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at a Time!*

NRB Contents

FEATURES

Calendar

- **May 31-June 6**
InfoComm; Orlando, FL;
www.infocomm.org or
800-659-7469
- **June 8-11**
National Cable Television
Association Annual
Convention; Chicago, IL;
www.ncta.com
- **June 25-28**
Midwestern NRB; St. Paul,
MN; Ray Hashley,
Ray.Hashley@moody.edu
- **July 14-16**
Southeastern NRB;
Asheville, NC; Chuck Burge,
c.burge@coralridge.org
- **July 24-26**
Southwestern NRB; Dallas,
TX; www.swnr.com
- **August 24-26**
Western NRB; San Diego,
CA; www.flc.org/wnr
- **September 18-20**
Eastern NRB; Philadelphia,
PA; www.wpel.org/enrb.htm
- **February 13-17, 2004**
61st Annual NRB
Convention & Exposition;
Charlotte, NC; Patsy Smith,
psmith@nr.org.

Advertiser Index

ADVERTISER	PAGE
Aberdeen Captioning.....	23
Apex Media.....	35
Bolt Radio Network.....	6, 7
Broadcast Software International.....	IBC
Christianity.com.....	1
Daystar Television Network.....	IFC
Douglas Shaw & Associates, Inc.....	22
Gospel Communications International.....	Center Insert
InfoCision Management Corp.....	2, 30
KDIA-AM.....	27
KMA Direct Communications.....	25
Life Issues Institute.....	28
Life Today/Inprov.....	9-18
Masterworks.....	5
National Right To Life Committee, Inc.....	24
NRB Eastern Chapter.....	31
Salem Web Network.....	BC
Skotleski Productions.....	30
The Perrault Company, Inc.....	28
The Salvation Army.....	26
Walter Bennett Communications.....	29

33 Gone Fishin'

Learn how to create an effective evangelistic Web site from the Web Evangelism Bulletin.

38 Cooperating to Cast a Larger Net

BY VALERIE D. FRAEDRICH

The Internet Evangelism Coalition provides free online evangelism resources. Read this interview with the Coalition's leader, Dr. Sterling Huston, to discover how your organization can participate.

34 A Conversation with Dr. Charles Stanley

BY GINNY MCCABE

The industry leader shares his passions and his goals.

IN EACH ISSUE

- | | |
|----------------------------|--|
| 4 President's Message | 21 Radio |
| 8 Worldwide Internet Stats | 21 Television |
| 8 At-a-Glance Member Guide | 22 Trade Talk |
| 19 Church Media | 23 Classifieds |
| 19 HNRB | 32 Inspiring Member: Stuart & Nancy Epperson |
| 19 Production | 32 In The Spotlight: Rep. Walter Jones |
| 20 Internet | |
| 20 Washington | |



YOU KNOW, I THINK THIS GUY HAS THE MAKING OF BEING A TOP NOTCH STATION MANAGER.



They Came, They Saw, They Conquered

When Julius Caesar landed on the shores of Britain with his Roman legions, he took a bold step to ensure the success of his military venture. Ordering his men to march to the edge of the Cliffs of Dover, he commanded them to look down at the water below.

To their utter amazement, they saw every ship in which they had crossed the channel engulfed in flames. Caesar had deliberately cut off the possibility of retreat. Unable to return to the continent, there was nothing left to do but advance and conquer. And that is exactly what they did. Veni, vidi, vici. They came, they saw, they conquered. These ancient Romans were truly committed to the task before them.

This was no less true of the early Christian martyrs. Those who entered the dreaded arena had only to say two words and they could live: *Kaiser Kurios* – Caesar is Lord. Instead they proclaimed: *Jesus Kristus Kurios* – Jesus Christ is Lord – and paid for the privilege with their blood.

Commitment this weighty, this radical, seems almost alien in the North American church today. Yet commitment is at the very foundation of what it means to be a Christian.

Commitment, of course, must have an object. We must be committed to something.

The definition of true Christian commitment that I like best is this: identification with both the person and purposes of Jesus Christ.

In our day, many people identify with the person of Jesus Christ. The Gallup Poll reveals that 86 percent of Americans call themselves Christians. It is the second part of our definition – identification with the purposes of Jesus Christ – that creates the great divide.

Put another way, many people are willing to accept Jesus as Savior, but in these latter days, far fewer are willing to accept Him as Jesus Kristus Kurios.

Accepting Christ as Savior, of course, involves both faith and personal repentance. We must see ourselves as we are – sinners in need of a Savior. When we recognize our need for forgiveness, we then may see that God has offered us His perfection and His forgiveness through the person and work of Jesus Christ.

Yet, how easy it would be to accept Christ as our Savior, if He made no claims on our lives. Many people want just that. They want forgiveness for sin but would just as soon live their lives as they please. But Jesus gave us no such luxury. He said, "If you love me, keep my commands."

Alexander MacLaren, the great Scottish theologian said, "The meaning of being a Christian is that in response for the gift of a whole Christ, I give my whole self to Him."

Having trusted in Christ, we have an obligation to serve Him.

Corrie Ten Boom, who suffered for years in a Nazi concentration camp, put it this way: "It is not my ability, but my response to God's ability that counts." That is, it's not what we do that matters, but what a sovereign God chooses to do through us.

We must also remember that true Christian commitment is not a question of accomplishment but of obedience. Mother Theresa once said, "God has not called me to be successful; He has called me to be faithful."

God doesn't want our success; He wants our commitment. He doesn't demand our achievements; He demands our obedience.

Jesus called the early Church to follow Him. And follow they did, for not too many years later, the leading citizens of Thessalonica would complain about the arrival of Paul and Silas by saying, "These that have turned the world upside down have come here also."

These were followers of Jesus Christ who knew the real meaning of commitment. Let it be so with us as well.



Dr. Frank Wright is President of NRB.
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NRB

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Ralph E. Plumb
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“And how shall they hear without a preacher?”

Romans 10:14 (NKJV)

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Dick Bott
President

For over 40 years, **BOTT RADIO NETWORK** has been a leader in **Quality Bible Teaching, Christian News and Information**. But now the need for teaching God's Word is even greater than ever before. Yet, many stations are dropping Bible Teaching Ministries in favor of other so-called "popular" trends. But trends, just like the hoola-hoop, come and go.

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Rich Bott, II
Executive Vice President



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It's not how many people we reach... it's how many lives are changed.

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***BOTT RADIO NETWORK** and its format have literally revolutionized my walk with the Lord. Thank you for changing my life forever. M.R. — St. Louis, MO*



*About two years ago God led me to **BOTT RADIO NETWORK**. 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 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 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*

*I started listening to **BOTT RADIO NETWORK** and became a Christian. You've been a blessing by assisting me in becoming a Godly father and husband. B.F. — Memphis, TN*



*I was away from God, but scanned across **BOTT RADIO NETWORK** and began listening every evening on the way home from work. I am so happy to say I've rededicated my life to Him in a depth that I have never known before. D.F. — Oklahoma City, OK*



Dick Bott
President

At **BOTT RADIO NETWORK**, it's 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 Information, to help people grow in the Lord and apply their faith in their daily lives. **God's Word** still changes the hearts and lives of those who have ears to hear.

We thank God for 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!

**Be assured, if your program is on
BOTT RADIO NETWORK ...
You're In Good Company!**



Rich Bott, II
Executive Vice President

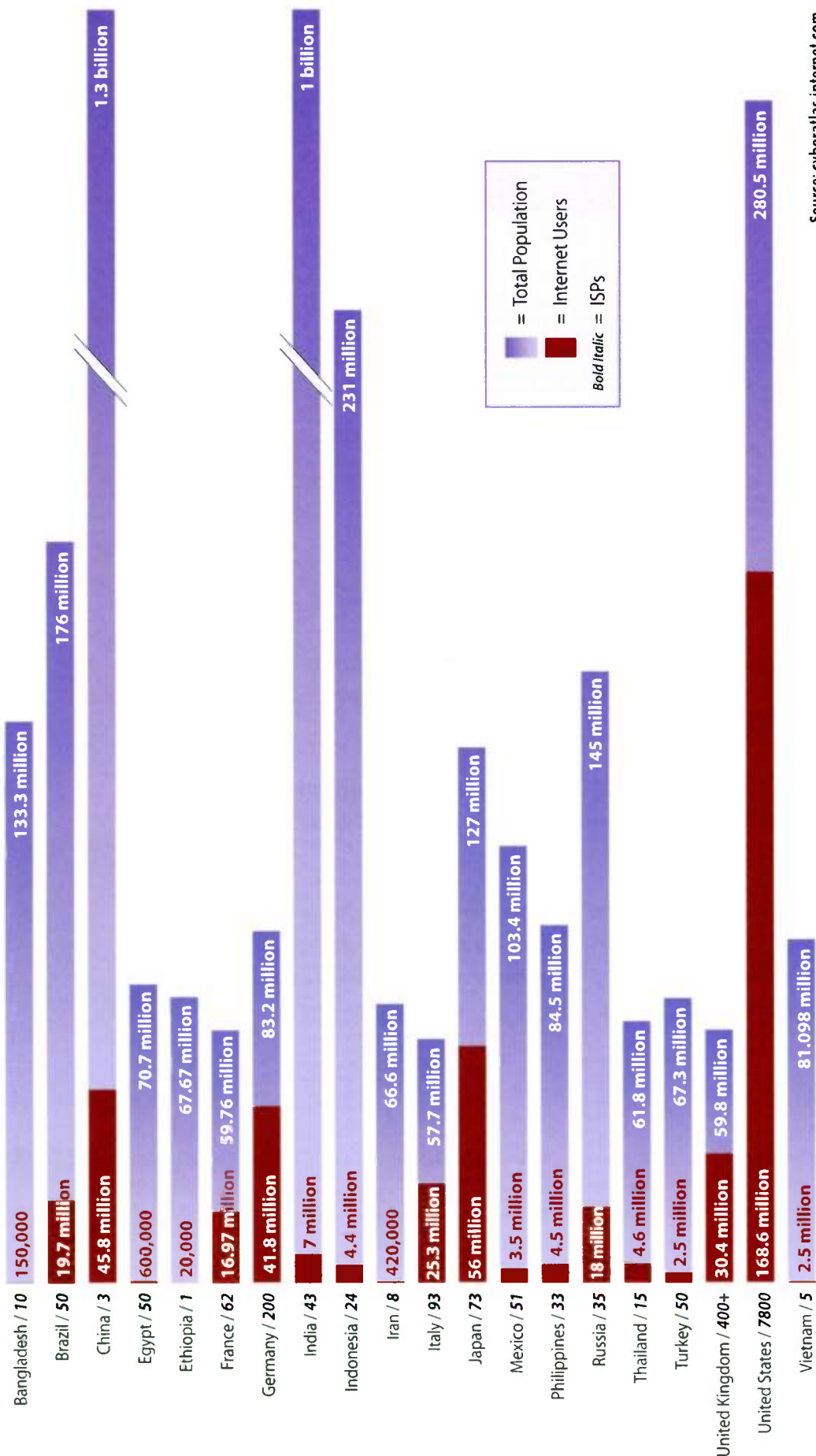


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WORLDWIDE INTERNET STATS



= Total Population
 = Internet Users
Bold Italic = ISPs

Source: cyberatlas.internet.com

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Congratulations James and Betty Robison for 40 years of ministry and marriage!

THE HOUSTON POST
MONDAY, MARCH 16, 1964
MAY SUCCEED GRAHAM
Pasadena Youth
Rising Evangelist

By EDNIE HUDKINS, Post Church Editor
Billy Graham's successor as the leading evangelist of the world may be a 20-year-old spellbinder who makes his home in Pasadena.
That is the opinion of many Texas Baptist College, was born in the state's leading Baptist in Houston, but spent most of his childhood in Pasadena. He is the son of a pastor and a housewife who have lived in Pasadena for 15 years. He is a tall, 200-pound black-haired youth who sounds somewhat like Billy Graham and has an impressive record of evangelism. He is a Billy Sunday.

Celebrating
40

YEARS

IN
MINISTRY
& MARRIAGE

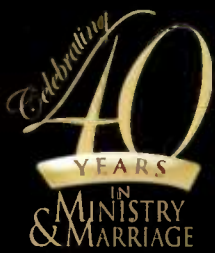
LIFE OUTREACH INTERNATIONAL

Betty Freeman To Wed
James Robison In Feb.

...ment of Betty Robison, practicing Evangelist and student at San Jacinto College. Both Miss Freeman and Robison are graduates of Pasadena High School, she is

A special 10 page journey through the history of LIFE Outreach International





ANSWERING THE CALL

Throughout history, God has used the unexpected to carry out His plans. At God's command, the prophet Samuel bypassed all of Jesse's older sons to anoint a young shepherd boy king of Israel. God chose a humble stable rather than an opulent palace as our Savior's birthplace. Great people and events often come from seemingly insignificant beginnings.

At the age of 18, God called a young man named James Robison to live a life committed to His purposes. Overcoming the rejection of a fatherless childhood and the circumstances of his birth, James discovered the freedom found only in Christ, and the young man began sharing at every opportunity. In 1963, he married Betty Freeman and shortly after founded the James Robison Evangelistic Association.

This humble beginning not only launched an enduring ministry outlet that has reached countless millions through city-wide crusades and television, but it also helped shape a shy young man into a bold and fearless advocate of the Gospel.

Today, James and Betty's ministry is characterized by transparency. Ministry leadership and those closest to the Robisons say the greatest compliment ever given to them is "they are real." They live according to what they proclaim in order for others to see the promise of hope and message of truth in their lives.



