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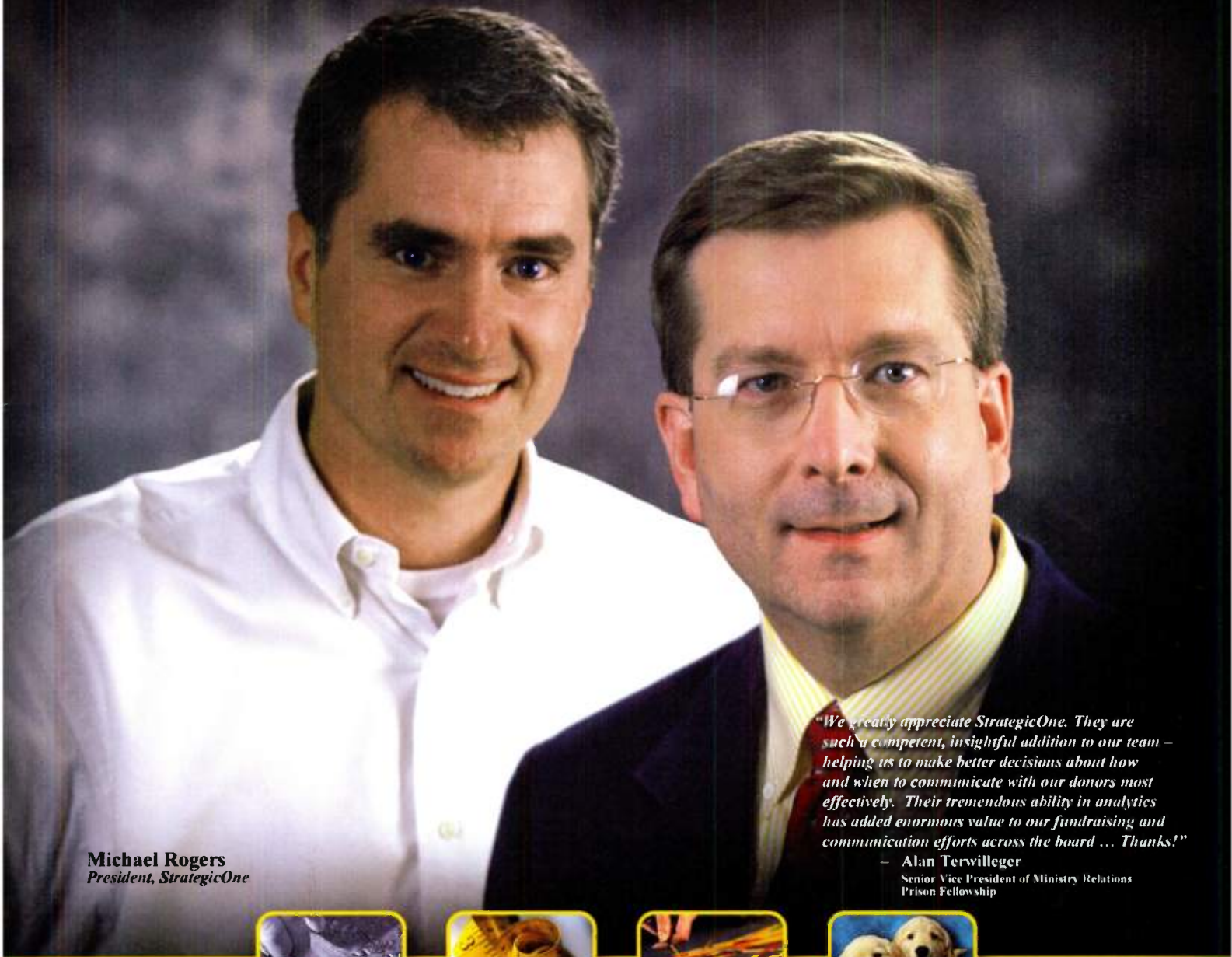
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### ■ January 8-11

Consumer Electronics Association; Las Vegas, NV. 703-907-7500 or [www.cesweb.org](http://www.cesweb.org).

### ■ January 18-20

NATPE 2004; Las Vegas, NV. 310-453-4440 or [www.natpe.org](http://www.natpe.org)

### ■ February 13-18

NRB 2004: 61st Annual NRB Convention & Exposition; Charlotte, NC; Patsy Smith, 703-330-7000, ext. 503, or [psmith@nrb.org](mailto:psmith@nrb.org). More information: [www.nrb.org](http://www.nrb.org).

### ■ February 26-28

Advanced Motion Imaging Conference; Chicago, IL. 914-761-1100 or [www.smppte.org](http://www.smppte.org).

### ■ April 16-18

Broadcast Education Association Annual Convention; Las Vegas, NV. 202-429-5355 or [www.beaweb.org](http://www.beaweb.org).

### ■ April 17-22

NAB 2004; Las Vegas, NV. 202-775-3527 or [www.nab.org](http://www.nab.org).





## The Epistemological Question

Years ago NRB Member Dr. D. James Kennedy was engaged in conversation with a young man who somewhat aggressively asked, "How do you know the things you believe are true?" Dr. Kennedy smiled and said, "Well, of course you have asked the Epistemological Question haven't you?" As Dr. Kennedy later related to me, the young man at first stared at him blankly and then weakly nodded in the affirmative. Although he had no idea what the Epistemological Question was, his pride would not permit him to acknowledge it.

Epistemology is the study of knowledge. More specifically, it seeks to answer the question: "How can we know anything?" It deals with the trustworthiness of human knowledge. How do we know the truth we proclaim is true? This remains a fascinating question, especially for those of us with a mission of proclaiming truth using electronic media.

Arguably the definitive work on this subject is Immanuel Kant's *Critique of Pure Reason*. I bring this up not because I am well versed in Kant but to point out that his exposition on all things epistemological rocked the very foundations of atheism. With inescapable logic, Kant concluded that just because you cannot apprehend God with your five natural senses (let's leave my wife's sixth sense out of this for now) does not disprove the existence of a spiritual realm and a Spiritual Being. In short, Kant showed that the Emperor of Atheism had no clothes.

This brings us back to our question: "How can we know anything?" Philosophers who view bottom-line conclusions with disdain surely will bristle at this, but the answer is very simple. There are only two ways you can know anything: rationalism and revelation. You can either figure it out, or it can be revealed to you.

### Rationalism

Rationalism argues that you come to know everything through human reason — through rational (and hopefully logical) thought. There are many problems with this, such as the presuppositions each of us brings to our thought processes. But the greater problem is the inability of rationalism to deal with spirituality.

Suppose we want to figure out God through rational thought. We sit down like Rodin's *Thinker* with chin on wrist and elbow on knee and we cogitate, we ruminate, we deliberate, we meditate. After a time we rise with our conclusion in hand, so to speak.

Two problems immediately present themselves. First, across the street from us was another thinker who, after similar cranial exertion, rose with a conclusion about God dramatically at variance with ours. As a rational being we must recognize that his (her) conclusion is as good as ours. Both of our views — even if polar opposites — are equally valid, and also are equally worthless because they are based on mere speculation.

This leads us to our second problem — a problem of logic. The God of the Universe is infinite; we are finite. One of the simple axioms of logic is that the finite cannot contain the infinite. Our finite minds will never be able to understand One who is infinite, eternal and unchangeable.

Spiritual things are not rationally discerned. Jesus asked his followers, "Who do you say that I am?" Peter proclaimed, "Thou art the Christ, the Son of the Living God." After blessing him, Jesus said, "Flesh and blood did not reveal this to you, but my Father in heaven." Spiritual things are spiritually discerned.

