendemos su lenguaje? Pues, tenemos que estudiar nuestro público. Algunas cosas que considerar:

Tome en cuenta primero el aspecto religioso. ¿Cómo reacciona su público cuando oye la palabra "Dios"? ¿Cree que Dios es un ser impersonal y distante? Ponga énfasis en que Él se puede conocer como se conoce a un amigo.

¿Cuál es el nivel intelectual de sus televidentes y radio oyentes? Entonces apele a su intelecto. ¿Tienen buena preparación? Presente evidencias que apoyen su caso. ¿Se ofenden cuando

Communications expert James F. Engel stresses the importance of understanding our listeners: "...the audience is sovereign; the message must be adapted to the audience members without sacrifice of biblical fidelity if it is to have relevance... Audience members...will see and hear what they want to see and hear. Their attention is captured and held only when the message is seen to be relevant for their life at that point." As Christian communicators, trying to share the saving news of the Gospel with an unbelieving world, it is necessary that we be sensitive to the special needs of our secular audience as we

their language? We must study our public. Some things to consider:

Consider first the religious aspect. How does your audience react when they hear the word "God"? Do they think that God is impersonal and distant? Emphasize that you can know Him just as you know a friend.

What is the intellectual level of your viewers and listeners? Are your listeners well educated? Present evidence for your case. Do they resent being told what to do? Sprinkle the salt of God's truth to make them thirsty and then let them draw their own conclusions. Are they less well educated? Appeal to what concerns them — maybe relationships, emotions, work, or family.

What is their psychological state? Are they apathetic? Emphasize that forgiveness is free. Do they have revolutionary ideas? Present Jesus as a revolutionary that can help them change the world.

What needs do they have? Do they need self-esteem? Are they lonely? Remind them that they are valued and loved by God. Tell them that Jesus is the best friend a person could have and that He will never abandon His children.

What issues consume them? Families? Relationships? Poverty? Peace? Racism? Freedom? AIDS? Health? Speak to these issues to engage your audience.

Who are their heroes? Sports figures? Rock stars? Politicians? Scholars? Use stories and quotations from such figures.

This kind of questioning and (continued on page 12)

¿me escucha? do you hear me?

La comunicación eficaz con el público secular
Effective Communication with a Secular Audience

les dice la verdad? Salpíquelos con la sal de la verdad de Dios para producir sed en ellos y deje que saquen sus propias conclusiones. ¿Tienen pocos estudios? Apele a lo que les concierne: por ejemplo las amistades, los sentimientos, el trabajo, la familia.

¿Cuál es su estado anímico? ¿Son apáticos? Haga hincapié en que el perdón es gratis. ¿Tienen ideas revolucionarias? Presente a Jesucristo como un Revolucionario que puede ayudarles a cambiar el mundo.

¿Qué necesidades tienen? ¿Falta de amor propio? ¿Se sienten solos? Recuérdeles que para Dios tienen mucho valor y que Él los ama. Dígalos que Cristo es el mejor amigo que uno puede tener y que Él nunca desampara a sus hijos.

¿Qué asuntos les preocupa?

produce programas, write articles, and plan crusades.

Paul emphasized that he never altered the message to suit his hearers. He said, "Our purpose is to please God, not people" (1 Thessalonians 2:4 NLT). However, he also said, "Yes, I try to find common ground with everyone so that I might bring them to Christ" (1 Corinthians 9:22 NLT). Or rather, "What I do is try to find common ground with the world to attract them to Christ." The key lies in the fact that the message remains the same, but the method can be adapted.

People speak different languages. But, they also have their own psychological, emotional and intellectual languages. We have a gift that has incalculable value—the gift of eternal life and peace with God. But all too often, we do not speak the emotional and intellectual language of the people we are trying to reach.

Study Your Audience

So how do we learn to speak

(continúa en la página 12)





(viene de la página 1)

depende de la presencia de los demás. Nadie puede leer y escribir frente a otros sin correr el riesgo de colocarse en una situación incómoda y de mala educación. El que escribe se ve en la necesidad de aislarse y retirarse, de situarse fuera de la sociabilidad. El valor intrínseco de la palabra escrita no se encuentra en lo interpersonal.

Es interesante que la comunicación audiovisual, especialmente la televisión, ocupa un lugar intermedio entre la palabra hablada y la escrita. Sabemos que la televisión no nos impone el aislamiento como lo hace la palabra escrita; por tanto, no contradice a la sociabilidad ni la desafía, sino que se instala con facilidad en nuestro mundo cotidiano. Sin embargo, aunque añadamos la dimensión del vídeo, la imagen visual no tiene el mismo impacto que la presencia personal ni cuenta con la intimidad de la palabra hablada ni con la intensidad de la comunicación personal.

Traslademos ahora esta información al ambiente laboral de nuestra empresa, de nuestro

sin embargo, a veces perdemos el contacto con nuestra propia gente. Algunas de las cualidades que todo líder debe poseer, si es que desea influir en las multitudes, son: la capacidad para (1) establecer "relaciones", (2) mantener estrechez, (3) motivar con eficacia y (4) valorar con sinceridad a su gente.

Creo que estas son condiciones esenciales para el buen trabajo en equipo, el espíritu competitivo y el desarrollo. Estas son cualidades del corazón. El verdadero líder toma en cuenta el valor de cada uno de los miembros del equipo y lo comunica abiertamente. El respeto fingido puede tener resultados desastrosos, como el del bumerang, en el que el líder se encuentra recibiendo un respeto que se le da sólo por guardar las apariencias. El líder debería "disfrutar" más de su gente, compartir más con ellos, permitirles crecer, darles la opción de participar activamente y escuchar sus puntos de vista. Este debería ser el caso especialmente en las organizaciones pequeñas y medianas, donde el director o dueño conoce a todos sus colaboradores por su nombre propio, ya que posiblemente algunos de ellos lleven

muchos años en la organización. El líder debe ser cauteloso en la selección de su personal, y luego confiar en los que ha seleccionado. Debe buscar los recursos humanos en quienes pueda delegar y luego "dejarlos" que hagan el trabajo. El verdadero líder dirige, delega, confiere autoridad y confía en que los otros cumplan con su tarea.

(continúa en la página 12)

A word fitly spoken is like apples of solid gold in a silver setting.

Proverbs 25:11

(from page 1)

communication. Radio takes off in its own dimension of "propinquity to people." Radio is associated with immediacy, intimacy and the warmth of a personal encounter; in short, radio has the power of creating "relationship." Just consider the popularity of programs such as "Delilah," broadcast nationally to an enormous audience.

The written word, on the other hand, assumes the utter absence of a second party. No one can read or write in the presence of others without putting himself in an incommodious or rude situation. Both the written word and the writer are bound to isolation and personal retreat, that is to say, situating themselves outside of a "relationship." The intrinsic nature of the written word is *not* found in the interpersonal. Interestingly enough, audiovisual communication, namely television, occupies an intermediate position in the relationship between the spoken and the written words. We know that television does not demand from us isolation or distance, as does the written word, neither does it contradict nor challenge the concept of relationship, and thereby it easily finds a place in our everyday world. Strangely enough, although we add a dimension of video, the visual image does not have the same impact as the actual presence of a person, nor does it hold the intimacy of the spoken word or the intensity of interpersonal communication.

Christian communications must be characterized by utmost human responsibility. As communicators, even though we possess tremendous God-given resources and a phenomenal vision to reach nations through mass communications, at times we still man-

age to lose "touch" with our own people. In the context of our work environments, companies, ministries, and organizations, even considering the many effective means of communication that we have at our disposal, we can still find ourselves losing grasp of our "relationships."

There are certain outstanding characteristics that Christian leaders need possess if they desire to reach multitudes with the message: the ability to (1) establish "relationships", (2) sustain immediacy, (3) effectively motivate, and (4) genuinely value their own people. I believe these are necessary conditions for effective team building, overall growth, and healthy competition. These are, indeed, heart qualities. Feigned relationships, respect, or appreciation produce disastrous results, the worst being a boomerang effect where the leader finds himself on the receiving end of contrived respect and insincere submission.

Leaders should "enjoy" their teams, share with them, permit them to grow, grant them the opportunity to actively participate, and listen to their points of view. This should especially be the case in small to medium sized organizations, where the director or owner has the potential to know each one of his employees by their first name, possibly many of them having partnered for the cause of the organization over a long period of time. A leader should take great care in the selection of his personnel, and then trust them. He should seek out those employees to whom he can freely delegate. A true leader directs, delegates,

(continued on page 12)

Manzana de oro con adornos de plata es la palabra dicha oportunamente.

Proverbios 25:11

ministerio o de nuestra organización, y consideremos la posibilidad de que podemos perder de vista el concepto de "relación". Las comunicaciones cristianas deben caracterizarse por el más alto sentido de responsabilidad.

Aunque tenemos grandes recursos y una gran visión para alcanzar a las multitudes utilizando los medios masivos,

¿Qué pasa? What's Happening?

NOTICIAS News NOTICIAS News News News NOTICIAS News NOTICIAS

ENLACE MUSICAL

Para festejar su V Aniversario, **INTEGRIDAD NETWORK** lanzó un sitio Web nuevo (en español) de música: **ENLACE MUSICAL**.



El nuevo sitio es una revista en línea con una de las colecciones

más grandes de contenido cultural y musical en español. Visite el sitio para informarse de las novedades del sector musical, leer comentarios y artículos, y también la abundancia de entrevistas, crítica de álbumes, biografías de artistas e incluso recomendaciones editoriales. ¡Véalo en: enlacemusical.com/ To commemorate its five year anniversary, **INTEGRIDAD NETWORK** launches a new Spanish language music site: **ENLACE MUSICAL**. The new site is an online magazine boasting one of the largest

collections of cultural and musical content in the Spanish language. Visit the site for updates on the latest industry news, reviews and articles as well as a wealth of interviews, album reviews, artist bios and even editorial recommendations. Check it out at: enlacemusical.com/

NUVAMUSIC.COM

¡Nuevo sitio! ¡Ya está activo **NUVAMUSIC.COM**, de Marcos Vidal! Visite este nuevo sitio para acceder a las noticias de Nova Music y escuchar los éxitos más recientes. No se olvide de visitar las páginas para los medios y los distribuidores de música. Inscribirse en línea para recibir actualizaciones y que lo incluyan en el directorio de comunicadores.

MARCOS VIDAL'S new site **NUVAMUSIC.COM** has gone live! Visit the new site to read Nova Music news and hear the latest hits! Be sure to

visit the special sections for media and music distributors. Register on-line to receive regular updates and be included in their directory of communicators.

ALEJANDRO ALONSO

ALEJANDRO ALONSO, invitado del Concierto de Aniversario de la HNRB 2002 hizo su debut en la costa este, el 15 de noviembre del 2002, en Atlanta, GA. El concierto, organizado por la Corporación de Medios Cristianos, fue su primera presentación principal en la costa este. Después de varias décadas de hacer presentaciones en Latinoamérica (especialmente en Chile y México), Alejandro se ha mudado a la costa oeste, donde distribuye y hace giras por los EE.UU. 2002 HNRB Convention Anniversary Concert guest.

ALEJANDRO ALONSO made his East Coast debut November 15, 2002 in Atlanta, GA. The concert, produced by the Christian Media Corporation, was his first media production on the East Coast. After several decades of performing and working in Latin America (mainly Chile and Mexico), Alonso has relocated to the West Coast, distributing and touring throughout the United States.



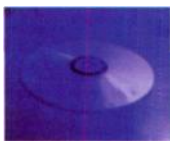
REBECCA ST. JAMES

REBECCA ST. JAMES ha tenido un año muy ocupado: ganó un *dove award*, recibió reconocimiento internacional por el éxito de su producción,



"Worship God", y apareció en la lista de autores de m a y o r

Marcos Vidal releases a new album in conjunction with a special concert in Getsemani Estudios near Barcelona, Spain.



René González lanza su nuevo disco: *El poder está en ti*. René González releases his new production, "El poder está en ti".

folletos entre los que sobrevivan a catástrofes. La SBI ha organizado también un equipo con miembros del personal que se han ofrecido como voluntarios para ministrar al lado del EDS en tiempos de catástrofe.

"La liberación del poder de Dios por medio de su Palabra junto con su misericordia y amor por medio de la maravillosa obra del Ejército de Salvación ofrecen posibilidades inmensurables",

IBS has also formed a team of staff members who will volunteer to minister alongside SA during times of disaster.

"The potential of releasing God's power through His Word coupled with God's love and mercy through the wonderful outreach of The Salvation Army is beyond measurement," Bradley said in a letter to Lewis.

La HNRB tiene sitio Web nuevo! Visítenos en www.hnr.org para informarse acerca de

la HNRB, estar al tanto de las noticias, leer el boletín más reciente, acceder a

nuestro directorio y mucho más. ¡Visítenos hoy!

The HNRB web site has a brand new look! Visit us at www.hnr.org to learn more about the HNRB—get updates on our latest news, read the most recent bulletin, access our directory and much more! Visit us today!

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venta por su nuevo libro: "Wait For Me". Su nueva producción "Wait For Me- The Best of Rebecca St. James" saldrá al mercado el 25 de marzo. ¡Te felicitamos Rebecca! Esperamos una canción en español de ti y que incluyas a los países de Latinoamérica en tus giras.

REBECCA ST. JAMES has had a busy year: winning a dove award, receiving international recognition for the success of her project, "Worship God," and making the bestselling author's list for her new book "Wait For Me." Her new release "Wait For Me- The Best of Rebecca St. James" will hit the streets March 25th. Congratulations Rebecca! We're hoping for a song in Spanish and a visit to Latin America on your next concert tour!

New in 2003!

Marcos Vidal lanza su nuevo álbum conjuntamente con un concierto especial en Getsemani Estudios, cerca de Barcelona, España.

IBS and Salvation Army Partner

El 4 de octubre del 2002, miembros de la Sociedad Bíblica Internacional (SBI) y del Ejército de Salvación (EDS) se reunieron para reconocer su "deseo mutuo de cooperación en el ministerio". El presidente de la SBI, Peter Bradley, y el secretario ejecutivo nacional del EDS, coronel Thomas Lewis, firmaron un Memorando de Entendimiento. "Reconociendo los puntos fuertes de cada uno — declara el memorando—, nuestras organizaciones pueden tener un impacto mayor".

La SBI publicará una versión nueva de su folleto sobre catástrofes: *Cuando todo su mundo cambia*, especialmente para el EDS. Tendrá 31 días de lecturas bíblicas y comentarios, una cubierta con diseño especial y testimonios que vayan con la misión del EDS. Como parte de su obra, los trabajadores del Ejército de Salvación distribuirán estos

dijo Bradley en una carta a Lewis.

On October 4, members of the International Bible Society (IBS) and the Salvation Army (SA) met to acknowledge a "mutual desire to cooperate in ministry." IBS President Peter Bradley and SA National Chief Secretary Col. Thomas Lewis signed a Memorandum of Understanding. "By complimenting each other's strengths," the memorandum states, "we can expand the impact of our respective organizations."

IBS will produce a new version of its disaster booklet, *When Your Whole World Changes*, specifically for SA. It will have 31 days of Bible readings and commentary, a custom cover design and testimonies appropriate to SA's mission. The Salvation Army workers will distribute these booklets to disaster survivors as part of its outreach.



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Convención HNRB 2003 Convention

¡La Convención del 2003 ya llegó! El programa de este año tiene un formato casi cien por ciento bilingüe. Con tres eventos de Visión Hispana (radio, televisión y mercado), dos talleres nuevos, un concierto bilingüe con Steve Green y otros músicos talentosos; presentaciones especiales por Aviatours, CBN, Coral Ridge Ministries, presidente de la NRB Glenn Plummer, y más. ¡Hay algo para todos en la convención del 2003!

Convention 2003 is here! This year's program offers an almost entirely bilingual format. With three Hispanic Vision events, focusing individually on radio, television, and marketing; two brand new workshops; a bilingual concert featuring Steve Green and other talented musicians; special presentations by Aviatours, CBN, Coral Ridge Ministries, NRB President Glenn Plummer and more, there's something for everyone at this year's HNRB!