James and Betty in high school in Pasadena, Texas

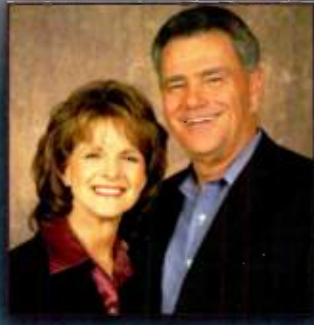
*Congratulations
James & Betty Robison on
40 years*

*We are proud to have
served you for 19 years
in sharing the love of
Christ worldwide.*

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MINISTRY HIGHLIGHTS

- 1963** – James Robison and Betty Freeman marry
- 1963** – James and Betty found the James Robison Evangelistic Association
- 1963** – First city-wide crusade (Houston, Texas)
- 1964** – James and Betty's first child, Rhonda, born
- 1971** – First weekly TV program *Get Together*
- 1974** – First Bible Conference



We congratulate James Robison & Life Today for their 40th Anniversary in Ministry!

"In addition to being two of the most dedicated, dynamic ministers of the Gospel, James and Betty Robison are dear personal friends. We have been privileged to partner with them and carry their programs on The Inspiration Networks. I congratulate them on forty years of ministry, and pray for God's continued blessings on them, and their entire organization."

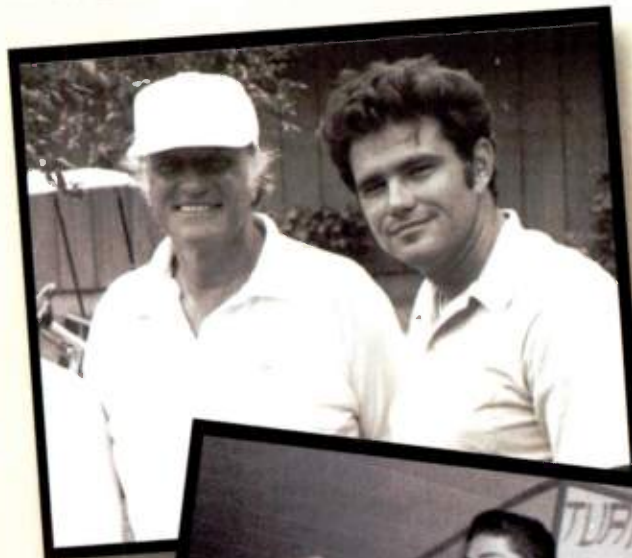
David Cerullo
President & Chief Executive Officer
The Inspiration Networks



EXPANDING THE BORDERS

Many who knew James Robison thought crusade evangelism would be his lifelong calling, but God had even greater things in mind. In 1968, at the suggestion of Dr. Billy Graham, the James Robison Evangelistic Association launched a television ministry.

Though at first hesitant to enter the television arena, James took his crusade-preaching format to the airwaves, and as predicted, the decisions for Christ only grew. For 25 years, James and Betty Robison have used the powerful medium of television not only to declare the Gospel but also to encourage others to demonstrate it through acts of compassion on the mission fields of the world.



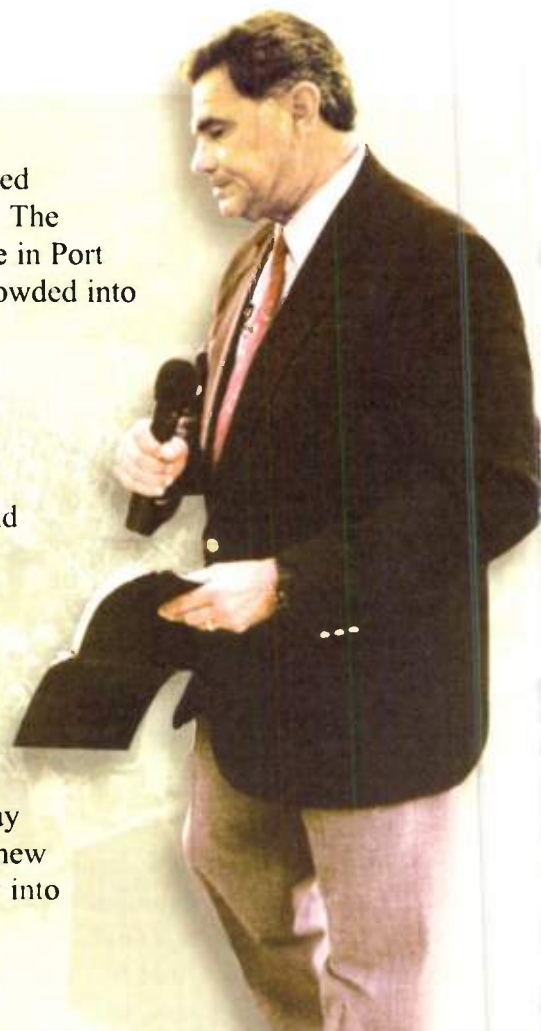
SHARING THE

Through the 1980s God began to give James an increased awareness of needs beyond the borders of the United States. The ministry's first overseas outreach was an evangelistic crusade in Port au Prince, Haiti, in 1986. Each night, 15-20,000 Haitians crowded into the soccer stadium.

James began traveling worldwide holding evangelistic crusades in areas of great physical need. Everywhere he turned, from behind the Iron Curtain to the depths of southern Africa, he saw incredible suffering – children dying of hunger and disease, adults too weak and sick to help them.



While preaching at a crusade in Johannesburg, South Africa, James met a once wealthy South African tobacco farmer and his wife, who accepted Christ and sold everything to help starving people across southern Africa. From that day forward, James and Betty Robison added a new dimension to their ministry that would grow into a worldwide outreach.



MINISTRY HIGHLIGHTS

(continued)

- 1979** – Freedom Rally with Ronald Reagan (Dallas, TX)
- 1980** – James serves as Chairman of the Committee for Voluntary School Prayer (Washington, DC)
- 1986** – First overseas crusade (Port au Prince, Haiti)
- 1986** – First grandchild, Lora Redmon, born
- 1988** – James and Betty meet Peter and Ann Pretorius (Johannesburg, South Africa)

To **James and Betty Robison**
 and the staff of **LIFE Outreach International:**

THANK YOU FOR

40

YEARS

OF GOD-HONORING MINISTRY.



Your friends at Tyndale House Publishers

GOSPEL IN WORD AND DEED

In 1992, the James Robison Evangelistic Association changed its name to LIFE Outreach International in order to make the ministry more purpose-centered rather than personality-driven.

Today, through ministry and mission partnerships formed around the world, there are LIFE Centers located on five continents, orphanages being built, water wells being drilled, and more than 3 million life-saving meals being served each month to Africa's hungry. Following God's direction in Colossians 3:17, LIFE endeavors to proclaim the love of God and also demonstrate it.

"Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit." Matthew 28:19




We are proud to partner with and serve Life Outreach International. Congratulations, James and Betty, for 40 years of faithful service!

David Redman

The DNR Group, Inc.
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James and Betty...

Congratulations on Forty Years of Marriage and Ministry!



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Celebrating
40
YEARS
IN
MINISTRY
& MARRIAGE

REAL FOR ANSWERS

The LIFE TODAY program can now be seen in over 150 million homes throughout the United States, Canada, Europe and Australia. The current LIFE TODAY format grew out of James and Betty's desire to speak to people "where they live" in a warm, inviting environment. Response to the program, its guests and LIFE's overall outreaches has seen record growth in the past several years. Year after year, the LIFE TODAY program has proven to be the most effective and far-reaching arm of the ministry.



The daily program presents the Gospel through compelling and often miraculous testimonies of how the living God longs to be involved in the lives of His children. Weekly themes, special guests and audience interaction come together to produce programs that honestly address issues such as spiritual growth, personal tragedy, finances, parenting, relationships, health, racism and current events.




*James and Betty Robison
have welcomed over 700
guests on the talk show
since its debut.*

REAL PEOPLE


The 30-minute talk show has featured exciting guests including: President George W. Bush, Bishop T.D. Jakes, Chuck Norris, Robert Duvall, Beth Moore, Zig Ziglar, Kay Arthur, Sheila Walsh, Kathy Troccoli, Randy Travis and Michael W. Smith. James and Betty co-host the program which can be seen daily on every major Christian network and hundreds of independent and network station affiliates, as well as the PAX television network.





Congratulations!
JAMES & BETTY ROBISON
for 40 years of dedicated service to the Lord

As a ministry partner of LIFE Outreach International, InService America would like to congratulate James & Betty Robison and offer our prayers for God's continued blessings upon their ministry. Thank you and may God richly bless you for your 40 years of service to Him.



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MINISTRY HIGHLIGHTS (continued)

- 1988** – Thomas Nelson publishes James' story *Thank God I'm Free*
- 1989** – Mission Feeding begins
- 1989** – First LIFE Center opens (Pambarra, Mozambique)
- 1992** – James Robison Evangelistic Association becomes LIFE Outreach International

**Congratulations from your friends in Canada
for forty years of ministry.**

40 years 40 years 40 years 40 years 40 years 40 years

FAMILY FRIENDLY



**CTS
TELEVISION**



ACROSS THE GLOBE

Mission Feeding • Mission: Water for LIFE • LIFE Centers • Disaster Relief • Rescue Operations

All over the world, LIFE Outreach has responded to the physical and spiritual needs of people and their communities. Over the past 40 years, LIFE has partnered with more than 300 ministries in nearly 40 countries on six continents.

Because of the diversity of LIFE's projects, the ministry is able to minister to a variety of needs worldwide. From emergency crisis relief to permanent LIFE Centers, the ministry works to meet the specific needs in a given area. Using infrastructure already in place through our mission partners, we can maximize our resources for the greatest impact.

Through LIFE's Mission Feeding and relief outreaches in Africa, more than 5 million children's lives have been saved and countless communities have been totally transformed due to fresh water wells being drilled. Across the globe tens of thousands of orphans have found a new home in LIFE sponsored orphanages including its largest located just outside of Kigali, Rwanda. Evangelism efforts have seen millions come to Christ in India, Africa and the former Soviet Union.



The secret to LIFE's success can be found in Ephesians 4, "From him the whole body, joined and held together by every supporting ligament, grows and builds itself up in love, as each part does its work." James and Betty Robison share a vision with hundreds of mission workers, ministry staff and leadership, and Christians worldwide to share God's love and life with those who are in need.



GATEWAY CHURCH

Congratulations on forty years of marriage and ministry! Debbie and I are grateful to be two of the millions of lives throughout the world in which you have invested. We pray continued exponential growth and great blessings for you and your ministry. We value our friendship and partnership with you, and we look forward to many more years to come.



*Pastor Robert Morris
and Debbie Morris*

100 West Southlake Blvd. #142-800 Southlake, Texas 76092 817-481-9898 www.gatewaydfw.com

MINISTRY HIGHLIGHTS

(continued)

- 1995** – Betty joins James on daily telecast, now LIFE TODAY
- 1999** – Eleventh grandchild, Audrey Robison, born
- 2000** – Water Well outreach begins (South Africa)
- 2003** – Tenth LIFE Center opens (Lviv, Ukraine)
- 2003** – Tyndale publishes Betty's story *Free to Be Me*



Congratulations

James and Betty, congratulations on the fortieth anniversary of LIFE Outreach International.

We deeply admire and appreciate your years of evangelism and the positive leadership you've shown as Christian leaders. Your outreach to hurting people in the nation and around the world is greatly admired and we value your television program, LIFE Today – aired here on the SuperChannel. May God bless you with many more years of wisdom and effective ministry. Thanks for all you've done to advance the kingdom!



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From James and Betty

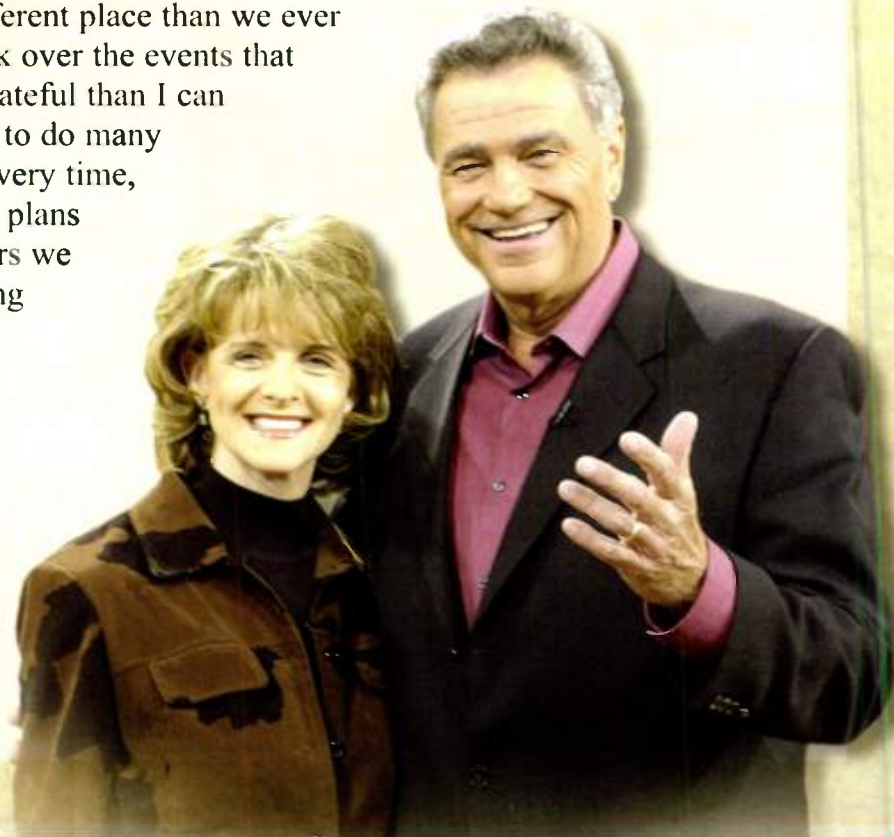
In John 7:38, Jesus said, "He that believeth on me, as the scripture hath said, out of his belly shall flow rivers of living water."

