

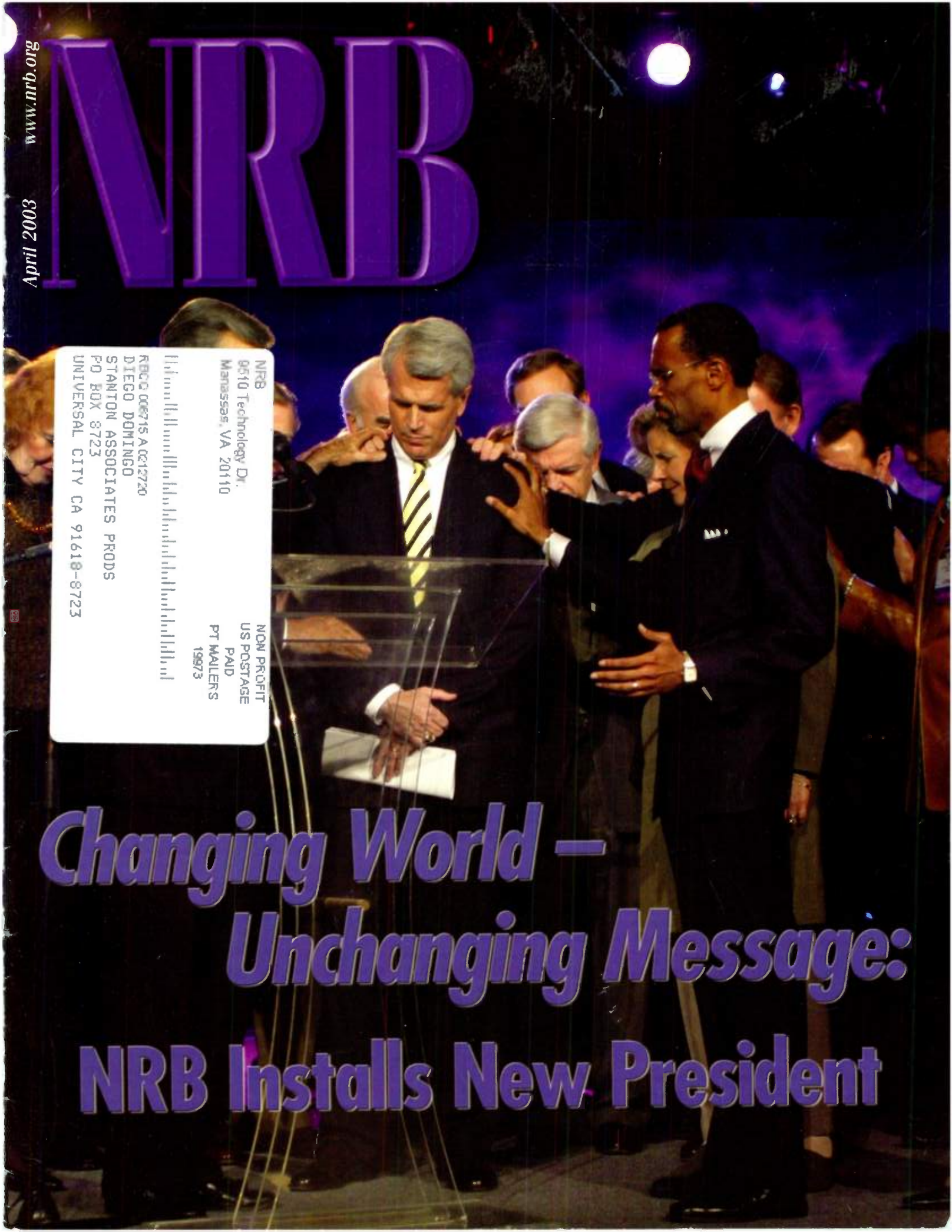
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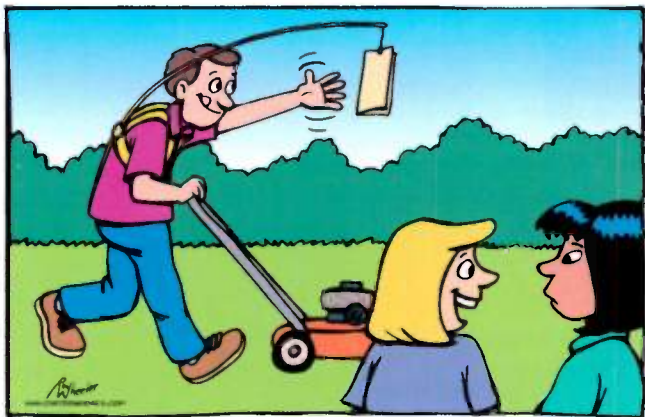
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I USE SOME OF THE MATERIAL HE GOT AT THE NRB CONVENTION. IT'S CRUEL I KNOW, BUT WE GET THE LAWN MOWED.

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Broadcast Education Association Annual Convention & Exhibition; Las Vegas, NV; [www.beaweb.org](http://www.beaweb.org).

### April 5-10

NAB; Las Vegas (NV) Convention Center; [www.nab.org](http://www.nab.org).

### April 5-10

RTNDA@NAB; Las Vegas (NV) Hilton; [www.rtna.org](http://www.rtna.org).

### April 6-10

Gospel Music Association; Nashville, TN; [www.gospelmusic.org](http://www.gospelmusic.org).

### April 7

NRB Media Luncheon at NAB; Las Vegas, NV; Hilton, Ballroom-B; [www.nrb.org/conv.htm](http://www.nrb.org/conv.htm).

### April 24-25

International Radio & Television Society Foundation Minority Career Workshop; New York, NY; [www.irts.org](http://www.irts.org).

### June 8-11

National Cable Television Association Annual Convention; Chicago, IL; [www.ncta.com](http://www.ncta.com).

### February 13-17, 2004

61st Annual NRB Convention & Exposition; Charlotte, NC; Patsy Smith, [psmith@nrb.org](mailto:psmith@nrb.org).





## Excellence in All Things and All Things to God's Glory

Religious liberty is the cornerstone of a free society. No society can be called truly free that does not respect the rights of men and women to worship God according to the dictates of conscience. Patrick Henry famously said:

*It cannot be emphasized too strongly or too often that (America) was founded not by religionists, but by Christians; not on religions, but on the Gospel of Jesus Christ. For this very reason peoples of other faiths have been afforded asylum, prosperity, and freedom of worship here.*

It was commitment to this ideal of religious liberty that gave birth to NRB more than 60 years ago. In the earliest days of radio, visionary leaders saw radio as a powerful and effective tool for reaching the world for Christ. They embraced the new technology, never losing sight of the truth that it was the message and not the medium that mattered. They knew that to preach Christ and Him crucified was the very "power of God."

Early successes in spreading the Gospel were quickly followed by significant opposition. Oddly, that opposition came from within the church. When the government looked for guidance in licensing religious broadcasters, it turned to the forces of theological liberalism; it turned to the National Council of Churches. In fairly short order, evangelical Christian radio broadcasters faced exclusion from the airwaves.

NRB emerged in response to these threats. It was created to preserve the religious freedom of evangelical Christian broadcasters, to foster excellence among its members and to strengthen that portion of the body of Christ involved in broadcasting. That commitment remains the heartbeat of NRB today.

Today the tools we use (radio, television, the Internet) are as varied as the manifold delivery systems (broadcast, satellite, cable,



**Dr. Frank Wright is President/COO of NRB. Contact him at [fwright@nrb.org](mailto:fwright@nrb.org) or 703-330-7000.**

computer network). Yet while the tools have changed, the foundational ideals of NRB have not. They remain: proclamation, transformation and preservation.

We are committed to proclaiming the Good News of eternal life through faith in Jesus Christ, to transforming the culture through the clear application of biblical truth and to preserving religious liberty by keeping the doors of electronic media open for the spread of the Gospel.

In our day, we too face opposition. We live in a time when there are greater threats to religious freedom than at any time in the history of our republic. Yet by the grace of God, NRB stands at the threshold of an exciting new period of growth, impact and ministry effectiveness. As we move forward, let us do so with a renewed commitment to the person and purposes of Jesus Christ. For Jesus said, "If I am lifted up from the earth, [I] will draw all men unto myself" (John 12:32).

Since Jesus is the only hope for the human heart as well as the desire of nations, let us renew our commitment to use every medium available to proclaim the Gospel of Christ and to bring the mind of Christ to the culture. As we fulfill that high and holy calling of "lifting up" Christ before a watching and listening world, let us do so with a renewed commitment to one another and to "excellence in all things and all things to God's glory."

# NRB

National Religious Broadcasters

April 2003

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*I strayed away from God, came back and every time I turned on the radio, Bott Radio Network was still there providing the messages I needed. Thank you very much for your existence. T.R. — Modesto, CA*

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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... and make a difference for eternity!

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## Reflections of President Bush's NRB Address

Among the most memorable events that took place at the 60th Annual NRB Convention was the address by President George W. Bush. Because it had been more than 10 years since NRB had a presidential visit, it also made the event historical. Of course, it was a great honor for me to introduce the President, but it was even more distinctly significant to introduce him as "a brother in Christ." It was quite a surprise to be told that less than 10 African Americans in U.S. history have formally introduced a U.S. President behind the presidential seal, when the President made an official public policy address. A great honor indeed!

President Bush does not apologize for, nor is he ashamed of, his allegiance with and reliance upon the Lord Jesus Christ. While speaking to us, he said, "The terrorist networks hate the thought of the fact that in this great country, we can worship the Almighty God the way we see fit. And what makes them even angrier is we're not going to change." As noted in a recent *Newsweek* cover story, this President has invoked the name of God publicly more than any other President in U.S. history. What a tremendous testimony!

His challenge to Christian broadcasters was very specific. He said he had some "suggestions" for us. The following is a brief excerpt of that portion of his speech, delivered February 10:

"Christian media outlets like yours reach 141 million people every year. That's a huge audience, and it's a responsibility that I know you take seriously. This nation has got a lot of wealthy and caring congregations, and we've got a lot of churches in low-income areas that need help, too. Your voices reach them all; you can communicate with them, rich and poor alike; suburban church and urban church alike. And you can help bring them together to serve those who hurt, so we can achieve a more just and generous society.

"It's been said that 11 a.m. on Sunday is the most segregated hour in America. We all have a responsibility to break down the barriers that divide us. In Scripture, God commands us to reach out to those who are different, to reconcile with each other, to lay down our lives in service to others. And He promises that the fruits of faith and fellowship, service and reconciliation will far surpass the struggles we go through to achieve them.

"Suburban churches are often just a short drive away from brothers and sisters who are facing great need, and doing God's work. There's an opportunity here to end artificial



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

divisions and join together in fellowship and service. There's also an obligation. The poor and suffering are the responsibility of the whole church, even when they're not members of any church. When a suburban church and an urban church become full partners, great things can happen. Both churches benefit.

"So today I ask you to challenge your listeners to love somebody just like they'd like to be loved themselves; to remind them that one person can make a difference in somebody's life; to encourage them, to mentor; to encourage them to start a ministry which will find the children of those who are incarcerated and love them. I ask you to challenge your listeners to encourage your congregations to work together for the good of this nation, to work hard to break down the barriers that have divided the children of God for too long."

With the world watching live on several national news networks, President Bush boldly spoke to "the church" and asked us (Christian broadcasters) to lead the effort in bringing the black and white church together. He wasn't just using religious jargon, but genuinely spoke to those of us in the Body of Christ. As a fellow Christian believer, our 43rd President, and the Commander-in-Chief, he left us with a challenge that must not go unanswered. We owe him a clear answer of response.

Please write me, and let me know what you are doing at your ministry or broadcast facility to answer his challenge. I would like to compile your answers and send them to him to let him know that his "suggestion" did not fall on deaf ears.