PROGRAMA DE EVENTOS~SCHEDULE OF EVENTS

VIERNES/FRIDAY ~ 7:30 PM ~ Concierto de Apertura/ Opening Concert
Steve Green, Jady Maria and Trio de Hoy

SÁBADO/SATURDAY

10-12 AM ~ Desayuno Estratégico/Strategy Brunch

Acompañe a comunicadores hispanos, la Sociedad Bíblica Iberoamericana y conferencistas a un delicioso desayuno y a una sesión "a todo dar" sobre estrategias, oportunidades, tácticas y herramientas que su ministerio tiene a su alcance para extenderse al mercado hispano. Será sólo en español.

Join national Hispanic communicators, la Sociedad Bíblica Iberoamericana, and church leaders for a hot breakfast and a hot strategy session that will offer your ministry new opportunities, stratagem, and tools for growth and expansion in the market. This event is not bilingual.

Visión Hispana ~ Hispanic Vision

Acompañenos en los tres Foros de Visión Hispana y en la introducción del nuevo formato de talleres. Estos foros interactivos abordarán temas variados, incluyendo Programación, Producción, Cómo penetrar el mercado anglo y Cómo llevar al mercado su programa. En el foro habrá una sesión para preguntas y respuestas, así como presentaciones de ministerios hispanos, agencias y estaciones en el campo de la Radio, Televisión, y Mercadeo respectivamente.

Join us for three Hispanic Vision Focus Panels as we roll out our new workshop format. These mini boot-camps will cover a range of topics including Programming, Production, Penetrating the Anglo Market, and Marketing Your Spanish-Language Program. The forum will include a time of questions and answers with our expert panel, as well as special presentations from Spanish ministries, agencies, and stations in the areas of Radio, Television, and Marketing, respectively.

SÁBADO/SATURDAY

2-4 PM ~ Foro/Panel: Radio

Oradores invitados/ Featured speakers: Azael de la Garza, de World Radio Network/Radio Cadena Manantial

4-6 PM ~ Foro/Panel: Televisión

Oradores invitados/ Featured speakers: Javier Peña, de Coral Ridge Ministries; Sandra Smith, de CBN.

DOMINGO/SUNDAY

4-6 PM ~ Foro/Panel: El mercado hispano/The Hispanic Market

Oradores invitados/ Featured speakers: Oscar LaVilla, Salem Media of Georgia y Richard Perry, The Domain Group®, empresa líder en mercadeo.

7:30 PM ~ Cena de recepción/Dinner Reception

Acompañenos en una noche especial con el presidente de la NRB Glenn Plummer y la vicepresidenta de la NRB para asuntos de membresía Anne Tower, para dialogar sobre cómo la NRB y la HNRB pueden trabajar juntas para alcanzar a los hispanoamericanos.

Join us for a special evening with NRB President Glenn Plummer and NRB Vice-President of Membership Anne Tower as we explore how the NRB and the HNRB can partner together to reach the Hispanic Americas.



Clockwise from top:
Steve Green,
El Trio de Hoy,
and Jady Maria



HNRB President Néstor Colombo with NRB President Glenn Plummer

LUNES/MONDAY

Talleres interactivos de la HNRB: Ministerio multicultural

HNRB Interactive Workshops: Multicultural Ministry

9:00-10:15 AM: Sesión 1/Session 1. La Misión Mundial Manmin expondrá el teje y maneje de un ministerio multicultural y multilingüe y de la programación de televisión. Lea el artículo de Manmin en la próxima página. *Manmin World Mission will discuss the ins and outs of a multicultural and multilingual ministry outreach and television programming. Be sure to read Manmin's article on the next page.*

10:30 AM – Mediodía/Noon: Sesión 2/Session 2. El ministerio internacional de vanguardia In Touch Ministries/Ministerios En Contacto expondrá las estrategias para penetrar en el mercado mundial. Aprenda acerca del arte de traducir, incluyendo la selección del idioma y de traductores, cómo determinar la "voz" de su ministerio, terminología, consideraciones culturales, etc. *International ministry pioneer, In Touch Ministries/Ministerios En Contacto, will share secrets of penetrating the global market. Learn about the art of translation, including language selection, the search for translators, establishing the "voice" of your ministry, word use, cultural considerations, etc.*

*Por confirmar/To be confirmed

thank
you

¡Muchas gracias a nuestros auspiciadores! ¡Sean bienvenidos a la Convención de la HNRB 2003! *Special thanks to our sponsors! We welcome you at the 2003 HNRB Convention!*



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Acompañe a Manmin en la Convención de la HNRB para una charla sobre Ministerio Multilingüe! Lunes por la mañana, 9:00-10:30 AM, en el Hospitality Suite de la HNRB.

Algo espectacular sucedió en la India en octubre del 2002, en la ciudad de Chennai (antes Madrás). Ministerios MANMIN de Corea grabó 120 horas de la fiesta en la playa más grande para Cristo, captando en vídeo evidencias del Dios viviente. El resultado es un vídeo de 55 minutos titulado *Chennai India: un lugar de milagros*, una demostración inspiradora de la veracidad de la Palabra de Dios.



Dr. Lee Jae-Rock

¿Qué dicen los que lo han visto? El pasado otoño, en la capital del estado de Tamil Nadu, en el sur, seis millones de residentes, la mayoría de los cuales son hindúes, fueron testigos de un avivamiento cristiano de proporciones gigantescas. La cruzada, que fue auspiciada por iglesias locales y organizada por Lee Jae-Rock, pastor de la Iglesia MANMIN Joong-ang, de 75.000 miembros, fue una campaña de alabanza, oración, adoración y sanidad de cuatro días que provocó polémicas, atrajo multitudes e inició más de 16.000 conversiones.

La concurrencia

Más de tres millones de personas concurren a escuchar el mensaje del Dr. Lee: hindúes, budistas y musulmanes se sentaron a la par de seguidores de Cristo nacidos de nuevo en una fila arenosa tras otra en Playa Marina, a lo largo de la bahía de Bengala. Se oía un tema común: "Oímos que había sanidad aquí".

La enorme concurrencia fue

también un hecho extraordinario en vista de la ordenanza anunciada por el gobierno de Tamil Nadu a menos de una semana antes de la cruzada. La ordenanza prohibía las conversiones religiosas "forzadas" e intimidaba con castigar a los infractores con multas cuantiosas y hasta cuatro años de cárcel.

La cruzada se llevó a cabo en la ciudad donde el apóstol Tomás murió atravesado por una lanza, por su obra misionera en el año 72 AD. En el documental el Dr. Lee retó a las multitudes a que dejaran que la sangre derramada por Tomás los inspirara a buscar la salvación en Cristo: la misma razón por la cual Tomás murió como mártir en esa ciudad.

¿Milagros auténticos?

Una cosa es ver en el documental a hombres y mujeres siendo sanados, y uno no puede dejar de preguntarse: ¿son auténticas estas sanidades?, ¿son permanentes? El vídeo persuade y convence, pero el incrédulo sin duda querrá información objetiva.

Según Dan Wooding, reportero británico de la agencia de noticias ASSIST y testigo ocular de la cruzada, Ministerios MANMIN quería confirmación clínica de que los "milagros" eran auténticos, por eso contrató doctores independientes de Corea y la India para que examinaran, antes de que entraran al festival, a los que decían estar enfermos. Wooding, en su reportaje del evento para www.assistnews.net, informó que los médicos diagnosticaban a las personas y les decían que, en caso de darse alguna "sanidad", se reportaran a ellos. Luego los médicos los examinaban y decidían si había o no habido sanidad.

Uno de ellos, el Dr. Ye

Sanghun, MD, médico de familia residente en Seúl, dijo que él y el equipo confirmaron muchas sanidades y que tenían datos médicos completos antes y después de las oraciones del Dr. Lee.

"La fiesta ha terminado" - escribió Wooding después de estar en el evento de cuatro días-, ¡pero la celebración en el cielo seguirá por muchos años más! Y para los que asistieron, en realidad fue una visión momentánea del cielo".

La cruzada continúa

Desde la playa de Chennai

Documental Multilingüe producido de la cruzada en la India

El Dr. Lee Jae-Rock recibe invitaciones de todos los países para que vaya a predicar. En la actualidad, su ministerio internacional MANMIN ha llevado a cabo cruzadas en varios países del Oriente Medio, y también en Uganda, Pakistán, Filipinas, Honduras y Kenia. Los próximos en su lista son Dubai, en abril del 2003, y luego Israel. Dubai es un puerto en el Golfo Pérsico que forma parte de los Emiratos Árabes Unidos, no muy lejos de Irán, en una de las zonas posiblemente más inestables del Oriente Medio. Ministerios MANMIN también planea hacer un documental de este evento histórico.

"Yo voy sólo donde Dios me dice que vaya -dice el Dr. Rock-. Me han invitado a Rusia, Australia, Malasia, España y hasta a países musulmanes. Pero no puedo estar en todo lugar. Sólo voy donde Dios me muestra que vaya. El próximo será Dubai. Mucha gente de Dubai me pidió que hiciera la cruzada en marzo, y acepté. Después de la cruzada en Dubai, sólo Dios sabe dónde voy a estar".

Cruzada histórica

Los medios de comunicación tanto de la India como del resto del mundo confirmaron la promesa del Dr. Lee: el Festival de Oración de Sanidad Milagrosa ha sido el evento cristiano de mayor concurrencia que se ha visto hasta ahora en cualquier lugar y en cualquier tiempo.

Miles de personas más participaron del festival por medio de pantallas gigantes que se instalaron en nueve ciudades de Tamil Nadu y vía

satélite por toda la India. Fue la primera vez en la historia de la India que un servicio cristiano era transmitido por televisión a todo el país. El festival se transmitió también en directo por la Internet usando secuencia de vídeo de MANMIN TV y por todo Europa y América por la red satelital de televisión RTVA de España.



Chennai India: un lugar de milagros se ha traducido a cuatro idiomas: Inglés, Coreano, Ruso y Español; y está a la disposición para uso personal y para transmisión profesional en www.manmintv.org/ JohnnyKim or manmintv@hanmail.net.

Join Manmin at the HNRB Convention to discuss Multilingual Ministry!
Monday morning, 9:00-10:30 AM in the HNRB Hospitality Suite

Something remarkable happened in India in October 2002 in the city of Chennai (formerly Madras). Korea-based MANMIN Ministries rolled video for 120 hours to document the world's biggest beach party for Jesus capturing live on tape, evidence of the living God. The result is a 55-minute

Buddhists and Muslims who sat side-by-side with born-again Jesus followers in row after sandy row on Marina Beach along the Bay of Bengal, there is a common theme: "We heard there was healing here."

The enormous turnout was also remarkable in light of an ordinance handed down by the government of Tamil Nadu less than a week before the crusade. The ordinance prohibited "forced" religious conversions and threatened to punish offenders with hefty fines and up to four years in prison.

The crusade took place in the city where the Apostle Thomas was speared to death for his missionary work in 72 AD. In the documentary, Dr. Lee

to examine those claiming to be sick before they entered the festival. Wooding, reporting on the event for assistnews.net, said that the physicians diagnosed them and asked them to report back afterwards if any "healing" took place. They were then reexamined by the medics who would then rule on whether they had been healed or not.

One, Dr. Yeo Sanghun M.D who is a family physician based in Seoul, explained that he and the team certified many healings and have complete medical data before and after the prayers of Dr. Lee.

"The party is over now," wrote Wooding, after witnessing the four day event, "but the celebrating in heaven will continue for many years to come! And for those who attended, it truly was a glimpse of heaven!"

The Crusade Continues

Dr. Lee Jae-Rock is invited to speak in countries all over the world. To date, his international ministry, MANMIN, has conducted crusades in several Middle Eastern countries, including Uganda, Pakistan, Philippines, Honduras and Kenya. Next on his list are Dubai in April 2003 and Israel sometime thereafter.

Dubai is a port city in the Persian Gulf of the United Arab Emirates, not far from Iran, in one of the more potentially unstable locations in the Middle East. MANMIN Ministries plans to document that historic event as well.

"I only go where God tells me to go," said Dr. Rock. "I was invited to Russia, Australia, Malaysia, Spain and even Islamic countries. But I can't be everywhere. I only go where God advises me to go. Next time it is Dubai. Many

people from Dubai asked me to hold the crusade in March so I accepted. After the Dubai crusade, only God knows where I should be."

Historical Crusade

The media, both in India and around the world confirmed Dr. Lee's promise – the 2002 Miracle Healing Prayer Festival was the single largest Christian gathering anywhere, of any kind, at any time.

Thousands of additional viewers joined the festival through huge screens installed in nine different cities in Tamil Nadu, and throughout the rest of India via satellite. It was the first time in the history of India that a Christian service was broadcast live on television throughout the country. The festival was also broadcast live via Internet webstreaming through MANMIN TV and throughout Europe and America via RTVA Satellite TV Network of Spain.



From the beaches of Chennai

Multilingual documentary produced
from special India Crusade

video, entitled *Chennai India: The Site of Miracles* an inspirational demonstration of the truth of God's word.

In the capital of the southern state of Tamil Nadu, six million residents, most of whom are Hindu, witnessed a Christian revival of gargantuan proportions last Fall. The crusade sponsored by local churches and initiated by Rev. Lee Jae-Rock, pastor of the 75,000-member MANMIN Joong-ang Church in Korea was a four-day praise, prayer, worship and healing campaign that sparked controversy, lured multitudes, and initiated more than 16,000 conversions.

The Turnout

More than three million people turned out to hear Dr. Lee's message - Hindus,

challenged the multitudes to let the spilled blood of St. Thomas inspire them to seek the salvation of Christ – the very reason Thomas was martyred in their city.

Genuine Miracles?

Watching men and women being healed in the powerful documentary is one thing, but from a distance one can't help but ask: are the healings real? Do they last? The video is compelling and convincing, but a skeptic will undoubtedly want objective confirmation.

According to Dan Wooding, British journalist for ASSIST News Service and an eyewitness to the crusade MANMIN Ministries wanted clinical assurance that the "miracles" were genuine, and so provided independent doctors from Korea and India



Chennai India: The Site of Miracles is now translated in four languages: English, Korean, Russian and Spanish. And is available for personal viewing and professional broadcast through www.manmintv.org/ JohnnyKim or manmintv@hanmail.net.

Photos taken by Dan Wooding, Assist News. Article by Joni Holder for Manmin World Missions.

The Hispanic Boom El auge hispano

Según cifras del censo más reciente llevado a cabo en los EE.UU., la población latina es el grupo minoritario que está aumentando más rápidamente; y en Carolina del Norte la población ha aumentado más rápidamente que en el resto del país.

According to the latest U.S. Census figures, Latinos are the fastest growing minority, and in North Carolina, the population has increased faster than in the rest of the nation.

Es domingo por la mañana. La Iglesia Cristiana Wesleyana, en Kernersville, Carolina del Norte, está llena de familias que se sientan en bancas con cojines azules y bajo la luz de fluorescentes. Desde el púlpito, el pastor, un hombre pequeño que habla con muchos gestos y mucha pasión, da la bienvenida, en español, a la congregación. El pastor ora en voz alta y pide a la congregación que se una a él en oración. Ora para que ninguno pierda su trabajo, que el automóvil de cada uno funcione sin ningún problema, y les dice a todos que no importa las dificultades que estén pasando, estaban en peor situación en el país de donde vienen.

En los últimos 10 años, la población latina de Carolina

del Norte está aumentando el 600 por ciento, más rápidamente que en cualquier otra parte del país.

La primera generación de hispanos que llegó a Carolina del Norte estaba compuesta sólo por hombres que trabajaban en la industria agrícola. "Enviar dinero a la familia era una meta temporal", dice Martínez. La población que hay ahora es más estable. "Ahora esos hombres han traído a toda su familia" —dice él.