Following God's call is like immersing yourself in a river of life. That river carries you in different directions, in different ways, at different times. But the purpose of that flow is always to deliver a river of life to those who are dying of spiritual thirst.

That is our primary goal at LIFE Outreach International – to give the Living Water of the Gospel to those in need. Often, we show God's love through our merciful endeavors, but none of these actions has value without the promise of hope through the life of Jesus Christ.

Betty and I are now at a very different place than we ever could have expected. As I look back over the events that have brought us here, I am more grateful than I can adequately express. God has led us to do many unique things through the years. Every time, He has faithfully accomplished His plans through our obedience. For 40 years we have enjoyed the privilege of serving our Lord and Savior Jesus Christ, and we look forward with great enthusiasm to the future and even greater opportunities for service.

James & Betty



**A special thanks to our friends and
co-workers at Inprov for coordinating
this project on behalf of
LIFE Outreach International.**



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Nice Guys Do Finish First

I have come to a rather startling conclusion, an epiphany, if you will: Professionals are professional. I recently had the honor of producing a televised concert series for a large church convocation: three nights presenting 18 musical acts and a cadre of comedians, often scheduled as tightly as every 15 minutes. The bands ranged from a four-piece combo to an 80-member choir.

Most of the acts were courteous and understanding, but a surprising number turned out to be difficult: demanding, inflexible and uncooperative. One singer refused to go on until he was served a cup of coffee. Never mind that we were trying to juggle scores of performers and create a seamless show for a convention center audience.

Copping a 'tude, we used to call it. Attitude. And a bad one.

But here's the interesting corollary: the acts who behaved the most professionally backstage also were the best and most popular onstage. Those who were the most uncooperative and demanding turned out to be mediocre performers at best. I'm convinced that this finding is no accident.

The pros were a delight to work with. They showed up for the afternoon sound check on time and prepared, and arrived early for the performance according to our instructions. They looked for

ways to be helpful, recognizing that they were a part of the whole. Cooperative was the key word for them.

A behavior is inherent in group dynamics: All groups gathered into a larger body tend to behave as if their needs were preeminent, whether it's schools at a spelling bee or divisions in a company.

Each department on a TV crew acts as if it is the only one on the set: the wardrobe department must have priority; the camera department is indispensable; the art department needs immediate attention. The same is true for any gathering of groups. In Congress, for instance, the needs (or wants) of a single district or state can hold up the needs of the entire nation. Pundits call it gridlock; I call it a profound lack of professionalism.

Be mindful of others when you're part of a larger group. Thinking globally and acting locally applies to us whether our globe is our home, our show, our denomination or our nation. We are all in this together.

The mark of a true professional is someone who walks the walk, not just talks the talk. Our actions speak louder than words as surely as faith without works is dead.

Mark Byers, Writer/Producer, Quixotic,
Quixotic@att.net



Latinos Are Listeners

The last 20 years have seen unprecedented growth in the areas of communication and religious broadcasting. At the same time, the ethnic face of America has not only dramatically evolved, but also grown exponentially. These two trends are reflected in the fact that during this time the number of Hispanic radio stations in the United States has grown from just 67 to an impressive 664. Hispanic Radio share also has increased dramatically; during the past 10 years, Arbitron reports the numbers moving from 4.4 to 8.1.

Hispanics are radio listeners. In the major Hispanic markets across the U.S. (Los Angeles, New York, Miami, Chicago, Houston, etc.) more than 20 percent of the Hispanic population regularly tunes in, while TV and newspaper trail behind in some cases more than 13 percent. The average Latino listens to nearly 22 hours of Spanish radio every week, while non-Hispanics listen to just 16.5 hours per week. Hispanics tune in on the job, in the car and at home. Radio is a part of their culture.

Not surprisingly, Hispanics prefer Spanish language radio. On the average, they spend 2.5 more hours a week listening to Spanish language rather than English language programming. More than 46 percent of their listening time is spent on Spanish formats. Of course, these figures are influenced by the fact that many areas do not have Spanish language programming. Given the choice, a large percentage of Hispanics would set their dials to a Spanish-language program.

However, all Spanish language formats are not alike. Just as the Hispanic population is a melting pot of nationalities from Central and South America, Spanish language formats take on a variety of styles: Contemporary, News/Talk, Oldies, Tropical, Tejano, Mexican Regional, Religious and more. Much like the English radio market, there is a wide range of radio programming available. On the top of the charts are Mexican Regional formats, capturing 17.7 percent of the market. Last on the list are religious formats, with just 0.7 percent of the population tuning in.

We have work to do! As religious broadcasters, we must grasp these trends and take advantage of the powerful tools at our disposal. Radio is a great way to start reaching the Hispanic population, and fortunately, it is the least expensive way to begin penetrating the airwaves. I continue to encourage you to investigate the options. What would it take for you to begin producing a Spanish language program? You already have a captive audience. Let's get started!

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

All figures taken from Arbitron's 2003 study, The Power of Hispanic Consumers. www.arbitron.com

CHURCH MEDIA



Trained Church Media Professionals

One of the fastest growing sectors of the religious community is church media. The growth is seen both in the use of media in churches of all denominations and by the employment of individuals to direct those new media ministries. Hundreds of churches around the country employ a media pastor, director or minister, many of whom formerly worked in another media-related industry.

So, where do church media employees obtain education about their new profession?

Two associations have attempted to begin this educational process. One is the Metro Media Ministers Association (MMMA). The second is NRB. MMMA holds an annual summer meeting designed to encourage, inspire, teach and share information about directing and managing a media ministry in a large church. At its most recent meeting, MMMA decided to form a sister association for smaller churches who may have only one or two media ministry employees or a staff only of volunteers.

NRB also recognized this growth and formed the Church Media Committee at the 2002 Convention. I became a member of the Church Media Committee for two reasons: I'm one of those volunteers in my church's media ministry, and I knew that in my current position I could provide some of the education needed for media ministries.

Through NRB I saw there was a need to have some sort of academic recognition of this new employment market. I knew some professionals wanted to consider this field for a career. I also realized that the current generation of media ministers one day will want to pass the baton to another generation. Where would those upcoming church media professionals obtain training and education?

Churches could continue to rely on volunteers and crossover employees. However, that number wouldn't necessarily continue to grow. Volunteers may not volunteer to get more education or attend seminars and workshops. What was needed was a way to formally educate a student in media ministry. North Greenville College is blazing the trail with its Bachelor of Arts in Media Ministry degree, which begins this fall. The program combines elements of broadcast and print along with supporting courses from Christian studies, communication and business.

Whether you attend educational seminars at MMMA and NRB or gain formal academic training, your congregation deserves a church media ministry led by trained professionals.

Linwood A. Haġin, Ph.D., Chair, Mass Communication Department, North Greenville College,
lahagin@ngc.edu



License Renewal Application Requires Advance Preparation

Last month's column provided a basic overview of the broadcast license renewal process – a periodic event in which the FCC reviews each station's adherence to the mandates of the Communications Act and the Commission's rules and policies. For many radio licensees, the renewal task already is at hand, or soon will be. This month, I review some of the questions raised by the two related application forms: Form 303-S, the "Application for Renewal of Broadcast Station License," and Form 396, the "Broadcast Equal Employment Opportunity Program Report." The discussion below makes clear that filling out the documentation requires more advance preparation than may first appear.

Renewal application deadlines vary depending upon the state in which stations are located. Radio renewals will come up for review on a rolling bi-monthly deadline cycle that runs from today through April 2006. The television renewal cycle will begin in 2004 and extend into 2007. Specific renewal deadlines, as well as detailed information about the renewal process, are available at www.fcc.gov/mb/audio/renewal/index.html.

Electronic filing procedures. Every application filed after September 2003 must be done electronically. The electronic versions of Form 303-S and Form 396 should be available via the agency's Consolidated Database System (CDBS) by the time this column is published.

Character Qualifications. Form 303-S presents several questions that collectively require the licensee to certify that the FCC has not questioned its compliance with communications laws and that no court or other agency has found it guilty of fraud, unfair competition, discrimination or any felony. Broadcasters who have any doubts about their answers should consult with counsel. Answering "no" to any of these questions will not necessarily jeopardize a station's renewal; licensees should simply explain the circumstances in a narrative attachment. As a general matter, failing to disclose such legal determinations is more likely to raise Commission concern than is the substance of the finding itself.

Public inspection file issues. Broadcasters must provide the public with access to many documents concerning station operations, such as previously filed FCC applications and so-called "issues/programs" lists detailing station coverage of community issues. Licensees should make sure that their public files are up to date for two reasons: 1) the form requires that licensees certify that they are complying with the public file requirements, and 2) members of the public are more likely to review the files when a station's renewal application is pending.

EEO component of renewal application. The revived broadcast EEO rules, which went into effect in March 2003, require the submission of Form 396. Even stations that qualify for the limited EEO exemption accorded to qualified "religious broadcasters" must complete most portions of this form. The FCC recently decided that broadcasters must submit this form electronically and in advance of the Form 303-S; licensees who fail to submit their EEO form will have their license renewal applications returned to them. One of the noteworthy questions on Form 396 seeks information about any discrimination complaints lodged against the station at any time during the eight-year license term. Many religious broadcasters, like other licensees, likely will be required to answer this question with respect to claims concerning race, gender or ethnicity, even though they may legitimately discriminate on the basis of faith in hiring employees.

This brief overview is no substitute for consulting your communications counsel about individual issues that may face your station. The renewal process is a serious matter because the license is the foundation upon which the broadcaster's entire business – and, in the case of NRB members, their ministry – rests.

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



Web Content: Meeting User Needs

Content has become defined as anything – and everything – that can be published on a Web site independent of format, quality or scope. It may be information about your organization, repurposed material from offline sources such as print or broadcast, original Web-only articles, or specific appeals or calls to action.

Your Web site's content should reflect your organization's mission, meet the needs of your audience and be cost effective. Although many are well schooled in the fundamentals of good content, here are some important reminders:

- The user is in control and has no patience for irrelevance.
- The "back" button is the most clicked button on every Web site. Users bail if they don't see relevance to their needs within three seconds.
- Analyze your site traffic through server tools such as WebTrends, Hitlist, Clicktracks or LiveStats. Determine which content pieces or sections currently are garnering the most and longest visits.
- Survey your audience for demographic information, felt needs and Internet usage habits to make informed content-publishing decisions.
- Listen. Read your tech support and feedback e-mail. People who care about your organization will actively inform you of their preferences. Take time to hear what they are saying.
- Keep it fresh. By adding new content as often as possible, you keep your users coming back more frequently, which increases the value of your audience to advertisers and marketers.
- Stay up on content trends. Blogs, personalization, chat and other interactivity will become necessary elements of any successful Web site as more Web companies adopt them. Plan in advance how content additions of that nature can best be leveraged for your audience.
- Understand that the heaviest use of the Internet is for research and information gathering.

The Web has changed consumer behavior drastically, allowing us to research purchases and transactions before we act. Taking this information into account, you improve your Web site's performance when you:

1. Optimize content for users to learn and acquire information.
2. Reformat content from other media for use on the Web: change fonts, shorten article length, provide links to related articles or rich media, and add or subtract graphics so visitors find what they need quickly and can drill for depth at their discretion.
3. Drive online users to offline media and transactional opportunities. Their online preferences will indicate offline behavior, and providing what they need online may help close a deal in an alternate medium.
4. Allow users to search. Users prefer to plug in one or more key words and immediately be directed to relevant material.

The charge is this: Carefully and strategically define the parameters of your Web site's content. Learn from the industry trends and standards, but don't forget your specific mission and unique audience. Remember, the best content is whatever your visitor needs.

Rachel Hornor, Director of Ministry Services, Rachel@SalemWebNetwork.com, and Tom Perrault, Executive Editor, Tom@SalemWebNetwork.com

Who is
Gospelcom.net?
An enabling ministry,
equipping others.

Gospelcom.net, launched in 1995, is a not-for-profit strategic alliance of nearly 400 Christian organizations focusing on the Word of God and working together to spread the Gospel of Jesus Christ... into all the world. According to Media Metrix, a leading Internet measurement company, Gospelcom.net has more "unique visitors" than any other religious site on the Net!

What We Do

Gospelcom.net is an inter-denominational alliance of evangelical organizations dedicated to evangelism and discipleship, using the most cutting-edge mass media tool available today... the World Wide Web. Here are just a few of the resources that we provide to enable worldwide evangelism via the Web:

Site Hosting

As part of the donor-sponsored ministry of Gospel Communications International (GCI), Gospelcom.net member sites are hosted at no charge on the Gospelcom.net servers. This free service allows ministries to concentrate on content rather than worrying about downtime, bandwidth, and other areas not directly related to their core ministries.

Expert Training

Gospelcom.net hosts semi-annual training conferences to constantly equip and update the men and women responsible for the Internet outreach of their ministries. Our conferences feature presentations by developers and strategists from Fortune 500 and other leading companies, plus experienced Web experts from Gospelcom.net and its alliance ministries.