### Revelation

The only other way we can know anything is if it is revealed to us. God has revealed Himself to us in three principal ways. First, He has illumined our hearts and minds through the light of creation. The heavens declare the glory of God. That revelation of God through creation is so clear that the Apostle writing to the church at Rome said that we are "without excuse."

Second, God has revealed Himself through the light of conscience. We have a law written on our hearts that testifies to the reality of God every time we break it. Our conscience speaks to us about our guilt, but it speaks even more powerfully about the Law-Giver, about the One whose law we have broken.

Third, God has revealed Himself through the light of Christ. At first we walked in darkness, now we have seen a great light. Jesus proclaimed the excellencies of the Father and the nature of His Kingdom. He also made clear our duty, to God and to our fellow man. Most importantly, Jesus proclaimed His authority. How do we know the things we proclaim are true? We know it because the Lord of Glory has revealed them to us:

*In the past God spoke to our forefathers through the prophets at many times and in various ways, but in these last days he has spoken to us by his Son, whom he appointed heir of all things, and through whom he made the universe. The Son is the radiance of God's glory and the exact representation of his being, sustaining all things by his powerful word. After he had provided purification for sins, he sat down at the right hand of the Majesty in heaven (Hebrews 1:1-3).*

We proclaim truth revealed to us by One who came to us from Heaven and testified with first-hand knowledge of the Father — One who brought us the answers to life's great questions: Who am I? Where did I come from? Where am I going? Why am I here? And rather than produce a blank expression on our faces, the Epistemological Question fills us with awe and wonder as we realize that God became man to answer it.



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



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# THE AMERICAN CHURCH TODAY

- There are more than 360,000 churches nationwide. (American Church Lists, [www.americanchurchlists.com](http://www.americanchurchlists.com), 2003)
- More than 9200 churches have a broadcast ministry. (American Church Lists, 2003)
- More than 61,000 churches have a video ministry. (American Church Lists, 2003)
- 60% of Protestant churches have 100 or fewer adults in attendance on a typical weekend. (Barna, 2003)
- 1 out of 5 adults (20%) volunteer some of their free time to help a church in a typical week. (The Barna Group, [www.barna.org](http://www.barna.org), 2001)
- Nearly 1 out of 5 adults (19%) nationwide report that they have attended Sunday School in the past week. (Barna, 2001)
- About 16% of adults nationwide participate in a small Bible study group each week. (Barna, 2001)
- 1 in 3 adults (33%) are unchurched, representing 65-70 million Americans. (Barna, 2000)
- Approximately 10 million born-again Christian adults are unchurched. (Barna, 2000)
- 4 out of 10 unchurched adults say that their religious faith is very important in their life. (Barna, 2000)

## AT-A-GLANCE MEMBER GUIDE

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## IRB: An Invaluable Network

I attended my first NRB convention and my first Intercollegiate Religious Broadcasters (IRB) meeting eight years ago. We met in a tiny room in the basement of a hotel, which sufficed since only a handful of IRB attendees were there.

Today, IRB membership numbers in the hundreds, thanks largely to the energetic and visionary leadership of past Chairman Dr. Lance Clark. With record membership amid a constantly changing media industry, IRB is moving forward with a new vision to match the needs and potential of its growing numbers.

IRB continues to respond to industry demands by preparing students to work innovatively with new technology, and to do so with excellence and poise in highly competitive markets. We also help faculty members to teach students to hallmark their work, placing Christ at the center and using creativity to impact their world. IRB is a vital part of NRB ... we are the Association's future.

Planning for NRB 2004 in Charlotte, NC, has been underway for months. IRB members can expect networking opportunities, innovative educational sessions, new sponsors and new IRB activities designed to promote both personal and professional growth.

IRB remains committed to upholding standards of excellence and integrity in the media while helping to prepare students who will shape the future of Christian communications. Like other communications students, IRB members graduate with knowledge of communication theory and some practical experience under their belts. Unlike other communications students, IRB members graduate with Christ-based encouragement and invaluable wisdom passed on to them by their NRB mentors.

*Dorie Shelby, IRB Chairman, dselby@admin.arbor.edu*

## WASHINGTON



### FCC Steps Up Enforcement of Programming Obligations

Broadcast licensees should note that the FCC recently has fined several stations for violations concerning distinctly different types of program-related rules. Two broadcast companies received significant fines for airing indecent programming, which appears to be consistent with a new trend at the FCC. NRB member stations, however, may wish to pay even closer attention to a string of smaller fines imposed on licensees that failed to maintain complete sets of their so-called "issues/programs" lists in their public files.

The indecency fines amounted to \$357,500 in one case and \$55,000 in the other. The FCC determined that both broadcasters violated the rule that restricts the airing of "indecent" material — defined as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs" — to the hours between 10 p.m. and 6 a.m.

These enforcement actions attract attention for several reasons. First, the fines were imposed with the direct participation of the five Commissioners. Second, although the FCC traditionally treated all indecent utterances within one program as a single violation, the agency now indicates it may find licensees liable for repeated violations during a single program, with an accompanying increase in fines. Finally, the FCC explicitly warned that indecency violations could lead to even more serious sanctions, including possible license revocation.

In contrast, the fines for the public file violations were only \$3,000 per station, but they were imposed on a much broader range of licensees

— 28 stations total, including both religious non-commercial broadcasters and commercial secular licensees. All fines involved the stations' failure to document their efforts to air programming responsive to "community issues." Such issues/programs lists must be generated every three months and maintained in public files throughout the license term.

Broadcasters should note that these sanctions came in conjunction with the recently initiated license renewal process. Applicants for renewal must certify that they have consistently maintained all records required in the public file or explain any deficiency. (Failure to disclose any deficiencies could lead to even harsher sanctions.)

In announcing the fines, the agency acknowledged that the actions "mark a change in policy" from the last renewal cycle, when incomplete issues/programs documentation rarely led to forfeitures. Ken Ferree, chief of the Media Bureau, said, "Our decision to fine these stations reflects the seriousness of the violations, and it is consistent with FCC Chairman Michael K. Powell's initiative to promote and protect localism in broadcasting. The public file provides citizens with important information about broadcasters' service to their communities. Make no mistake about it — the FCC will not tolerate less than diligent efforts to ensure the accuracy and timeliness of that information."

**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.**

## 21st Century Women Need Christian Perspective

The influx of programming for women on network and cable television is a key indicator that the female segment of society has surpassed "niche" status in the television arena as well as the marketplace. Market trendspotters say the future relevance of all organizations is contingent upon their response to this inevitable cultural shift.

The 21st Century female is feeling the pressure to take on multiple roles, and it seems that she is turning to cable to make sense of it all. Female viewership outnumbers male by approximately 50 percent on average in all time periods, except sports. That explains why networks devoted entirely to women are soaring in the ratings. Lifetime Television is the highest-rated prime-time cable network. Oxygen and WE are quickly moving up the ranks.

Advertisers are fueling the increase of programming for women, fostering a target-rich environment for their no.1 consumers. Rapidly becoming a dominant economic force, women make 85 percent of the purchasing decisions in the household. This is in addition to their role as marketplace leaders. According to the Center for Women's Business Research, nearly half of all privately held U.S. businesses are women-owned, generating 18.2 million jobs and contributing more than \$2.3 trillion in sales to the economy. In addition, 60 percent of women are in the workforce and account for half or more of household income.