A medida que la población aumentaba, los hispanos empezaron a trabajar en otros sectores de la economía: trabajos que no requerían mucho conocimiento del inglés, como la construcción, las fábricas y la industria textil. Y como muchos

On a gray Sunday morning, the Iglesia Cristiana Wesleyana in Kernersville, North Carolina, is filled with families sitting on blue-cushioned pews under the glare of fluorescent lights. At the pulpit, a small wooden cross adorning the wall behind him, a small man who speaks with big, passionate gestures, greets his congregation in Spanish. He prays that no one will lose his job. He prays that no one's car will break down. And he asks for everyone to remember that no matter how bad things may seem, they were worse where they came from.

In the past 10 years, North Carolina has seen a 394 percent increase in its Latino population, making it one of the fastest-growing states for Hispanics in the country. The state's Hispanic population is 65 percent Mexican. In fact, according to Nolo Martínez, director of Hispanic Affairs for the Office of the Governor, the Mexican population in North Carolina is growing at 600 percent, faster than anywhere else in the country. The first generation of Hispanics to come to North Carolina were single males, who worked in the agriculture industry. "It was a temporary mission to send money home," says Martínez. Now the new population is more permanent. "Families have joined those single males," he says. As the population has grown, Hispanics have branched out to work in other areas of the

economy—jobs that don't necessarily require proficiency in English, such as manufacturing, textiles, and construction. And as more Hispanics have landed those jobs, word has gotten out that there is work in North Carolina.

The demand for workers, and particularly construction workers, has grown with the increase in the overall population in North Carolina, ranked the ninth fastest-growing state in the 2000 Census; its total population increased 214 percent between 1990 and 2000. Hispanic workers have become vital to North Carolina's economy and



workforce; 95 percent of the construction jobs in Charlotte, and 90 percent of the construction jobs in Raleigh, are held by Hispanics, according to Martínez.

"The population that is already here has put down roots," he says. "They've purchased homes, started businesses." Add to this the fact that borders are now more tightly regulated than ever, and many people—both documented and undocumented—who would normally head home in times of economic slowdown are

En los últimos 10 años, la población latina de Carolina del Norte ha aumentado 394%, lo cual lo convierte en uno de los estados con el mayor aumento de la población latina.

del Norte ha aumentado 394%, lo cual lo convierte en uno de los estados con el mayor aumento de la población latina. Los miembros de la Iglesia Cristiana Wesleyana, la mayoría de los cuales son inmigrantes mejicanos recién llegados, reflejan la población latina del estado, de la cual el 65% es mejicana. Es más, según Nolo Martínez, jefe de Asuntos Hispanos para la Oficina del Gobernador, la población mejicana de

hispanos están siendo contratados para esos trabajos, se ha divulgado la noticia de que en Carolina del Norte hay trabajo.

La necesidad de mano de obra, especialmente en el campo de la construcción, ha aumentado con el crecimiento de la población de Carolina del Norte, que según el Censo del 2000 ocupa el lugar número nueve entre los estados con mayor aumento de la población. De 1990 al 2000 la población total aumentó 214

La Convención de la HNRB 2004 será en Charlotte, Carolina del Norte, un lugar ideal para el desarrollo de las comunicaciones hispanas!
The 2004 HNRB Convention will take place in Charlotte, North Carolina, a fitting place for developing Hispanic communications!

por ciento. Los trabajadores hispanos se han convertido en una fuerza vital para la economía y mano de obra de Carolina del Norte.

De acuerdo a Martínez, los hispanos realizan el 95 por ciento de los trabajos de construcción en Charlotte y el 90 por ciento de los trabajos de construcción en Raleigh. "La población latina que hay aquí ya se ha establecido. Han comprado casas; han empezado negocios". Si añadimos a esto el hecho de que ahora hay un control como nunca en las fronteras y mucha gente, con documentos o sin ellos, que en tiempos de estancamiento económico por lo general vuelve a sus países, prefiere quedarse aquí porque les asusta la idea de no poder volver.

Pero los que se quedan, están contribuyendo al desarrollo. El informe 2001 Latino Legislative Agenda, publicado por *El Pueblo*, organización comunitaria sin fines de lucro con sede en Durham, propone que la posibilidad del aumento de la población es "enorme". Expertos de Faith Action proponen que la población hispana ha aumentado un 28 por ciento de la cifra dada por el censo del 2000.

La población hispana de Carolina del Norte es muy joven, con un tercio por debajo de los 18. A pesar del gran aumento, la población hispana de Carolina del Norte representa sólo el 4,7 por ciento del total, aun muy lejos

de estados como Nueva York (15,1%), Florida (16,8%), Texas (32%) y California (32,4%). Pero lo que ha sorprendido a los carolineños ha sido el aumento. "Carolina del Norte no estaba preparada para este incremento tan grande de la población hispana" -dice Cristina Roche, miembro de la Hispanic League of the Piedmont Triad y oriunda de Argentina-. Nunca nos imaginamos que tendríamos que aprender otro idioma. [Los hispanos] siempre han estado aquí, sólo que como trabajadores emigrantes. Pero ahora están en los hospitales, teniendo hijos, enfermos. Están en la fuerza laboral, abriendo sus propias empresas".

La vida está cambiando para los hispanos y los que no son hispanos de Carolina del Norte. El estado acaba de ver el primer latino elegido a un cargo municipal. John Herrera, fundador de El Pueblo y cofundador del Latino Community Credit Union, fue elegido recientemente al Carrboro Board of Aldermen, y es el latino demócrata de mayor rango elegido en Carolina del Norte. "Quiero que los niños latinos de Carolina del Norte empiecen a pensar en que pueden soñar - dice él-. Ahora, nuestros hijos pueden soñar con llegar a ser senadores, y hasta presidente".

Adaptado y traducido con permiso del artículo original por Jane Kitchen. Publicado por Hispanic Magazine, febrero del 2002.

staying, because they're afraid they won't be able to come back. And those who

In the past 10 years, North Carolina has seen a 394 percent increase in its Latino population, making it one of the fastest-growing states for Hispanics in the country.

are staying are contributing to the growth. The 2001 Latino Legislative Agenda report, put out by El Pueblo, a non-profit community-based organization in Durham, suggests that the potential for population increase is "enormous." Experts at Faith Action estimate the Hispanic population in 2001 to have climbed 28 percent from the 2000 Census figures.

North Carolina's Hispanic population is also very young; one-third are under 18. But despite the tremendous growth, North Carolina's Hispanic population is only 4.7 percent overall, still nowhere near states like New York (15.1%), Florida (16.8%), Texas (32%) or California (32.4%). But it is the growth that has caught some North Carolinians off-guard. "The problem is that North Carolina wasn't prepared for such a huge increase in the Hispanic population," says Cristina Roche, a board member of the Hispanic League of the Piedmont Triad, and a native of Argentina. "We never thought we'd have to learn a second language. [Hispanics] were always here, but in the form of migrant

workers. Now, they're in the hospitals, having babies, getting sick. They're in the

workforce—they're starting their own companies."

Life is changing for both Hispanics and non-Hispanics in North Carolina. The state has recently seen its first Latino elected to municipal office. John Herrera, founder of El Pueblo and co-founder of the Latino Community Credit



Union was recently elected to the Carrboro Board of Aldermen, and is the highest-ranking elected Latino Democrat in North Carolina. "I want Latino kids in North Carolina to start thinking of having the privilege of dreaming," he says. "Now, our kids can dream of being senators, or even President."

Adapted and translated from original Article by Jane Kitchen. First printed in Hispanic Magazine, February 2002. Reprinted and translated with permission.

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¿La familia? ¿Las amistades? ¿La pobreza? ¿La paz? ¿El racismo? El SIDA? ¿La salud? Trate estos temas para cautivar a su público.

¿Quiénes son sus héroes? ¿Jugadores profesionales? ¿Estrellas de rock? ¿Políticos? ¿Eruditos? Use anécdotas y citas de tales personajes.

Esta clase de preguntas y análisis lo pondrá a usted a pensar al nivel de ellos, no sólo al suyo. Tenemos que ponernos en el lugar de nuestro público. El análisis minucioso del público es esencial para la buena comunicación.

Nota final: Esté dispuesto a romper con las ideas convencionales de lo que es un "programa cristiano". Para alcanzar al público secular, no se limite a los ejemplos y métodos de los que han tenido

éxito comunicándose con los creyentes, sino más bien de los que han tenido éxito con los que no son creyentes. Debemos aprender a pensar como piensan los inconversos. Pida al Señor que quebrante su corazón y lo llene de amor por los perdidos. Confíe en que el Espíritu Santo lo usará para comunicar con poder y eficacia las Buenas Nuevas.

Rusty Wright es escritor, periodista y conferencista universitario de Probe.org que ha dictado conferencias en seis continentes. Ha participado en programas de entrevistas de televisión en EE.UU. y en todo el mundo.

Puede leer otros de sus artículos sobre comunicación en su sitio Web: www.probe.org/Rusty. Adaptado de Rusty Wright y Linda Raney Wright.

DO YOU HEAR ME? (FROM PAGE 2)

analysis will naturally get you thinking on their level, rather than merely on yours. It is necessary that we put ourselves in the shoes of our potential audience. Careful audience analysis is essential.

One final note: Be open to breaking conventional ideas of what defines a "Christian program." The models and examples that you use to mold your approach for reaching the secular audience should not be those who have had success merely in communicating with believers, but rather those who have had success with non-believers. We must learn to think like the unbelievers think. Ask the Lord to break your heart and

fill it with love for the lost. Trust in the Holy Spirit to use you to powerfully and effectively communicate the Good News.

Rusty Wright is an author, journalist and university lecturer with Probe.org who has spoken on six continents. He has appeared as a guest on secular television and radio programs across the U.S. and around the world. You can read others of his articles about communication at: www.probe.org/Rusty.

Adapted from Communication Principles Training, Rusty Wright and Linda Raney Wright.

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EL ELEMENTO HUMANO (viene de la página 3)

Aunque toda herramienta de comunicación es muy útil y necesaria (textos, videos, correo electrónico, intranet etc.), la mayoría de la gente prefiere recibir información de un ser humano que manifiesta confianza y apertura al diálogo. La comunicación personal -la palabra hablada es siempre más poderosa. Si nos tomamos el tiempo para la comunicación y el diálogo con nuestro equipo, dejando a un lado la arrogancia y el "estoy muy ocupado", podremos llegar a tener un mejor equipo. No deje que se lleven a un miembro de su equipo. Si usted no cultiva la relación con ellos, tarde o temprano se irán en busca de un mejor ambiente laboral. Su personal es lo más valioso que usted tiene. Su gente le añade valor a su organización. Otros podrán copiar su estrategia de mercadeo o su producto, pero jamás podrán clonar su gente. Ellos son su activo más valioso. Cultive la relación con ellos, y su organización se extenderá en otra dimensión.

THE HUMAN ELEMENT (from page 3)

empowers, and trusts others will meet the task.

Even though every tool for communication is immensely useful (memos, e-mail, voice mail, intranet, audio, video etc.) most people prefer to obtain information from a human being that manifests trust and openness to dialog. Personal communication, the spoken word, is always more powerful. If we make time to communicate and interact with our team, leaving behind our arrogance and attitudes, we have the potential to develop a powerful team. Do not forfeit your team. If you do not cultivate a relationship with them, sooner or later, they will leave in search of a better work environment. Your staff is your greatest asset; they add value to your organization. Others may copy your marketing strategy or your product, but your staff can never be cloned. Cultivate your relationship with them, and your organization, vision, and outreach will grow in yet another dimension.

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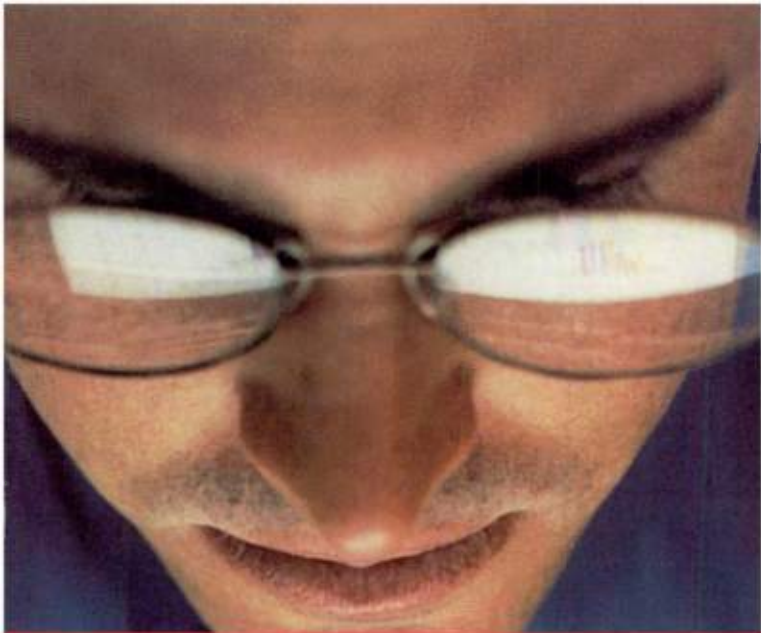
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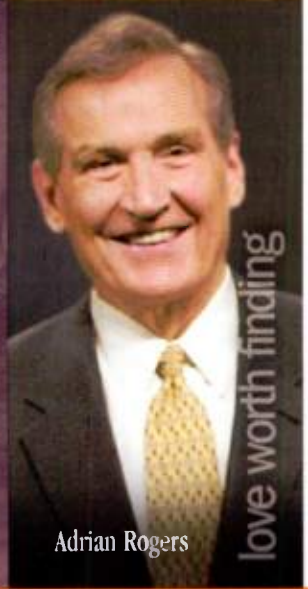
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A Call to Revolution

An industry leader calls for radical reform

BY DR. BILL BRIGHT

This time in history is our golden opportunity to help introduce additional tens of millions to our loving, living Savior. While much of the world is filled with hate and fear and the daily news reminds us of the depravity of man, our Lord, Prince of Peace and Incarnation of Love invites us: "Come to Me, all of you who are weary and carry heavy burdens, and I will give you rest" (Matthew 11:28*).

He also said, "I am leaving you with a gift — peace of mind and heart. And the peace I give isn't like the peace the world gives. So don't be troubled or afraid" (John 14:27). But He also commands in Mark 8:34, "If any of you wants to be My follower, you must put aside your selfish ambition, shoulder your cross, and follow Me." Only those who do this will ever know what it means to really live. The rest of the world is so upset and so fearful in this time of uncertainty. And it is a golden opportunity for us to proclaim hope, love, peace and joy — the world is now ready to hear it.

Ominous Eloquence

Our country is in danger of losing not only its freedom but also its very soul. You are well aware of the increasing internal danger of the downward anti-God culture avalanche, which we have witnessed in our nation over the past two decades. The rapid deterioration of our moral and spiritual standards, as well as the rush toward materialism, the decadence of the college and university world and the decline of business ethnics continue to astound and horrify us. Now, external dangers of fanatical terrorism threaten to engulf us.

I believe God's judgment, spoken of so eloquently and ominously in Deuteronomy 8 and 28, is hanging precipitously over America. Although the people of America are desperately seeking to deny

the truth, the choice for the nation is clear: experience greater levels of fear and disillusionment, or experience revival and a true rebirth to the incredible, abundant life God intended for humanity.

Reviving the Body

Only God can save us. I believe we as Christian leaders all know this. My main concern, however, is with the sad condition of much of the body of Christ in America. Surveys by George Barna and George Gallup reveal the unbelief, disobedience and

powerlessness of much of the modern-day church. Whereas America needs a beacon of God's truth, love and holiness in these dark and uncertain times, instead it has a church that is uninterested in anything that sounds uncomfortable.

The problem, I believe, is that many believers have lost their first love, and have followed the example of the Churches of Ephesus and Laodicea recorded in Revelation 2 and 3. I used to blame everybody from the Supreme Court to the ACLU for our nation's troubles. Then one day God showed me that if I and other followers of Christ were truly living life as salt and light, the enemy of the Gospel would not have the opportunity to have the impact that he is having.