Valuable Tools

Gospelcom.net provides its alliance members with an array of technical tools and resources, many of which are offered at no charge. Gospelcom.net's offerings include the Community Web System, a feature-rich content management application, Intershop, a robust e-commerce platform, streaming media services, e-mail lists, unlimited e-mail accounts with optional filtering, database access and much more.

Technical Support

Every member organization is given free access to our staff of Web technologists and experts for site programming questions, code debugging, strategy consultations and much more.

Maximize Ministry Outreach

Through cooperative ministry agreements, Gospelcom.net is able to provide additional ministry resources and opportunities to the strategic alliance members for free or at significantly reduced rates.

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Gospelcom.net facts:

- ▶ The Gospelcom.net alliance consists of nearly 400 ministry organizations, including RBC Ministries, Youth for Christ, International Bible Society, Back to the Bible, Luis Palau Evangelistic Assoc., InterVarsity Press, and Navigators.
- ▶ 229 nations & territories reached
- ▶ The most-visited of all religious Web sites! According to Nielson/Netratings, Gospelcom.net receives more traffic than 3Com, AAA, Coca-Cola, Honda, Intel, Motorola, NASDAQ, and many other big names online.



"We thank God for the vision and foresight of Gospelcom.net, which allows our Internet ministry to touch the lives of so many."
Ravi Zacharias
Ravi Zacharias International Ministries



"Gospelcom.net's commitment to using the Internet as a ministry tool has encouraged us to find new ways to reach every mother of preschoolers to the glory of Jesus Christ."
Elisa Morgan
President & CEO of MOPS International



"GCI is a real leader in media ministry, charting new courses with technologies that are just coming onto society's radar."
Quentin Schultze
Ph.D. Professor of Communications, Calvin College

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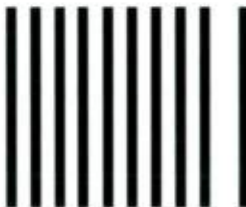
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Program Formatting Redux

I am pleased to see the positive buzz generated by my article in February's magazine, and our subsequent workshop on the same topic at the convention in Nashville. Even before the meetings were over, people were talking about how the attention span of our audience was diminishing, our program clocks were outdated, and a format change for our talk and teaching programs was inevitable.

Remember the problem? It's really quite simple. Christian talk and teaching radio can't fairly compete economically or programmatically with our secular counterparts. Therefore, if we want to preserve

access to the airwaves, especially in the major markets where half the population resides, we must develop a new economic model for program-oriented formats. And new economics won't happen without a change in our program clock.

In the '90s, the 28.5-minute program gave way to the more streamlined 25- or 26-minute presentation. However, the results were only slightly better because the model itself was flawed. Stations had only a limited opportunity at the top and bottom of the hour for a station ID, a bit of news and weather, a traffic report, a station promotion, and maybe a com-

mmercial or two. It left us with our hands tied, unable to provide enough reach, frequency and separation for the commercial advertisers whose dollars are essential if we are to preserve access for ministries.

It's also not the way our audience has learned to consume media. Television and the Internet have mastered the art of quick hits, resulting in short, impactful segments of programming woven together around other elements.

Even publishing has learned that little books like *The Prayer of Jabez* can out-communicate their larger counterparts page for page and paragraph for paragraph. And the economics? Just look at how long that little book has remained atop the best-seller list.

How could we have expected a different outcome with the radio audience? Programs like *Jay Sekulow Live*, *The Bible Answerman*, *New Life Live*, and others discovered early that their impact is enhanced, not jeopardized, when they segment their messages into shorter pieces of easily digestible content.

The teaching and preaching ministries have been slower to respond, primarily because of the way they derive their material; often from the Sunday morning sermon. However, they have started to see the benefits of shorter segments, and many will be converting within the coming year.

Short segments require more cutting and pasting, but the result is worth the effort. A little more post-production applied to a good sermon can actually do a lot to improve the impact of the teaching. A friend of mine, senior pastor at a large church, tells me that it takes him the first two services to get his sermon exactly like he wants to deliver it. By the third pass, it is tighter, shorter and more on-target. Isn't that post-production on the fly?

Even some homiletics professors at major seminaries teach pastors to prepare their sermons this way:

- 1) Teaser
- 2) Cliff-hanger
- 3) Cliff-hanger
- 4) Impactful summary

It's a great formula for a memorable message, and it's the way the Bible presents some of its greatest lessons. A new program clock for our ministry programs is not only necessary, but also the right thing to do. Let's embrace it and make the necessary changes sooner rather than later.

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

TELEVISION



Television's Key Question: Funding

Television is an expensive medium. Everything about it is costly, but it is the most powerful communication medium on earth. When television is used properly, the impact is worth the investment. Throughout the spectrum of Christian television, the question is usually the same: How do we fund our vision? Here are three key questions to ponder the next time funding issues arise.

1. Why do you want to communicate through television? Many ministries don't have a good answer to this critical question. As a result, our programming focus wanders without a clear sense of direction, leaving us settling for programs that are ineffective and irrelevant. Having a clear purpose and message to share is fundamental to effectively communicating and generating a financial base of support. Many television ministries could communicate their message just as well through radio, and provide a less expensive alternative to media ministry. The proverbial talking head may be just as effective in a non-visual media. If a ministry doesn't need or use the visual component of television to enhance its message, it ought to be on radio. It's just good stewardship.
2. What is the unique assignment God wants to accomplish through your television ministry? If a ministry can't answer this question, it needs to reevaluate its decision to be on television. Conversely, if a ministry has a clear understanding of its God-given assignment, then it is a dream worth pursuing. When a ministry has a clear calling from God to minister through television, creative-

ly utilizes the impact of visual media to communicate its message, and has a compelling and relevant message, God will use that ministry to change the lives of people throughout its viewing area. There is nothing more impacting than a well-produced television program with a clear, relevant Gospel message articulated through creative graphics and solid content.

3. Is the vision God gave you big enough that others will want to be part of it? People love to be part of something bigger than they are. They desire to do great exploits for God. If viewers catch your message, they become donors. If donors catch your vision, they become partners. Building a base of partnership is the key to underwriting the costs of television. Although there is a place in Christian television for transaction-based funding (offers for books, tapes, etc.), an avenue often ignored is partnership funding: gathering a group of people who embrace your vision, share your goals and support your program. That kind of partnership is the result of carefully crafted vision, clearly articulated goals and a genuine commitment to building relationships with viewers.

Once you answer these questions with clarity and confidence, you have taken the first steps toward experiencing God's supply for your television ministry.

Mark Dreistadt, President, Infinity Concepts, mark@infinityconcepts.cc



AIRWAVE NEWS RADIO



Saint Paul, MN – KTIS Radio and Heart of the City Ministries partnered to present Summer Picnic MusicFest 2003 on June 28 at the Minnesota Fairgrounds. Although the metro-wide church picnic is in its sixth year, this is the first

year of partnering with Heart of the City, a music and worship ministry that unites Christians from varying denominations and races via large worship and prayer gatherings. The Katinas, Nicole C. Mullen and SONICFLOOD will headline the event, with ethnically diverse local worship groups performing throughout the day on various stages. (Janell Wojtowicz, jbw@nwc.edu)

Nashville, TN – WAY-FM can now be heard in Kingsport at 89.9 FM, its first signal in East Tennessee. WAY-FM currently broadcasts in 22 cities across the Southeast United States, reaching more than 150,000 listeners each week. (Matt Levy, 615-261-9293)



Omaha, NE – On March 22, KGBI-FM, The Bridge, collected donations of toys, cribs, car seats, furniture and other household items for distribution to families of newly enlisted men and women via the Airman's Attic of Offut Air Force Base. As part of that month's Team Serve event, donations were brought to a live remote at Calvary Christian Church. (September Turner, 402-449-2900)

Dallas, TX – KCBI-FM debuted a family friendly, commercial-free format on March 13. The new KCBI features 90-minute music marathons during the workday and Christian teaching for families (*Prime Time Teaching*) on weeknights. KCBI is a Criswell Communications station. (Laura Best, lbest@kcbi.org)



Nashville, TN – Nearly 13,000 fans filled AmSouth Amphitheatre in April for WAYFEST 2003. Performers included the Newsboys, Audio Adrenaline, Mercy Me and ZOE Girl. A check for \$10,055 was presented by WAY-FM to Mercy Children's Clinic, the official charity of WAYFEST 2003. (Matt Levy, mlevy@wayfm.com)

Lewisburg, PA – WGRC-FM, which serves a 15-county area in Central Pennsylvania, held its inaugural "28 Hours of Mercy" March 10-11 in conjunction with Mission of Mercy. Ninety-four children from developing nations of the world were sponsored by WGRC listeners. The event was co-hosted by Mission of Mercy's Mark Plummer and WGRC's Bill Lurwick and Larry Weidman. (Larry Weidman, email@wgrc.com)

Westerly, RI – On April 1, the Christian Hit Radio Satellite Network (CHRSN) added a new affiliate: WBLQ-FM, with Station Manager Chris Dipaola. WBLQ is the first Christian music FM station in Rhode Island. (Faron Dice's, Faron@CHRSN.com)

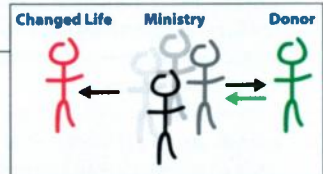
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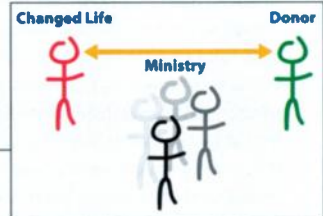
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Chicago, IL – Moody Bible Institute's (MBI) flagship radio station, WMBI-FM, received this year's AP Award for Best Radio Newscast. News Director Dave Mitchell's news team includes Monte Larrick, Diana Berryman and Harlin Neal. The award is given

annually to the radio station with the best radio newscast in the Chicago and St. Louis division by judges from outside the region. Second place went to WBBM-AM/Chicago, IL. In other news, MBI announced several strategic ministry changes within its Broadcasting division (Moody Broadcasting Network [MBN]) over the next several months. The changes include regionalization of stations in Tennessee, Florida and Indiana: limiting local broadcasting for WFCM-AM-FM/Nashville, TN, which will simulcast WMBW-FM/Chattanooga, TN; WSOR-FM/Ft. Myers, FL, which will simulcast WKES-FM/St. Petersburg, FL; and WIWC-FM/Kokomo, IN and WHPL-FM/West LaFayette, IN, which will simulcast WGNR-AM-FM/Indianapolis, IN. Also, the MBN Network Development department will be changed to MBN Distribution Development and function as an in-house agency, handling all affiliate relations and placement of MBN programs. Perry Straw, former Broadcast Services manager and a 38-year staff member, will assume leadership of MBN Distribution Development on July 1. Moody Audio Ministry (MAM), formerly Moody Cassette Ministries, will close June 30. MBN Broadcast Services also will close, ceasing domestic and international distribution of any MBN programming via the mail, although distribution via satellite will continue. Mail service continues for program airdates through June 30. Other changes include *Moody* magazine's demise after the July/August issue, Moody Aviation's reconfiguration and move to Spokane, WA, and MBI's exit from the retail business. (Collin G. Lambert, collin.lambert@moody.edu; Heidy Hartley, heidy.hartley@moody.edu)



Black Mountain, NC – WMIT-FM teamed with Equip, founded by Dr. John Maxwell, to sponsor pastors and leaders for training in the Middle East and North Africa through the Million Leader Mandate. The objective is to develop 1 million international church leaders by 2008. On March 27-28, WMIT listeners were invited to give a one-time donation of \$20 to provide biblically based training, conferences and resources for one pastor or church leader. Through their generosity, 6,752 pastors will be equipped and they, in turn, each will provide training to 25 additional church leaders. (Tom Atema, 828-669-8477)



INTERNET

Charlottesville, VA – In April, *OldSpeak*, an online publication of The Rutherford Institute, hosted exclusive interviews with Eagle Forum Founder Phyllis Schlafly. (Nisha Mohammed, 434-978-3888)

oldSpeak

AIRWAVE ANNIVERSARIES

Toms River, NJ – Christian Children's Associates, Inc., producers of *Adventure Pals*, held a banquet on May 19 to celebrate 35 years of broadcasting. Headed by Director/President Jean Donaldson, the radio program launched in 1968. Today, the ministry reaches children internationally. Donaldson served many years on the NRB Board of Directors as well as on the NRB TV Committee. (Evelyn Josephsen, 732-240-3003)



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PEOPLE



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Dr. Abe Van Der Puy

Colorado Springs, CO – Former NRB chairman Dr. Abe Van Der Puy, 83, died April 3. Van Der Puy served with HCJB World Radio for more than 57 years, including roles as Radio Station HCJB manager, Ecuador field director, Hospital Vozandes-Quito administrator, HCJB president (1962-1981) and honorary board chairman. Van Der Puy played a key role in strengthening HCJB World Radio's North American ministries. He also was the voice of missions for Back to the Bible (1979-1991) and authored several books published by that ministry. Van Der Puy is survived by his wife, Marj Saint (widow of martyred Nate Saint), six married children, 17 grandchildren and 10 great-grandchildren. (James Ferrier, jferrier@hcjb.org)



Rusty Tabon

Columbia, SC – After 17 years of broadcast ministry, radio personality Rusty Tabon resigned from WMHK-FM to pursue ministry opportunities as an associate pastor, worship leader and youth minister. Tabon started at WMHK in April 1986 as a part-time announcer, and has been a part of the morning show at the station since 1995. (Jerry Grimes, 803-365-0416)