As women are seizing opportunities in the workforce, they are still required to be the glue of the family at home. While trying to live up to the demands of home and office, these marketplace moms face challenges that are vastly different from the generations before. Those who seek to understand their fundamental needs have the potential to impact the culture at large. Consider Oprah Winfrey. Within two years, her local Chicago program went national as the third-highest rated show in syndication. She has achieved cultural icon status in her quest to positively impact one segment of society: women.

Christian broadcasters must find a voice in the increasingly complex lives of today's women. It is crucial to the health of our society as a whole that women are given a biblical perspective on their daily challenges. It is very encouraging to see programs such as *Aspiring Women*, *Daily Joy* and others honing in on this audience of key influencers. Programs like these are likely to increase. Emerging groups such as Women in Christian Media hope to connect women who work in Christian communications and encourage more Christian programming for female viewers.

Focusing on women's programming does not suggest that we exclude other demographics. However, it is imperative that programming for women is made a higher priority. Christian broadcasters must keep in mind that in developing programs that target women, they are not narrowing their impact. Rather, they are expanding it. Understanding the spiritual and practical needs of women and delivering programming that speaks to their daily challenges is vital to effectively reaching our culture in the days ahead. Those who reach women are positioned to become a cultural force that will greatly impact the generations of today and tomorrow.

**Alyson Hayes, marketing manager, CTVN/Pittsburgh, PA, ahayes@ctun.org**





**Jo Gemma**  
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## AIRWAVE NEWS RADIO



**Dallas, TX** – KCBI-FM aired Promise Keepers live throughout

the metroplex area September 12-13. After the broadcast, e-mails flooded the KCBI Web site from those who listened online. In other news, the station hosted its annual SHARE fund-raising drive September 23-26, with a goal of \$2.8 million in donations for the listener-supported station. This year's SHARE theme was "Open Hearts, Open Doors," based on Colossians 4:3. (Laura Best, lbest@kcbi.org)



**New York, NY** – K-LOVE Radio returned to the Arbitron Internet Broadcast Ratings September 11. With 102,109 hours of TTSL the week of August 25, the network ranked as the no. 10 Internet Broadcaster and Sales Network. (Lloyd Parker, lparker@emfbroadcasting.com)



Linda Evans Shepherd

**Longmont, CO** – *Right to the Heart Radio* (www.righttotheheart.org), a one-minute commentary by Linda Evans Shepherd, announced that the show's syndication has climbed to more than 100 stations at the end of its first year of broadcast. Featured on Skylight Sky II Satellite, the program is produced by Dick Brusco, recorded at Prodigal Productions in Denver and distributed by Media Solutions. (Bev Singleton, 719 598-1733)

**Boise, ID** – KTSY-FM held an end of summer bash for its listeners, with nearly 1200 families in attendance. KTSY's Last Splash of Summer at the Roaring Springs Water Park included half-price admission to the park and a High Dive Spectacular Show featuring professional divers jumping from an 80-foot radio tower into a 10-foot deep pool. (Jerry Woods, 208-459-5879)



**Florence, KY** – *Dr. B on Health* with Dr. Shawn Benzinger, a seven-minute syndicated medical health program, launched nationally September 20 on the USA Radio Network. Dr. Benzinger specializes in orthopedics with an emphasis in chronic pain and is founder and director of Pain Management Specialists of Indianapolis, IN. Dr. Benzinger is presently working on a nationwide project to assist those who do not have health insurance, focusing on children and the elderly. (Robin Webster, rwebster@paragoncomm.com)

**Atlanta, GA** – WVFJ-FM, J93.3, welcomed more than 14,000 men who stood to take "The Challenge" at the Promise Keepers men's conference in September. J93.3 broadcast live Friday and Saturday, interviewing guest speakers and artists as they left the stage. Among the featured guest speakers was Alabama Judge Roy Moore. J93.3 also gave away two Berkline Recliners. (Darlene Evans, darlene@wvfj.com)

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**Dan Brodie and Michelle Tellone with Mickey and Minnie Mouse**

**Sarasota, FL** – WJIS-FM's Dan Brodie and Michelle Tellone took some time to chill out with Mickey & Minnie at Disney's Night of Joy.

More than 20,000 people packed Walt Disney World's Magic Kingdom for this year's concert event. (Andrea Kleid, andrea@thejoyfm.com)

**Ft. Lauderdale, FL** – The Farah Foundation recently awarded a \$20,000 grant to Orthodox



Christian Network (OCN). The Foundation was established in 1983 to support the Orthodox Christian Church's witness to America and to assist disadvantaged children. OCN's premier radio program, *Come Receive The Light*, is heard in 10 cities across the nation. The 30-minute program also is heard worldwide at [www.receive.org](http://www.receive.org). (Chuck Powell, 800-358-3088)



**Student-led groups sing praise and worship songs during SYATP**

**Knoxville, TN** – WYLV-FM recruited more than 50 school representatives to call in reports from their respective See You At the Pole (SYATP) prayer

events to the station's live morning show. More than 6200 students participated in the annual event. (marisa@love80.org)

**Fort Worth, TX** – The FamilyNet Radio Christmas special, *Our Country Christmas*, won a prestigious Gabriel Award under the category of Religious Radio



Program – National Release. The one-hour holiday special produced by FamilyNet Radio is available to radio stations for airing in 2003. The special aired on more than 430 radio stations last Christmas. In other news, FamilyNet Radio's syndicated weekly program *Country Crossroads* debuted on XM Satellite Radio in September. The program airs Sundays during the Bill Mack Sunday Show on Channel 171, The Open Road Channel. (Denise Cook, dcook@FamilyNetRadio.com)

**Asheville, NC** – Thanks to WMIT-FM listeners, nearly 2,000 poverty-stricken children from Africa are now receiving education, health-care and better nutrition while learning about Jesus. WMIT was one of four U.S. stations that sponsored one of the most successful radio campaigns ever held on behalf of Compassion International. WMIT GM Tom Atema recently toured Tanzania, witnessing firsthand the hope that children receive through Compassion's ministry. (Tom Atema, 828-669-8477)



Moody Broadcasting Network  
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**Chicago, IL** – Moody Broadcasting Network (MBN) reversed its decision to discontinue *Ranger Bill*, a dramatic

fiction series for all ages. MBN will continue to offer the program as an MBN classic 30-minute program on MB2 and at [www.radioprograms.org](http://www.radioprograms.org). (mbn@moody.edu)

**Sarasota, FL** – WJIS-FM (www.thejoyfm.com) welcomed Mark Schultz and Band (www.markschultzmusic.com) to southwest and central Florida for a special concert series September 23-27. Schultz is best known by his three no. 1 hits: "I Am the Way," "Remember Me" and "He's My Son" (which also landed a no. 22 spot on the *Billboard* AC chart). (Andrea Kleid, andrea@thejoyfm.com)



**Charlotte, NC** – The Proverbs 31 Ministries book, *Leading Women to the Heart of God*, recently received the Evangelical Christian Publishers Association (ECPA) Silver Medallion Award. Lysa TerKeurst, president of Proverbs 31 Ministries, was the general editor and a contributing author of the book, which was co-published by Focus on the Family and Moody Publishers. (Sharon Hodde, adminassistant@proverbs31.org)

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## TRADE TALK



**INTERNATIONAL NEWS**

**Graham, NC –**  
New Directions  
International (NDI,  
www.newdirections.org)



is publicizing an International Day of Prayer for Haiti to break the bondage of voodoo in that country. Haiti's president, Aristide, passed a law recognizing voodoo as the official religion. Haiti will be dedicated to the Lord Jesus on January 4, 2004, the 200th anniversary of the country's independence. (Scott Hahn, Scott@newdirections.org)

**PERU –** NRB Member Action House Productions Peru announces *Abundante*, more than a cooking show, produced at the Dream Center Peru media school. Conceptualized from ideas presented by NRB Board of Directors Member Phil Cooke during an NRB 2003 Boot Camp, *Abundante* is designed by David Jesson, pastor and president of Action House Productions Peru, as a crossover show into the secular market promoting tourism and planting seeds for family values. Jesson's previous experience includes a position of culinary arts teacher working with celebrity chefs such as Graham Kerr, who is an advisor for the show. Action House is shooting a series of 26 shows and will finalize the season in the spring of 2004. Interviews are subtitled in English, with plans for Spanish dubbing. (David Jesson, Djesson@aol.com)



**Washington, DC –**  
Trans World Radio and WAVA-FM took pledges for a project to reach Chinese house churches. Radio Church Kits, cost-

ing \$75 each, contain a sturdy short-wave radio for receiving TWR broadcasts, a Chinese study Bible, a set of discipleship books and TWR broadcast schedules.