The church has been called to hold nothing back

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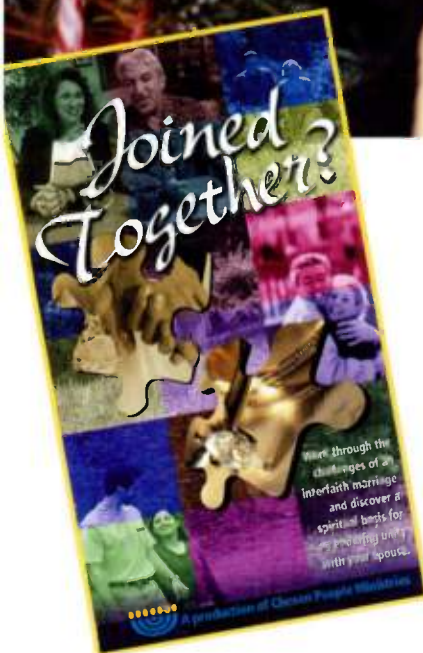
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in its efforts to win those around it to Christ. What have we been doing? In the light of these truths, does it even matter? In the equation of eternity, much of the American church has been wasting its time on peripheral matters, resulting in a Laodicean spirit.

I have been encouraged that, in many parts of the emerging world, there is a powerful movement of God's Spirit bringing tens if not hundreds of millions to our Lord Jesus Christ. I desire wholeheartedly to see the church in America experience the same dynamic revival of our mission, the Great Commission.

I used to blame everybody from the Supreme Court to the ACLU for our nation's troubles. Then one day God showed me that if I and other followers of Christ were truly living life as salt and light, the enemy of the Gospel would not have the opportunity to have the impact that he is having.

Radical Revolution

We need a radical revolution of faith and commitment to our Lord Jesus Christ. I do not use the term "radical" lightly; we need to stop what it is we are doing and do something different, something new, and frankly, something sacrificial and even painful. Our Lord was the greatest revolutionary in history. We must emulate Him — He is our example. He only did what the Father did, and He only spoke what the Father spoke. He was totally Spirit-motivated.

**Our Lord was the greatest revolutionary in history.
We must emulate Him — He is our example.**

Does this sound like a picture of the body of Christ today? We collectively need a revitalized understanding of who He is, a renewed grasp of His majesty, and the realization that we must serve Him "with thankful hearts and with holy fear and awe. For our God is a consuming fire" (Hebrews 12:28-29). We need a new and radical recommitment to Him. Now is not soon enough!

The Principles of Revolution

God is calling us to be completely dead to self and alive to Christ in the Spirit (Mark 8:34-35); to

be obedient (1 John 2:3-6, John 14:21-23); and to love one another unconditionally (John 15:12-14). This, my friends, is the revolution we need! If all true believers in the Lord Jesus Christ would move to act upon these principles, we could save our nation and turn the world upside down, just as the early apostles did.

I know this may cause a few disbelieving reactions, but I firmly believe this to be true. The Holy Spirit who ignited Pentecost and shook an empire to its core is the same Holy Spirit today, and He wants to do it again. The question is, do we want it? How badly?

NRB's Role

How can we as members of the NRB take up the cause? I am certain you already know the vast potential we media leaders have to impact the body of Christ on a massive scale. Therefore, I urge you to strongly and continuously communicate the message of prayer, holiness, revival and personal evangelism by weaving them creatively throughout your broadcast schedule to your vast audiences. Pray diligently for creative strategies to help restore the believers of our Lord Jesus Christ to the highest biblical standards. And be bold to give the body of Christ what it needs, not what it wants to hear.

I cannot adequately stress the depth of my feelings on this issue. It is literally a matter of life or death for America and will ultimately greatly hinder the fulfillment of the Great Commission around the world. When we stand before our God on that final day, will we be able to tell Him we did all we could to draw America and the world to Him, to help make His people potent witnesses for Him? I urgently want that for myself, and I want that for all of you.

Together we can make a difference. Together, by calling our listeners and viewers to repentance, revival, reconciliation, restitution and reformation, we can see our nation reclaimed for the glory of God, and help Christians enter into an exciting, wonderful, fruitful adventure beyond anything they have dreamed possible.

Dr. Bill Bright is founder/chairman of Campus Crusade for Christ International (www.ccci.org), based in Orlando, FL. Bright is a member of the NRB Board of Directors and the Religious Broadcasting Hall of Fame.

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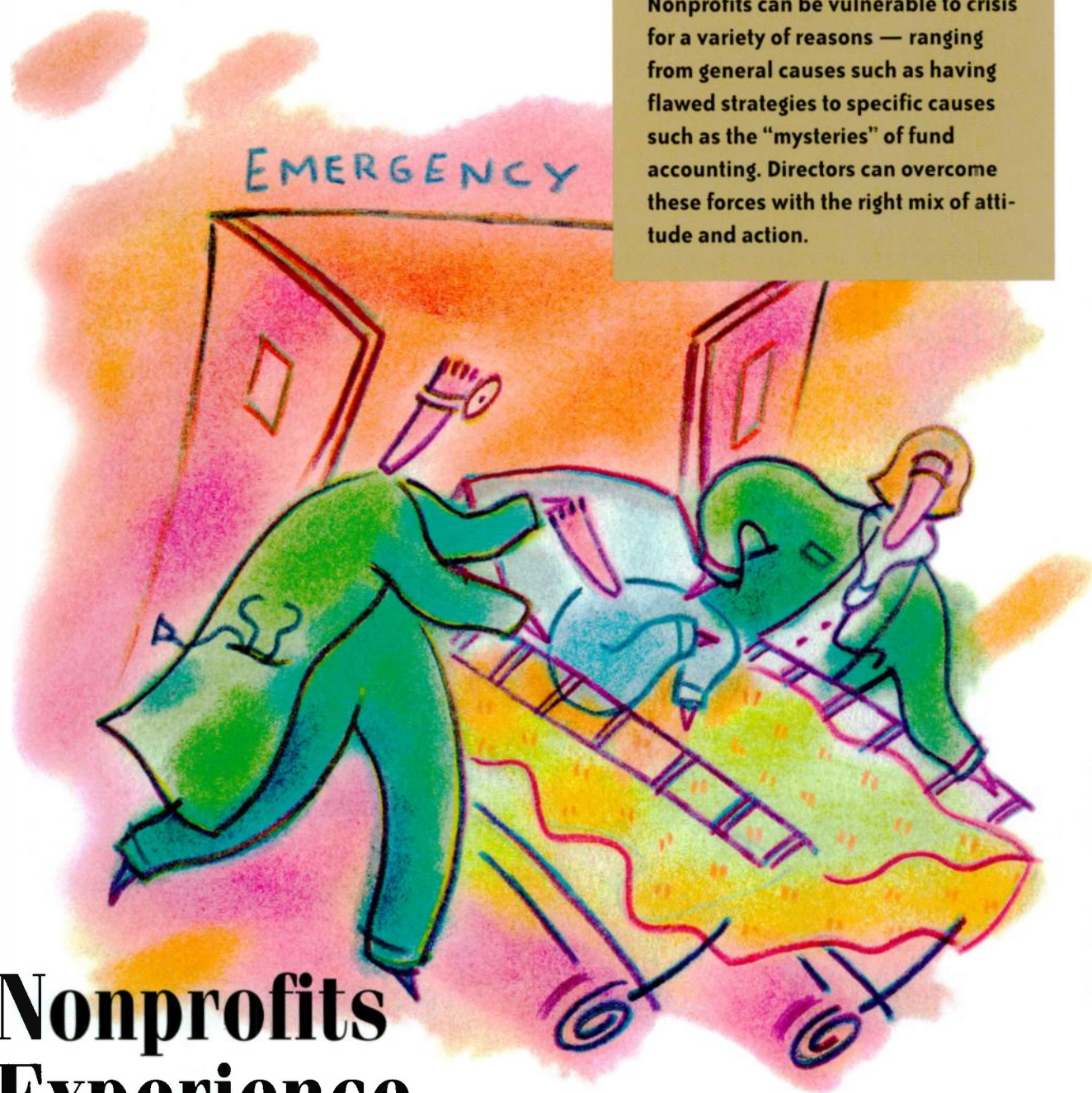
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Nonprofits can be vulnerable to crisis for a variety of reasons — ranging from general causes such as having flawed strategies to specific causes such as the “mysteries” of fund accounting. Directors can overcome these forces with the right mix of attitude and action.



Nonprofits Experience Crisis, Too

An experienced director flags causes and cures of nonprofit crisis

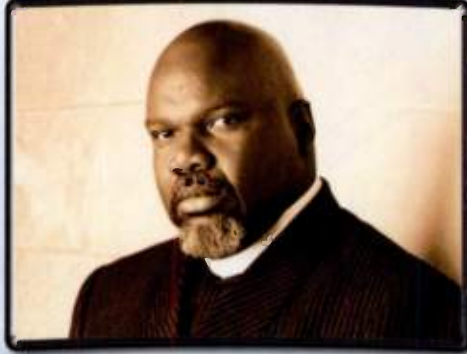
BY THOMAS F. BAKEWELL

This is not a news flash. We read and hear about it all too often. A beloved and respected charity in crisis. Whether it is the local food pantry running short, or as I learned from my Sunday paper, the internationally acclaimed philharmonic symphony facing a serious deficit and layoffs — nonprofits experience crisis, too!



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... the polarities of tradition and change can lead directly to dramatic collisions.

Of the nonprofits I have been privileged to serve as a trustee, all have encountered crisis to one degree or another, from financial surprises to organizational distress. Even a short list of the well-known charities that have faced serious difficulties and crisis would be extensive: United Way of America, Hawaii's Bishop Estate, New Era, the International Olympic Committee, the Allegheny Health System, etc.

Much has been published on nonprofits and good governance. Some articles emphasize differences vis-à-vis the for-profit sector, and some emphasize similarities. My experience after serving both is that although there are many common themes, when it comes to crisis between the two groups, nonprofits have their own crisis dynamics — both general and specific.

A great strategy is a work in process.

3 General Reasons for Nonprofit Crisis

In nonprofits, three primary reasons for crisis repeatedly surface: 1) becoming a tradition-bound organization, 2) having flawed strategies and 3) failing to perform.

1. Becoming a tradition-bound organization.

Often, nonprofits and charities have long histories and rich traditions that have served them well. We

do things "this way" because it is efficient and always worked. Conversely, the world changes and markets change dramatically, precipitously, overnight — and the polarities of tradition and change can lead directly to dramatic collisions.

2. **Having flawed strategies.** A great strategy is a work in process. Today, successful key strategies must be developed or renewed every few years. Many nonprofits and charities think of strategy in terms of decades if they seriously address strategy at all. If an organization's strategy does not address today's competitive landscape or its performance is below par, it is time to form new plans.
3. **Failing to perform.** Whether nonprofit or for-profit, financial and operating performance counts. Historically, for many understandable reasons, high financial and operating performance standards have not been essential or required in many nonprofits. Likewise, bad bargains are often encountered. For example, "We don't pay much, so we don't expect much" is an unacknowledged (but very real) bargain in some nonprofits.

13 Specific Reasons for Nonprofit Crisis

Beyond these three general causes of failure, there are 13 specific reasons and causes that regularly surface with nonprofits experiencing crisis and failure.

1. **Mysteries of fund accounting.** Most nonprofits have used fund accounting that is complex and difficult to understand. A cartoon often found floating around nonprofit executive suites reads, "Fund accounting was designed by nonprofit executives to keep trustees in the dark." If you serve on a nonprofit board and you don't really understand items such as "due from" and "due to," "temporarily restricted," "negative fund balance," "hidden reserves," "nonrecurring items" and all that jazz, then be ready for surprises. Better yet, make sure somebody does understand these issues ... and consider educating yourself about their meanings.
2. **Recognizing changes in unrealized gains or losses.** "Losses" is the operative word here. Related to the mysteries of fund accounting are important recent accounting changes that require nonprofits to recognize unrealized gains and losses in their financial reporting and annual income statements.



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... there are limits to fund raising, and one of them is this: Donors want to give to vision and vitality. They do not want to give to debt, dysfunction and operating losses.

For several years, this has played in favor of many nonprofits with large stock market portfolio gains that hid many a substantial operating loss or negative cash flow result from easy detection. Given the current testy stock market and the newfound awareness of unrealized losses, a number of nonprofits are paying the piper and facing the imminent reality of having lived beyond their means.

3. **Excessive debt.** Nonprofits often make use of excessive debt. This has been especially true during the recent bull market where they could issue tax-exempt bonds (debt!) cheaply and then effectively invest the monies in stock market funds to earn a spread. This has financed many organizations' habits for years. If your favorite nonprofit has used this approach, I trust it had the good foresight to issue those tax-exempt bonds at a fixed rate with a sound debt-repayment plan.
4. **Lack of accountability.** Governance and management is hard work and it requires strong accountability at both the board and executive level. Because many nonprofit directors are unpaid volunteers, they may not feel that they

owe the organization any more than their wisdom, expressed in boardroom discussions. In fact, nonprofit directors have significant fiduciary duties related to fulfillment of their nonprofit's mission and preservation of its tax-exempt status.

5. **Conflicts of interest.** Interestingly, conflicts of interest are unusually common in the nonprofit world. I believe this is because so many of the trustee relationships of nonprofits are based upon friendships and personal relationships. When you combine these with the typical trustee's genuine interest in being helpful and polite, you often end up with lots of serious conflicts of interest and the related surprises, bad results or outcomes.
6. **Limits of fund raising.** Not surprisingly, there are many wonderful and talented nonprofit executives who truly believe there is no problem more fund raising can't solve. In reality, there are limits to fund raising, and one of them is this: Donors want to give to vision and vitality. They do not want to give to debt, dysfunction and operating losses. The healthiest nonprofits have a productive balance between fund-raising revenues and earned operating revenues. Yes, there are important charities such as disaster relief that will always be 100 percent donor-driven. And yes, that symphony I mentioned never will be world-class without a world-class endowment, no matter how efficiently it is run. Nonetheless, earned revenues matter.
7. **Lack of talent.** Talent counts in the boardroom, in the executive suite and throughout the organization. This is equally true in nonprofits and for-profits. Many nonprofits lack the resources they need to hire or retain the best talent.
8. **CEO missing in action.** Related to lack of accountability and lack of talent, it is quite common for nonprofits to have a CEO missing in action. This takes many forms and can include a CEO retired on the job, incapable of doing the job or failing to perform because of some personal impairment. Especially watch for the beloved CEO/founder who can't let go and the loyal board that won't say farewell.
9. **Fraud.** On occasion, the dark side of the human condition prevails even in the best nonprofits and charities, just as in the for-profit world.

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10. Mission issues. A loss of focus on the mission is quite common. Missions can change over time.

11. Unreasonable or inappropriate compensation and benefits. Surprisingly, nonprofits that are financially well off can have problems with excessive compensation. Many a nonprofit board has faced problems or scandal related to pay or questionable benefits. Sometimes it makes you wonder if the individual executive is serving the organization or the other way around. Inevitably, unreasonable pay or benefits leads to other unhealthy behaviors in the organization rather than doing the important work of the nonprofit. Nonprofit executive pay demands close scrutiny and full disclosure to avoid problems.

12. Process vs. action. Many large nonprofits become geared toward process. This can lead to inaction rather than the all-critical action and activity an organization needs in order to thrive.

13. Unwilling to “dismount.” The book of Ecclesiastes reminds us that there is a time for everything. Conversely, many charities, ministries and nonprofits believe they are born to continue forever. Remember the old saying, “When you discover you are riding a dead horse, the best strategy is to dismount”? Paul D. Nelson, president of the Evangelical Council for Financial Accountability (ECFA), has great insights on this topic and has published many articles based on this theme. Visit ECFA at www.ecfa.org for more information.