## AT-A-GLANCE MEMBER GUIDE

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## Maintain What Pertains: Don't Forget to Pit

“Gentlemen, start your engines!” These are the four most important words in all of motor sports, proclaimed every Sunday afternoon at racetracks around the country. My five-year-old son thinks they are the last four words of the *National Anthem*.

We radio types can learn a lot from NASCAR. One of the things a race team must know at the start of each race is the “pit window,” which is the estimated number of laps a car can expect to go on a set of tires, a tank of gas and other adjustments. Depending on the track, a typical window is 65-75 laps. A driver and crew chief must not ignore this or it will spell trouble down the road — literally.

I often ponder what the typical “pit window” is at a Christian radio station today? It used to be that someone was always at the board keeping the meters from pegging. Now my cell phone rings if the transmitter power tips past the 105% level. But do not let bells and whistles keep us from “keeping the main thing the main thing,” which is the product over the air. As talent coach Tommy Kramer says: “... (the listener) doesn't know that your coffee just spilled and that the phone is ringing off the hook and you gotta go to the bathroom so bad it hurts ... and she doesn't care!” She cares about how the station sounds to her.

Let me suggest a very small “pit window” for my fellow Christian radio operators today. Don't schedule logs too far in advance. Change gears in the way you present the calls, frequency and city of license. When Jeff Gordon comes in to pit, he gets a full tank of gas. Likewise, keep the encouragement tanks of your staff full.

Just as NASCAR drivers get new tires, we should keep the copy fresh and rotated often. Empty the trashcans and keep the studios, offices and hallways clean. Keep it looking and smelling like a radio studio, not the back room of a fast-food joint.

Spotters keep the driver informed of what is coming up on the track. Promote the upcoming features, programs and music. Let the listener know what to anticipate. Crews occasionally adjust the chassis on the 190 mph screaming machines. We also need to adjust our clock hours periodically to make them more friendly to the listener's lifestyle.

By the way, what is your spiritual “pit window”? Are you getting a daily dose of fuel from God's Word, keeping the windshield clean by frequent confession of sin and preventing electrical shortages by praying without ceasing? The finish line is coming, so let us run the race with perseverance and maintain what pertains.

**Tom Winn, GM, WNFA-FM/Port Huron, MI, and WNFR-FM/Sarnia, ONT, Tom@WNRradio.com**



## Does Your Web Site Do What You Think It Does?

During NRB 2003, Eric Brown of In Touch Ministries led the educational session “Unique By Design” (a tape of the session is available for purchase from [www.swiftsite.com/nettapes/nrb2003](http://www.swiftsite.com/nettapes/nrb2003)). A major thesis of that session is that good Web site design begins with, and is reflective of, clear thinking about the purpose of the site and how it fits into the ministry.

This is a thought that is neither original to Brown, nor unique to the Internet. Most of us would give at least intellectual consent to the idea that our Web presence ought to clearly (and quickly) express who we are and what our main purposes are. Yet many of our organizational Web sites fall short of this standard.

This was brought into clear focus for me with the redesign of one of the sites I visit on a daily basis. It probably would look better for me if this were a deeply religious or at least philosophical or intellectual site, but it isn't. It is the online presence of ESPN. I often try to claim that my interest in sports is genetic, but I'm not sure that I can really blame this one on DNA!

The ESPN site is designed to do one thing well: provide the sports fan with the most up-to-date and comprehensive sports news and commentary. It utilizes good navigational design, with the

newest material always available on the first screen (no scrolling necessary) and consistently in the same spot. It also appropriately uses new technology. The redesign introduced a feature utilizing background delivery of video to give the user a high-quality product with seemingly “instant on” capabilities.

This is not intended to be a commercial for the ESPN Web site, but I do applaud the effort at staying on the forefront of meeting audience needs and fulfilling the site's purpose. By the way, “background delivery” of audio or video material has a great potential benefit for NRB members.

Do some user testing with your Web presence. Take a group of people, give them a set amount of time to look at your organization's Web site, then ask them to express what they believe the purpose of the Web site is or what they perceive the nature of your organization to be. Of course, in order to effectively measure the results of this testing, you must have a clear picture of your Internet purpose.

The Internet is a great tool for accomplishing a variety of different ministry objectives. Let's make sure that we know what those objectives are and that what we are doing online is what we claim it is.

**Robby Richardson, Director, International Internet Ministries, Gospel Communications International, [robby@gospelcom.net](mailto:robby@gospelcom.net)**

## TELEVISION



## Now Is the Time to Prepare

As our nation prepares for a season of war and the horrors of battle become a reality broadcast across the news media, people will be looking for a source of hope ... for good news. As Christian broadcasters, we have a mandate to provide that hope and good news to the people of our nation.

During such tragic times, people are more sensitive to spiritual matters. To be effective, we must begin now to make preparations for a season of focused special broadcasts that will minister to a nation at war.

Here are a few suggestions:

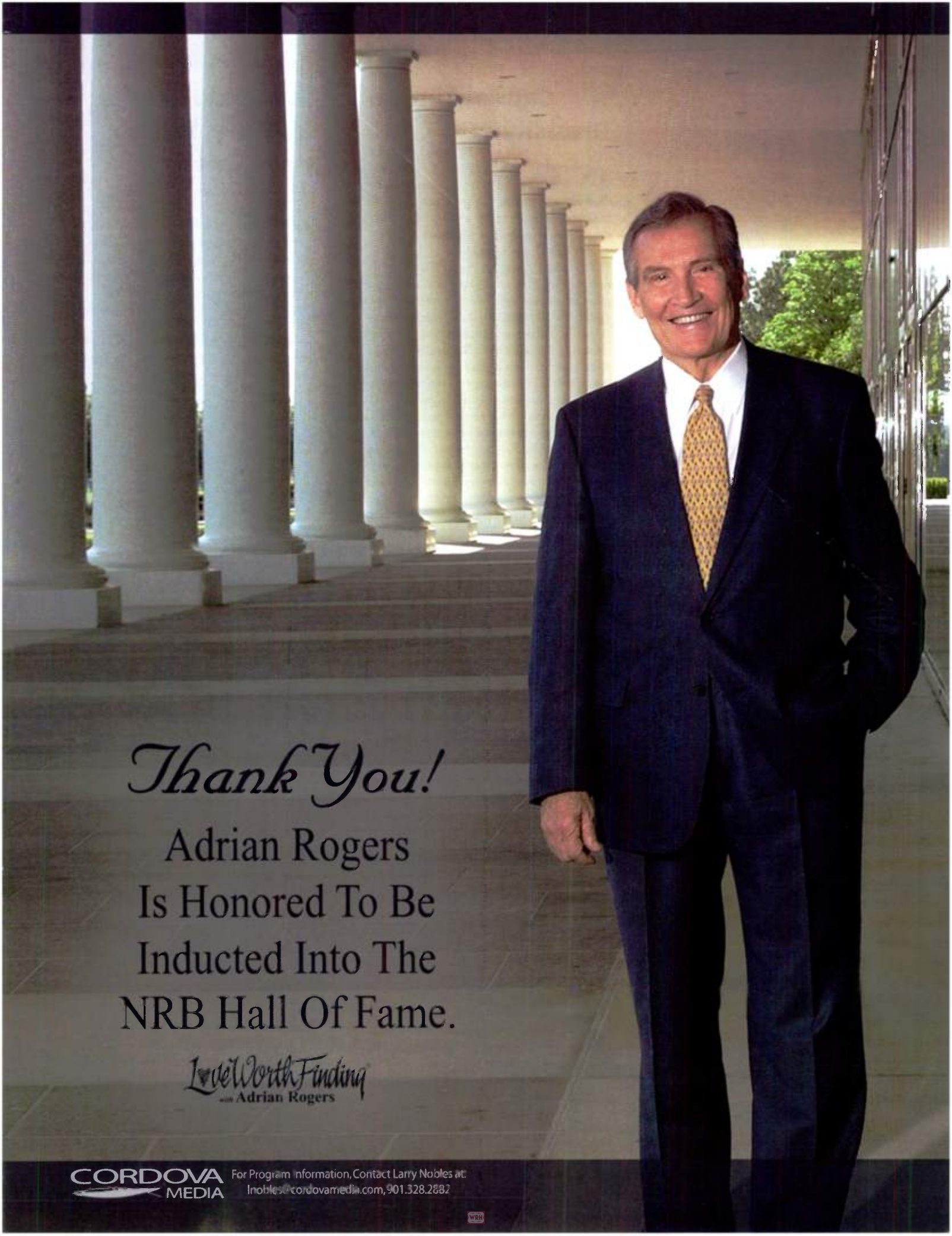
- Plan formats that will be informative, interesting and helpful.
- Determine formats in advance, thinking through potential guests and features in terms of both long-form and short-form ministry formats.
- Invite people to call in for prayer. Ministering to the hurts and fears of the viewers is the primary focus. Have prayer partners trained and ready to go.
- Provide callers with helpful and encouraging resources.
- Secure photos of any guests who might be available only as a call-in.

- Build a library of video footage that can be used as B-roll for presentations.
- Use a roundtable format with key leaders from your area.
- Consider a live call-in program with a host who is qualified to respond to people's fears and concerns.
- Work with other broadcasters to develop and share video resources.
- Build advance templates for opens, closes, bumpers and IDs. Create pieces that can be easily updated as events unfold.
- Prepare your Web site to correlate with your on-air programming, and perhaps consider additional ministry time online.

Never before have we had such an opportunity to clearly and effectively present the Gospel or to provide hope and healing to so many. We have at our disposal the most powerful communication medium in the history of mankind. Don't miss this chance to impact your community now and for all eternity.

**Mark Dreistadt, President, Infinity Concepts, LLC, [mark@infinityconcepts.cc](mailto:mark@infinityconcepts.cc)**



A man in a dark suit and patterned tie stands in a hallway with a row of white columns. He is smiling and has his hands in his pockets. The hallway is brightly lit, and the columns recede into the distance.

*Thank You!*

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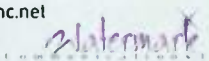
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HNRB

## Capitalizing on Diversity

Diversity is all the buzz these days. According to the dictionary, it is "the condition of being diverse," that is, "being composed of distinct or unlike elements or qualities." American society claims three prime cultural diversities: Asian, African-American and Hispanic.

This national diversity market is increasing exponentially, in number as well as in variety, and commercial American advertisers are in a footrace to capture that buying power. Asian-American consumers tend to be well educated, African-American consumers hold the highest buying power of all diversity populations at this time, but Hispanics are not far behind and represent the fastest-growing consumer buying power in the U.S. market.

Savvy marketers have recognized the potential of the diversity market and are directing much of their efforts toward winning the attention of these important consumers. Those marketers who enjoy great success have discovered that these "diverse consumers" expect advertisers to respect and be sensitive to their specific needs, interests and positions.

Studies released by Synovate, a division of Aegis Group plc, in its February 2003 issue of *On Diversity*, reveal that Hispanics approach new products and services conservatively, value word of mouth promotion within their community, and tend to be a little slow or skeptical. However, they become loyal consumers, especially when the product or brand is relevant to them and their presence is specifically acknowledged as part of the consumer target audience. In order to succeed, you must build trust in the community. Look for prominent Latinos in your community to endorse your program. Sponsor Hispanic events in your broadcast area. Create a Spanish section on your Web site, acknowledging your commitment to the growing Latin community.

As Christian broadcasters, we have a special interest in this diversity market, looking not to win their pocketbooks, but rather their souls. Certain tools are available to us to accomplish this task. The Word of God and the power of the Holy Spirit are our ultimate resources, but He also has given us the mind of Christ to research, discern and develop strategies to target our unique audiences. A wealth of information is available through the Internet, at the public library, from independent research groups, on the nightly news and at our disposal to empower our divine advantage.