RadioActive News, September 3.



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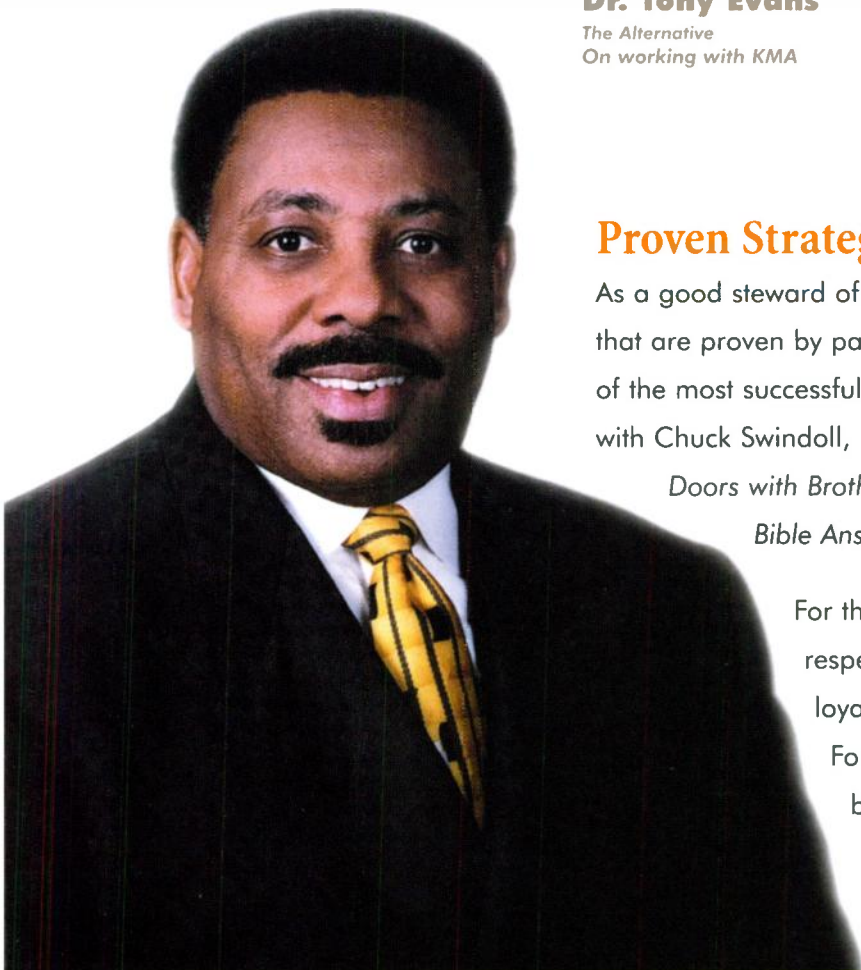
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## Dr. Tony Evans

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## PEOPLE

**Saint Paul, MN** – Amy Bragg Carey, director of development for Minnehaha Academy, was named VP for advancement at Northwestern College & Radio. She began her duties in early October 2003. Her experience includes 13 years with HealthEast Foundation, program director for Ark Development Inc., and associate director for NCPAC/NCF in Washington, DC, where she coordinated events and support staff for the 1984 Republican National Convention. (Janell Wojtowicz, jbw@nwc.edu)



Grace Mitchell

**Atlanta, GA** – Grace Mitchell was named afternoon host and promotions director for WAFS-AM. Mitchell brings 15 years' experience in television and radio broadcasting, including roles as news desk producer for The Weather Channel, news anchor at WGST Newsradio Atlanta and host of two shows on PAX TV. (Grace.Mitchell@moody.edu)

**Washington, DC** – On September 12, Janet Parshall, host of the radio program *Janet Parshall's America*, addressed the Conservative Women's Network at The Heritage Foundation. The address was carried by C-SPAN radio and has received abundant positive responses. In related news, Parshall participated in *Talkers Magazine*, a roundtable also held at The Heritage Foundation and broadcast on C-SPAN. (Elizabeth Dager, liz@jpamerica.com)



J. Peter Wilson

**Stoke-on-Trent, UK** – J. Peter Wilson was confirmed as the new General Secretary of the Christian Broadcasting Council (CBC) on September 1. Wilson follows David K. Rose, who retired from the post in late June. (enquiries@cbc.org.uk)



## Open Doors

**Santa Ana, CA** – Carl Moeller was appointed president/CEO of Open Doors USA. Moeller, 42, previously served as a pastor at Saddleback Valley Community Church in Lake Forest. (Jerry Dykstra, JerryLD@cs.com)

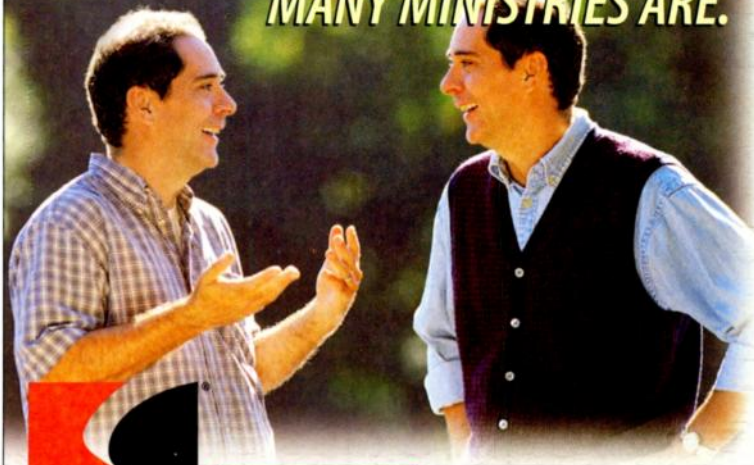
**Cleveland, OH** – Phil Villareal was named PD for WCRF-FM. He previously served as PD/MD of KCRN-AM-FM/ San Angelo, TX. (Phil Villareal, phil.villareal@moody.edu)



Phil Villareal

# Are You Talking To Yourself?

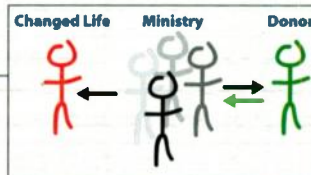
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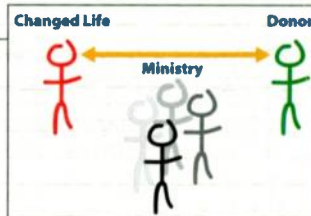
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## AIRWAVE ANNIVERSARIES

**Correction:** In the September issue's "Trade Talk" section, NRB incorrectly identified the owners of Inspiration Family Radio KBXL FM. The owners are Lee and Beth Schafer. The editors regret any inconvenience caused by the error.