Washington, DC – The National Association of Evangelicals (NAE) appointed Ted Haggard as president during the Association's 61st Annual Convention, held March 6-7. Haggard, senior pastor of New Life Church in Colorado Springs, CO, also is president of The World Prayer Center, a strategic center for worldwide evangelistic prayer, and The World Prayer Team, a global, interactive, real-time prayer network powered by the Internet. (Theresa Perry-McNeil, cws@christianwireservices.com)

Colorado Springs, CO – Dr. James Dobson recently announced his decision to expand and extend his role as Chairman of the Board of Focus on the Family. Dobson will serve as spokesman and international leader on a wide range of issues, continue to serve as the principal voice of the radio program, and devote more time to writing and creative work. On May 15, Don Hodel was named the new president/CEO. Hodel served on the Board of Directors since 1995 and was interim executive VP of Focus on the Family in 1996. (Paul Hetrick, hetrickp@fof.org)

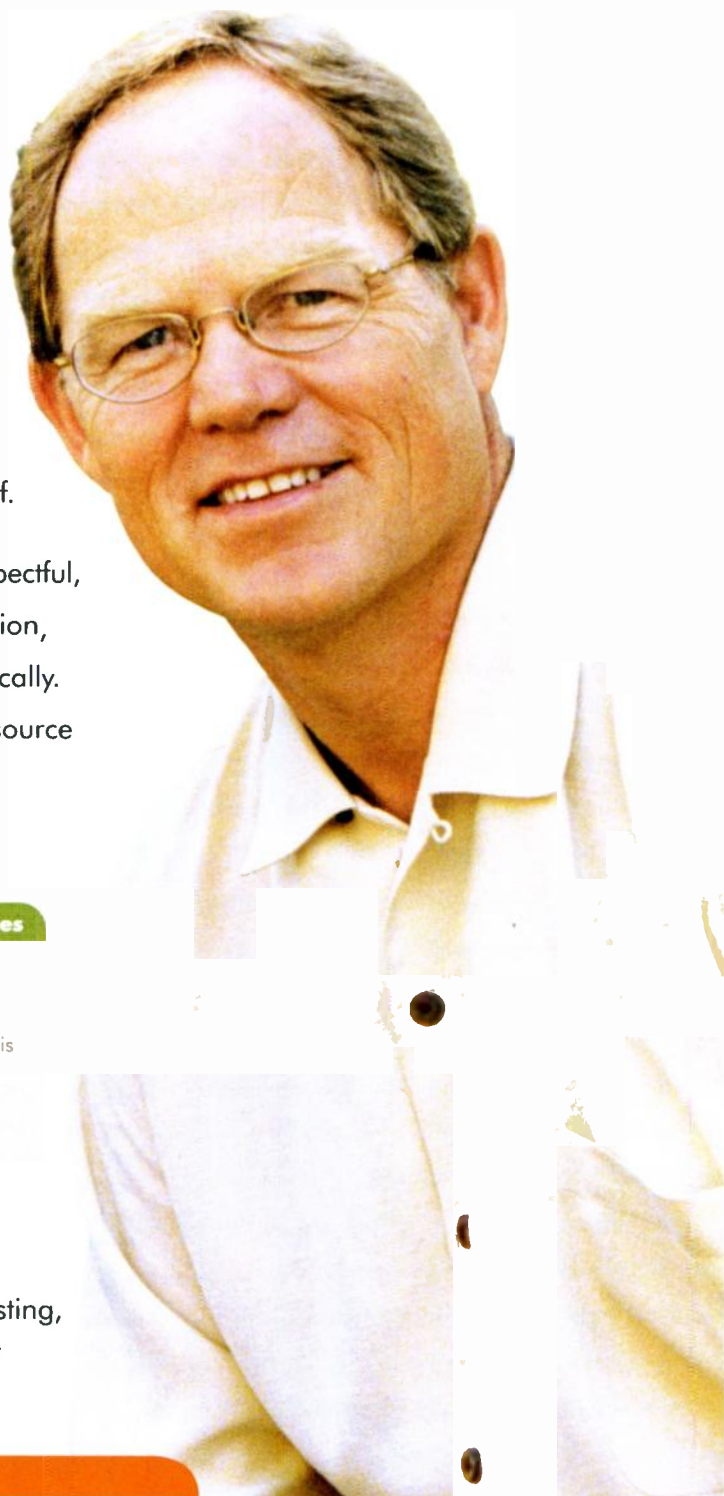
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TRADE TALK

PEOPLE, Continued

Nashville, TN – Provident Music Group (PMG) announced the addition of Mollie Helms to its publicity department. Helms, who assists Jackie Marushka-Smith, PMG VP of Public Relations, previously served as copyright administrative assistant for Brentwood-Benson Music Publishing, Inc. (Alisha Swindle, Publicist, aswindle@providentmusicgroup.com)



Jim Bennett

Moline, IL – WDLM-AM-FM and the Moody Broadcasting Network (MBN) announced the addition of Jim Bennett as news director and co-host of *Daybreak*, the new WDLM-FM morning drive show. A native of the area, Bennett most recently served as the news director at KJLY-FM/Blue Earth, MN. (Deborah Gustafson, deborah.gustafson@moody.edu)

Nashville, TN – Butterfly International Distribution (BID) announced the following personnel changes: Dan Huisinga, previously director of international sales and distribution at Provident Music Distribution, was appointed to the newly created position of VP/major accounts; Jim Clark, former sales director at Diamante Media Group, was named VP/independent accounts. Additionally, BID announced the formation of national and international sales teams, with the following staff additions: Brian Frelix, label administrator; Yvette Kasparian, national accounts manager; Darci Gerdes, national accounts manager; and Tonya Watson, production administrator. (Emily Kohl, emily@turningpointpr.com)

Sarasota, FL – The Joy FM welcomes Andrea Kleid as its new promotions director. Kleid most recently served as promotions director at WAYF-FM/WAY-FM in West Palm Beach. (Steve Swanson, steve@thejoyfm.com)



Andrea Kleid

Charlotte, NC – Kathy Covington was named director of marketing services for The Inspiration Networks. Covington's responsibilities include handling creative projects for three cable television networks: INSP-The Inspiration Network, Inspirational Life Television (i-Lifetv) and *La Familia* Network. Covington has been with The Inspiration Networks for 11 years. (Sara Lowe, 704-561-7728)



Nashville, TN – Provident Music Group (PMG) joined the umbrella of RCA Label Group-Nashville (RLG) in April. Although PMG remains a freestanding operation, it is overseen by RLG-Nashville Chairman Joe Galante. Terry Hemmings was named PMG president/CEO and reports to Galante. (GMAiI, April 3, 2003)

Nashville, TN – GSF & Associates announced the addition of Alaskan broadcaster Mike Murray as affiliate manager. For 16 years, Murray served as executive VP of Christian Broadcasting, Inc., licensee for KAFC-FM, KATB-FM, and KCFT-36 Christian Family Television in Anchorage, AK. (Susan Meredith, susanm@gsfmedia.com)



Mike Murray

West Palm Beach, FL – Salem-Chicago named Greg Vogt as general sales manager (GSM). Vogt, who previously owned Speers Vogt Advertising and is former GSM of Susquehanna-Kansas City, directs sales oversight of WYLL-AM and WZFS-FM ("The Fish"). (www.radioink.com)



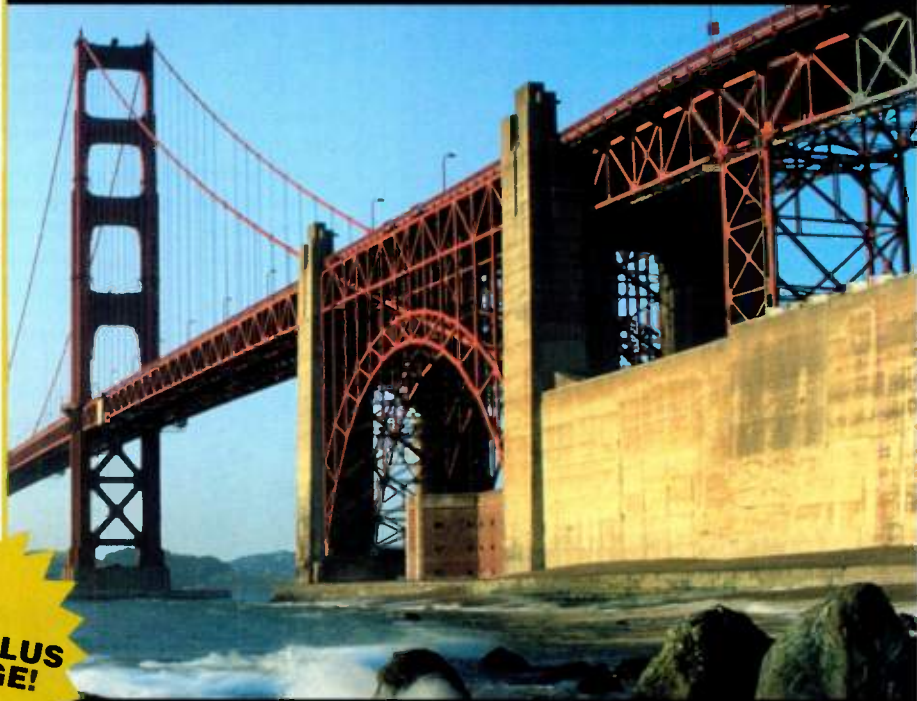
Charles W. Colson

New York, NY – The William E. Simon Foundation honored Charles W. Colson, founder/chairman of Prison Fellowship, as the third recipient of its annual Prize in Social Entrepreneurship. Colson received the \$250,000 award for his creation of Prison Fellowship. (Donna Thompson, dthompson@manhattan-institute.org)

Nashville, TN – Charlie Lico, a 25-year entertainment executive, joined Inpop Records as partner/CEO and co-founded I-2-3 Entertainment. Lico, along with partners Wes Campbell and Newsboys frontman Peter Furler, will oversee the growth and direction for Inpop Records, while developing new facets of the company focused on music marketing, touring, live events and music publishing. Lico most recently operated CL Entertainment, Inc. (Matt Williams, matt@thewmg.net)



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TRADE TALK



MUSIC

Nashville, TN – Everyone, Furious? Records' first new artist, launched its self-titled debut during GMA



Everyone (L-R: Darren Clarke, Daniel Whittington, Jeff Searles and Phil Siems) performs at The Tsunami Showcase during GMA Week.

week by performing before a packed crowd at The Tsunami Showcase, sponsored by Furious? Records Inc., Flicker Records, BuzzPlant, CMCentral.com, Waterfront Entertainment and Hoganson Media. (Brooks Bowers, BrooksBowers@comcast.net)

Nashville, TN – Memphis-based Ardent Records announced the addition of rock band Jonah33 to its roster. The band is slated to release its national, self-titled debut on June 24. (Rich Guider, RichGuider@Comcast.net)



Nashville, TN – Songwriter Chris Tomlin of sixstepsrecords is a founding member and lead worshiper for the new Austin (TX) Stone Community Church. The church is preparing to minister to the students at the University of Texas at Austin, the largest college in the nation with more than 49,000 students representing all 50 states and 115 foreign countries. Tomlin is currently touring the nation as a featured artist on the multi-artist iWorship tour. (Rick Hoganson, Hoganson@Comcast.net)



Chris Tomlin

Nashville, TN – Salvador front man Nic Gonzales serves as the spokesman for the *Su Mundo Latino* (Your Spanish World) campaign, a partnership between Word Distribution, Broadman & Holman and inspirational Spanish book publisher Editorial Unilit, targeting the nation's Hispanic market. *Su Mundo Latino* (Your Spanish World) began in May and supplies retailers with the necessary resources to connect with their Spanish communities through retail positioning, church connections, Spanish radio promotions and direct-to-consumer marketing. The three companies also supply retailers with a summary of their Spanish world, including an overview of the Hispanic population in their area and lists of local Spanish churches and radio stations. (GMAil, April 3, 2003)

Nashville, TN – Christian Records artist Russ Lee was a recent guest on LeSEA Broadcasting's *Live From Studio B* program, where he performed selections from his latest project, *The Second Mile*. (Emily Kohl, emily@turningpointpr.com)



Russ Lee (R) and LeSEA Broadcasting Associate Producer Vijaya Chappelle on the set at LeSEA's studio in South Bend, IN.