Engage yourself in the study of these unique target audiences. Employ techniques and tactics that have been proven by companies such as Sony, who have had great success with the Latin market. We have the greatest product on the market. Let our strategies to advance the kingdom of God be a reflection of that ingenuity.

**Néstor Colombo, HNRB Chairman and Manager of Spanish Ministries, In Touch Ministries, nestor@intouch.org**

CHURCH MEDIA



## Successful Media Ministry: Do You Have One?

Successful. Media. Ministry. When used together, these words can be challenging and sometimes despairing. In a new millennium of HDTV, digital transition and constantly changing technology, media ministries face difficult hurdles.

Add to this new technology a tight church budget, a tight media budget and a turbulent economy. Financial committees have their eyes focused on the bottom line and the margin is slipping.

We tend to be consumed with trends and what everyone else is doing. Then we build strategies, analyze databases, crunch numbers, produce slick presentations, jockey for attention and position, and work long hours to try to make the trendy idea work to make us more money. And after all that, do we have a successful media ministry?

Awards, income, facilities and position do not breed success. Marketing plans, celebrity status and financial strength can enhance ministry, but cannot support it long term. The Sermon on the Mount (Matthew 5-7) outlines several criteria for a successful media ministry:

- The content and delivery must make people thirsty for more of God.
- The message must be clear.
- The business side of the ministry must be in order.
- Spend more time consulting the Creator of the universe in prayer than consulting trade publications, Web sites and experts.
- Don't be a slave to money. Ask yourself, "What has God placed in my hand?" Ask Him to bring your spending in line with His provision and take practical steps to make that happen.
- Don't lay awake at night worrying about making a better program or relieving a financial dilemma. Seek Him, not the answer.
- Don't be quick to judge others who take a different approach to ministry.
- Bear good fruit by ensuring the program is scripturally sound.

A friend recently tackled a project at her grandmother's home. It was time to prune the beautiful shrubs that had overtaken the front of the house. Although it seemed a shame to cut back such lush, mature bushes, one snip of the clipper revealed the truth: what looked so healthy was dry, brittle and fruitless. It was a green shell covering dead branches, proving the maxim that what matters most is on the inside. Do you have a successful media ministry or a lovely shell?

**Anjie McGregor, Director of Media Ministries, Central Baptist Church of Hixson in Chattanooga, TN, anjiem@cbch.org**



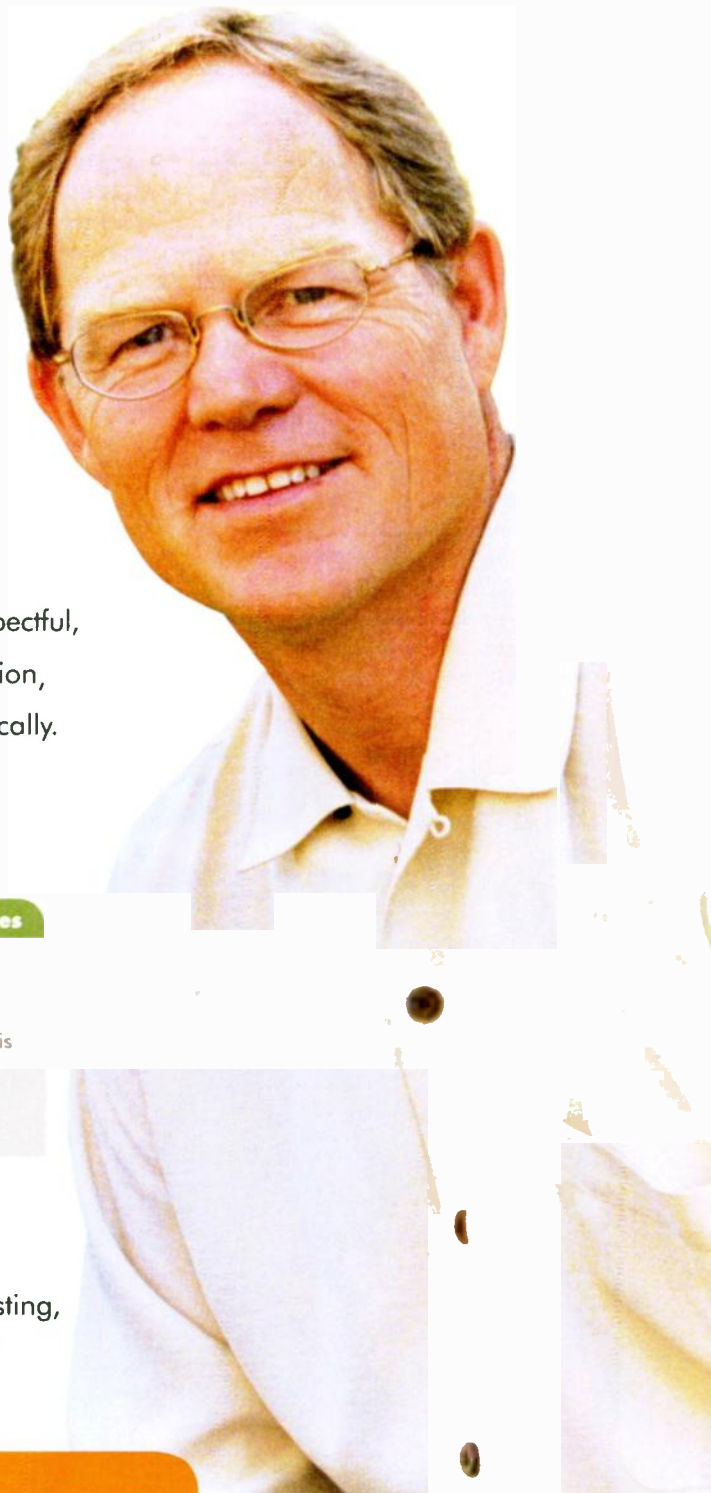
# “We no longer shoot the arrow and draw a bull’s-eye around where it lands.”

**Hank Hanegraaff**  
Christian Research Institute  
On working with KMA

## Proven Strategies and Experience

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

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



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- Lapsed donor strategies
- Upper donor strategies
- Giving clubs

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# TRADE TALK



**AIRWAVE NEWS RADIO**

**Black Mountain, NC** – Blue Ridge Broadcasting is hosting its second Prophecy Conference to be held June 13-15 at the Billy Graham Training Center at the Cove in Asheville, NC. This year's theme is "Prophecy in Light of Today's Culture." Speakers will be Dr. Jimmy DeYoung, reporter, Bible scholar and host of *Prophecy Today*, and Janet & Greg Parshall. Janet is a nationally known speaker and host of *Renewing the Heart*; Greg is a lawyer specializing in Christian rights. (Tom Atema, 828-669-8477).

**Nashville, TN** – During NRB 2003, Compassion International rolled out its special interest fea-

**Speak Up With Compassion**

ture, *Speak Up With Compassion*. Children from around the world made their voices heard in this daily, one-minute dramatized feature, with real questions and prayers from children in impoverished countries. The short feature is being distributed by Ambassador Advertising Agency and was released for radio stations to begin airing on March 3. (Mary Ann Strombitski, 719-487-6240)

**Cincinnati, OH** – Salem Communications announced the addition of a full-time News Talk format on WBOB-AM, featuring live conservative talk shows from hosts Mike Gallagher, Bill O'Reilly, Michael Medved and Hugh Hewitt; SRN national news; and FOX 19 local news, sports and weather. Community-based radio veteran C.C. Matthews was tapped for program director. (Donald Lambert, dlambert@wtsj.com)

**Columbia, SC** – Thanks to a huge public service project conducted by WMHK-FM, rescue crews will have furry new friends riding with them on the streets of Lexington and Richland County. The station collected nearly 3000 new teddy bears to be given to frightened children affected by emergency situations. WMHK initiated the "Bears For Caring" in November, asking listeners to purchase new teddy bears and drop them off at area Christian bookstores by December 31. (Jerry Grimes, 803-365-0416)



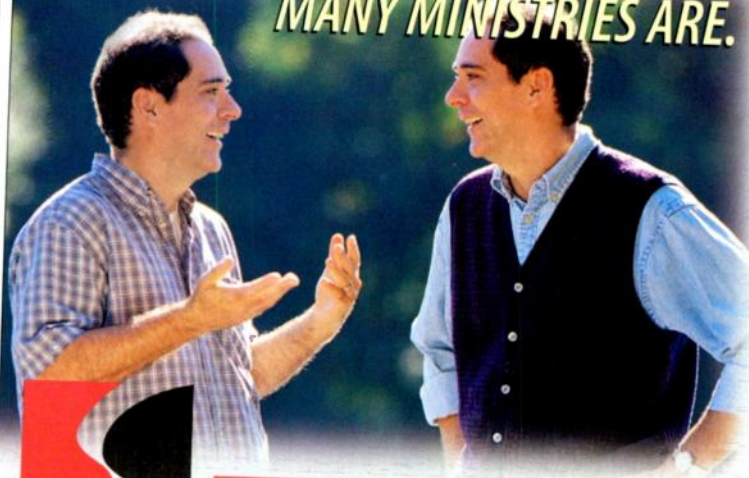
**Arlington, VA** – In conjunction with the 61st Washington Auto Show, WAVA-FM ran a Kid's Car of the Future Contest, awarding winners free tickets to the popular holiday tradition. WAVA's Naomi Partridge and Jill Farrell greeted car fans at the Washington Convention Center. (radioactivenews@wava.com)



**Zarephath, NJ** – WAWZ-FM relaunched February 3 as Star 99.1, the New York metropolitan area's first FM contemporary Christian music station. The station's 50,000-watt signal also covers central New Jersey, west into Allentown, PA, and south toward North Philadelphia. The format change was a result of a decision by station owner Pillar of Fire International, which retained Renaissance Communications and the Audience Development Group to provide management, programming, promotional and marketing expertise. (Wendy Bucceri, 201-847-1292)

## Are You Talking To Yourself?

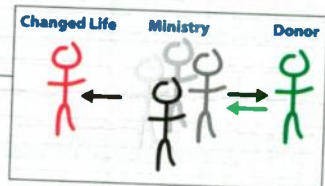
MANY MINISTRIES ARE.



Unfortunately, many ministries today are unintentionally talking to themselves in their donor communication, failing to involve or appreciate the very people they want to talk to—their donors!

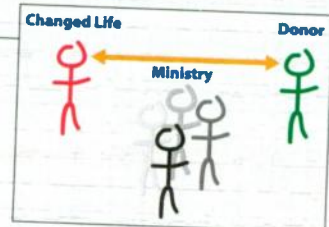
By talking to your donors instead of *at* them, you can get them more excited about and involved in your ministry. Douglas Shaw & Associates' proven philosophy of Donor-Focused Strategic Marketing<sup>SM</sup> can help you change your donor communication from:

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## AIRWAVE NEWS TELEVISION



Mr. and Mrs. Art Stamler

**Woodstock, VA** – The FCC granted the application of Class A TV station WAZT for a power increase on Channel 10. WAZT has been authorized the maximum power

available to its class station and an omnidirectional antenna from a mountain top in Shenandoah County, VA, in the Washington, DC, market.