**Atlanta, GA** – WVFJ-FM, J93.3, is celebrating its 20th anniversary. (770-487-4500)



**Dixons Mills, AL** – WMBV-FM celebrated 15 years as a Moody Broadcasting Network owned and operated station in 2003. (Tammy Sumerlin, [tammy.sumerlin@moody.edu](mailto:tammy.sumerlin@moody.edu))

**Ventura, CA** – Gospel Light is in its 70th year of ministry. Founded in a one-car garage by Sunday school teacher Dr. Henrietta Mears, Gospel Light grew into a provider of resources for evangelism, discipleship and Christian education. A new leadership structure includes Bill Denzel, VP for product development and marketing; David Hutchinson, senior VP, COO and president of GL services; and Bill Schultz, VP of sales and international. Bill Greig II is chairman of Gospel Light, while his son Bill Greig III serves as president. (Marlene Baer, [marlenebaer@regalbooks.com](mailto:marlenebaer@regalbooks.com))

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# TRADE TALK



## AIRWAVE NEWS TELEVISION

**Camarillo, CA** – *The Gospel of John*

([www.GospelofJohnTheFilm.com](http://www.GospelofJohnTheFilm.com)) made its world premiere at the Toronto International Film Festival September 11, and its U.S. premiere September 23. The film captures the complete journey of John's eyewitness account of the life, death and resurrection of Jesus Christ. The project involved a creative constituency of Oscar, Emmy and Tony Award-winning artists. It also included a committee of scholars of theology and religion from around the world to maintain authenticity. Taken from the American Bible Society's Good News Bible Translation, *The Gospel of John* is a production of Visual Bible International, a publicly traded faith-based company. NRB Member Ted Baehr served as spokesman for the film and the National Association of Evangelicals (NAE) gave its first Seal of Approval award to the film. (*PDAdvisor*, September 11, and Steve Chapman, [schapman@demossgroup.com](mailto:schapman@demossgroup.com))

**Fl. Worth, TX** – In September, Leilani Tejeda, nutraceutical scientist and a leading educator in the field of women's health, hosted a live call-in talk show on FamilyNet that focused on women's health issues. In other news, FamilyNet's documentary *We Shall Not Be Moved* was recognized with the Silver Crown Award by International Christian Visual Media for Best Documentary at the Catalyst Conference 2003 in Orlando, FL. The project examines the American Civil Rights Movement from the perspective of African-American churches, which played a pivotal role in the movement. (Denise Cook, [DCook@FamilyNet.com](mailto:DCook@FamilyNet.com))

**Naples, FL** – National Football League legend Reggie White, a Sky Angel viewer,



recently taped two promotional spots to endorse Sky Angel's nationwide, direct-to-home, Christian satellite television and radio service. (Nancy Christopher, [nancy.christopher@skyangel.com](mailto:nancy.christopher@skyangel.com))

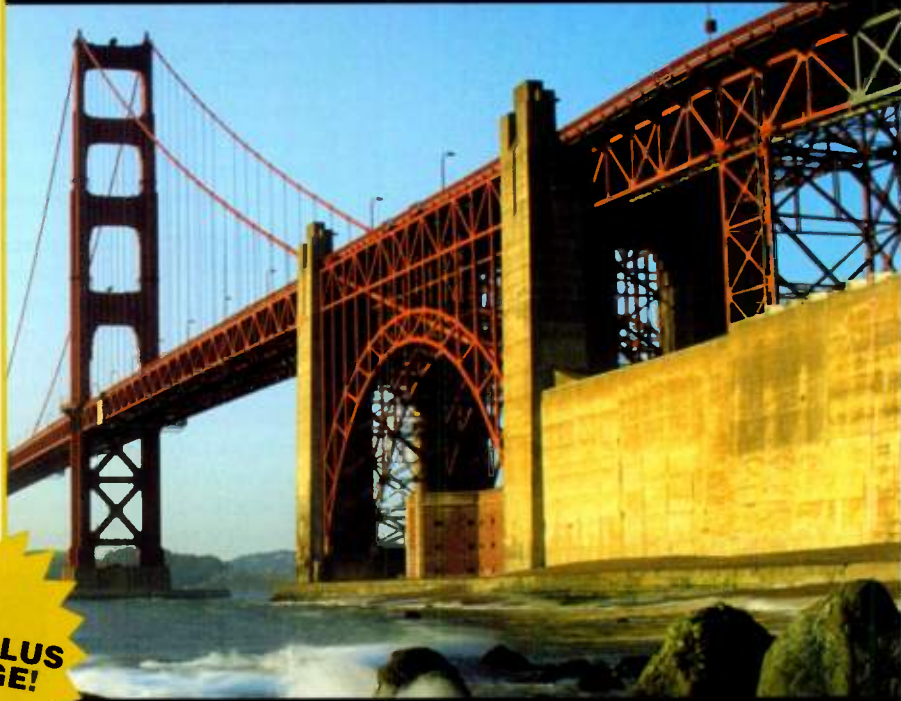


**Charlotte, NC** – Lysa TerKeurst, president of Proverbs 31 Ministries, appeared on the syndicated television program

*Time for Hope* with mental health expert and host, Dr. Freda V. Crews, D.Min., Ph.D. (Jill Tracey, [radio@proverbs31.org](mailto:radio@proverbs31.org))



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# TRADE TALK



## MUSIC

**Nashville, TN** – Flicker Records announced the launch of Big House Kids, a label that specializes in the creation of children's products that communicate the love of Christ and biblical values through music, video, interactive games and live tours. Flicker Records GM Troy Vest serves as head of the new label. (Matt Williams, matt@thewmg.net)



**Los Angeles, CA** – Stellar Award-winning Gospo Centric Records recording artist Dorinda Clark-Cole, a member of the legendary Clark Sisters gospel group, won the prestigious Lady of Soul Best Gospel Album award for her debut self-titled album at the 9th Annual Soul Train Lady of Soul Awards in Pasadena. (Lynn McCain, lynn@mccainpr.com)

**Buffalo-Niagara, NY** – Word Label Group recently added Billy Ray Cyrus to its Word Records roster. The star of PAX-TV's *Doc*, Cyrus released his debut gospel album, *The Other Side*, nationwide on October 28. (ZEEBO E-zine, September 22)



Billy Ray Cyrus

**Buffalo-Niagara, NY** – Christian Records recording artist Russ Lee recently partnered with California-based Every Man Ministries in its efforts to help churches reach out to the men in their communities by encouraging them toward spiritual maturity and personal accountability. Lee, an ordained minister, sings and speaks at the conferences that began in the fall of 2003 and continue through the spring of 2004. (ZEEBO E-zine, September 22)

**Denver, CO** – Word recording artist 4HIM was featured during *An Evening with Philip Yancey*, a live, interactive satellite simulcast originating from Mission Hills Church in Greenwood Village on September 14. Prior to and following Yancey's presentation – based on his new book, *Rumors Of Another World*, which addresses spirituality in today's society – 4HIM performed songs from its upcoming 10th studio recording, *Visible*. (Emily Kohl, emily@turningpointpr.com)



4HIM

**Nashville, TN** – In late September, Salvador released *Worship Live* on CD and DVD. Additionally, while in Nashville celebrating the release of the band's first all-Spanish album, *Con Poder*, Salvador frontman Nic Gonzales was honored at Gibson Guitars' Valley Arts, where he was presented with a rare Chet Atkins SST 12-string electric acoustic guitar, worth an estimated \$10,000. Made a handful of times in Gibson's history, the guitar has been created only twice in the past five years; the last recipient was country musician Travis Tritt. (Brooks Bowers, BrooksBowers@Comcast.net)



Randy Travis receives a commemorative plaque for his single "Three Wooden Crosses." Pictured are Mark Lusk Sr., VP of Marketing and Artist Development, Travis, and Barry Landis, President of Word Label Group.