Nashville, TN – On April 22, Word Records released Oasis Praise's debut CD, *Bring It On*. The band is comprised of the worship team at Oasis Christian Center in Los Angeles, CA, where the project was recorded live. (Anita Crawford, anita.crawford@wbr.com)

Franklin, TN – Christian Music veteran Kim Hill shares about her life's journey in her newest album, *Hope No Matter What*, on Spirit-Led Records. (Kandice Kirkham, kkirkham@providentmusicgroup.com)

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INTERNATIONAL NEWS

Wolverhampton, UNITED KINGDOM – The Office of Communications (OfCOM) announced nine new part-time members of its shadow Content Board during the Westminster Media Forum seminar: Sue Balsom, former vice chair of the Broadcasting Council for Wales; Jonathan Edwards, Olympic athlete and broadcaster; Rosemary Kelly, secretary to the BBC in Northern Ireland; Matthew MacIyer, former chair of the Gaelic Broadcasting Committee; Floella Benjamin, current owner of a TV production company; Kevin Carey, vice chairman of the RNIB and director of humanITy; Pam Giddy, freelance consultant and broadcaster; Adam Singer, former CEO of Flextech and Telewest; Kath Worrall, broadcasting consultant and a Broadcasting Standards Commissioner. The Content Board is concerned with a wide range of content issues as they affect viewers, listeners and citizens. (J. Peter Wilson, jp.wor@blueyonder.co.uk)



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Sydney, AUSTRALIA – May 2 marked episode 1500 of the nightly program, *Reflection*, presented for the last five years by Kel Richards on FM103.2. Many of Richards' *Reflection* scripts have been published as books, including *Journey Towards God* (Beacon Books, 1999), *Jesus on Trial* (Matthias Media, 2002), and *The Aussie Bible* (forthcoming from *The Bible Society*, due August 2003). (Ramon A Williams, rlgmedia@ozemail.com.au)

Cary, NC – Trans World Radio (TWR) began airing its first French broadcast in the Canadian province of Quebec on March 3. The 30-minute *A Travers la Bible* (Thru the Bible), airs weekdays and is streamed live on the Internet at www.cjms.ca. (David McCreary, 919-460-3775)



AIRWAVE NEWS TELEVISION



Boston, MA – The six-hour documentary, *This Far by Faith: African-American Spiritual Journeys*, premieres on PBS June 24-26. The project explores the connections between faith and the development of African-American cultural values and is a co-production of Blackside Inc. and The Faith Project, in association with the Independent Television Service (ITVS). (Leslie Sepuka, leslie_sepuka@wgbh.org)



Fort Worth, TX – In honor of Memorial Day, FamilyNet presented several special showings of its patriotic award-winning documentary, *Valor*. The 60-minute program examines the heroic acts of Medal of Honor recipients from World War II, the Korean Conflict and the Vietnam War. The veterans tell stories of patriotism and courage along with personal stories of faith in God in the midst of battle. Also, FamilyNet added *Lil' Iguana* to its youth lineup in April. The 30-minute program, created by Jim Tomaszewski, uses entertainment to educate children about safety practices. In other news, FamilyNet increased its news coverage by adding two daily programs to its lineup: *Newswatch: Faith on the Frontlines* and *American News Network*. (Lisa Kennedy, lkennedy@familynet.com)

Atlanta, GA – The Major Broadcasting Cable Network added two new inspirational programs to its lineup in April: *Bro. Steve TV*, hosted by Steve Harris, Gospel Music Workshop of America's 2002 and 2003 Gospel Announcer of the Year; and the internationally syndicated video presentation, *The Holy Hip Hop Show*, hosted by Eddie Velez (aka Da Preachin' Puerto Rican), ordained minister/senior youth pastor of New Birth Missionary Baptist Church. (Jamie Carlington, jcarlington@mbcnetwork.com)



Naples, FL – The Dominion Sky Angel DBS Television & Radio System recently unveiled a new logo, replacing the one that has been in use since its 1966 launch. Sky Angel also has created new logos for two of its three channels: Angel One and Sky Angel Two. Additionally, Dominion



Foundation, the non-profit entity of Dominion Sky Angel, is actively raising funds for placement of Sky Angel in

prisons, homeless shelters and other facilities at no charge. In other news, The Dominion Sky Angel DBS (Direct Broadcast Satellite) Television & Radio System aired the Easter presentation of Cornerstone Church, *Until That Day*, on April 20. Cornerstone Church (www.cornerstone-sf.org) is a Mission District-based outreach that uses the dramatic arts and technology to establish people as committed followers of Jesus Christ. Two-time Emmy award winner, Beth Freeman Kenison directed this year's production. Volunteers and contributors to previous Easter presentations include Oscar-nominated Art Director/CGI Animator Alex Jaeger of Industrial Light and Magic, creative and technological staff from PIXAR and Lucas Films, and musicians from the San Francisco Conservatory of Music. (Nancy Christopher, nancy.christopher@skyangel.com)



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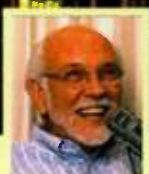
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A Father to the Fatherless

I met Gary five years ago at a pick-up basketball game in the church gym. He was 12 years old and growing fast. We played three-on-three, two-on-two and finally one-on-one. Although I was 40 years his senior, on the hardwood we all compete equally.

Gary and a friend needed a ride home. On the way, we stopped at a sub shop and started talking. I discovered that Gary was a bright, articulate young man who was involved with the wrong crowd. He had no father in his life and his mother's control over him was diminishing as his peers' influence increased.

Fortunately, Gary had recently become a Christian, but that didn't guarantee his avoidance of the pitfalls of running with less-than-wholesome companions or being shipwrecked by the mirage of becoming the next Shaquille O'Neil instead of getting a solid education.

That night, I discussed Gary with my wife, Nancy. Prayerfully, we decided to get involved with Gary in a mentoring relationship. We spoke with his mother and explained our intentions – not to replace her or his totally uninvolved and missing father – but to become an important influence and role model for her son. What an astonishing blessing that decision turned out to be for all of us.

We began to spend one to two hours with Gary each week, doing the everyday stuff of life such as yard work and shopping, but always with meaningful conversation. I repeatedly affirmed to Gary that the key to being successful in life is to walk closely with God. Not to seek money, fame, sex, drugs or power, but to seek God's plan. If God led him into professional sports, fine; but the key was to walk with God and to find His path. I drove those points home during teachable moments that naturally occurred as we became friends. To our delight, Gary started calling us "Uncle Stu" and "Aunt Nancy."

Of course, it hasn't been all smooth sailing. There were some school challenges and even a few close encounters with the police, but nothing all that bad. Today, our relationship continues to grow. Gary is maturing in his walk with the Lord and becoming academically responsible. All it took was to invite him along for one or two hours a week in what we were already doing.

Outreach is always on the Christian's to-do list, but for various reasons many of us never get around to it. We try to carry out the Great Commission with rallies, quick-fix invitations to church and an occasional shallow chat; we're unable to get to a deeper level because we lack authentic friendship. Although friendships take time, they provide a foundation for in-depth ministry.



Stuart and Nancy Epperson

However, a kid without a father needs much more than rallies, church attendance and Sunday School. He needs a Christian adult male role model who not only says he cares but also shows it by spending time with him.

God proclaims that He will be a "father to the fatherless" (Psalm 68:5) and calls us to help the fatherless (Psalm 10:14), hear their cry (Exodus 22:23), visit them (James 1:27) and let them share our blessings (Deuteronomy 14:29). Furthermore, God promises that He will bless those who care for the fatherless (Deuteronomy 14:29; Job 29:12-13; Jeremiah 7:6-7). Jesus said, "... inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me" (Matthew 25:40).

Will you prayerfully consider mentoring a kid? Become aware of the fatherless kids in your church, neighborhood and even your own family. Ask God if He is calling you to minister in this way. Perhaps you could start a mentoring ministry in your church. The costs to you are minimal, since you use time you're already spending on everyday events; the benefits (blessings) to you are fantastic. If you are open to a mentoring ministry, we would love to help through sharing our tried-and-true methods. For details, please call, write or visit our Web site, www.OneKidAtATime.org.

The other day, I asked 14-year-old Jacob, "Doesn't it make you feel good, God promising to be your father?" He answered, "But God isn't here to throw the ball." After a few reflective moments, I replied, "I'll throw the ball." Will you?

Stuart Epperson Sr. is founder of One Kid At A Time, Inc., and chairman of Salem Communications Corporation. Contact him at stuarte@salem.com or 336-768-0376.

In The Spotlight: Rep. Walter Jones

Rep. Walter Jones (R-NC) was elected to the U.S. House of Representatives in 1994 after serving for 10 years as a member of the North Carolina General Assembly. He and his wife, Joe Ann, maintain their home in Farmville, NC.

His record reflects strong Christian values and beliefs. He believes in the strength of faith, the importance of family and the necessity of hard work to extend hope and opportunity to everyone. With three military bases in his district, Jones sees the military and their families as his no. 1 priority. As a senior member of the Armed Services Committee, he has concentrated on the well-being of veterans and those in active duty.

Rep. Jones is quick to say that he is a soldier in God's army, noting each day is a gift from God. He is thankful for the opportunity to serve on Capitol Hill.

According to Rep. Jones, the most important legislation he has introduced is the Houses of Worship Free

Speech Restoration Act (H.R. 235). This bill will restore First Amendment rights to our nation's religious leaders. Since 1954, freedom of speech from



Congressman Walter Jones

pulpits has been restricted on any issue that might be deemed political. The bill has been referred to the House Committee on Ways and Means.

NRB encourages support for this bill since it will restore free speech to our members who broadcast their church services.

Congressman Jones would like citizens to contact their U.S. Representatives, asking them to cosponsor H.R. 235. For complete details and the status on H.R. 235, log on to thomas.loc.gov/. Or contact your Representative at 202-224-3121.

Anne Tower is NRB's VP of Membership. Contact her at 703-330-7000, ext. 511, or atower@nrb.org.

Gone Fishin'

How to build an effective evangelistic Web Page

Executive Summary:

1. Make the Web topic relevant to people's interests
2. Incorporate storytelling
3. Avoid Christian jargon
4. Include a "Meet the Webmaster" link
5. Use a "Meaning of Life" link

Author Ernest Hemingway said, "Bait the hook according to what the fish likes, not what the fisherman likes." In other words, if you want to create an evangelistic Web page, don't write about the Gospel.

Although that statement may sound outrageous, consider that most people are searching online for things that interest them: sports, health, sex and relationships, advice on personal problems, hobbies, local information, tourism ideas, humor, films, music, news-related topics, famous people, and a million other things. Writing yet another presentation of the way of salvation is not going to reach any of them unless we fish on the other side of the boat and identify with their real interests.

When your evangelistic Web page provides something relevant to people's interests, uses stories, communicates without Christian jargon, links to your testimony and leads people to the true meaning of life, it will be an effective tool for building the Kingdom.

Finding Relevance

You can target any group of people by writing pages on secular subjects or felt needs, such as loneliness, managing relationships, family and parenting, handling money, finding fulfillment, coping with stress and worry, workplace problems and facing illness. This does not mean that we make trick pages that are not really about the subject they claim to be. If we write a

page about restoring VW cars, breeding mice or a favorite musician, the page must be about that subject.

Parable Meanings

Jesus used stories with a message as His primary means of evangelistic communication. And He didn't always explain the meaning; sometimes He left people thinking. Whatever the subject of a Web site, try to write a page that brings out a parable or allegory from the main subject. For instance, a site about restoring VW cars can include a page suggesting that just as old cars need new engines, we need something new inside our lives. You can find a similar angle for any subject. Films, books and music are well suited to this approach and often contain meanings the writers never intended. Link your parable page to a central part of the site that explains the Gospel in meaningful, easy terms, not Christian jargon.

Your Story

Make a link to "Meet the Webmaster." Here is a chance to share your testimony. But don't call it a testimony – no Christian jargon, remember? Introduce yourself and write about where you live, what you like, etc. Then explain how something happened to you that changed your view of life. Remember, people are interested in people, so share about yourself. Short audio or video clips add interest to your testimony page.

A "Meaning of Life" Link

Offer a link such as "What is the meaning of life?" or "Finding real fulfillment." These show non-threatening spiritual content without sounding preachy or Christian. This link should lead to a page that explains the essentials of the Gospel without using Christian jargon. This is challenging. You must use easy, non-religious language; explain that the Gospel is completely free, which few non-Christians understand; balance it with the fact that it is not "easy-believism"; and show that God wants to care and support people through every problem of life, although there are no automatic promises of health or wealth.

Take time to find a clear strategy and focus for an evangelistic site. The best sites usually are preceded by months of prayer and online research. It may be better to link to an existing Gospel presentation instead of writing your own. High-quality presentations are available from many major ministries, and they often have the advantage of a follow-up system for inquiries. Visit www.gospelcom.net to find sites explaining the Gospel in non-religious jargon.

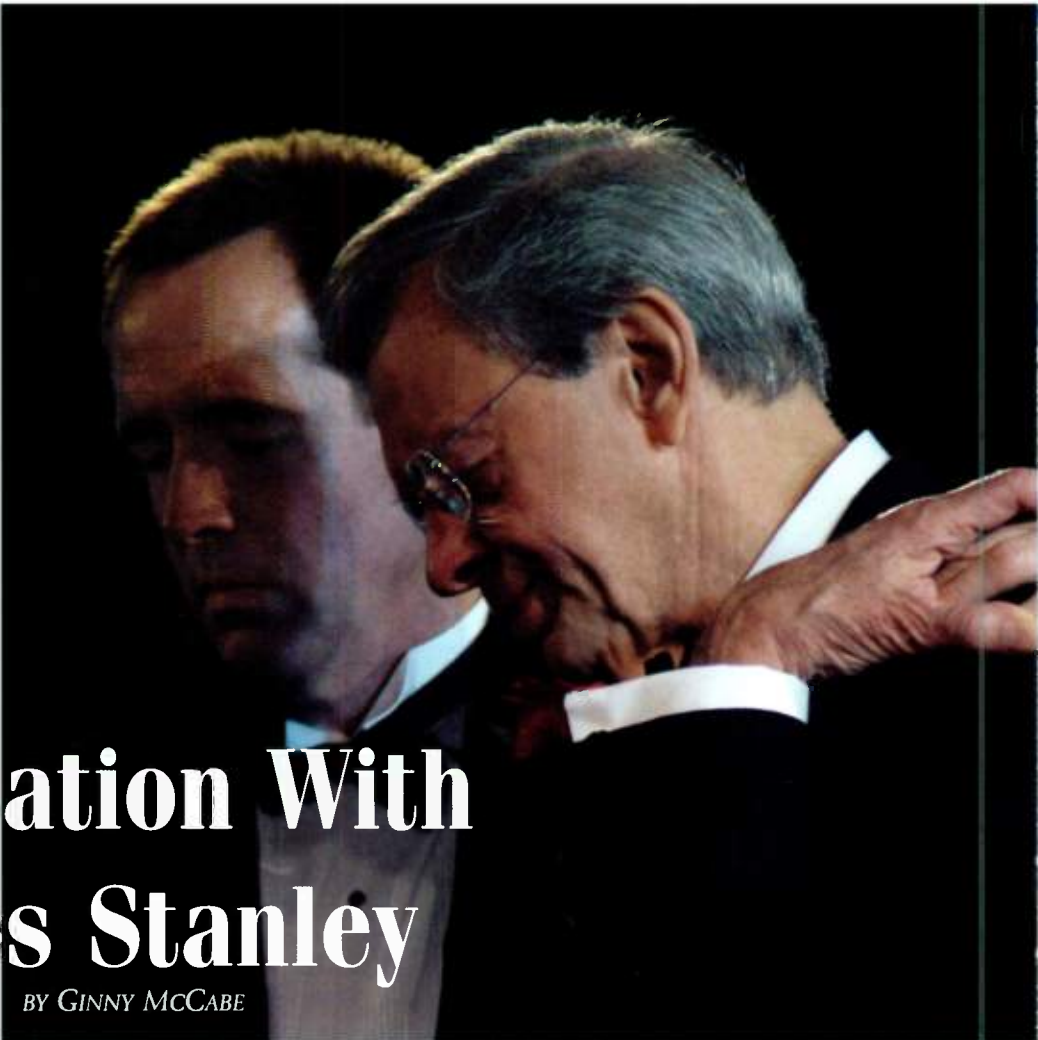
Hang out your "Gone Fishin'" sign and cast on the other side of the boat with relevance, using stories, communicating without jargon, sharing your testimony and leading people to the true meaning of life.