According to station owner/manager Arthur D. Stamler, construction



will begin immediately with a target for completion by spring. WAZT was named the NRB Television Station of the Year in 1998. (Art Stamler, drstamler@wazt.com)

**Toronto, CANADA** – With its *Left Behind* TV series in pre-production, Cloud Ten Pictures announced that the indie studio would go forward with its next film, *End Game*. The film, with a terrorist plot line, was delayed after the tragedies of 9/11. (studentnews@cloudtenpictures.com)

**Naples, FL** – Sky Angel<sup>SM</sup> produced and aired a new pro-life public service announcement to coincide with the 30th anniversary year of the Roe v. Wade ruling, which led to the legalization of abortion. The PSA can be seen in more than 8 million homes via Sky Angel and the DISH Network, and also is being offered free to the 19 other Christian television networks that Sky Angel carries on its multi-channel direct-to-home satellite service. (Nancy Christopher, nancy.christopher@skyangel.com)

**Coral Springs, FL** – Good News Ticker, the latest offering from broadcast graphics technology innovator, Pixel Perfect Graphics, debuted at NRB 2003. The technology uses a database of the Bible presented as a ticker-style display crawler in a continuous loop. Pixel Perfect Graphics, Inc., prearranged for 20 percent of the sales profits of Good News Ticker to benefit AIDS Orphans and Street Children. (Theresa Perry-McNeil, cws@christianwireservices.com)



## MUSIC

**Atlanta, GA** – Gospo Centric recording artist Kirk Franklin took home five awards from the 18th Annual Stellar Gospel Music Awards: Artist of the Year, Song of the Year ("Hosanna"), CD of the Year (*The Rebirth of Kirk Franklin*), Producer of the Year (*The Rebirth of Kirk Franklin*) and Music Video of the Year ("Hosanna"). Franklin's label mate Dorinda Clark-Cole walked away with trophies for Female Vocalist of the Year and Traditional Female Vocalist of the Year for her self-titled debut album. (Lynn McCain, lynnmccainpr.com)

**Nashville, TN** – On April 1, Michael W. Smith releases *Gospels Come to Life*, an eight-CD/cassette box set that features Smith narrating the Gospels. (friends@michaelwsmith.com)

**Chicago, IL** – Big Idea Productions released two new volumes in its *VeggieTales Sing-Alongs!* series of children's music: "O Veggie, Where Art Thou?" and "On the Road with Bob & Larry." (Chris Reichert, 323-933-3399)

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# TRADE TALK

## MUSIC, Continued

**Nashville, TN** – The modern music magazine *Seven Ball* is making a comeback. Old Hickory Media Group is relaunching the magazine in a bi-monthly format beginning with the March/April issue. *Seven Ball* is the company's flagship publication and will cover the best in rock, hardcore, hip-hop and Americana acts. Christian music veteran Dan Mann, publisher/president, and Jerry Charles, VP/GM, head the company. (GMAIL! January 23)

**Los Angeles, CA** – Mayor James K. Hahn and the City of Los Angeles honored Gospo Centric Records founder/CEO Vicki Mack Lataillade on January 18 for her contributions to the gospel music industry and the African-American community. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

**Nashville, TN** – Passion Conference OneDay03 is set for Memorial Day weekend, May 24-27, in Sherman, TX. The event is a solemn assembly aimed at the college population, gathering in worship and prayer for spiritual awakening in their generation. Various well-known worship leaders, bands and speakers will appear. Last year's event drew more than 40,000 college students from all over the world. (Rick Hoganson, [Hoganson@comcast.net](mailto:Hoganson@comcast.net))



An attendee's view of OneDay 2000 during daytime worship.

## Nashville, TN – Furious?

Records, Inc. announces the signing of its first new artist, Everyone. Hailing from San Luis Obispo, CA, Everyone has performed hundreds of concerts and toured North America with Delirious?. The band's self-titled debut releases April 8. (Brooks Bowers, [BrooksBowers@comcast.net](mailto:BrooksBowers@comcast.net))



Everyone

**Nashville, TN** – Kristy Starling signed with Warner Bros. Records Christian Division on February 3. (Leanne Bush, 615-726-7950)



Starling with NBC's *Today* hosts Katie Couric and Matt Lauer during the "Today's Superstar" talent search.

**Franklin, TN** – The Presidential Prayer Team selected as its 2003 theme the title cut from Allen Asbury's debut release, *Somebody's Praying Me Through*. Asbury also joined the organization as an Honorary Committee Member. (Marlei Daugherty, [marlei@doxologyrecords.com](mailto:marlei@doxologyrecords.com))



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# TRADE TALK

## AIRWAVE ANNIVERSARIES



Elder Lasserre  
Bradley

**Florence, KY** – *The Baptist Hour with Elder Lasserre Bradley*, which airs on several Salem and Bolt radio stations, celebrated its 50th anniversary in February. Bradley was recognized in a feature article in *Time Life*



*Magazine* for his early beginnings in the pastorate and radio. (Robin Webster, rwebster@paragoncomm.com)

**Nashville, TN** – Al Denson celebrated 15 years in ministry with a 15th Anniversary Tour that began January 11. Tour proceeds went to churches and radio stations that helped to facilitate his ministry. The Spring Hill recording artist hosts the nationally syndicated television program, *The Al Denson Show*, and is a Tyndale House author. (Emily Kohl, emily@turningpointpr.com)



**Los Angeles, CA** – On January 2, during his ninth anniversary program on KKLA-FM, veteran radio personality and award-winning broadcaster Warren Duffy announced he would leave *Duffy & Company/Live From L.A.* following his 10th anniversary show, which will air January 2, 2004. A series of special appearances are being planned throughout the year that will give Duffy's listeners an opportunity to say goodbye. An innovator in the "Top 40" format, Duffy was named one of *Billboard Magazine's* "Top 10 Radio Personalities in America" for three consecutive years. On November 5, 2000, he was inducted into the Radio/Television Broadcasters Hall of Fame. (Mary Anderson-Harris, 818-729-9291)



Warren Duffy



## PEOPLE

**Pittsburgh, PA** – Fred Rogers, 74, passed away February 27 from stomach cancer. For more than 30 years, the ordained Presbyterian minister produced the children's television program, *Mister Rogers' Neighborhood*. The final program was taped in December 2000 at WQED-TV and aired in August 2001. NRB honored Rogers with the President's Award at NRB 2001 in Dallas, TX. Other accolades include four Emmys, the Emmy's lifetime achievement award, a George Foster Peabody Award, the Presidential Medal of Freedom and the Smithsonian Institution's request to display one of his signature sweaters in its collection. Rogers is survived by his wife, Joanne, a concert pianist; two sons; and two grandsons. (Yahoo! News, February 27)



Fred Rogers

**Black Mountain, NC** – Ed Arnold is the new afternoon drive personality for WMIT-FM. Arnold most recently was program director for WCRK-FM/Morristown, TN. (Tom Atema, 828-669-8477)

**Nashville, TN** – Brandy Bogle was named marketing manager for Essential Records. (Alisha Swindle, aswindle@providentmusicgroup.com)



**Nashville, TN** – Frank Breeden resigned as president of the Gospel Music Association (GMA), effective January 31. Breeden remains as a consultant for GMA through April 30. On February 1, current GMA Board Chairman and CCM Communications founder John W. Styll assumed the duties of interim president of GMA. (615-242-0303)



**Harrison City, PA** – Paul McDonald, formerly with Cornerstone TeleVision, now heads the media division of Infinity Concepts. (mark@infinityconcepts.cc)

**Palm Desert, CA** – The Mission America Coalition (MAC) announced the appointment of Rev. John Quam as its new National Facilitator for Global Ministries. The appointment of Quam, effective January 1, followed a search by MAC leadership to fill the position left vacant by the death of Rev. Bill Waldrop in December 2000. In his new position, Quam will have primary responsibility for connecting denominations, local churches and ministries for collaborative projects to touch unreached people groups across the globe. (Naomi Frizzell, Naomi@missionamerica.org)



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"McLean has complete command" *The New York Times*

**Max McLean has devoted 20 years to the art of presenting the Bible on stage ... and now on CD. Christian leaders have discovered how this compelling ministry evokes renewed enthusiasm from God's people and confirms that God's Word is indeed — worth listening to.**

Ligonier Ministries' flagship magazine, *Tabletalk*, offered its readers Max McLean's powerful audio exhortation of *Paul's Letter to the Romans* to add depth to its daily Bible studies through Romans. Ligonier is now offering the amazing narrative, *I & II Samuel*, to enhance this year's daily Bible studies.



In response to 9/11, Food for the Poor offered its supporters *Cry of the Heart*, a moving reflection through Psalms of lament that reminds us that Jesus was also 'a man of sorrows and familiar with suffering.' Cry of the Heart tells us that when we can't bear our pain, there is someone who can.



Christian Research Institute offered *The Christmas Story* to its supporters to help them focus thoughts away from the holiday busyness toward the real meaning of Christmas. McLean compiles Old Testament prophecy and New Testament fulfillment into a compelling audio narrative that reveals the significance of Jesus' birth.



Park Cities Presbyterian Church in Dallas gave its entire congregation the audio narrative CD of *The Book of Joshua* to support its sermon series through Joshua. Dr. Skip Ryan said it was "enlightening" to listen to Joshua as he prepared his sermons and to have the whole church listen along as he preached through this powerful book.



Prestonwood Baptist Church supported Dr. Jack Graham's sermon series on the life of Abraham by inviting Max McLean to do a dramatic presentation from Genesis 12-22 before 15,000+ at three worship services.

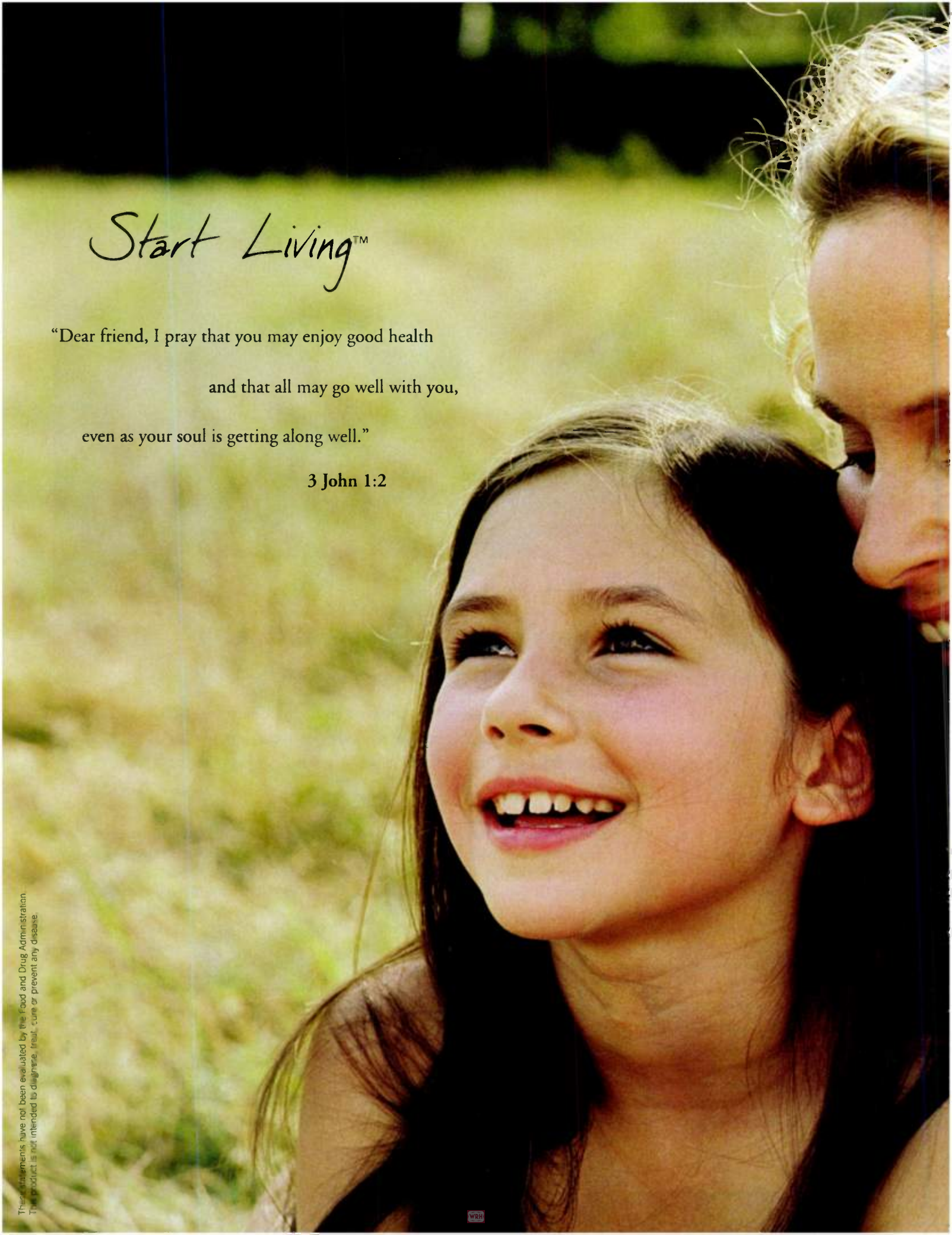


They also distributed the Bible CD, *God's Hero*, to the congregation and through PowerPoint, their radio/tv ministry.