**Nashville, TN** – Word Records artist Randy Travis was nominated for two CMA Awards in the categories of "Single of the Year" and "Song of the Year" for his hit song, "Three Wooden Crosses" from his latest album, *Rise & Shine* (Word Records). (Anita Crawford, anita.crawford@wbr.com)

Music Continued on pg. 20

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Music Continued



(L-R) *Mornings* Host Mark Elfstrand, *Mornings* Producer Michelle Strombeck, Slocum, and News Anchor Dave Mitchell.

**Nashville, TN** – Jamie Slocum recently celebrated his debut release from Curb Records, *My Heart Knows*. Slocum was interviewed live on *Mornings* on WMBI-FM/Chicago, IL. (Turning Point Media Relations, 615-261-1818)

**Nashville, TN** – Award-winning Cross Driven Records artist Carman released his new project, *House of Praise*, his first album in three years. Also, Carman recently appeared on *The Brian Mason Show*, sharing details of his Halloween *House of Praise* that was slated to air on the Trinity Broadcast Network October 31. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

**Nashville, TN** – inpop Records' rock group Sky Harbor released its debut project, *Who Would Have Guessed*, on September 2. (Matt Williams, [matt@thewmg.net](mailto:matt@thewmg.net))



**Nashville, TN** – Gospo Centric Records recording artist Kirk Franklin and ForeFront Records recording artist tobyMac teamed up with the E.R.A.C.E. Foundation (Eliminating Racism and Creating Equality, [www.erace.com](http://www.erace.com)) to break down the walls of discrimination and racism. The two award-winning artists embarked on "I Have a Dream ... the Tour," this fall, sharing the vision of creating music that transcends racial barriers. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

**Buffalo-Niagara, NY** – *The Fighting Temptations* debuted in September, with Christian hip-hop and gospel artist T-Bone. The film also features Rev. Shirley Caesar. (*ZEEBO E-zine*, September 22)



**Nashville, TN** – Light Records/Alliant Records' youngest recording artist, Kidz Shout Kids, made its debut at the recent Christian Booksellers Association Convention in Orlando, FL. The nine-member team performed selections from its new project, *Kidz Shout!!*, at the third annual Christian African-American Booksellers Association showcase, hosted by gospel musician Hezekiah Walker. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))



Kelly Minter

**Nashville, TN** – Newly signed Cross Driven Records singer/songwriter Kelly Minter released her debut album, *Wrestling the Angels*, produced by Margaret Becker and Paul Buono. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))

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## Ministry of Music Awards

**Hamilton, OH** – Religious music directors from 11 states won top honors in the annual Ministry of Music

Awards announced in September by the National Religious Music Week Alliance. The awards are given each year to ministers of music for developing outstanding religious music programs within their places of worship. Ten Awards of Distinction were given in each of two categories: congregations of 1,000 or more and those of less than 1,000. Large church winners include: Lance Burnette, St. John Neumann Catholic Church, Charlotte, NC; David R. Davidson, Highland Park Presbyterian Church, Dallas, TX; Dan Dunlop, Hope Evangelical Free Church, Mason, OH; James P. Fickley, Grace Fellowship Church, Johnson City, TN; Tommie Freeman, Crenshaw Christian Center, Los Angeles, CA; Tina Hemphill, St. Joan of Arc Church, Nashota, WI; Kenneth W. Lamm, Front Street Baptist Church, Statesville, NC; John R. Mohler, Patterson Park Church, Beavercreek, OH; Rev. Stephen. W. Rector, Mount Harmony Baptist Church, Matthews, NC; and Timothy K. Ward, First United Methodist Church, Oak Ridge, TN. Smaller church winners include: Carol Bras, Lord of Life Lutheran Church, North Pole, AK; Rev. A. Lee Edwards, North Spring United Methodist Church, Blue Springs, MO; Henry G. Glass, University Methodist Church, University City, MO; Jon Graham, Bethlehem First Baptist Church, Bethlehem, GA; David Ray Hatcher, Burnsview Baptist Church, Greer, SC; Nathaniel Hill, Trinity of Fairview Baptist Church, Fairview, NC; Linda S. Mann, Blue Ridge Boulevard U.M.C., Kansas City, MO; Carmen Hadden Miller, Holy Communion Lutheran Church, Spartanburg, SC; Randy Rice, Resurrection Lutheran Church, Roxbury, MA; and May L. Schwarz, St. John's Evangelical Protestant Church, Columbus, OH. The annual National Religious Music Week is observed the last full week of September. (Stew Jones, 513-868-3868)

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## INTERNET

### INETCAM

**San Diego, CA** – Streaming software

provider, Inetcam, announced the availability of the iVISTA 5.0 for enterprise security monitoring and wireless streaming. The software provides secure, peer-to-peer Windows-based audio and video streaming to a variety of Java-enabled devices, including PC, MAC and Linux. iVISTA 5.0 also provides wireless application support and viewing capabilities for cell phones, PDAs and Wi-Fi devices. (Sinan Kanatsiz, sinan@kanatsiz.com)

**Louisville, KY** – Church

*Health Today*, a free weekly e-newsletter published by Church Central Associates, features the research of Dr. Thom Rainer, author or co-author of 15 books, including *The Unchurched Next Door*. *Church Health Today* focuses on topics that relate to worship, fellowship, ministry, discipleship, prayer and evangelism. Subscribe at [www.churchcentral.com](http://www.churchcentral.com). (Marc Botts, [marcb@churchcentral.com](mailto:marcb@churchcentral.com))



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# Inspiring Member: Angelia Ruth Schum and KPSM-FM

## Adventure in Israel

After the Israel Prayer Breakfast at NRB 2003, I made my way to the front to pick up some business cards of Israel tour operators. As I waited for my turn, I heard every inquirer stress, "We want a safe trip." When I had the privilege of meeting Rami Levi, Israeli Tourism Commissioner for North America and Mexico, I sought to distinguish myself from the others by saying, "I am not looking for safe; I'm looking for adventure!"

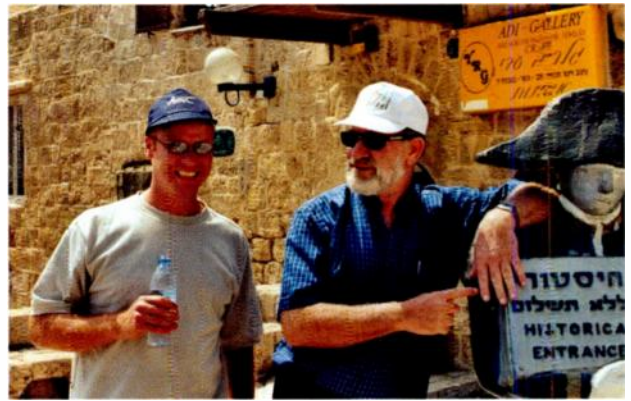
He looked delighted. I explained that my husband and I were college pastors in Brownwood, TX, and dreamt of a farewell trip to Israel for our graduates and seniors. Offers came from every direction, and when I walked out, I had a large stack of business cards from hopeful tour hosts.