Special Concerns for Trustees Serving Nonprofits in Crisis

Nonprofit executives and trustees often ignore financial or other problems at nonprofits. A wise nun I worked with put it this way: “When it comes to nonprofit boards, top executives often check their judgment at the door when they serve as trustees!” She also was fond of saying, “No margin, no mission!”

To be sure, many nonprofit trustees are committed, talented and hard working. But many are there for the honor and to serve in polite society. They don’t have any chips in the game. When in polite society and not having chips in the game, there is a profound reluctance to act when the going gets tough. Because of this profound reluctance to act, action nearly always comes late. Generally, late action means the organization has literally exhausted all of its financial resources and run out of cash before serious steps are taken to deal with very real problems.

Real Change

I am pleased to report — as you likely have experienced — that nonprofits generally do survive in a time of crisis. Indeed, often a crisis becomes the catalyst for critical change, positive transformation, renewal or rebirth.

Every nonprofit in crisis that I have encountered required the following attitudes and actions for a successful return to health:

- Confrontation (rather than denial)
- A team that buys into the need for change to make things happen
- Tough decisions
- Disciplined action
- Hard work

Directors can be an important part of that team — and vital catalysts for action.

Thomas F. Bakewell is an active member of the National Association of Corporate Directors (NACD, www.nacdonline.org), an organization dedicated to enhancing the governance and performance of business entities. This article was reprinted with permission from the September 2001 issue of Director’s Monthly, a publication of the NACD, Washington, DC.

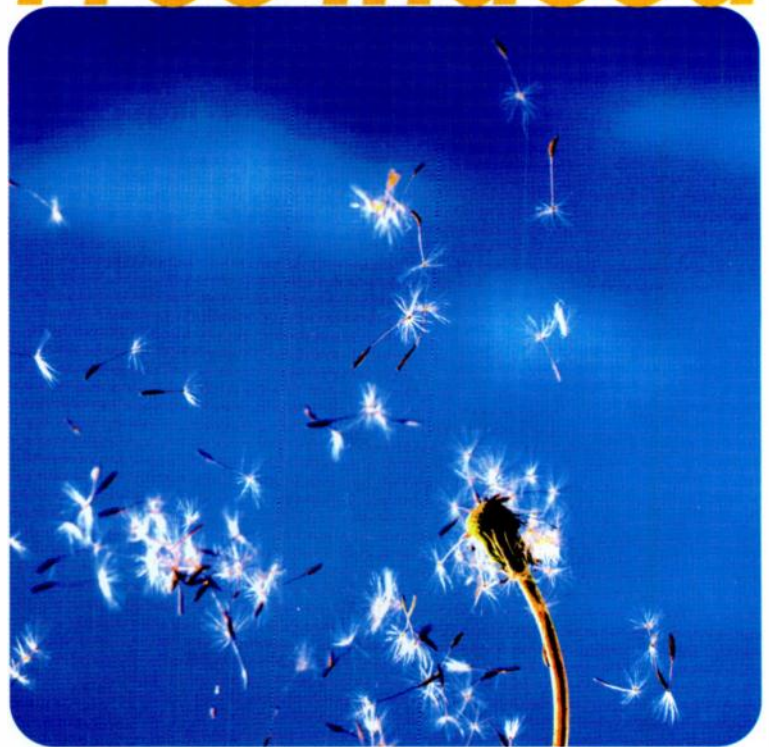
Bakewell is a consultant on corporate governance, management and fiscal integrity. Based in St. Louis, MO, he serves on several corporate and nonprofit boards and was legal and financial counsel to the nation’s largest nonprofit health care system. He has been a director of Gramex (Grandpa’s) and Roto-Die, Inc. He served for 15 years as a trustee of Lindenwood University. Contact him at thomasbakewell@hotmail.com or 314-725-5552.

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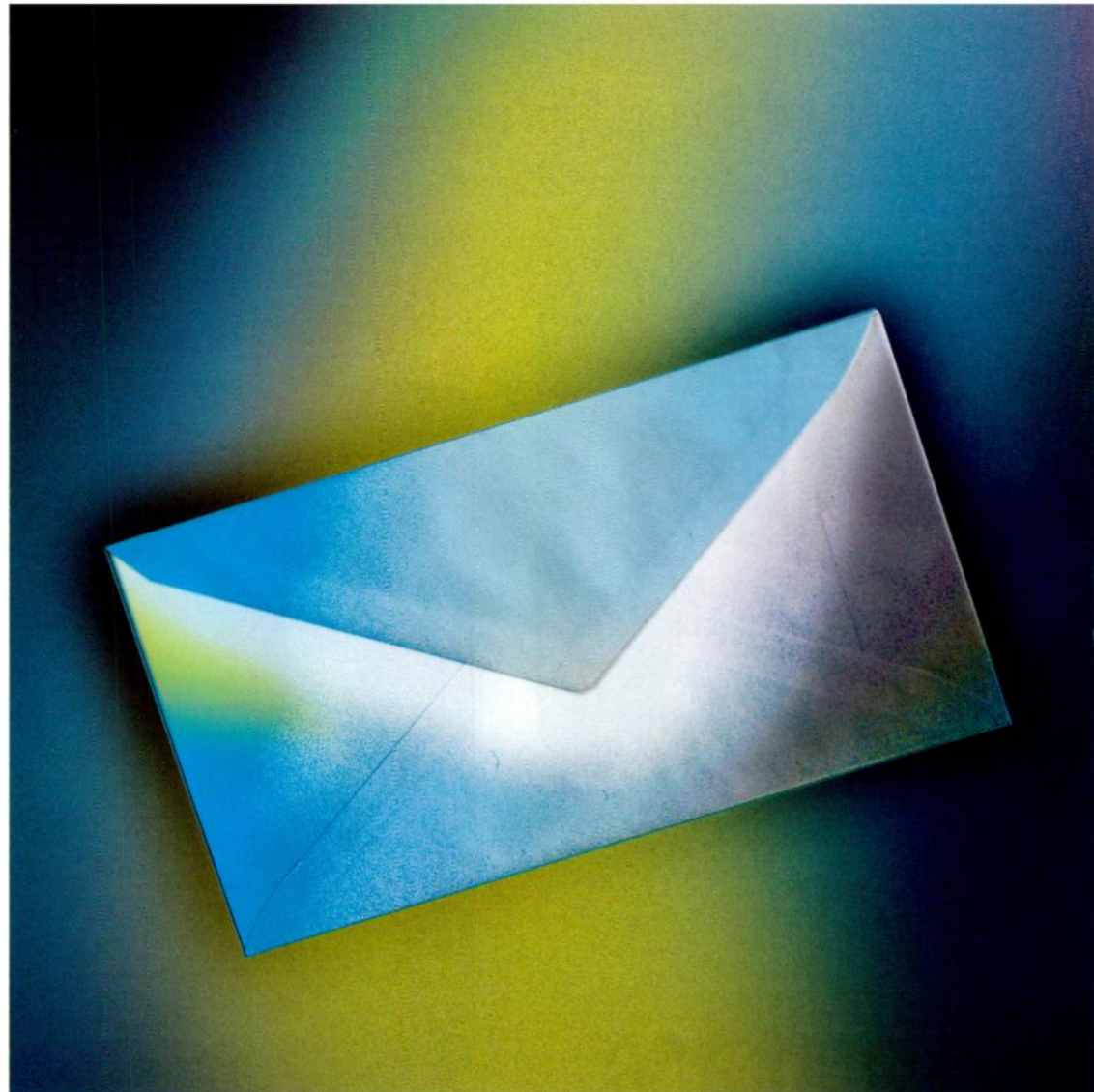
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Saying Thank You as an Act of Worship

BY DOUGLAS K. SHAW

According to the Institute for Charitable Giving, the two biggest complaints from donors are that they never get a receipt and that no one bothers to tell them what was done with their donation. Failing to provide timely receipts and appreciation can cause your donors to feel disconnected from your ministry, and eventually to stop contributing.

Clearly, thanking your donors is a wise financial move. I would like to suggest that there is another, much more important reason to say thank you often to the people who choose to support your ministry.

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“Thanks Be to God”

In 2 Corinthians 9, Paul urges the Corinthians to live up to their promises of generosity to their needy fellow Christians, so that their generosity can be an example to others of God’s grace. He says, “This service that you perform is not only supplying the needs of God’s people but is overflowing in many expressions of thanks to God.... Thanks be to God for His indescribable gift!” (vv. 12, 15).

God is the provider for your ministry. He is the One who knows your needs and moves the hearts of man. It is His Spirit who prompts the heart, the hand and the purse.

The point I want to make is that when you focus not only on how often you thank your donors, but how you thank them, your expressions of gratitude to them can become an act of worshiping God.

I know that you give thanks to God daily for His hand on your ministry. Prayer probably is a regular part of your staff meetings, and you spend time in praise for each success He grants you. Within your ministry, you worship God on behalf of your ministry all the time. The next step, and one which most ministries never take, is to involve your donors directly and personally in that act of worship by communicating their role in the blessings others receive through your ministry.

God’s Work Through Donors

God is the provider for your ministry. He is the One who knows your needs and moves the hearts of man. It is His Spirit who prompts the heart, the hand and the purse. Given this, I believe it’s essential that you give God the glory for His provision in all of the communications you prepare for your donors.

My advice to you is, in all you do and say, whether on the air, the Web, by word of mouth or in print, acknowledge the Provider’s role in relationship to your donors. Let your gratitude for their generosity overflow in many expressions of thanks to God. He will receive the glory and be pleased, and your donors will experience the joy of God’s working through them.

So let me encourage you, not to look past your donors, but to look inside them to the One who

blesses them with resources, caring hearts and open hands of sharing. They won’t mind at all when you communicate your thankfulness to the Lord for providing through them. In fact, by acknowledging God’s provision through them, you have given them the joy of knowing that the Lord is using them to change the world. His world.

Ways to Phrase Thanks

This can be done as simply as saying to your supporters, “We thank God for His provision through you.” Some other examples of ways to phrase this are:

- “When you pray, volunteer and give, you are the Lord’s hands of hope and healing to all whom we touch in this ministry.”
- “I thank the Lord daily for choosing to work through you.”
- “Thank you for being used of God in this vital ministry.”
- “We so greatly appreciate God’s working through you.”

As you express your thanks to God in your communications to your donors, you are declaring Him to be the Author of all good gifts, and acknowledging your dependence on Him, rather than on your donors. You also are giving your donors a sense of their involvement in God’s plan for bringing the world to Himself.

Acknowledge your donors’ gifts through timely receipts and letters of appreciation. But I encourage you also to seek out opportunities to worship God through your expressions of thanks to your donors. Let your communications with them follow the command of the Psalmist, who says: “Give thanks to the Lord, call on His name; Make known among the nations what He has done. Sing to Him, sing praise to Him; Tell all of His wonderful acts” (Psalm 105:1-2).

Douglas K. Shaw is president of Douglas Shaw & Associates, Inc., a fund-raising firm in Wheaton, IL, serving broadcast and other Christian ministries with direct mail, newsletter and major donor needs. You can learn more about his services and his unique philosophy of Donor-Focused Strategic Marketing™ by visiting www.douglasshaw.com.



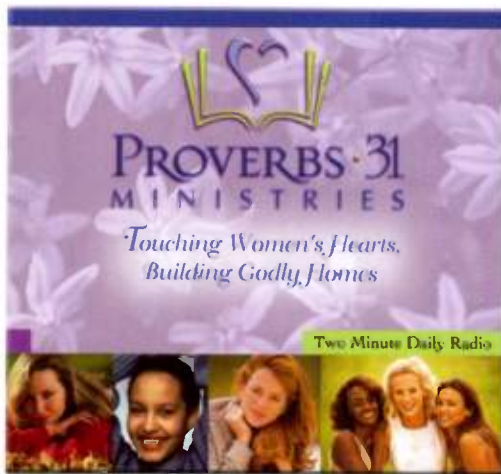
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Breaking Down Television's Secular Wall

BY JERRY ROSE

Many Christian producers approach me with television concepts they'd like to place on commercial broadcast or cable networks. But they're stymied by the seemingly formidable task of selling Christian-based programming to a secular market. From my experience, and our success with the *Encounters with the Unexplained* series on the Pax-TV Network, this process is not as daunting as we may think. It is possible to produce and market biblically based television programs competitive enough to be licensed by commercial networks on the same basis as other programming.

It is primarily a matter of doing your homework.

When we sold our Chicago broadcast station in 1998, our objective was to redefine the programming strategy for our cable network and two broadcast stations. Part of our new strategy was to move toward commercial syndication, which required some market research on our part. We first used Zoetics, a New York-based research company, to determine the potential for the Total Living Network (tln) redefined programming concept. Research interviewees were chosen on a random basis, not according to their spiritual beliefs.

The results were enlightening. Our research revealed an overwhelming majority — as many as 85 percent of those interviewed — believed in God, prayer and spiritual faith. They wanted better values for their children and did not believe that television was doing a good job of conveying those values. They also expressed interest in programming and a network that dealt with those topics.

Ironically, when this same group viewed examples of possible programming, they responded negatively to programming that was overtly Christian. They resisted programs that told them what to do, preferring shows that presented compelling stories, interesting facts and an opportunity

to decide for themselves which conclusions to draw. Many of the respondents did not connect their spiritual values to the traditional Church; nor did they have a positive perception of Christianity. Obviously, the only way to reach that market segment was to move outside of our more Christian broadcast and cable network.

TLN Meets Grizzly Adams

This precipitated our next move, a joint venture effort between tln and Grizzly Adams Productions. Chuck Sellier, Grizzly Adams' president, is uniquely suited to this type of programming dilemma. Chuck is a well respected veteran producer of Network television and Hollywood film productions. He also is a highly principled Christian producer. He summed up the situation clearly, saying, "Most of our Christian colleagues want to put messages into TV shows and films that are too overt." But he also offered a solution: Gallup Poll testing of 100 program concepts to pre-determine potential audience interest. (Over his 30-year career in the television and film industry, Chuck has perfected a proprietary method of Gallup Poll testing before a concept is ever scripted. He attributes much of his success to this unique testing technique.)

In evaluating the research test, we

only considered the highest-scoring concepts. Interestingly, biblical themes emerged on top. We also discovered that potential viewers were intrigued by mystery. This led to the creation of our highly successful Pax Network *Encounters with the Unexplained* series, hosted by well-known actor Jerry Orbach.

The *Encounters* series incorporated both secular and biblical themes, often combining the two topics in its two-story per hour format. For example, one episode centered on the tragic death of Princess Diana during the first half-hour of the show, the second segment provided an insightful, biblically based look at the Rapture.

How could a program of this nature succeed? I believe its popularity was due to the fact it offered outstanding thematic content and high production values. In every episode, our primary objective was to tell an interesting and intriguing story that held viewer interest. We also avoided the use of Christian jargon, even in the biblical segments. The program's theological message was subtle. In other words, we didn't hit viewers over the head with Christian messages, but gave them strong evidence to consider ... exactly as our Zoetics research suggested.

One hallmark of the *Encounters* series was that every episode concluded with questions, not answers. However, each biblical episode presented a compelling case for the existence of God and the viewer's need for Him. The biblical episodes were theologically sound, and we made sure the non-biblical episodes did not arrive at anti-biblical conclusions. A perfect example of this can be found in the film *Signs* by noted Hollywood filmmaker M. Night Shyamalan. Ostensibly a movie about aliens invading earth, the film's heart and soul is actually a wrenching story about a man who has lost his faith but regains it through a series of powerful — and very entertaining — events. Hold this story up

to the formula we've presented and you'll see why it did well with both secular and Christian audiences. You'll also notice that the same formula for success was at work in the *Encounters* series.

Encounters with the Unexplained has been viewed in millions of households. Its 1.8 rating was the highest Pax had achieved at that time and we did it in a world dominated by decidedly non-Christian fare like *Jerry Springer* and *The Osbournes*. Yet in the midst of all this, *Encounters* has won 18 awards for excellence. More importantly, it carried the biblical message in fully 50 percent of the storylines and the Christian ethic and family values in 100 percent of the shows ... all on a prime-time national secular network.