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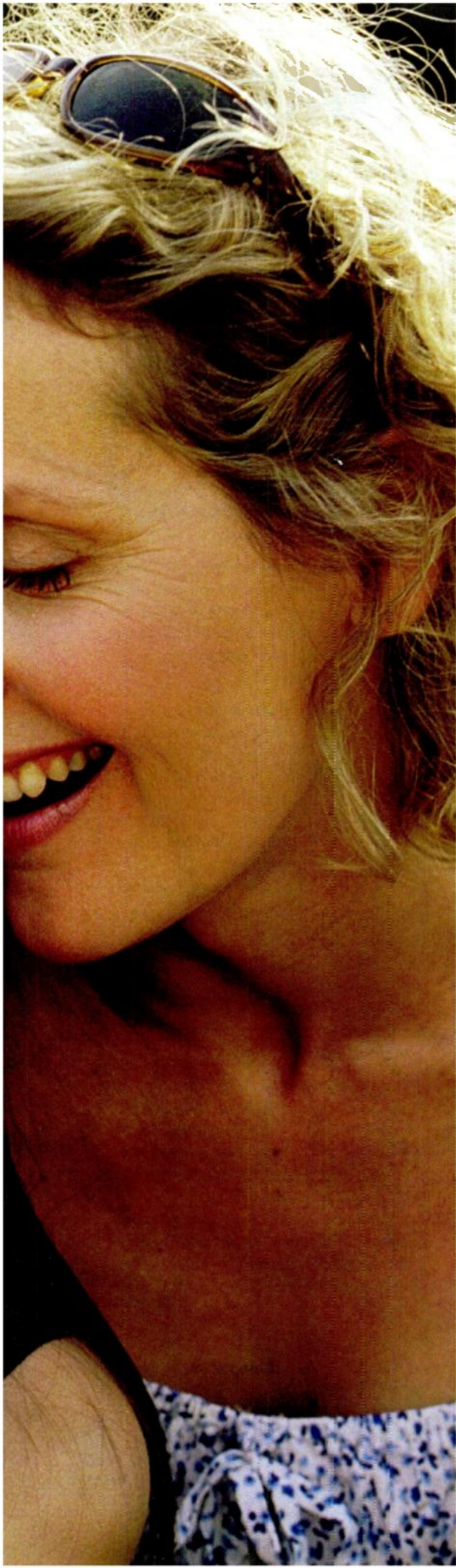
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3 John 1:2

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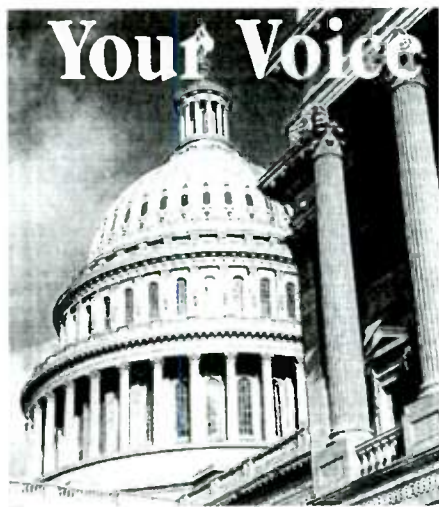


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# TRADE TALK

## PEOPLE, Continued



**Waterford, PA** – WCTL-FM announced the following promotions: Adam Frase, program director and afternoon drive personality; Ron Raymond, director of operations and part of the morning show, *The Good Guys in the Morning*; Lori Clapper, events director and morning show news announcer/co-host. (Lori Clapper, lclapper@wctl.org)

**Rocklin, CA** – Bob Anthony, founder of EMF Broadcasting,



is leaving the organization to pursue evangelizing America through secular rather than Christian media. Anthony created *Gospel Spots* four years ago as a non-profit ministry. (Lloyd Parker, lparker@emfbroadcasting.com)

**Harrison, AR** – John Bulkley joined Ron Hutchcraft Ministries as director of media outreach. Bulkley is a 28-year veteran of Christian broadcasting, including leadership positions at Faith Broadcasting and In Touch Ministries. (Rick Whitmer, rwhitmer@hutchcraft.com)



Jackie Marushka Smith

**Nashville, TN** – Provident Music Group announced the following personnel promotions: Jackie Marushka Smith, VP of public relations, and Debra Silverstein, human resources manager. (Alisha Swindle, aswindle@providentmusicgroup.com)

**Spokane, WA** – KMBI-AM-FM and Moody Broadcasting Network announced the addition of Derek Cutlip as co-host of *Daybreak*, the new KMBI morning show.



Derek Cutlip

(Richard.Monteith@moody.edu)



Elsa Mazon

**Chicago, IL** – *Middy Connection*, the Moody Broadcasting Network (MBN) nationally syndicated noontime radio program, welcomes Elsa Mazon as the Monday/Thursday host. With previous media experience in her native Mexico, Mazon came to MBN's Radio Esperanza in 1994 and is acquisitions editor for women's books at Moody Publishers. (Robin.Jones@moody.edu)

**Nashville, TN** – Essential Records promoted Nina Williams to VP of marketing. (Jackie Marushka, jmarushka@providentmusicgroup.com)



Nina Williams





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# TRADE TALK



## INTERNATIONAL NEWS

**Timisoara, ROMANIA** – Alfa Omega Ministry announced its challenge for 2003: the Alfa Omega Communications Center, a pilot project that may become an operation base for Christian media projects in Romania, southeastern Europe and communities from the 40/70 Window. (alfa@mail.dnttm.ro)

**Colorado Springs, CO** – Seventeen years after international Christian broadcasters began a cooperative effort to make gospel broadcasts available in all of the world's major languages, HCJB World Radio is preparing to go on the air with the final two languages on its original list: Chechen and Kituba. Through the World by Radio challenge (formerly called World by 2000), HCJB World Radio has worked with Far East Broadcasting Co., Trans World Radio, SIM, FEBA Radio and others to add Christian broadcasts in more than 110 mega-languages — those with at least 1 million speakers. In other news, HCJB World Radio-Australia's new short-wave station at Kununurra launched January 5. (Jim Ferrier, jferrier@hcjb.org)



**Ulaanbaatar, MONGOLIA** – WIND-FM, Mongolia's only Christian radio station, was destroyed by fire. Although Mongolian Broadcasting Company's Eagle TV has been helping WIND-FM with temporary space and other resources, more help is needed. For information, contact Tom Terry. (tom@terrycom.net)



## INTERNET

**San Luis Obispo, CA** – As of January 27, award-winning technology from Parable Interactive is available to all CBA stores regardless of marketing group membership. Parable Interactive will create and maintain e-commerce sites for any Christian retailer at a reasonable rate. This service formerly was available only to Parable<sup>sm</sup> member stores and select ministry partners. (jana@mmpublicrelations.com)



**Buffalo, NY** – SofTrek, creators of PledgeMaker Fundraising Software, recently received a 2003 User Satisfaction award from Campbell Research. The Campbell Research 2002 Donor & Member Database survey was the result of more than 2100 users of development and membership software, service bureaus and application service providers. (Jim Rimmer, jrimmer@pledgemaker.com)



**Nashville, TN** – Bible League USA provides a free daily devotional reminder for Palm PDA users. Visit [www.bibleleagueusa.com/pda/](http://www.bibleleagueusa.com/pda/) to download the program. (INTERNET FOR CHRISTIANS, January 28)

**Nashville, TN** – Lutheran Hour Ministries relaunched its Web site at [www.lhm.org](http://www.lhm.org) with international outreach in mind. While maintaining its popular ministry programs such as *The Lutheran Hour*, *Woman to Woman* and *On Main Street*, LHM also is planning a search engine, ministry stories and volunteer leadership resources. (INTERNET FOR CHRISTIANS, January 28)

**Chadds Ford, PA** – Six weeks after launching an Internet ministry for Christian photographers ([www.photomission.com](http://www.photomission.com)), PhotoMission's three founders



organized the company's first international photo exhibition, held December 10-16 in Orissa, India. *The New Indian Express*, *The Samba*, *The Hindu* and Orissa Television covered the six-day exhibit at the Orissa Modern Art Gallery in Bhubaneswar. (Connie Wragge, 610-793-2389)



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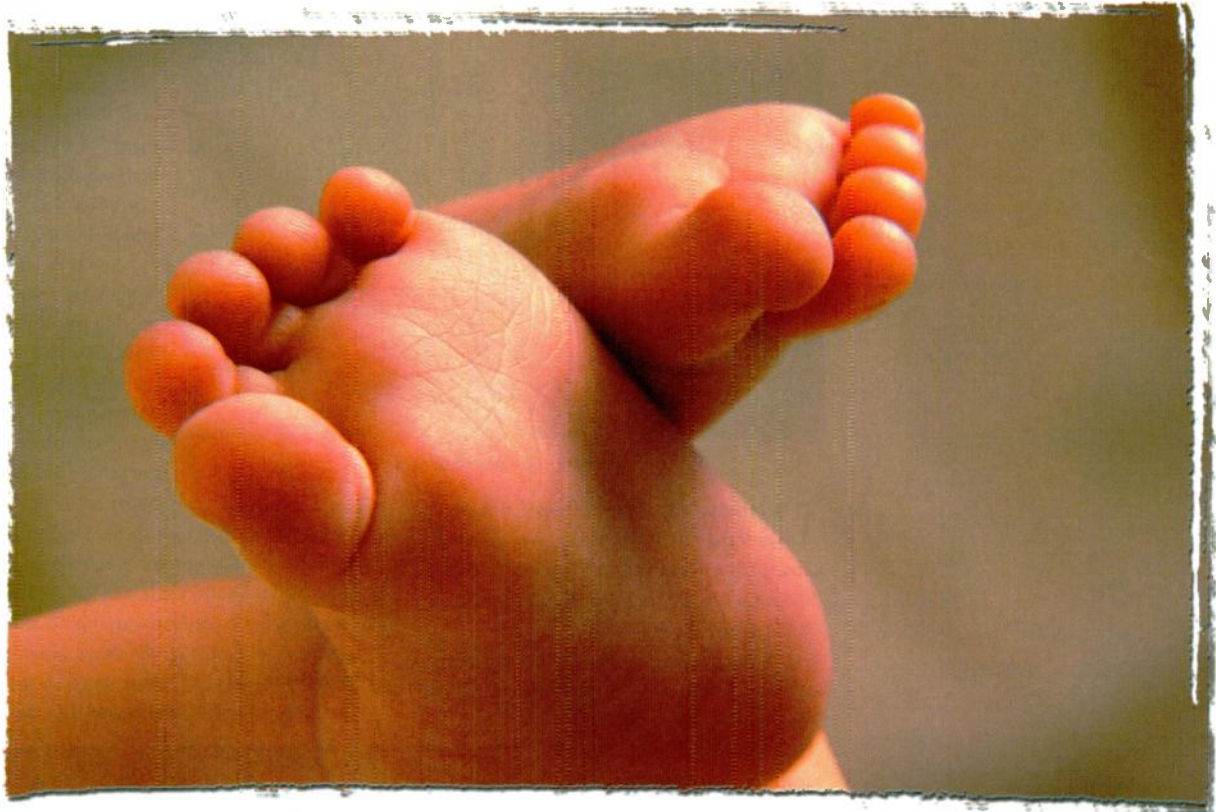
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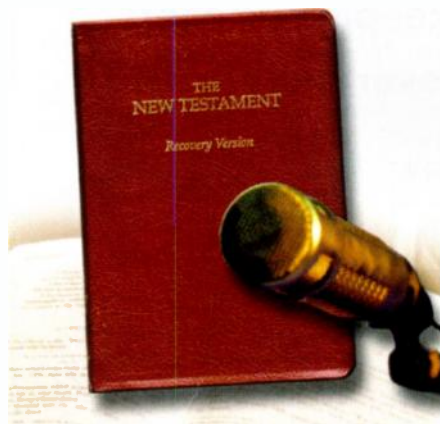
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# TRADE TALK: Member to Member

## Standoff at Radio Kahuzi

BY ANNE W. TOWER



Richard and Kathy McDonald

The rebel soldier slapped the piece of paper and shouted, "It doesn't say anywhere that you can broadcast!" Kathy calmly replied, "It says, 'Radio Kahuzi' right here. What else does a radio station do but broadcast?"