Then I attended the Jewish press conference, where I obtained a second-row seat for Kay Arthur's rousing address. Next to me was Eyal Evan, a Canadian Jewish man. He asked if I agreed with her religious convictions and pro-Israel stance. I expressed my love for the Jewish people and our mutual heritage. He was touched by the support of American Christians for the plight of Jews. We talked for more than an hour and were surprised at how much we had in common despite our two very different perspectives. I felt like he was the man who should take us to the Holy Land. He gave me his business card.

The next day I felt nudged to locate Eyal in the Exhibit Hall under the Israel Tourism tent. He designed an itinerary that would make any adventure-seeker marvel. We discussed personal faith and how, in our respective countries, so many people were secular and did not have a personal relationship with God. In every other religion in the world, one becomes a member by virtue of birth. But Christianity is a choice:

Christian parents don't birth Christians, and many Christians don't have believing parents.

I explained the second birth and he asked the same question Nicodemus asked years ago. We read John 3:3. As we went over the differences of the Old and New Testaments, he exclaimed, "This makes sense about the heart!" After reading Romans 10:9-10, I explained that the choice was a decision of heart and mouth – believing with the heart and confessing with the mouth. He prayed the passage of Romans in Hebrew. I gave him a pocket Bible and he asked if he could keep the page of notes we made during our discussion.



Eyal Evan and Arale

Eyal flew from Canada to join us for what I am convinced is the best Israel itinerary ever created. He said that he felt inspired as he wrote the itinerary. During July 2003 we spent 11 fabulous days seeing Israel by plane, bus, mule, camel and horse. He introduced us to our tour director, Arale, who spent 30 years in the military and is a veteran of three Israeli wars.

Although we saw the usual holy sites, he took us to unusual places and helped us to explore them beyond what the average tourist experiences. We rode donkeys over the Judean hills to see mountains where Jesus must have walked and prayed. We spent a morning kayaking down the Jordan River. We swam at dusk in the Sea of Galilee. We rode horses into the red city of Petra and slept in Bedouin tents on a camel ranch in the Negev. We hiked to the waterfalls in En Gedi park. We toured a military base. And we sang and worshipped: at night under the stars in the desert, on a boat in the Sea of Galilee and on the streets of the cities we visited.

The tour ended with a wedding of two of our college grads on the beach at Tel Aviv, with the old city of Joppa as the backdrop.

Arale and Eyal curiously observed our nightly giveaways of books and videos, marveling at the way our group attracted the youth in each location.

The trip was conceived in Texas – almost in jest – when students who had graduated from Howard Payne University were unable to say goodbye. They had bonded during mission trips to Ireland, New York, California and Mexico. I finally said, "I cannot tell you goodbye in Brownwood. I will say goodbye to you on the Mount of Olives in Jerusalem!" NRB 2003 in Nashville, TN, allowed that dream to come true when God crossed the paths of one Texan and one Jewish guy from Toronto.

As a broadcaster, I recommend that we make every effort to encourage our audiences to visit Israel. Our trip was safe and adventurous, so don't let fear keep you from visiting. When we tour Israel, it sends the message that we care. Eyal is available to help you plan a trip as unforgettable as ours. Contact him at [eyal@eworldoftravel.com](mailto:eyal@eworldoftravel.com) or 905-764-2896.

Angelia Ruth Schum, KPSM-FM/Brownwood, TX, [rock@web-access.net](mailto:rock@web-access.net)

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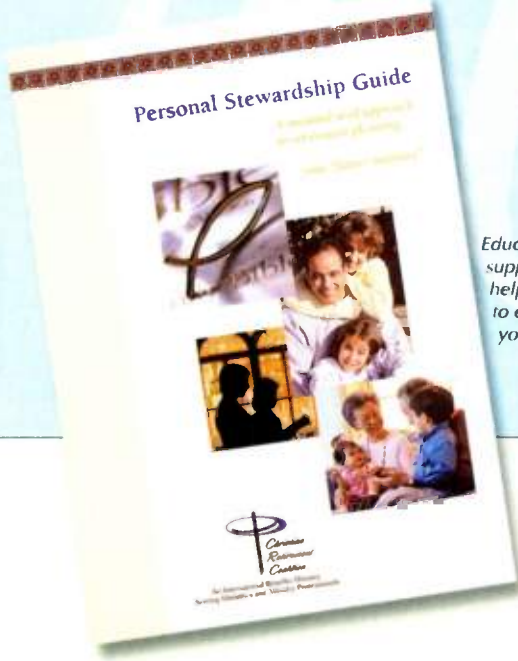




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# The 21st Century Church: Ministry

**T**oday's churches are utilizing, investigating and evaluating media in order to reach not only those in the church, but also those outside the church ... and today's culture at large. Since God is the Author of creativity, it is important to use every available outlet to present the Gospel. So what are churches doing in the media realm? What is working? *NRB* magazine asked five churches to speak to their particular media issues.

## Fellowship Church Grapevine, TX

Fellowship Church uses numerous media components to assist the church leadership in presenting the life-changing message of Jesus Christ. "We do so through several different outlets: our television and radio show, *Creative Connection*, our church Web site, and our

weekly worship services," says Lawrence Swicegood, director of communications for the church.

"During our services, media enhances the message, accentuates the worship, creates flow and smooth transitions, and promotes upcoming events. At our 'C-3 Creative Church Conference,' we exhibit different ways to use media to encourage church leaders to present the message in a creative and impacting way," he explains. "When Fellowship started, it was built on being different and being creative through media and how we present the message. The congregation has seen the benefit of using media."

The church started 13 years ago with 150 people, and now reaches nearly 20,000 people every weekend. Swicegood says the key to making media effective is not to let it drive your service, but to use it in a way that enhances the worship experi-

ence by ensuring that the elements work together, displaying a more unified service. "The people of Fellowship are excited about what we do here and because of that, they are equally excited about inviting others to come and experience all the things that God is doing here."

Swicegood says cooperation is vital to effective media. "When you bring all the departments together and discuss the theme of the service, each part can take that theme back to create their content and the service is unified. Fellowship [experiences] constant communication between all the different media to make sure that everyone is on the same page and working toward the same end result.

"We have the Message that the world needs and if we allow the media to eclipse that then we won't reach the world. The church has the meat behind the media – the Word of God – and that is what makes us different [from entertainment]," Swicegood says. "But the media approach that works at one church may not be effective at every church across America," he continues. "Each church has its own identity and it is important to use media to fit that identity and enhance the way the Message is presented.

"You have to know your culture and how it relates to media, then meet your audience where they are. Give them media tools during the week; worship is a lifestyle, not just a one-day-a-week thing. You can also use the Internet during the week to help members of the congregation – and the community – to feel connected."

## Eastern Star Church Indianapolis, IN

Eastern Star Church is an innovative, multi-site ministry, committed to excellence. It uses media in an effort to minis-

# Through Media

BY GINNY MCCABE

## Executive Summary:

### 7 Tips for Effective Church Media

1. Keep it fresh.
2. Seek feedback.
3. Feed creativity.
4. Use media to enhance the service, not drive it.
5. Connect the components of the service.
6. Ensure communication between media team members.
7. Engage the audience.

ter to the needs of its 10,000+ members, as well as to the community, and provides ministry opportunities seven days per week, offering weekly and monthly ministry opportunities, special events, two Wednesday services and five Sunday morning worship services.

Tayisha McGuire, responsible for public relations and church administration, explains the church's use of media. "We use media to inform all publics of what's going on at Eastern Star Church. We consider advertising, marketing and public relations integral components of our ministry."