Success Formula

What formula for success can be gleaned from these examples? It's as basic as this: Do your homework and deliver a quality production that tells a good story, and the chances are very good that you can break into the secular programming world and get your embedded biblical messages across to viewers. It all comes down to preplanning, hard work and good audience research.

And just for the record, research shouldn't be considered taboo. It's not unspiritual; it's not heresy. It is being sensitive enough about your audience to find out where they are and what they want. Program research will tell you what kind of program interests an audience and what will generate network ratings. It will also justify your concept and story ideas to a network. Remember, network television is one of the world's biggest businesses. While you want to achieve a spiritual goal, they want winners.

We've all learned, often the hard way, that show ideas based on a producer's whim typically fail. For far too long, Christian producers believed that their ideas should succeed because they deserved to. If you catch yourself thinking this way, stop right there. Research will tell you not what you want to hear, but what you need to know.

With audience polling, there's no reason you can't discover what an audience wants to consume. The concept is simplicity itself: you ask people what they want to see and they tell you, then you subtly package your message in that kind of program.

Television networks are always seeking

program ideas that minimize their risk. With every new programming concept, a network risks time, image, money and advertisers. If you can approach a network with solid audience research that indicates viewer interest and potential allegiance to a program idea, your pitch likely will fall on receptive ears. Ratings — and advertising revenue — are golden to a network.

I'd be remiss if I didn't tell you the balance between secular and Christian content likely will continue to be a struggle, even though it would presumably be easier following the success of *Encounters*. Well, it isn't. Expect to prove everything in advance to a network. It's oversimplification to say they're anti-Christian, but let's just say there remains some skepticism there. You'll have to convince network brass that you know what you're talking about and that your program concept has a high degree of success potential.

If you are going to swim in secular waters, you must also be prepared to protect your biblical vision. I can assure you it is a challenge. I spent many midnight hours with a good script, one that was exciting and perhaps even generally "moral" in a worldview context. Unfortunately, it just "wasn't for us," and I learned to say so in no uncertain terms. My point is this: the network can say no to programming, and so can you as a producer. It may be hard at first, but stand your ground. The rewards are worth it.

Encounters became one of PAX-TV's top programs. It increased Pax's viewership in its Friday night timeslot by 101 percent. Much of our audience was probably not well-versed in the Bible, nor were many of them believing, practicing Christians. But they were glued to our shows: biblical stories about faith, Christ and Christian love.

"For everything there is a season," the Bible tells us. As Chuck Sellier reported to me recently, "We've been developing shows with nine major broadcast and cable networks — and out of those only one has objected to biblical material." This is a strong sign that the networks are realizing that the Bible has great audience appeal.

Greenlighting Checklist

The time is right, if we simply do our homework. I encourage you to use this checklist in your pursuit of placing quality, biblically based programs onto mainstream TV:

- **Do your research.** Find out what the public wants.
- **Keep entertainment values high.** If we are to succeed, we must be as entertaining with our biblical messages as any secular program in order to hold an audience.
- **Choose your battles wisely.** Christian producers need to realize that working with a secular network requires a certain amount of give and take. Maintain your basic values and keep the message true, but realize that there are areas where you can and should meet network executives at least halfway.
- **Stand by your principles on maintaining a biblical worldview in your show.** It is important that your staff, colleagues, constituents and backers know your motives are true and that you have not lost your way.
- **Constantly keep your eye on the future.** What the public wants shifts often and quickly. Be prepared to respond to those changes.
- **It isn't enough to find and employ talented collaborators.** You've got to find Christian writers who understand the secular audience and how to write for network television and can strike a balance between what that audience wants to see and the message you're trying to deliver. Add to the mix excellent broadcast quality production values and you'll start to get a picture of the high standards Christian producers must achieve.
- **Keep viable program ideas on file for future production.** A research concept that does not get a high audience rating this year may do well next year.

What's the bottom line? Find biblical ideas that test well, then make those ideas entertaining. If we add the vital step of linking those ideas to our Christian worldview, we will succeed in conveying these messages into the commercial broadcast realm. This is how it worked for us and others who produce for the networks. It can also work for you.

Jerry Rose is president/CEO of Total Living Network, based in Chicago. Contact him at jrose@tln.com.

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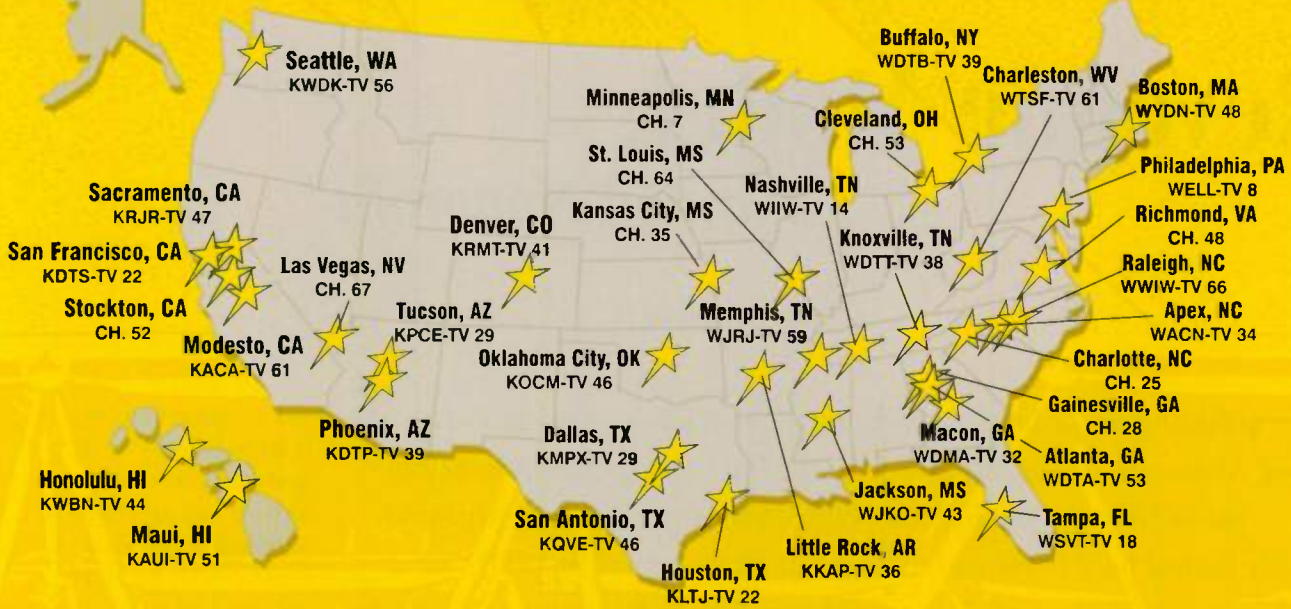
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Revenue Model:

Parallel Nonprofit

BY DAVE ESHLEMAN

Following the dedication ceremony of the NRB headquarters in Manassas, VA, on November 1, 2002, a lady introduced herself to me as Sally Buchanan from WPRZ-AM/Warrenton, VA. My mind quickly flashed back to the early '80s when I had stopped by WPRZ for a brief visit. During the visit, I discovered that their radio station was kept on the air by the use of side-by-side organizations: one for profit and the other non-profit. Praise Communications, the non-profit, eventually purchased WPRZ, and owns the station today. This side-by-side concept was the beginning of the creation of SONshine Ministries, the non-profit that has made it possible to keep WBTX and WLTK on the air for the past 17 years.

It is interesting to note that as many radio ministries have experienced a significant drop in contributions over the past 18 months, this does not seem to be the case with radio stations that are holding sharathons. Many of these stations have reached or exceeded their fund-raising goals this year. Could it be that giving patterns are changing in that listeners are more willing to give closer to home?

If this is true now and remains true for the future, does this change in giving patterns alter the outlook for radio program ministries? If these ministries have to cut budgets or go to shared income arrangements, what impact will this have on radio stations that want to maintain quality programs yet cannot get the funds needed to keep the programs on the air? The solution may be the use of a parallel non-profit to support the radio ministry.

WBTX 1470 AM went on the air in May 1972 with a dual format: religious music and programming in the early morning, late afternoon and evening, and easy listening music during the mid day. This format continued until we finally made the commitment to go with full religious programming. We soon discovered however, that there were few

quality programs willing to buy time in the small market that we served. After my visit to WPRZ, I went back to my Board of Directors with the idea of starting a side-by-side non-profit. At first, they were less than enthusiastic with the idea and it took nearly a year for me to convince them to try it.

SONshine Ministries, Inc.

SONshine Ministries, Inc., started in 1985. The bylaws state that SONshine will "... provide Christian and educational radio programs to the public." This would include "unique types of radio programming that in themselves do not generate sufficient sponsor interest, but could be listener supported; to provide Christian films and concerts to meet different needs in the community ... to provide funds that could be used in national and/or international mission outreach ..."

The SONshine Board of seven directors is completely separate from the ownership of the stations. At its annual meeting, the Board approves sponsorship contracts for the year and a budget of how the funds will be distributed. Even though the primary purpose of SONshine Ministries is to support local Christian radio, the bylaws permit, among other things, the sponsorship of concerts and support of mission work. In 2002 SONshine helped support a missionary family in Vietnam and a tract ministry in Israel.

Unexpected Benefit

One unexpected way the Lord used SONshine Ministries was in the rebuilding of the WBTX trans-

mitting facilities in the fall of 1996. On September 6, floodwaters from the remnant of Hurricane Fran tore down the guyed tower and flooded the transmitter. Contributions from listeners through SONshine made it possible to purchase and install a new solid-state transmitter. In addition, a local engineering firm donated the sealed drawings for the tower base, a local concrete firm gave more than 60 tons of concrete and reinforcing steel for the tower piers and Shenandoah Towers of Staunton, VA, donated and erected a 170-foot freestanding tower. After 97 days of silence, WBTX returned to the air on December 13.

Each fall, SONshine purchases time on each station for a two-day sharathon. As part of the event, local ministries are invited to share on the air about their work. At the same time, listeners are invited to contribute through SONshine Ministries for the sponsorships on each station.

Steps for Setting Up a Parallel Nonprofit

There may be a variety of ways to set up a parallel nonprofit. However, here are a few suggestions of what we have done to make sure that SONshine operates within its proper parameters:

1. The Board of Directors is independent from the ownership of the stations. Since this is the case, those on the Board need to be carefully selected. Once the Board is set up, they can move within the bylaws and may, at some point, decide not to work as closely with the stations as desired. Each board member must share the vision to support the local radio ministry.
2. Our bylaws are broad enough to provide for a variety of Christian activities. Since it is difficult to discern what the Lord may have in mind in the years ahead, keeping the bylaws broad in scope will make it possible to move quickly into areas of ministry that may not be apparent at the beginning.
3. Every dollar that is transferred to the stations must have a corresponding sponsorship contract. These contracts are like any other advertising or program contract in which airtime is purchased. Fund-raising announcements also are aired on the stations. However, no ads are run without a contract. SONshine pays for the ads just as any other non-profit organization that buys time.

Every designated contribution goes to the station of choice, with general contributions split as needed between the stations.

4. Receipts for contributions are sent out promptly with a return envelope for those who would like to send an additional contribution in the future. Those who make monthly commitments are mailed coupon booklets to help them keep track of their contributions. They are sent a year-end receipt, if one is requested.
5. From the beginning we have provided a full disclosure of income and expenses each year. This report is sent to our entire mailing list each February for the previous year.
6. Each year we have an audit conducted and copies are offered to anyone on the mailing list who makes a written request.
7. We normally mail four first-class mailings and five general mailings each year. The first-class letters go to selected past contributors in the spring, pre-sharathon and at year-end. Another first-class mailing goes to monthly contributors, inviting them to recommit before the sharathon. The general mailings go to the entire mailing list in the form of a newsletter called the *SONshine Update*. This normally includes a fund-raising appeal along with items of interest such as upcoming concerts, etc.

Careful planning and much prayer need to go into this type of venture. If giving patterns are changing or if a small market is being served, it could make the difference in being able to provide the Gospel through Christian radio in certain communities.

David Eshleman is president of WLTK-FM and WBTX-AM in Harrisonburg, VA. Contact him at DMeshleman@aol.com.

K-LOVE: Broadcasting Quality

Good radio convinces listeners that spreading the Gospel is more important than supporting programs on National Public Broadcasting

BY DICK JENKINS

In times when the economy is sluggish, many ministry executives hang by their fingernails to the rocky ledges of a financial cliff. In contrast, EMF Broadcasting and its K-LOVE Radio Network continue to climb, enjoying growth rates of 20 to 40 percent each year since 1988.

How does K-LOVE, EMF's flagship network, cultivate a healthy ministry in bleak economic times? By implementing unique concepts that nurture the relationship between the noncommercial network and its listeners.

A nonprofit, national radio network, K-LOVE receives 95 percent of its revenue from listener donations. Approximately two percent of funding comes from Christian concerts and seminars, while three percent is earned from other sources, such as interest on reserves and tower income.

Growing Listener Support

The key to the success of this revenue model is growing listener support. K-LOVE's donation level per listener is about twice that of most Christian noncommercial radio ministries. The reasons for this phenomenal income growth may surprise you.

I believe that the first step to increasing the amount of donor income is to discard the common perception that only one to three percent of a radio station's weekly ratings cume (12 plus) will give.

That rate of giving is about half the level for that of a National Public Broadcasting viewer, meaning that supporting "Big Bird" has a higher value than supporting the Gospel of Christ. I don't accept that premise. Raise your audience's expectations, and the listening audience will raise theirs.

As proof of this concept, K-LOVE currently enjoys a six percent response rate from its weekly 12

plus cume. For 2002, EMF revenue was estimated to be more than \$33 million.

Seven other concepts also play an important role in the EMF and K-LOVE philosophy.

Mission

The sole reason the network exists is to tell as many nonbelievers as possible about the Gospel. Every K-LOVE employee is crystal clear about this objective. All management decisions are made in light of that mission.

Value

K-LOVE shows listeners the value of the network through year-round, on-air listener testimonies. Through these messages, the staff attempts to prove to its listeners that the network is encouraging believers and reaching out to nonbelievers across the country and around the world with the message of Jesus Christ.

Professionalism

Hiring experienced announcers and production personnel is another key concept at EMF. Today's listeners compare a Christian radio station's professionalism to secular stations in that market, rather than its fellow Christian broadcasters. At K-LOVE, announcers such as Jon and Sherry Rivers, Mike Novak, David Pierce, Julie Williams, Kip Johns and the afternoon show's JD Chandler and Larry Wayne strive to make a one-on-one connection with listeners. They know that

nonbelievers don't always understand Christian terms, so they relay the gospel message in everyday language, often using their own lives as examples. This establishes a close rapport with the listener, something the K-LOVE announcers have learned through an average of 27 years of broadcasting experience.

Research

EMF spends more than \$100,000 annually on perceptual and music research. From this information-gathering, the programming department has learned the important role that emotion plays in earning listener loyalty.

"If you have an emotional connection with something, you're far more committed to it," says EMF Director of Programming Mike Novak. "Another important lesson we've learned is that a lot of people say they're Christians, but they don't have a relationship with Jesus. Of course, once they do have that relationship, everything changes."

Novak explains that through perceptual studies via phone, online surveys, auditorium testing and music advisory panels, the network has learned what listeners want: a good variety of music and a fun radio program that is informative, accurate and safe for the family.

Ministry

K-LOVE staff members gather to pray for their listeners three times each day. Listeners submit about 8,600 prayer requests to the ministry every month. Three full-time on-staff pastors also are available to listeners 24/7 for prayer and counseling. On average, the pastoral staff helps to prevent a dozen suicides each month. K-LOVE also sends out a quarterly devotional to enrich listeners' daily study of God's Word, plus a monthly insider's newsletter to keep listeners informed as to what the network is doing.