This exchange happened in the midst of a war in 1998 in Bakavu, DR Congo, where veteran missionaries Richard and Kathy McDonald established Radio Kahuzi 10 years ago. When they aired Focus on the Family's *Adventures in Odyssey* program on its premiere broadcast on Christmas Eve 1992, the McDonalds had no idea what adventures were in store for their mission.

War raged around them in September 1996, and they had to lie on the floor while bullets repeatedly pounded their home and radio station. Despite the life-threatening situation, the Lord protected them and the transmitter. Then the 1998 war erupted, involving seven African countries and Bakavu soldiers.

Although the fierce fighting caused other missionaries and foreigners to evacuate, the McDonalds stayed and continued to broadcast. During the conflict, 12 rebel soldiers surrounded their station, commanding them to cease broadcasting and vacate the premises.

Kathy, who was there alone while Richard was assisting a local family, was unsure whether the soldiers wanted to broadcast their message or shut down the station. They also demanded the keys to

an SUV the McDonalds were protecting for missionary friends who had evacuated. As the rebels circled the station and shouted their requirements, Kathy prayed for God's intervention and protection.

She showed them a written statement from another rebel leader acknowledging ownership of the SUV. Richard, anticipating trouble, procured the document in advance. When the soldier grabbed the paper, Kathy's calm

response took him by surprise. Another soldier waved a machine gun at her and asked why she wasn't afraid. Kathy explained that Jesus was the source of her protection and whether she lived or died she still would be with Jesus. Then soldier asked if she was a Christian. When she answered yes, the men immediately – and miraculously – left.



Under Fire!

During the five years since the standoff, the Lord's provision continues to bless Radio Kahuzi's ministry ... and the McDonalds' adventures in radio continue to touch lives for the Gospel.

**Richard and Kathy McDonald have served in Bakavu for 27 years. Contact them at [besi@all-tel.net](mailto:besi@all-tel.net).**

**Anne W. Tower is NRB's VP of Membership. Do you have a member story to share? Contact her at [atower@nrp.org](mailto:atower@nrp.org) or 703-330-7000, ext. 511.**





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### General Sessions

\_\_\_ RB-N01 Women's Luncheon – Joni Eareckson Tada  
 \_\_\_ RB-N02 Opening General Session – Jim Cymbala  
 \_\_\_ RB-N03 Worship Service – Alistair Begg  
 \_\_\_ RB-N37 Special Session – President George W. Bush  
 \_\_\_ RB-N25 Awards Night – NRB 2003 Awards Presentations  
 \_\_\_ RB-N26 Public Policy Breakfast  
 \_\_\_ RB-N14 World Fellowship Luncheon – Paul Finkenbinder  
 \_\_\_ RB-N48 Anniversary Banquet – Rick Warren

### Educational Sessions

\_\_\_ RB-N07 CHURCH MEDIA – Telling Effective Stories  
 \_\_\_ RB-N12 CHURCH MEDIA – TV Program or Worship Service?  
 \_\_\_ RB-N18 CHURCH MEDIA – Preparing for the Big Event  
 \_\_\_ RB-N23 CHURCH MEDIA – The Church and the Web – From Web Site to Web Ministry  
 \_\_\_ RB-N42 CHURCH MEDIA – The Switch to Digital – How Does It Affect Church Media Producers?  
 \_\_\_ RB-N46 CHURCH MEDIA – Copyrights and Licensing for Church Broadcasts and In-house Productions  
 \_\_\_ RB-N06 INTERNET – How You Can Use E-mail to Do Things That Really Matter  
 \_\_\_ RB-N11 INTERNET – Unique by Design: Perspectives on a Comprehensive Approach  
 \_\_\_ RB-N17 INTERNET – Streaming: A Decision Grid  
 \_\_\_ RB-N29 INTERNET – Evaluating and Making Technology Decisions  
 \_\_\_ RB-N34 INTERNET – Revenue Models  
 \_\_\_ RB-N40 INTERNET – Marketing: What Happened To All the Traffic?  
 \_\_\_ RB-N22 INTERNET – Expanding Your Ministry in the Digital Age  
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 \_\_\_ RB-N30 MANAGEMENT – Leadership Requires Pivotal Praying  
 \_\_\_ RB-N35 MANAGEMENT – Pivotal Praying for Leaders  
 \_\_\_ RB-N41 MANAGEMENT – Media Leadership: Leading Your Staff With Creativity, Vision & Influence  
 \_\_\_ RB-N47 MANAGEMENT – Trademark & Service Mark Protection  
 \_\_\_ RB-N08 MANAGEMENT – The Art of High Trust Selling – Part A  
 \_\_\_ RB-N27 RADIO – Where Christian Stations Get It and Where We Don't  
 \_\_\_ RB-N20 RADIO – IBOC: The Future of Digital Radio  
 \_\_\_ RB-N32 RADIO – 11 Essentials for Today's General Managers  
 \_\_\_ RB-N38 RADIO – Into Thin Air: The Looming Challenges for Christian Broadcasters, Part 1  
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President Bush delivers a challenge to Christian communicators. NRB Chairman/CEO Glenn Plummer, right, introduced the President.

PRESIDENT BUSH

President George W. Bush shared his ideas on faith-based initiatives during a Special Session February 10. A capacity crowd of 2,700 attended the event, with an overflow audience viewing the speech via video feed.

Bush thanked America's religious broadcasters for bringing "words of truth, and comfort, and encouragement into millions of homes." He continued, "... today I ask our religious broadcasters, those who reach into every corner of America, to rally the armies of compassion so that we can change America one heart, one soul at a time."

He then segued into the role of faith in the national arena. "... I welcome faith to help solve the nation's deepest problems.... the days of discriminating against religious groups just because they're religious are coming to an end. I have issued an executive order banning discrimination against faith-based charities and social service grants by federal agencies."

The President also addressed "a continuing threat of terrorist networks that hate the very thought of people being able to live in freedom. They hate the thought of the fact that in this great country, we can worship the Almighty God the way we see fit. And what probably makes [the terrorist networks] even angrier is we're not going to change."

He continued, "My attitude is that we owe it to future generations of Americans and citizens in freedom-loving countries to see to it that Mr. Saddam Hussein is disarmed. It's his choice to make as to how he will be disarmed. He can either do so - which doesn't look like he's going to - [or for the] sake of peace, we will lead a coalition of willing countries and disarm Saddam Hussein."

A complete transcript of the speech is posted on the White House Web site:  
[www.whitehouse.gov/news/releases/2003/02/20030210-5.html](http://www.whitehouse.gov/news/releases/2003/02/20030210-5.html).

2003 NASHVILLE, TENNESSEE

NRB  
2003  
WRAP-UP  
EXPOSITION



NRB President/COO Dr. Frank Wright delivers his Installation Address during the Opening General Session. "We are called by God to be Christ-bearers to the world. We have been given the ministry of reconciliation, whereby God is reconciling the world to Himself through Christ. We are, therefore, Christ's ambassadors. That is our high and holy calling, and as our theme this year proclaims, this is our unchanging message in a changing world." View the full text of his address at [www.nrb.org](http://www.nrb.org).



NRB's Exposition is the world's largest trade show for Christian communicators. The 2003 Exposition featured more than 270 exhibitors, who reported brisk traffic through the Exhibit Hall.







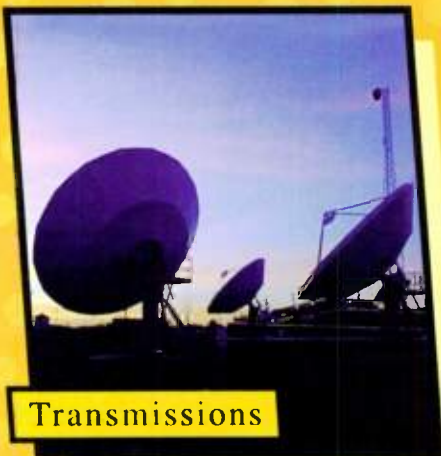
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| Nashville, TN    | San Francisco, CA          |
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*"One of the key things I found out in coming to NRB [is] how much the Lord and prayer [are] involved in every session. I think that focuses you on your mission and why you are at NRB. You have to acknowledge that the President came, and that was a high-light for NRB overall. Focusing on our importance of prayer for him in whatever we do, or whatever our businesses are, was very inspirational. I also think the Sunday Worship Service was a wonderful opportunity to see so many people from diverse areas of this industry coming for worship."*

- Elaine Dagen, CMP, The Character Company, Louisville, KY

*"We were obviously thrilled with the President being here, and the opportunity to see a sitting President. Also, the timing of it [couldn't be better]. It was an historic time to be in the audience and listen to what he had to say to us."*

- Kevin Cail, WNGN-TV/Buskirk, NY

*"I feel like the future is bright. We are all in this together, and God has wonderful things ahead for all of us."*

- Charles Ray Stewart, President, Hermano Pablo Ministries, Costa Mesa, CA

*"Of course, the biggest highlight has been to listen to our President speak to us, and it was a real privilege and an honor. And, as a spouse of someone involved in radio, it was good for me to come. I've tried to take in different educational sessions to better educate myself about what his ministry is, so I can be more supportive of him. The sessions have been very helpful for me, very educational and enlightening."*

- Barbara Watson, WNLR-AM/Churchville, VA

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# MESSAGE BEARERS

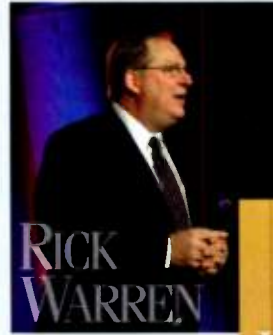
Pivotal speakers deliver inspirational, challenging and encouraging messages during the 60th Annual NRB Convention.

*"Because I teach at a college, this year I spent some time with the IRB (Intercollegiate Religious Broadcasters). I was impressed with the caliber of the students who are in the IRB, who will be the next generation. I think in that regard, we have some people who are really going to be strong. I think we are going to see Christian broadcasting facing some major challenges, but I think we are going to see God providing some real answers, and making some real changes that will impact the world for Him."*

- David Deese, WNAZ-FM and WNRZ-FM/  
Nashville, TN

*"The NRB Convention was a unique opportunity for me to express my love of Jerusalem. I arrived at the Convention with very low expectations and a lot of uncertainty. But surprise! It was very well organized and the Israel breakfast was the first step to success. Sitting among hundreds of friends, I immediately felt at ease as I listened to speakers talk about "their" Israel and "their" Jerusalem with shaky voices, wet eyes and a lot of determination. They all explained how a visit to Israel and Jerusalem completely changed their lives. At that point, I wanted to go on the stage and tell everybody that I always live in Jerusalem yet I still feel the same. My daughter and son were born in Jerusalem and they mark my family's 10th generation born in the city. It is a very powerful feeling of having the privilege of living in God's home. Next to the booth for the Israel Ministry of Tourism, I met Clint Miller, a singer who became a friend. Together we sang songs for Jerusalem ... then I borrowed his guitar and sang songs in Hebrew. It was a real celebration of unity among nations, which is, in my opinion, a great achievement of the NRB."*

- Irit Bercovitz, Assistant General Manager,  
Jerusalem Gold Hotel, Israel



RICK WARREN



JIM CYBALA



JONI EARECKSON TADA



ALISTAIR BEGG



DAVID BARTON



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# PEOPLE

NRB 2003 featured crucial media training opportunities, including intensive one-day Boot Camps and more than 40 educational sessions for Church Media, International Relations, Internet, Management, Radio, Stewardship and Television.