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Writer Ginny McCabe recently interviewed one of the industry's brightest and best on his 30 years of ministry, what he's learned in life and his hopes for the future of Christian communications.

A Conversation With Dr. Charles Stanley

BY GINNY MCCABE



Dr. Charles Stanley (R) and his son, Andy.

McCabe: Dr. Stanley, start by telling me about the 30th anniversary celebration of In Touch Ministries. What does it represent for you at this point in your ministry?

Dr. Charles Stanley: Our 30th anniversary celebration last September was a combination of three things: our 30 years of broadcast, my 33 years as the pastor of First Baptist Church Atlanta, and my 70th birthday. We had one big, wonderful gala affair. It was good for the church, the ministry and certainly good for all my friends, family and myself. It was a wonderful, unforgettable time.

McCabe: What do you see in the next five or 10 years as far as the ministry is concerned?

Dr. Stanley: It's hard to think beyond the next three years because things are happening so fast. Here are some examples of what I do see. We are building an international building that we hope to finish this year. We have just started an online institute that makes it possible for people anywhere in the world to get online and have us take them through a 32-course study of the Scripture. When I think about the possibilities of that, I can get very excited that you can impact people's lives that way. In addition,

we have set a goal to reach 100 languages in these next 10 years. We've already completed 33, so we have about 67 to go. If you have the right 100 languages, you can take the Gospel to 93 percent of the world's population. When I think of future growth and the fact that we're expanding all the time, I couldn't be more excited.

McCabe: What do you believe has kept the momentum going in your ministry?

Dr. Stanley: First of all, I started out emphasizing and teaching the principles of the Word of God ... people know if they listen they are going to learn a principle that is going to help them in their daily lives. Second, the principles have been so applicable – they apply no matter what the situation or circumstances may be. Third, I'm not an issue-oriented pastor. I prefer to deal with what God says in His Word, and that keeps me in the Word, expounding the Word. People want to know what God thinks, and how to handle circumstances in life. My goal is to tell them how we are to respond in light of what the Bible says

about it. Another foundational principle is that I've never asked for any money on the air. God has always supplied our needs abundantly and in ways that I would not have imagined. And, I've certainly tried to live a life before the people ... that they can see there is no difference in what I say and what I am.

McCabe: What motivates you day-to-day? What makes you tick and keeps you going?

Dr. Stanley: The number one thing is vision. God's given me a vision for what He can do in my life and through me if I wait upon Him and obey Him. Number two, His calling is so absolutely clear – I'm committed to it – I think about what God has called me to do and the vision He's given me to reach people all over the world in a way that is simple and plain; a way they can understand clearly. As I have said many times, I preach to 8-year-olds and tell their parents maybe they'll be able to understand. God has also given me a passion to further the Great Commission as much as we possibly can. I couldn't be



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more excited, because this is the first generation that has the possibility, probability and capability of reaching the whole world with the Gospel of Jesus Christ.

McCabe: *Can you think of anything you would like to accomplish that you haven't yet done?*

Dr. Stanley: I certainly want to complete everything that we have begun. I want to help pastors all over the world understand that they can make a tremendous difference no matter where they are or what their educational level may be. I believe God desires to use anybody anywhere who is willing to be committed to Him, to keep their heart clean and their mind clear, and to know what they're doing and where they're headed.

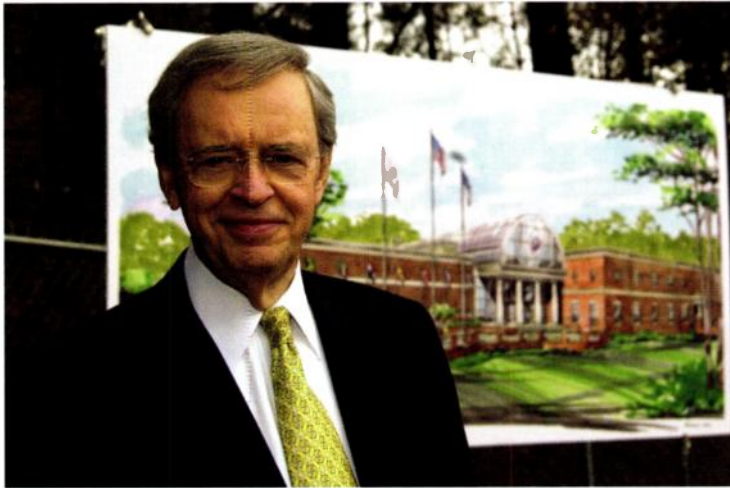
We often get ourselves in a rut by looking back and seeing how it has been done rather than asking the question, "What could God do with me if I fully surrender my life to Him, trust and obey Him, and believe that He is in absolute control?" The two things that have most guided my life are first, that I do believe God is in absolute control of all things at all times, and in all circumstances. Second, obey God and leave all the consequences to Him. By those two basic truths, I can live peacefully in contentment, with joy in my heart no matter what I'm doing.

I've been through some difficulties and hardships in my life, and God has turned it all for my good. He has used that to help me grow in different ways. Rather than destroying the ministry, He's expanded it. People listen to me today who could not listen to me before. They said, "I thought you had it all under control and didn't know what hurt and pain is like. Now that you do, I can listen to you." When I think about all that, I can only say, "Praise the Lord, the best is yet to be."

McCabe: *Would you give an example of one of the more challenging or hurtful things you've experienced and how God used it for His glory?*

Dr. Stanley: The biggest and most painful thing of all has to do with my family. I can't say too much about that because I

would never want to be critical of anyone. There are times when things happen in your life that you can't understand, but it happens. So, you do one of two things – either quit, walk away, listen to a lot of negative advice, or ... you get on your face and ask God what to do. Each time I've asked Him, He has always said, "You keep doing what I called you to do, until I tell you to do something else." I've discovered in every difficulty, hardship, pain and trial,



Dr. Charles Stanley unveils the new international building of In Touch Ministries.

God has turned it for my good in ways I would never have imagined. The key question the Lord taught me to ask somewhere along the way in every one of those situations is, "God, what is your purpose for allowing this circumstance in my life?" If we can [ask] that question, then He can turn every heartache, every difficulty and every pain into a time of profitable spiritual growth in every aspect of our lives.

McCabe: *What is your personal feeling on divorce and how Christians should deal with that?*

Dr. Stanley: God is against divorce, but my conviction is that God certainly forgives people who are divorced because sometimes there's not anything in the world you can do about it. I think the church has often been extremely judgmental about people who have been divorced when they only want to look at the final result and not what happened or what caused it to happen.

We have branded many godly people who are divorced not because of their desire, but because of someone else's desire. Often they feel "less than" and their self-esteem is diminished. Again, the ques-

tion you have to ask is, "God, what would You have me to do?" People who are divorced and who have been through difficulty and pain have already had enough hardship. Some people say, "I understand," ... but nobody understands unless they've been there.

One of the things I've learned is that the people who are your worst critics are fellow Christians. Usually they are people who have never had that kind of problem and are quick to judge. When you've been there, it's a whole different story. It doesn't mean in any way that you lessen what God says, but you're understanding, loving, forgiving and supportive, not judgmental.

McCabe: *What are some of the ways you think God can bring restoration through some of the tougher times in life?*

Dr. Stanley: The primary thing is to surrender your life totally to the Lord and say, "Okay God, whatever Your will is in my life, that's what I want."

One thing is certain – He will always guide us to do the right, profitable and most helpful thing. God doesn't want us to stop, quit, fold up or run away in spite of criticism, misunderstanding, gossip and all the rest. You keep doing what God calls you to do. I think the key is focus. People lose focus when difficulties and hardship hit them. They begin to think about what other people think. The issue is what does the Heavenly Father think?

McCabe: *How has God equipped you personally to deal with some of the tougher issues or obstacles in life?*

Dr. Stanley: I think the way He has equipped me is by helping me go through them. That's probably one of the best ways, plus the things I learned very early in life. My mother was a great influence in my life. She taught me to trust God. She taught me to depend upon Him for everything, to be courageous and bold and to not ever give up, to keep moving, and to do what God called me to do. I couldn't be happier or more contented, joyful, fruitful, productive, excited or more passionate about what God has in mind. I think He equips us when we are willing. When He allows these

experiences in our life, the key is how we respond. He says He makes all things work together for good for those who love Him, for those who have been called according to His purpose, but I have to respond right. My proper response is, "God, what is your goal for this experience in my life?" And when I'm willing to listen to Him, to see what His goal is and to move on, then He will profit me no matter what happens.

McCabe: Do you have any hobbies?

Dr. Stanley: Yes, I do – photography. I have a large darkroom in my house in which I do most of my developing and printing. Ten of my books include my photographs. Photography is an important hobby to me because it's another creative outlet for me. It gets me outdoors, out in the wilderness, with my friends. It is probably the most enjoyable thing I do, outside of praying and preaching.

I'm primarily a landscape photographer. Landscapes are my greatest joy. I think part of it is just being out there, and not necessarily being alone, but being away from all the noises and the things that are made by man. That's a very spiritual experience for me. It's very exhilarating. I always come back excited, renewed, energized and ready to start again.

McCabe: In what ways do you feel God at work in your life right now?

Dr. Stanley: I feel like I'm growing in my relationship to Him. I'm growing in my faith. One of the things He's doing is showing me the unlimited possibilities of what He can do when we give ourselves to Him and place our focus totally on Him, not looking for something for ourselves, but wanting to see just what He can do. God has no limitations, and if we surrender ourselves completely to Him, then we have no limitations that will prevent us from accomplishing His will. He's working on me personally, continually growing me in my faith. I'm sure I'm preaching stronger than I ever have before. I see greater results than ever before, and the future looks both promising and exciting.

McCabe: How effective do you think our role is today in Christian communications?

Dr. Stanley: I think there are certain areas in which we are very effective. I think there are some areas that we could improve. The world is more open than ever before.

People are looking for specific biblical answers. They are not looking for opinion, for hype or for entertainment, which I think is part of the danger. Often, we think we have to entertain people. We can't compete with the world's entertainment; that's not what God has called us to do. There is a temptation today to compromise, to make sure we are going to reach this one and that one. The truth is, when people are hurting, they begin to sincerely seek out biblical answers. What drew people to Jesus was that He was different, and what draws people to Him in us is the fact that we are different.

McCabe: How do you see your role within the industry as a leader, an educator and an example?

Dr. Stanley: My primary responsibility is to be absolutely true to the Word of God, to teach the principles of Scripture in such a simplified way that people understand them and that their lives are changed. When we do that, we don't have to wonder about what people think about us. The only thing that matters is what God thinks. When we [concentrate on] that, God blesses it. Then, when young people come along and observe you, they ask, "What is he or she doing that's working?" Often, young people look on the surface. What they need to look at is what's on the inside of a person and what motivates them. Find out what their passion is and what drives them. I think we have a great opportunity today to impact young people who really want to be used by God.

McCabe: What one thing would you change in the industry?

Dr. Stanley: There needs to be more cooperation, more of a united focus on the goal that God has given us as communicators – to get the truth of the Gospel to as many people as possible, as quickly and as simply as possible, by the power of the Holy Spirit. Not competing with other people, but cooperating in every way we can. Not trying to get ahead ... people talk about being number one, "What's number one, what's number two?" That's all fleshly, man-made thinking. Cooperation and mutual support in every way is absolutely needed.

Ginny McCabe is a freelance writer who lives in Cincinnati, OH. Contact her at gmuriteon@aol.com.

In Touch Via the Web

An Interview with Eric Brown, Director of Interactive Media for In Touch Ministries

How long has In Touch had a Web presence?

In October 1995, armed with two part-time employees and the In Touch magazine from which to draw content, In Touch Ministries slowly inched its way into the world now simply known as "the Web." Since that time the ministry's Web presence has grown from one site to 10 sites with more than 800,000 users per month. The latest outreach is eLearning via the Charles Stanley Institute for Christian Living, with a current student body of 9300 actively enrolled disciples.