Listener Contact

In the EMF Donor Relations Call Center, eight employees make more than 50,000 calls each year to thank donors for their support. The staff also asks donors if they can pray for them or their family members. K-LOVE never requests donations during these calls.

"Listeners are thrilled to know their radio station staff cares about them enough to pray for their needs. They love it," says K-LOVE Director of Donor Relations Virginia Walker. "The people who answer the phone get so excited, they say, 'K-LOVE is call-

ing!' The people we talk to don't feel like they are just sending money anywhere — they're sending money to their radio station."

Today's listeners compare a Christian radio station's professionalism to secular stations in that market, rather than its fellow Christian broadcasters.

Expansion

"A minimum of 10 percent of revenue from K-LOVE's biannual pledge drives is set aside to acquire new stations," says Finance Director David Atkinson. K-LOVE also fulfills listeners' needs by offering music through the Internet and the satellite network Sky Angel. Keeping ahead of the flock in cutting-edge technology has made K-LOVE among the top 10 Internet streaming music stations in the world. In November, Arbitron ranked K-LOVE no. 2, behind the United Kingdom's Virgin Radio, as the most listened-to streaming radio site around the globe.

Ultimately, the success of any station or network is determined by the quality of what comes out of the speakers.

Broadcasting Quality Is Key to Success

Ultimately, the success of any station or network is determined by the quality of what comes out of the speakers. The philosophy at EMF Broadcasting is that the radio station that provides the best listening experience is the one that wins the audience. That kind of forward thinking, coupled with God's blessing, has rallied K-LOVE to celebrate 20 years of radio ministry. The unique broadcasting, managerial and revenue model at K-LOVE is fluid, always transforming to meet the challenges of the future. K-LOVE isn't static. It's alive. It breathes. It changes with the ebb and flow of listeners' needs. It changes to continue meeting our goal to deliver the Gospel in the language of today's culture, to people throughout the world.

Dick Jenkins is president of EMF Broadcasting, which consists of three networks: K-LOVE, Air 1 and World Wide Worship. Jenkins has been involved in radio broadcasting for 27 years, was a lobbyist for 10 years, has served as a pastor, is a pilot, rides a Harley and holds a First Class FCC license.

Smart Media Distribution

*Knowledge and relationships:
the keys for ministry*

BY JUDD JACKSON

In the midst of constantly changing media distribution methods, (broadcast, cable, cable with personal video recorders inside the cable box, DBS satellite, Web sites and Web streaming, etc.), we are challenged as never before to seek knowledge and good counsel to be good stewards of the opportunities for presenting the Gospel over the airways.

Every program you produce is an occasion for ministry and there are many types of programs and approaches to presenting the Gospel. But this article will focus on distribution and getting your program on the air. Whether it's a weekly program, a daily series, an outreach special, an infomercial or a product presentation, the following suggestions and insights should be helpful in guiding you to long-term success and the best value for the money you will invest.

The complexities of distribution options, more than ever before, necessitate the acquisition of knowledge and key relationships. We also must think more about "presenting" our program to a television station or cable network, not just "pitching" it and offering money. Knowledge and relationships are two key factors that many overlook in building a successful media plan. This applies whether you are a local church or national ministry. Remember you can no longer develop a media plan with the same methods used even two to five years ago. We are in a very different environment.

Knowledge

If your program is a teaching or pulpit presentation, talk show format, documentary or entertainment, 90 percent of your distribution will be in the form of paid air time.

Every agency or in-house media syndicator believes it is the best negotiator for airtime. Truly, some are better than others. There is not one agency that can get the best deal on every station, in every

market, every time. Someone somewhere will have a unique relationship that allows for an exceptional buy. But outside of those situations, what is it that can help you maximize your media dollars?

Today's software can predict well in advance the optimal broadcast schedule for your particular ministry and help you identify the optimal stations and time slots for the type of message to be delivered.

For the local church and the national ministry you need data. You need information about the cost of airtime from different stations, time slots, station types (network or independent) and day-part trends. Each must be added to the database for accurate projections.

It is best if you can access pricing for both infomercials (which is the competitor for good time slots for Christian programming) and other religious programs. You need knowledge about what response activities are working for what types of programs; you also need knowledge about program lead-ins and lead-outs and about continuity of message (just like the stations try to match programs of a similar format in a group).

For the local church, software that tracks people who come to your church via television can play an important part as you plan your budgets and present production and time costs to your board and congregation. Television on a local level is an excellent way to expand outside the four walls of your church. You don't have to be called to national distribution. Local television is a wonderful way to reach your community and offers you many opportunities to better serve your region. Television for the local program often has opportunities for ministry that a national ministry cannot use.

Companies are competing to develop software



Paula White

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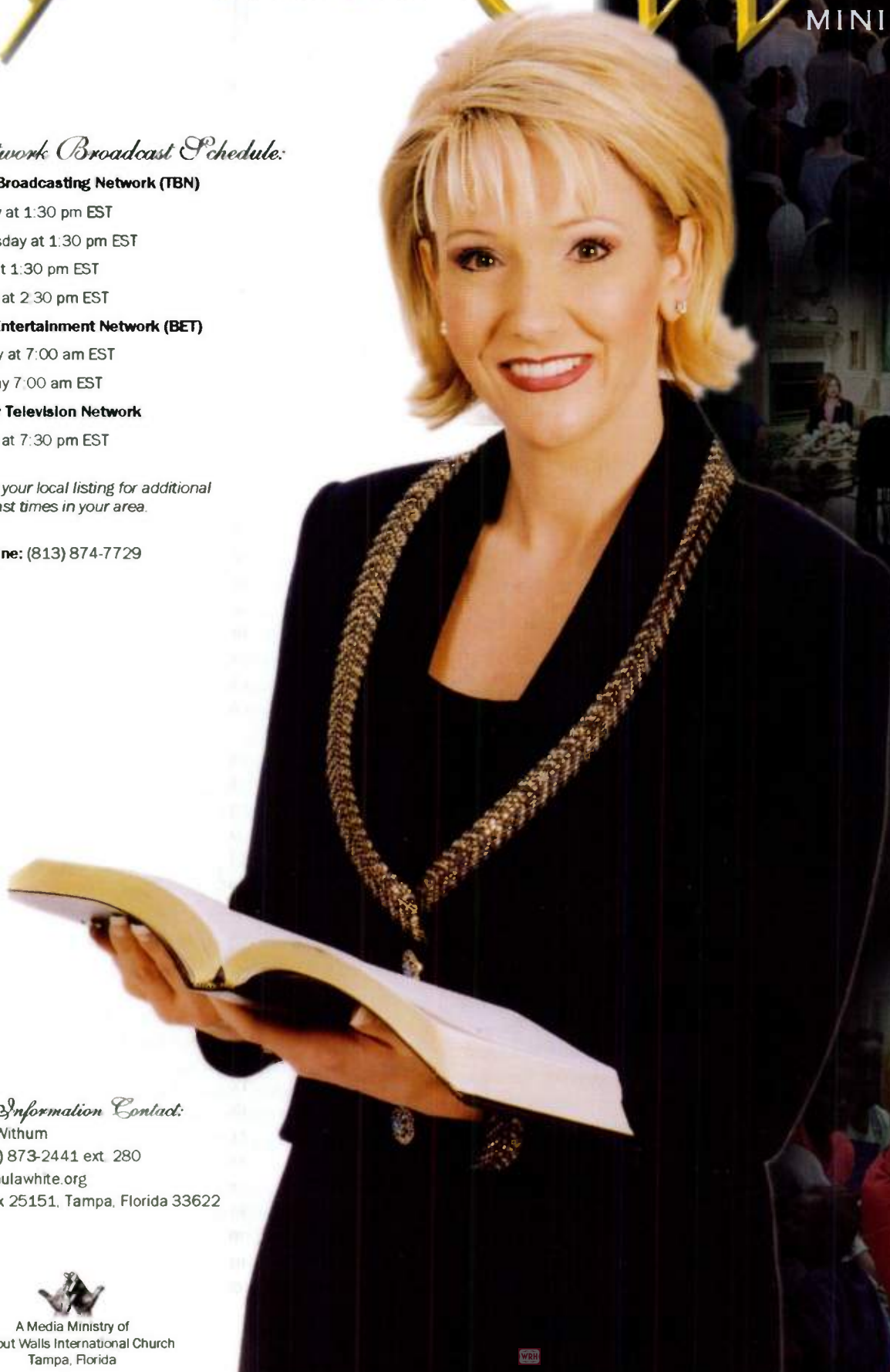
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based on “evolving prediction models.” This means that you utilize your own database with intelligence overlays and giving history that covers the frequency of response for the year, amount of gifts, time of year the gift was made, products selected or issues that motivated a gift.

This type of software, along with up-to-date information, gives you the opportunity to optimally manage a media plan and budget. It will help you proceed without some of the guessing and hope that many media buyers use when they make a buy. Since market conditions, economic changes and other factors can radically modify market behavior, these parameters are continually tuned to market reality. Therefore, more accurate predictions for regions and channels can be made in real-time.

Knowledge of comparative and current rates is a meaningful tool in measuring the value, by station and time slot, but the most meaningful tool is the knowledge of who is watching and supporting your ministry or church.

The main assets you can use for gaining the best station, rate and time slot are: 1) knowledge about the market, station and day part you are interested in, and 2) relationships with the key players.

Relationships

When I was in charge of the distribution for a national ministry, I visited more than 250 television stations. I met with the sales managers, program directors and, when possible, the GMs. You also need relationships with the television station rep firms in your area. If your media ministry is for your local community, you or someone who represents you should visit every station that serves your community.

Station representatives have regional offices and you should identify those that represent the stations that serve your area. Try to build relationships with different influencers inside the rep firms. These include program consultants, research department heads, and promotional and marketing firms that might offer opportunities for community involvement. Relationships with these influencers are very important and can build effect with your local station.

With the same ministry mentioned above we sponsored a Sunday Gospel Breakfast during the annual National Association of Television Program Executives (NATPE) convention. It is one of the most influential conventions for program producers.

Producers present their programming to the stations and cable networks in an effort to gain distribution for their shows. We provided breakfast, live music, a brief devotional and a five-minute presentation on the ministry presented in the language of a program director or station manager. The goal is to help them to see the benefit of having your program on their station.

The breakfast title and name of the host was printed on all the convention literature and was a sanctioned part of the convention for five years. The value was in the important relationships built with the stations. This especially paid off when stations phoned us directly when they were considering opening new time slots.

Another way of building relationships with stations is to provide long-form management software to stations for free (all major airtime management software is for short-form spot inventory). The same agency also offers a number of bartered services in exchange for time.

Even with knowledge and key relationships, nothing beats knowing what God, through his Holy Spirit and the counsel of your Christian community, is directing you to do.

An example is the principle of singularity (staying focused, of one mind, one identity and one offer). The idea is biblical, and should be a part of your branding. Many ministries today are so diverse in their presentation that even with a good time slot and a fair rate; they are not getting the response they should. Much of the problem in lack of response is a lack of focus in their presentations.

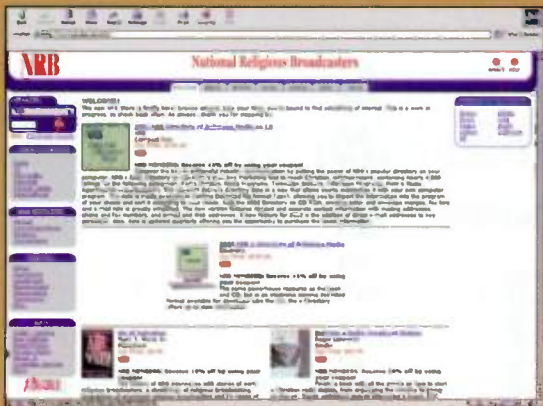
The better you can articulate your message and brand to the program director and/or sales manager of the station or cable network, the better your chance is to gain access to the best time slots as they become available. Again the main assets you can use for gaining the best station, a good rate and time slot are: 1) knowledge about the market, the station and the day part you are interested in and 2) relationships with the key players.

This is a wonderful time with so many opportunities to reach the world for Christ through media. There are companies that can serve you and the ministry God has given you to serve or lead within the membership of NRB. Make the most of this organization to help lead and guide you.

Judd Jackson is a strategist for media and the local church with Ministry Solutions, Inc. Contact him at Judd@ministrysolutionsinc.com.

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POWERED BY
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Examining the Trend of Positive Programming

COMPILED BY VALERIE D. FRAEDRICH

Jonah was a vegetable ... an asparagus, to be exact. You probably never picked up on this from reading the book of Jonah in the Bible, but if you saw *Jonah, A VeggieTales Movie*, this comes as no surprise.

Told in typical Big Idea Productions fashion, if indeed anything about Big Idea can be described as typical, *Jonah* truly follows Big Idea's tag line of "Sunday morning values with Saturday morning fun." And, it's not just for young children.

As a youth leader and mentor, I've seen a large part of the youth culture ride the *VeggieTales* wave for years. I've watched youth walk out of the theater singing "Billy Joe McGuffrey," a silly field-trip song belted out with enthusiasm during a wild bus scene that involved a guitar, porcupines and a clothesline, (go ahead, try to figure out how those fit together), or the Newsboys song titled "Belly of the Whale" (unofficially dubbed the Jonah Song). I've also seen adults revel in the goodness of God during the redemptive choir scene that erupts after Jonah hits rock bottom in the belly of the whale. The scene is pregnant with God's presence and then delivers.

I toured the Big Idea facilities and saw *Jonah* as a work in progress. An amazing amount of hard work went into the production. It features phenomenal talent: from the idea folks to the writers to the artists to the musicians to the computer geeks (I mean that as a compliment) to the film experts. The company does have big ideas ... and the vision, passion and quality required to turn them into reality. Aren't these the tangibles of positive programming?

This is good news ... the actual Good News told creatively and with excellence. Although Big Idea has its role, it isn't the only game in town. A full, creative body of Christ is striving to make a positive impact on the world that we're called to be in but not of. I asked a few industry leaders to give me their takes on our visual future: Dr. David Clark,

Dr. Phil Cooke, Dr. Ted Baehr, Dr. Tom Snyder and Peter Lalonde. I hope you enjoy what they have to say.

By the way, if you haven't seen *Jonah* yet, make sure you watch all the way through the credits. Nice touch!

Valerie D. Fraedrich is editorial assistant for NRB magazine and has a passion for the youth culture and its music. Reach her at vfraedrich@nrb.org or 703-330-7000, ext. 516.

Dr. David Clark

Television Will Never Be the Same

Television, by far the most powerful mass medium for entertainment and information, is in the midst of a radical transformation.

Technology

The entire technology of television is being transformed to a totally new electronic system with the change to the digital standard. Virtually every

receiver, transmitter and piece of production equipment will become obsolete in the next decade. While financing the change will be challenging, it will transform the production process and create many economies. New low-priced cameras and non-linear editing systems will produce excellent quality at modest cost. Ministries that never considered television because of the cost will be able to consider it. High definition television (HDTV) will become competitive with film and gradually will become the format of choice for all productions.

Distribution

The current distribution system for television is expanding exponentially as digital cable and direct broadcast satellites (DBS) bring up to 500 channels into the typical home. On any given night, the audience for cable and DBS significantly surpasses the broadcast audience. Combined with Internet access, they will open up unimagined new opportunities for creative ministry programs featuring real time interaction with audiences. This very powerful new hybrid medium will require a new audience and development paradigm.

Narrowcasting

Television is rapidly changing to a "narrowcasting" medium like radio. Every network in the future will be programmed to appeal to a specific demographic and psychographic. Audiences will be smaller but become more involved with carefully targeted programming. The Cooking Channel is a good example. Pneumographics, a term I coined a decade ago to describe the spiritual formation and metrics of a population, will help guide the development of more effective programs. Many seeker-oriented churches already are effective in identifying and attracting the unreached in their communities. Christian programmers need to learn lessons from those who have found ways to attract the unchurched to worship. The drama, music, teaching and excitement of such churches must be transferred to the screen.