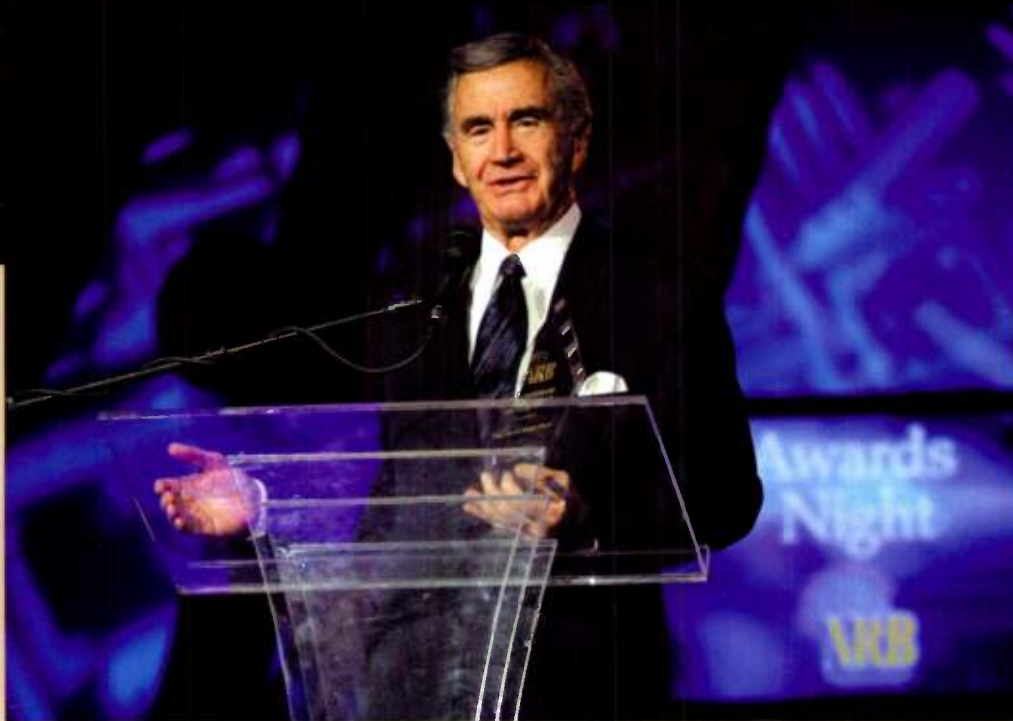


Registrants line up in the early morning for the 10 a.m. Special Session with President Bush. Security checks included photo identification, badge verification, metal detectors and trained dogs.





# WE DO BOTH



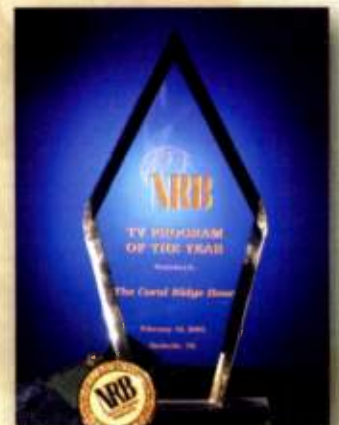
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Discover for yourself why the NRB membership recently voted *The Coral Ridge Hour* the National Religious Broadcasters 2003 *Television Program of the Year*.

*The Coral Ridge Hour*. Today's issues and God's Word—we do both.

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# Meet NRB's New President/COO: Dr. Frank Wright

BY STEVE CROSS

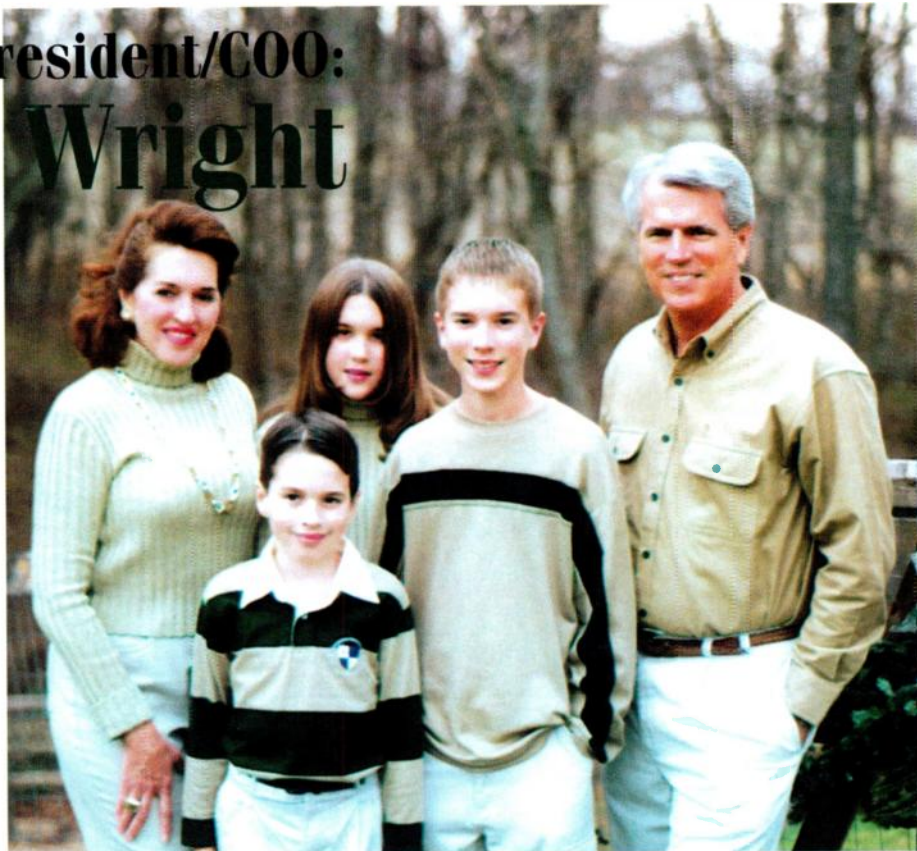
**N**RB Advertising Manager Steve Cross recently interviewed President/COO, Dr. Frank Wright. The candid conversation roamed over many topics, including his testimony, his family, his leadership preparation and his new position.

**Cross:** Help our readers get to know you better by giving a brief testimony of how you came to know the Lord as your personal Savior.

**Dr. Wright:** I heard the Gospel many times before I actually responded to it, never hearing it with spiritual ears. Although I didn't grow up in a home that was distinctly Christian, my mom took us to church every Sunday. I had some kind of a Christian heritage, but the Gospel had never registered with me. Yet I recall many times being confronted by different people: I was approached by some kids doing a beach evangelism project; my next-door neighbor came to know Christ at a Billy Graham Crusade and shared her testimony with me; also, I worked for a Christian businessman, who gave me a subscription to *Guideposts* and a copy of Joni Eareckson Tada's biography.

I started visiting different churches and wandered into this little Presbyterian church in South Florida. The pastor was a fellow named D. James Kennedy and he shared the Gospel with me in a fairly unique way, using the two diagnostic questions from his Evangelism Explosion (EE) training.

Up until that time, if I had a testimony, it would have gone something like this: I have believed in God all my life, I believe Jesus was the Son of God and I believe Jesus died for the sins of the world. But that was about it. After talking about the insufficiency of good works, Dr. Kennedy said, "Now some of you sitting here have believed in God all your life, you believe that Jesus is the Son of God, you may even believe that Jesus died for the sins of the world. But some of you are only believing that in an intellectual or historical kind of fashion." He said that was known as intellec-



The Dr. Frank Wright family: (L-R) Ruth, David, Laura, Jim and Dr. Wright.

tual assent, agreement with the historical facts about the life of Christ.

He said something that day 23 years ago and I've never forgotten it: "Some of you are going to miss Heaven by 18 inches: the distance between your head and your heart." He said you must transfer that intellectual understanding that you have and make it a personal commitment to Christ. In the second week of May in 1980, I bowed the knee of my heart to Christ and gave my life to Him. Everything in my life changed.

I had a sense of purpose that I never had before and I knew that God had a call on my life, that I was bought with a price. I had a strong sense of being redeemed. And, of course, Scripture says, "Let the redeemed of the Lord say so." So, I had a strong desire to share that faith with others. I became involved with Dr. Kennedy's EE training ministry so that I could articulate my faith to other people, principally my own family.

For 16 consecutive years I was involved in that evangelism training ministry, eventually teaching pastors how to implement EE in their local church. I went from someone who had a fuzzy understanding of the Gospel to someone who, once I personally trusted in Christ, saw all the answers to my questions about the meaning of life answered in one fell swoop.

**Cross:** You mentioned that you shared this with your family. Tell us more about your family.

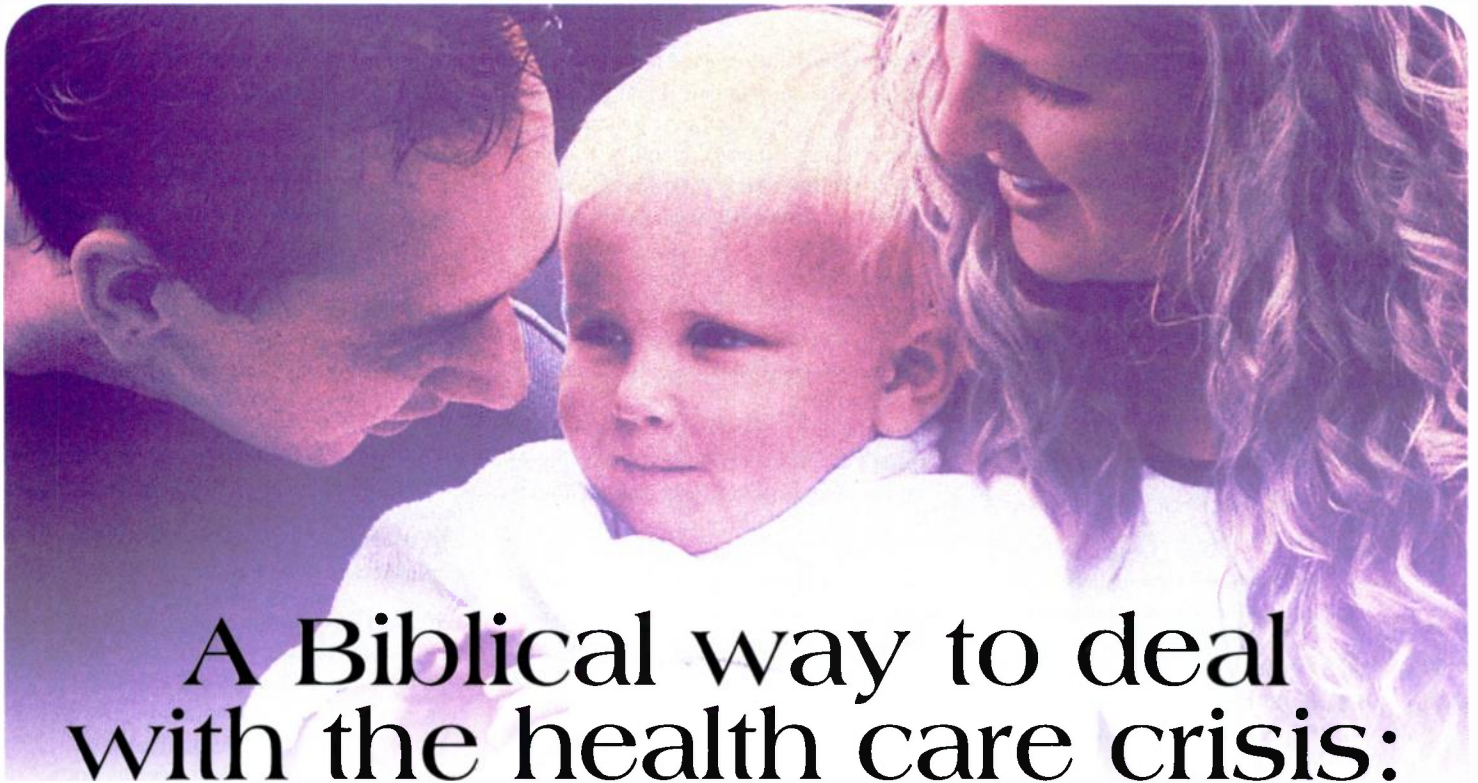
**Dr. Wright:** Ruth had become a Christian three years before we met, when someone trained in EE shared the Gospel with her. But by her own testimony she had one foot in the church and one foot in the world. We were dating and she was hoping that I would become a Christian, which I did three or four months before we were married.