How important is an Internet presence to the work of In Touch Ministries?

Our ministry mission is to lead people into a growing relationship with Jesus Christ and to strengthen the local church. The Web sites we create and maintain are crucial to this goal of worldwide discipleship. Our strategy is to move people from merely surfing for information toward a relationship of inspiration with their Savior. In essence, creating online environments where the Holy Spirit has free rein to influence directly and immediately the mind and soul of a man, woman or child.

Have you experienced particular struggles? If so, how were they overcome?

Updating and maintaining a series of Web sites can be a daunting task, especially if you have to do it a page at a time. This is where we found ourselves in 1999. With three sites and more than 5000 pages, thinking about making sweeping content or design changes was mind-numbing. We immediately made the decision to move to a templated, database driven architecture. We have never regretted it. Our latest challenge is strategically finding a way to take this [primarily] impersonal medium and make it personal. God created us to be relational. How can we encourage our users toward involvement in their local church body instead of making the Web their "church" home? Toward that end we have been working on the Charles Stanley Institute for Christian Living, www.charlesstanleyinstitute.com.



Cooperating to Cast a Larger Net: the Internet Evangelists

Recently, NRB Editorial Assistant Valerie Fraedrich chatted with Internet Evangelism Coalition's (IEC) leader, Dr. Sterling Huston, during his visit to Association headquarters in Manassas, VA. Their discussion ranged from defining the IEC to its plans for partnering with NRB.

Fraedrich: What is the Internet Evangelism Coalition?

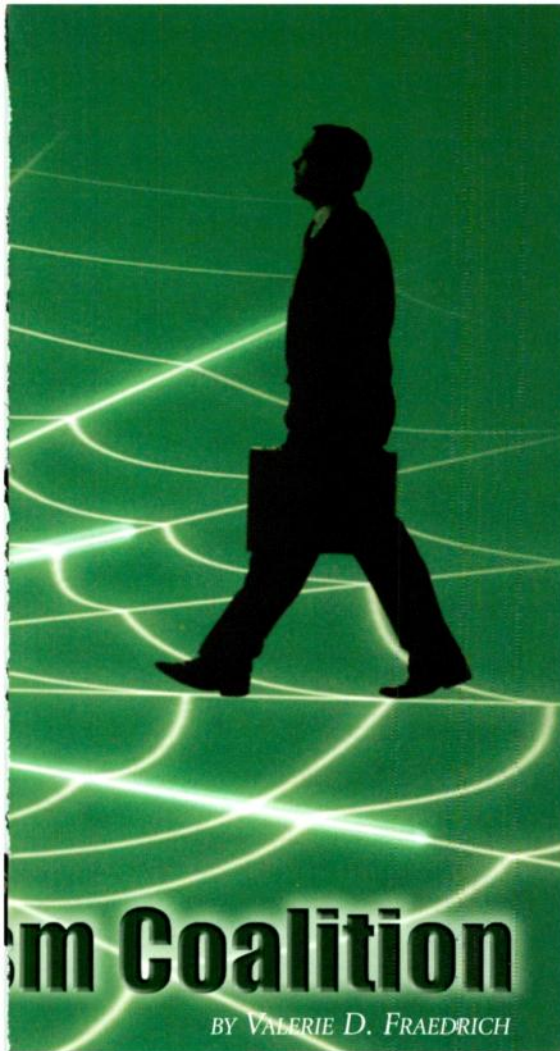
Huston: The Internet Evangelism Coalition (IEC) is the outgrowth of a consultation among 110 key leaders in 1997 that was sponsored by the Billy Graham Center and is focused on using the Internet for evangelism. A [development from] the consultation was the desire to have an ongoing facilitating body to help ministries collaborate in ways to use the Internet for evangelism, as well as the immediate pre-evangelism and post discipleship that takes place. In other words, the IEC has a fairly defined scope of activity. I was asked to chair that body, which is comprised of major ministry representatives as well as

parachurch representatives. The profit and nonprofit communities were represented, as were major denominations.

The resulting focus of the consultation was five-fold:

- 1) To provide a clearinghouse of effective evangelism resources available to the body of Christ. One of our members from Campus Crusade for Christ created the Evangelism Tool Box, which is a Web-based resource with some of the best tools for evangelism from various trusted ministries throughout the body of Christ. [It's] a growing database.
- 2) To provide communications with our members and others about what's happening on the Web. A member from the Mission America Coalition is on the committee and heads the effort to provide a regular newsletter and other communication forms.
- 3) To provide effective immediate Christian growth resources for people who make commitments to Christ so they can have a place to go to on the Web until they are integrated into a church.
- 4) To provide training about how to use the Web to evangelize, and equip people to do that. Our training site is now online at webevangelism.org, the key site for the IEC. People can learn to use chat and e-mail, how to conduct themselves, get answers to questions, and download a whole presentation of the Gospel.
- 5) To provide an effective quality evangelism content site – a seeker site – that could be used by any church or parachurch organization, freeing them from developing and maintaining such a site themselves. This is a personal vision of mine. This site has been an ongoing process, now under the URL NowTryGod.com and in partnership with Gospelcom. In fact, the latest content is NowTryGodTools.com. This is going to be available to churches and parachurch organizations so they can have a quality presentation of the Gospel.

Our coalition now meets three times annually with key representatives who have been on board since the beginning, and others



who have since joined. Our focus is to continue to create resources that can be used across the body of Christ to meet present needs.

Fraedrich: *Why should ministries and organizations partner with IEC?*

Huston: Most church and parachurch Web sites, and even radio station sites, either don't have a presentation of the Gospel or don't have one that realizes that seekers start farther away from the cross than a generation ago. It's expensive and time consuming to develop such resources. We're trying to fill that vacuum with something anyone can use. They can trust the content, they know it's going to continue to be updated and kept at a quality level and that it will be effective. One of the other benefits of this is that we've had an organization provide us with a database of churches that could affirm an NRB statement of faith, or any statement of faith. When someone makes a commitment to Christ they have the choice of entering their ZIP code in answer to the question, "Would you like the names of some churches in your area that would be supportive of your commitment?"

If so, a list of all the churches in their area will be displayed for them to explore. We don't leave them hanging in cyberspace if they don't have a church. They can physically go to a resource in their own neighborhood.

If radio stations use this on their Web sites, they don't have to be concerned that they have brought somebody to Christ through their Web pages and left them with no more help. There are helps to find a church, for ongoing discipleship, and to encourage growth in Christ. The station can be concerned about the full process of evangelism.

Fraedrich: *How are you attaining the goals of IEC?*

Huston: Each one of the goals has a champion who has led the way. One person created and funded the evangelism toolbox (www.evangelismtoolbox.com); another person has taken on the challenge of creating the Growing in Christ site (www.growinginchrist.com) and bringing ministry resources to that effort; a member of the IEC Committee and someone from the North American Mission Board spearheaded the training aspects, writing and creating materials. CBN put it into graphic and editorial form, and now Gospelcom has it on its server. If you go to our Web site (www.webevangalism.org), you'll find the training material for evangelism. Now people can invest an hour here and there to go through a five-part training series about how to use the Web wisely, safely and effectively to evangelize people.

I lead the seeker site with a subcommittee. Content now exists and is being used for that site, which is now available to churches at TryGodTools.com. It instructs how to access this and how a church can have it for their own use: bulletin inserts, handout cards, downloadable and printable resources and other things of that type. This is no longer just a vision, but actually exists. Someone is following through on each aspect and we expect them to grow in their effectiveness. Our big challenge now is to publicize their availability so that people who are looking for this kind of resource will know it's available.

Fraedrich: *Do you have a specific target audience?*

Huston: There are three audiences. First, members who have a vision for using this for ministry. Much of what we do is done by members doing it in-kind from the resources

of their organization rather than having a central budget, but they contribute. The second group is what I call our customers. Those are people who use the product that is created: churches and parachurch organizations that say, "We need this resource, we don't have it ourselves, we trust this, this is value-added for us to put this on our Web site or to tell others about it." Ultimately, there is the real objective: To reach people in need of Christ or who want to grow in Christ or [develop their evangelistic outreach].

Fraedrich: *Do you charge for IEC's products?*

Huston: We are charging for the new NowTryGod site on the advice of denominational leadership, who said we should charge a nominal fee to churches and organizations. It is an annual \$99 maintenance fee [to offset our] ongoing cost of the site. We're going to plow that money back into updating the site, because this is all a non-profit servant organization, and/or create new content, such as a youth site. Hopefully, there will be some cash flow that can be reinvested to keep this ministry current and to add to it. The rest of our products are gifts to the body. The members have funded it and it is intended to extend the work of the Kingdom through use of the Internet.

Fraedrich: *Is the IEC unique or are others doing similar things?*

Huston: I don't know of any other organization, at least in North America, that includes such a cross-section of Christian church and parachurch bodies as the IEC, and that is focused on evangelism and its pre-evangelism/post-evangelism immediate steps. That doesn't mean that other people aren't trying to do the same thing, either as an individual, organization or group. We are doing consultations, internationally and nationally, to extend the Internet ministry. A couple of our members are involved with that, including Christianity Today. We think this is meeting a need at this time and as long as it does, we'll keep on doing it.

The dramatic growth of the Internet over the last five years tells us that it's being more widely embraced across the world. Just as print, radio and TV in their beginnings, the Internet doesn't replace other media but supplements them in people's lives, taking a bigger role. Some people would prefer to communicate on the Internet than other ways. We need to have a presence there in order to

IEC Members

American Bible Society
American Tract Society
Assemblies of God
Billy Graham Center
Billy Graham Evangelistic Association
Book of Hope
Campus Crusade for Christ
Christian Broadcasting Network
Christian Interactive Network
Christianity Today
Equip
Evangelical Covenant Church
Evangelical Fellowship of Canada
Evangelical Free Church of America
Evangelism Explosion
Focus on the Family
Gospel Communications Network
Grace Web Internet Village Resources
Hollywood Jesus
International Bible Society
International Students, Inc.
Internet Accessed Ministries
Jews for Jesus
LifeWay Christian Resources
Mission America Coalition
Moody Bible Institute
National Religious Broadcasters
Need Him
North American Baptist Conference
North American Mission Board
Probe Ministries
Promise Keepers
Ron Hutchcraft Ministries
The Salvation Army
Tampa Bay Baptist Association
Taylor University
This Day's Thought
Trans World Radio
Tri-Media Marketing Services
UNIphant Enterprises LLC
The Urban Alternative
Walk Thru the Bible
The Willow Creek Association

reach them. The momentum is definitely in the direction of more people using the Internet. We need to be able to meet them where they're at with content that's relevant and quality that's appropriate in order to attract their attention and to minister to them.

Fraedrich: *How do you become a member of the IEC and what is the value of membership?*

Huston: It's very easy to become a member of the IEC. Our Web site, www.webevangelism.org, displays the criteria for membership, which includes affirming an NAE statement of faith, indicating a desire to be part of IEC, and then giving a voluntary opportunity to make a contribution to it.

The benefits are that you can network with others who are involved; you can learn of tools that are being developed; you can access resources ... it's a case of benefiting from what has already been done and, in turn, sharing what you have developed in your ministry to benefit others.

Fraedrich: *The Billy Graham Evangelistic Association (BGEA) has been significantly supportive of the formation of this new coalition and what it's doing, including your goal to become a 501(c)(3) organization. What is the current status of that goal?*

Huston: Part of my commitment when we started this coalition was to have as little organizational bureaucracy as possible in order to function. One of the partners in this is the Billy Graham Center (BGC), which is separate from BGEA ... it's a separate organization under Wheaton College. Their gift to the body is providing the office facilities for the IEC. Also, some of the BGC staff supervisors paid staff who assist in some of the administrative activities of IEC. Not only are they giving that, but also they've given us one other thing: by making IEC a department of the BGC, we get the benefits of Wheaton College's 501(c)(3) without having to file those papers and those kinds of things. Anyone who makes a gift is giving to a

501(c)(3) organization, which is the IEC at BGC, basically. Several organizations, such as BGEA and Gospelcom, have taken on a major role in this by giving a major gift to it annually, for which we are very grateful. Others have given lesser gifts. Although all gifts are used to take care of the administrative costs of the IEC, the most significant contributions have been the leadership of members, in-kind giving by organizations, and over-and-above effort from people.

Fraedrich: *Why is it important for NRB readers to get involved with the IEC?*

Huston: There are two ways this affects the NRB family. First, an NRB member who has a Web page can utilize the evangelistic site that's available through NowTryGod. They know that it's a quality presentation, maintained by a trustworthy body of people, and those who make a commitment to Christ aren't left hanging in cyberspace but have the option of finding some sound churches in their neighborhood.

So the NRB member has been responsible for providing the Gospel, but doesn't have to do all the work to create it or to maintain it. It is a resource available to any organization in Christian ministry.

The second way it affects the NRB is that Executive VP Michael Glenn and President Frank Wright and I have been talking about IEC holding one of its semi-annual meetings in conjunction with the NRB Convention, and even providing some seminars that have to do with using the Web for ministry as part of the convention – tucking our convention right up against that. We're talking about doing that in Charlotte in 2004. This means that we continue to have our focus on evangelism, we have collaboration with NRB and its members, and it provides convention attendees and NRB members another option for Internet resources. It is an example of win-win-win for the body of Christ.

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Most church and para-church Web sites, and even radio station sites, either don't have a presentation of the Gospel or don't have one that realizes that seekers start farther away from the cross than a generation ago.

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