Programs

Religious broadcasters will have to aggressively compete as never before for an audience. Spiritual programs attracting large audiences like those on PBS with no Christian elements reveal a deep hunger for the spiritual in our culture. It is what some have called the Gospel "served lite" with no sin, no savior and no eternal salvation. We who believe there can be no programming without biblical content must

begin to rethink what we are doing and saying. In the future we must innovate or stagnate. There already may be more traditional preaching programs on the air than the public ever will watch. The new reality programs suggest a direction. What is more real than the dramatic transformation of an individual from sinner to saint? This summer, FamilyNet produced a new youth series, *TruthQuest: California*. It featured 12 teens from all over the country who spent 12 days on the road in California in the same vehicle used in *Road Trip* on MTV. From rock climbing in Yosemite to visiting the street people of San Francisco, we followed them night and day with six inexpensive digital cameras. The result? The first Christian "real reality" series and hundreds of articles in the secular press contrasting a Christian reality program with their secular counterparts.

In many ways it is the best of times for Christian television — but it could become the worst of times if we don't see the signs of change and respond accordingly by asking God for a great outpouring of innovative creativity in the programming we are doing.

Dr. David Clark is president of FamilyNet. Reach him at dclark@familynet.com and visit www.familynet.com.

Dr. Phil Cooke

Future Challenge

T*o be perfectly honest, I'm not sure if the positive programming we're seeing today is a real trend, or if it's part of a regular cultural cycle. There's no question that Hollywood studios are finally getting the message that family organizations have sent for years — a huge audience exists that is pro-family, respectful of religious values and wants positive role models. On the other hand, we've seen cycles like this in the past when the audience is just looking for something different. Other cultural indicators, like the recent rise in abstinence among young people, also support that idea.*

But no matter what the reason, our challenge as Christians is to support it. When *VeggieTales*, *Lord of the Rings*, or less widely distributed movies such as *To End All Wars* hits theaters, we need to support them in a big way. Otherwise, all our efforts in Hollywood will have been without purpose.

We hear one or two sermons a week, but statistics indicate that a typical week for Christians also includes shocking amounts of television, radio, movies and the Internet. It's not hard to see which has more influence.

I'll even go farther out on a limb and say that we need to start preaching about these cultural trends from our pulpits and discussing them in our Sunday school classes. During the last few years, I've been lecturing in seminaries and colleges across the country, and I teach what I call "Contexts of Culture." I'm trying to educate future pastors and ministry leaders on the impact the media is having in the lives of their congregations. We hear one or two sermons a week, but statistics indicate that a typical week for Christians also includes shocking amounts of television, radio, movies and the Internet. It's not hard to see which has more influence.

Media has become such an overpowering part of our lives that if we don't teach Christians how to deal effectively with media and culture, I don't believe there's any way we're going to reach this generation with the Gospel. I would like to see NRB lead the way in this process.

Dr. Phil Cooke is president of Phil Cooke Pictures, Inc. Reach him at phil@cookefilm.com and visit www.cookefilm.com.

Box office figures clearly show that movies with very strong moral and Christian worldviews make at least twice as much money on average at the box office as movies with strong foul language, excessive violence, graphic sex, explicit nudity and other inappropriate content...

Drs. Ted Baehr and Tom Snyder *Exposing Hollywood's Dirty Little Secret*

Staring at some of the ads for upcoming movies might lead you to think that movies are sleazier than ever, but nothing could be farther from the truth.

The work of the Christian Film & Television Commission™, a Christian advocacy group based in Hollywood, not only shows that more family friendly movies with Christian themes and content are being made today than in the past, but also that such movies make much more money than movies with strong foul language, excessive violence, graphic sex, explicit nudity and other inappropriate content.

Family movies with Christian values are bigger and more popular than ever. It pays to put family friendly, moral and even Christian content in your movie. Hollywood should go back to making the wholesome, quality movies that people really want to see.

The number of movies with positive moral content and/or positive Christian content increased about 10 percent this year in comparison to last year. In fact, during the last 10 years, the number of movies with positive moral content and/or positive Christian content increased 150 percent, according to the Commission's annual analysis of the top 250 to 275 movies.

Furthermore, the number of R-rated movies among the top 25 at the box office has decreased from 12 in 1996 to only three in 2001. Also, the number of movies in the top 25 at the box office with strong or very strong moral, biblical or Christian content has increased from five in 1996 to 15 in 2001. Of the top 10 movies at the box office in 2001 and 2000, 85 percent of them had at least some moral, redemptive and Christian content in them.

Box office figures clearly show that movies with very strong moral and Christian worldviews make at least twice as much money on average at the box office as movies with strong foul language, excessive violence, graphic sex, explicit nudity and other inappropriate content, including movies with secular human-

ist or other non-biblical philosophies and ideologies.

In addition, movies with no sex or nudity usually earn two or three times as much on average as movies with graphic and excessive sex and nudity. Also, movies with no alcohol use generally earn twice as much on average as movies with excessive alcohol use or alcoholism, while movies with no smoking or drug use earn more than three times as much on average as movies with very strong or excessive drug use.

Finally, every year, 70 percent or more of the top ten video and DVD sales and rentals contain positive moral and/or Christian values.

Dr. Ted Baehr is founder/chairman of the Christian Film & Television Commission™. Dr. Tom Snyder is editor of MOVIEGUIDE® magazine. Contact them at 805-383-2000 and visit www.movieguide.org.

Peter Lalonde

Faith-Based Filmmaking at a Crossroads

I remember when we made our first movie, *Apocalypse*. It was the first end-times thriller in the faith-based genre in 25 years, and the production of the movie was huge news. The movie quickly became a best seller and Cloud Ten Pictures was launched on a new journey.

In the ensuing five years we've produced multiple movies with stars such as Kirk Cameron, Judd Nelson, Louis Gossett Jr., Gary Busey, Margot Kidder, Corbin Bernsen and Mr. T. We've also produced perhaps the two most visible and successful films in Christian filmmaking, *Left Behind* and *Tribulation Force*, based on the Jerry Jenkins and Tim LaHaye best-selling *Left Behind* book series. In fact, *Left Behind* was named the "Best Selling Video of the Year by an Independent Studio." *Omega Code* and *Jonah: a VeggieTales Movie* were breakthrough successes for Providence Entertainment and Big Idea Productions, respectively.

So, where does faith-based filmmaking stand today?

From my perspective, we are at a crossroads. As a cottage industry that has grown rapidly, there have been serious growth pains. The general market has spied the cash-register gold and caused big competition for the CBA bookstores. Various producers have tended to compete rather than cooperate with one another in an attempt to establish the dominant position in the marketplace. Just releasing a faith-based film is no longer big news in and of itself. Lawsuits have questioned motives, marred reputations and slowed the industry's growth. And, while many look for higher "Hollywood" production values, the sales numbers have not justified those higher budgets.

I firmly believe that through cooperation and mutual support, the metaphor that "a rising tide lifts all ships" can be achieved. I also believe that we need to find and define markets beyond the end-times and children's markets as viable faith-based genres. We need to discover additional and cash-generating channels through which we are able to give the large audience that exists better access to our films. Relationships have to be improved with television and international outlets.

Today, the crossroads we sit at might be best defined as the gravel road vs. the superhighway. Faith-based filmmaking can either continue on the gravel road or we can innovatively find ways to get our message onto the information superhighway and affect our culture. The one thing we must not do is to get caught in the no-man's land that lies between the two, which is the road to financial ruin and the end of our bid to enter the mainstream world.

Today, Cloud Ten is committed to playing a leading role in the evolution of faith-based filmmaking. We are seeking to nurture co-operation between producers and provide support for young filmmakers and actors. It will not be an easy journey. But as Rome and Hollywood were not built in a day, the faith-based film industry also will take time to construct. We need to hone our crafts, learn hard lessons and grow, just as every other major mainstream player has. If movies are, as I believe, the storytelling medium of our generation and the way culture and values are passed along, the stakes are too high for us to fail.

Peter Lalonde is CEO of Cloud Ten Pictures. Reach him at 905-684-5561 and visit www.cloudtenpictures.com.



Doug Kooy, host of NOWTV's live call-in show, *Online*

Reinventing Christian Television

BY JEFF THIESSEN

Veteran Christian broadcasters will remember the glory days of the '70s when viewers responded to programs and called in by the thousands, asking for prayer and believing for miracles. Many who knew very little about Christianity responded, triggered by a distinct awareness of the supernatural and a desire to see change in their lives.

In the late '80s, however, an era of disillusionment and disappointment set in. Christian television ministry continued, but its effectiveness in reaching non-Christians diminished. In the midst of a dramatically changing world, television ministry remained static; and, for a decade, viewership went into rapid decline. It is now a new millennium, and I believe that to reach post-modern viewers with the message of Jesus Christ through Christian broadcasting, something has to change!

It's a New Day is one of two major Christian television programs that air on various commercial stations across Canada. For more than 25 years, this program has been reaching people with the Good News of Jesus Christ. As we worked at producing one hour a day, we could not comprehend the impact of a 24-hour station. Broadcast rules did not allow for religious broadcasters, and we were ministering where and when we could.

However, in the early '90s, the rules changed: Christians could now own Canadian television stations. In 2000, the CRTC (Canadian Radio-Television and Telecommunications Commission) granted us a license for NOWTV in Vancouver and southern British Columbia. Wanting to reach both Christians and non-Christians, we sought God for direction and, after time, determined a strategy with three simple rules: Relevance, Reality and Tolerance.

1. **Relevance:** *Programming must be relevant to the life of the non-Christian in order to speak into his or her life.*

When NOWTV launched in British Columbia on September 15, 2001, its schedule included the high-profile newsmagazines *60 Minutes*, *48 Hours*, *PrimeTime Thursday* and *Dateline*. In our second season, after incredible response, we added *20/20* to the roster. Although these programs do not preach the message of Jesus, they provide a compelling launch pad for discussion about moral and spiritual issues.

Our live call-in show, *Online*, follows each newsmagazine and has become a dynamic sounding board for discussion. Host Doug Kooy interacts with knowledgeable guests and invites viewers to call in and voice their own opinions on the hot topics of the day. At the end of the hour, Doug closes with his point of view, based on God's ideals for our lives. Each month, we receive thousands of calls from viewers of diverse spiritual, moral and cultural backgrounds. They are responding with enthusiasm to the opportunity to talk openly about issues most important to them.

2. **Reality:** *Programming must be authentic, providing real answers for a real world.*

We found ourselves faced with an important decision: to be "family friendly" at all times or to show real life and use it to introduce a godly perspective that goes beyond *Leave it to Beaver's* positive yet simplistic morality. After evaluating and re-evaluating, we decided that being family friendly was only part of the picture; we also needed to take an honest look at real life and present the message of Jesus with application to the real world in which we live.

We realized that the Bible was not sanitized to omit strong life lessons in favor of family friendly storylines. Consider the crowds who witnessed Jesus's bloody, naked public execution on the cross. Or the scene in which Jezebel's body is torn apart by wild dogs. Or David's sordid and murderous affair with Bathsheba. These are unedited and far from family friendly! God left the challenging and complicated stories in His Word to show us that in the complexities of life, He is still our redemptive God. Today, as our world grows increasingly complicated, people are faced with overwhelmingly difficult questions. With God's help, we endeavor to open a door for our viewers to find answers to those questions.

NOWTV also made the decision to air films that deal with real issues in life today. Our on-air host Laura-Lynn Tyler supplements the movie by involving the audience and expert guests in discussion on the spiritual issues and parables raised in the storyline. One of our most effective films this last year was *Night Friend*, a dramatic tale in which a priest pays to minister to a prostitute who experiences, in the end, a complete turnaround. Following the movie, Laura-Lynn presented *The Big Picture* as she spoke with her guests: an ex-prostitute and the woman who helped to get her off the street.

God left the challenging and complicated stories in His Word to show us that in the complexities of life, He is still our redemptive God.

Throughout their fascinating conversation, they answered questions about the prostitution problem in Vancouver, cultivating in our audience an awareness of how Jesus can make a difference no matter how difficult their lives may seem. They gave real answers for a real problem facing Vancouver.

3. **Tolerance:** *Programming must demonstrate tolerance in order to build bridges and reach all people for Christ.*

Canadian broadcast regulations require that NOWTV air prime-time programming from other religious groups. Our founders and management team wrestled with this concept: How can we as Christians justifiably give airtime to other faiths to express their beliefs — beliefs that directly contradict our own?

God showed us how we could embrace this policy and, with it, the people who hold views different from our own. Sixty years after warring Christian denominations prompted the Canadian government to prohibit Christian organizations from owning broadcast licenses, we came to this realization: One of the reasons we lost our position to speak into society is that we failed to practice tolerance. I have heard it said that the most tolerant people find it difficult to tolerate Christians. For this, I believe we have only ourselves to blame. Our self-righteous intolerance of others has given them the right to feel the same of us.

This does not mean that we must sacrifice our own standards and accept the beliefs of others. It

does not mean we must give up everything we believe so that others can speak their hearts. In building NOWTV, we have embraced this definition of tolerance: the acceptance of other people's right to their own opinions or actions. Although we may not agree with the stance of belief of other cultures and religions, we respect them as people — we understand that they have a right to their own opinions.

In building NOWTV, we have embraced this definition of tolerance: the acceptance of other people's right to their own opinions or actions.

We feel that this model is inspired by God Himself, who modeled tolerance in His relationship with Adam and Eve. In giving us the marvelous and troublesome right to choose between good and evil, He allowed us the individual right to form our own opinions, to make our own choices and to have our own beliefs. When man chose evil, God did not shower down destruction; instead, He responded with the most incredible gift: His Son, Jesus Christ, our pathway to forgiveness and second chances. This is the gift we as Christians must give to those with other faiths, actions and opinions.

We must give dignity and respect to other points of view. If we isolate ourselves, we fail to influence. If we withhold respect, we forfeit our opportunity to speak into lives.

We live in a world that needs Jesus even as it continues to attempt to remove Him from our foundations. History books are being rewritten, removing BC and AD and replacing them with BCE (Before Common Era) and CE (Common Era). Again, last year, there were efforts everywhere to remove Christ from Christmas.

To be effective in our changing society with the Gospel, we must be present within society. We must speak where people are listening as Paul did at Mars Hill. We must give dignity and respect to other points of view. If we isolate ourselves, we fail to influence. If we withhold respect, we forfeit our opportunity to speak into lives. But in the midst of respectful and understanding relationships, we are given the remarkable opportunity to communicate the love of Jesus to the hearts of those who otherwise never would have listened to Him.

It is time to impact our society today by moving into a new era of Christian television. It is time to move beyond our "narrowcaster" mindset in which we speak only to our own. It is time to truly become broadcasters speaking to the world. It is time to get relevant, real and tolerant. It is time to reinvent Christian television.

Jeff Thiessen, senior VP of Trinity Television and managing director of NOWTV BC, began his career in television in 1984. NOWTV is working to build broadcast teams and invest heavily in Canadian production of life-changing, relevant films and dramatic series. Contact Jeff at jthiessen@nowtv.ca. NOWTV's vision for Christian television has challenged the Canadian broadcast regulator to reconsider its concept of religious television to include captivating discussion of social issues and situation comedies that discuss hard-to-handle ethical issues. Last summer, the CRTC granted a license for NOWTV Manitoba, which will launch September 2003. To learn more, visit www.nowtv.ca.

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"I lost my little boy on June 8, 2001 in a freak accident. I've been asking 'why God why?' and feeling so guilty for asking. Today I heard a message from Chuck Swindoll and was filled with such joy and peace. I praise God today and thanked Him for sending this message. I may never know why my son died in the accident, but what has been confirmed is the Lord was with him and is with me every day until I get to be with the Lord and my son Aron again. Thanks for having a program to help people like me try to learn and reach God."

- *Anonymous Oneplace Listener*

For more information on ministry opportunities through the Salem Web Network of sites, contact Tom Perrault at 804.766.9404 Ext. 110, or E-mail: tom@salemwebnetwork.com.

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