We went through EE training together as husband and wife. She too wanted to learn how to articulate her faith. We were both, in that sense, brand new in the Lord and began to grow in grace and get rooted into the local church. Our children didn't come along until seven years later.

By the grace of God all three of my children have given their life to Christ. Our oldest son is Jim. He's 16 years old and suddenly acquired a deep voice. Our middle child, Laura, is 14. She is the apple of Daddy's eye and she is our strong-willed child with a strong personality. Our youngest child, David, is 11 and is the family comedian and entertainer who keeps us all on our toes. He is very much like his mom, with an outgoing personality.

**Cross:** Let's spend a few moments chatting about your professional life.





# A Biblical way to deal with the health care crisis:

## Your listeners and viewers need to know

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*Dr. Wright speaks at Coral Ridge Ministries.*

**Dr. Wright:** From college I went to work in sales as a manufacturer's representative. I stayed with that for about six or seven years. Shortly after I married, I decided that to be traveling all the time was not the best thing for a new marriage. I began to pray about whether God was calling me to go to seminary. After much prayer I decided that He was not.

During that period of time I finished my undergraduate work and came to the conclusion God wasn't calling me to seminary, so I decided to get an MBA. It was about that time that I was literally recruited into the Ph.D. program at Florida Atlantic University. A professor with whom I had done some research suggested to me that I give it some consideration. Ruth and I prayed about it and talked it over. I was admitted into the Ph.D. program without a master's degree on the condition that I do both my masters and my Ph.D. at the same time. So, as I like to say today, it took me five years of blood, sweat, toil and tears to finish that.

I had every intention of going into a career in teaching and research. Dr. Kennedy called me up and said, "Frank, I'm starting a new ministry in Washington, DC. It's going to be called the Center for Christian Statesmanship and I'd like you to pray about heading that up. I think you're the man for that work with your background in evangelism." I said something to the effect of, "You've got to be kidding." I regained my composure a little bit and said, "Well, Dr. Kennedy, you know I just spent five years of blood, sweat, toil and tears working on this Ph.D. in finance and you just want me to chuck all that, go to Washington, DC, and start this new ministry?" He said, "I don't want you to chuck all that. I want you to pray about chucking all that because if it's God's will, you need to do it."

Ruth and I prayed and we both felt that if you're really going to be a biblical Christian, you need to always be ready to come to a

place in your life where God has a different plan than the one you have. I had this plan that I'd worked on for a career in academia doing research and teaching in higher education, and that was clearly not God's plan.

For seven and a half years I worked on Capitol Hill as executive director of the Center for Christian Statesmanship. It is an outreach to members of Congress and their staff. I had the high and holy privilege of sharing the Gospel with the most powerful people in the world. Through that position, one of the board members at NRB called me up and said, "I think you would make a great next President of NRB." I laughed out loud. He said, "Let me make my case to you.

"You have this background in personal evangelism and our members, from the very beginning, have been committed to the proclamation of the Gospel. You also have a history of involvement and a strength in your relationships on Capitol Hill, and a very important part of NRB is maintaining our access to the airwaves. NRB is much more than just a broadcasting organization. With so many delivery systems for our message today, we're much more than just broadcasters. But your contacts, your relationships on Capitol Hill, would be an important component of preserving the religious liberty of NRB members to continue to share the Gospel. And your background of being involved in organizations engaged in what we call the cultural mandate, trying to bring the mind of Christ to every area of human endeavor, also resonates with our members. So, for those reasons, I think you would be the perfect next President."

I was not at all convinced I was God's man for NRB. But I remembered a conversation with Dr. Kennedy eight years before in which he said to me, "You cannot steer a boat that is not moving. One of the ways to find God's will for your life is to go forward and let God direct." On that basis, Ruth and I prayed and decided to go ahead and toss our hat into the ring, because we knew that NRB had committed to do a national presidential search for this position and we wanted to let God direct. For months we prayed against it, in the sense that we kept saying, "Lord, close the door. If this is not Your will, we don't want to waste our time. I'm very happy doing what I'm doing on Capitol Hill."

The ministry opportunities available to the Center for Christian Statesmanship were just enormous. We had reached a level of influence after seven and a half years where God was doing some amazing things. During my last year there, we led to Christ 18 to 20 people on the Hill. I was very excited about the prospect of continuing right where I was. But God

began graciously to bring us around and step-by-step confirmed for us that this was His will.

I went home from meeting with the executive recruiter hired by NRB for the presidential search and told my wife, "At least we can go on with where we were. This is clearly not going to happen." About a month later the recruiter called to set up a meeting with the Presidential Search Committee, who forwarded my name to the full Executive Committee, which then unanimously selected me as the President. I was overwhelmed by that; it was one more confirmation of God's leading.

**Cross:** *You just mentioned that you were installed during NRB 2003 in Nashville. Share with our readers a few positive impressions the Convention made on you.*

**Wright:** It was my third Convention. I came to NRB three years ago to make some contact with Christian radio stations and found it to be a very profitable experience. I highly recommend attending the Convention; it's a wonderful place to raise your ministry's profile and find people God can use to help you build the ministry. My previous experience with NRB was all very positive. But I came to the 2003 Convention trying to look at the organization somewhat from the outside, do some analysis and learn as much as I could about some of the people involved.

I came away with several strong impressions. One is that the Convention is a must-attend event for anybody in Christian communications because of the relationships that you build, the information that you gain and the sense of body life.

I also saw the high level of commitment that the members of NRB have to the organization. And, I found a very high level of professionalism at the Convention. It was a good example of my personal motto for ministry: Excellence in all things and all things to God's glory.

**Cross:** *Often when a new President of the United States is elected, he begins his term in office by outlining a vision for the country, things he hopes to see accomplished. Share with our readers what your vision is for NRB.*

**Dr. Wright:** It's important to remember that NRB is an association of organizations. As such, it isn't for me as President to tell the organization where it should be going. It's for me to serve the members of the organization, meet their needs and help get them where they want to go.

NRB has some diversity of membership. We have non-commercial stations and we have commercial stations, we have large net-





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work operations and small mom-and-pop type operations. We have a great representation of theological diversity. There are a great many things that the church agrees upon, and there are other things that the church expresses a diversity of opinion about. I am cognizant that I am not leading an organization as President; I am leading an association. My goal is to serve the members.

It's their association, but they do look to the President to provide vision and some direction under the authority of the Board and its Executive Committee. What I see for NRB — and sensed at our last Convention — is first and foremost a reformation and return to our roots. As I said at the Convention, NRB will always be about the proclamation of the Gospel of Jesus Christ.

My vision is to strengthen our ability to claim Christ in every medium that we can. Whether that's radio, television, cable, satellite, Internet, whatever that might be. And not just domestically. It's clear that NRB's name hardly fits us anymore. We're National Religious Broadcasters, but we are an international Association of Christian communicators. Our fidelity must always remain to the Gospel. And yet, NRB members are firmly committed to the fact that the Gospel is not transformational only in the lives of men and women. It also changes families, communities, societies and even whole cultures. The Gospel has a cultural impact and our members are committed to bringing clear biblical teaching to the culture of our day.

NRB's mission must be the preservation of religious liberty. It must be keeping the doors of electronic media open for the spread of the Gospel. That's the central part of who we are. Now, how do we go about doing that? There are a number of things that we must do to further those goals.

First, we must strengthen NRB's defenses and the defenses of its members, because it's naïve of us not to recognize that we live in a day where there are more threats to religious liberty than ever in the history of this country. Those threats are targeted right at religious broadcasters — the people with the greatest platform, the people with the most influence in the culture. We're going to be working on ways that we can support our members and provide them with the kind of legal expertise that

they need to make sure they are protecting themselves as they further their work.

In addition to strengthening our defenses, we need to look for ways that we can penetrate the culture with the message that religion has value to all members of a free society. I like to say religious liberty is the cornerstone of a free society. And if so, we in North America particularly need to take advantage of those liberties and go on the offense to find every venue we can find to proclaim Christ and Him crucified.

We need to be about the business of training up the next generation of Christian broadcasters. I look across the membership of NRB and I see too many people who, as my grandfather might say, are long in the tooth. I mean that respectfully. Those are the people who Eugene Peterson in one of his books once titled a "long obedience in the same direction." Those are people who have kept the faith, who have run the race, who have really laid the foundation for Christian broadcasting. But we need to be training up that next generation of broadcasters, those young Bible teachers and preachers who can step in those big shoes. I've asked our Board to consider the idea of an NRB Institute, where we can equip people in the skills of broadcasting, programming and communications so they might help further the cause of Christ, not only in Christian broadcasting, but also in secular broadcasting.

I believe that NRB has a lot to offer people and organizations that don't see themselves as natural members of NRB today. By

that I specifically mean any churches that are using sophisticated electronic media in their worship and teaching settings that don't necessarily see themselves as needing to be members of NRB. But NRB has a tremendous amount to offer them to help further the Gospel, to make us more effective communicators. I see a tremendous amount of growth in the area of church media.

I also see tremendous growth for NRB in international forums. While Christian broadcasting is mature in North America, we need to be looking at how we can assist other areas of the world where Christian broadcasting is just emerging. We must discover how we can assist Christians in other nations to develop excellence in their programming content by using electronic media to reach the world for Christ.

I paraphrased the words of Dr. Bill Bright at my installation ceremony. For many years, he has felt that NRB is the most strategic organization for reaching the world for Christ in our day. The head of Campus Crusade for Christ — one of the most impactful evangelistic organizations the church has ever known — sees NRB as being strategically placed. I am thrilled at the opportunities before us, which are almost limitless. We're going to have to pray very carefully about which ones we choose to pursue.

*Steve Cross is advertising manager for NRB magazine. Contact him at [scross@nrb.org](mailto:scross@nrb.org) or 703-330-7000.*



*Dr. D. James Kennedy (center L) leads NRB's Board of Directors in prayer for Dr. Wright during his installation ceremony at NRB 2003. (Photo credit: Jim Whitmer.)*



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Dr. Alan Cureton



Dr. Paul Virts

Dr. Alan Cureton was appointed Northwestern's 8th president in January 2002. He previously held a number of strategic administrative positions at other Christian colleges (John Brown University, Sterling College and Northwestern College of Iowa).

Dr. Paul Virts was appointed senior vice president for media in September 2002.

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