The church incorporates various forms of advertising, including radio (two daily and one nightly broadcast on three radio stations with different formats (Urban, Gospel and Contemporary Christian); television (two local weekly broadcasts on the LeSEA network), newspaper (worship service information in one local paper and special events advertising in additional newspapers); the *Eastern Star Church Chronicles*, a magazine that highlights church events; Web site ([www.easternstarchurch.org](http://www.easternstarchurch.org)); and various print publications.

"We have a strong audio/video ministry called 'Jewel Ministries' that is very successful in marketing sermon tapes, videos and CDs. We have found that this has also been a good form of public relations," McGuire says.

She emphasizes that it is important to realize that media is an empowering tool for today's church. "In the age of television, movies, music videos and hundreds of inappropriate messages (greed, sex, money, drugs, alcohol, etc.), it is imperative for the Church not to get lost, but rather to propel itself to the forefront with creative media. If kids are looking at television anyway, why not seize the opportunity to provide messages of encourage-

ment, hope and family? Why not break up the inappropriate messages with those that teach and explain how to accept and live for Christ? I believe there is a generation of people, young and old, who are hungry and desire to be filled. If we as the Church have the bread, I believe it is our duty to find creative ways to offer it to that generation." McGuire says.

With an annual church-wide budget of more than \$10 million, of which about \$150,000 is allocated to public relations/advertising, the congregation at Eastern Star Church has responded most favorably to media efforts. "It's amazing, but after transitioning into each new medium over the course of the past three to four years, the results have been wonderful," says McGuire.

## Ginghamsburg United Methodist Church Dayton, OH

Ginghamsburg United Methodist Church uses media in as many areas of the church as possible. "We believe it is critical for the 21st Century Church to speak the language of our culture today. Sight, sound and experience are back, and it's our job to communicate the unchanging truth in ways today's culture can understand," says Media Director Todd Carter. "Media is an integral part of our church culture. It's a way we can be relevant to everyday people who live across the street, across town or across the world."

Each weekend the staff produce videos that they believe fit the particular weekend vibe. Carter explains that on one weekend it could be an on-the-street interview or two, another weekend could be a music video synced to a click track, yet another could be a powerful testimony of God working in someone's life. "We use

media to tell stories and I think we're still only scratching the surface of true digital storytelling. We also produce graphics and animations that are continual 21st Century stained glass, aimed at creating meaningful visual indices of the weekend truth."

Carter believes media is a critical communication form today. "I've heard it said that today's message is really like a tripod for many post-modern churches. One leg is music, another leg is the message and the final leg is media. When all of these legs are working equally, your message is steady and clear for maximum effectiveness. Each medium on its own communicates so differently; I believe the whole package has to merge all three. Today's emerging churches understand this well, and are creating hybrids that reflect their own DNA," he says.

How does Carter know when the job is effective? "The medium goes away, and the message is what's remembered. I remember hearing comments like, 'Last week you said in your sermon ...' when actually that wasn't in any sermon, but was in a video piece ... then I know my job was done well. I love it when people forget about themselves and their distractions and get lost in the story. When they forget they are sitting in church, that they had to fight for a parking space, that they have to pay bills later that day. ... When they lose their distractions - that's when the hook can happen most. Media is forgotten and it is simply the message of Jesus that is remembered."

## United Methodist Church of The Resurrection Leawood, KS

One of the fastest growing Methodist churches in the country, Church of the Resurrection focuses on reaching the unchurched. Most of the church mem-



## Resource 411:

### Tips for Smaller Churches from ChurchMedia.net

"Jesus was a cutting-edge communicator in His day," says Tim Eason, president of ChurchMedia.net. "He used parables, word stories and analogies to make His points. These stories were often suspenseful and entertaining. I think if He were ministering in the flesh here today, He would be using media to communicate because video, television, movies, music and the Internet are such powerful forms of communication in our society."

According to Eason, smaller churches using media might have an advantage over some larger churches because they are not using their screens for IMAG (live video). "This frees the screen up to implement the more visual and graphic aspects of media. I've seen small churches with no more than 150 members using pictures and videos very effectively during a worship service, making the sermon more memorable and giving it a greater impact," he says.

Producing videos is one technique that seems to work well for many churches. Eason explains that it's very affordable now and much more effective than static presentations. Some examples for videos are testimonies, man-on-the-street videos and short vignettes.

Eason's no. 1 word of advice to churches is "Don't get stuck in a rut." He insists it's important to keep improving, evolving and pushing your media ministry to be more effective and professional. Change things once in a while and do something different, including occasionally not using media.

Another common mistake, according to Eason, is when churches "limit themselves simply to using media for showing songs. These churches aren't getting the most out of what media can potentially [do for] them," he says.

Eason suggests forming a worship planning team to research, review and discuss what kind of media are best for each situation. One time it may be a video, another time a drama and another perhaps a graphics presentation. Some situations may only require special lighting to set a mood. A good team is always mixing it up.

Since media is always changing, it is wise to stay in touch with your congregation and encourage plenty of feedback. Ask everybody for input, including the people whose opinions you may not necessarily value as highly as those of

another. Their views may often surprise you and stimulate improvement in areas you had not considered before.

Training seminars dedicated to helping churches use technology more effectively are also useful. Examples include: "Church Media Boot Camp" at NRB 2004 in Charlotte, NC; "Inspiration" by *Technologies for Worship*; "T3" by *Church Production Magazine*; "C3" by the Fellowship Church in Dallas, TX; "M3" by Ginghamburg Church in Ohio; "Techxplosion" by Technical Resources Group in Tampa, FL; Midnight Oil Production's "Digital Storytellers"; and ChurchMedia.net's "Media Ministry Seminar and Workshop."

If we want to reach our society, we have to continue to speak its language. "Just as if a missionary going to a foreign country would have to learn the native language in order to minister," Eason states, "to be a 'missionary' to America, we have to learn the language of media."

According to Eason, one of the most important things to realize is that any church can start a media ministry and make it an integral part of the church. "All it takes is vision, but the church leadership has to take ownership of that vision if it's going to work. Otherwise, we just end up being church as usual with a few extra colors thrown in," Eason says. "If you owned a video projector in the '90s, you were considered cutting edge. Now, just about every church has one, so it's how you use the resources that will set you apart. The application will determine if you have a mediocre media ministry or if you are using media to its fullest potential to communicate to your church and community."

ChurchMedia.net provides vital resources for churches, focusing on education and training. The company provides a number of articles, tutorials and reviews available online in its "Church Media University" section. The community section is very active, with nearly 1500 media ministers worldwide exchanging ideas, technical advice and support. The site also features a "Media Xchange Center," where people share original work. The online store, "The Church Media Toolbox," features hundreds of media resources, such as videos and graphics.

— Ginny McCabe



bers come from a primarily unchurched background.

Ministry Director Connie Stella of Saving Grace Productions (the audio/video and media ministry of the church) says media at the church plays a huge role in the church's purpose and growth. "There is a real power in the images," Stella states.

Her background in television news was instrumental in founding the media ministry at the church, which currently cites 11,000 members and six worship services. Since the media ministry's start in 1996, Stella and her staff have sensed a real calling for the media ministry, seeing it as something they are supposed to do to help build the Kingdom of God.

She reveals, "We have seen the benefits of media from the beginning. We saw the amount of emphasis we put into this, and the effect it had on members of the congregation. ... I was looking through the Bible, in Ephesians, which talks about the saving grace of God. It really doesn't have anything to do with our works ... all we do should be for the glory of God with praise and thanksgiving."

Stella insists that the media ministry is vital in binding the congregation together. "It gives us a common sense of purpose and history. And that is really important to me, because we have been such a fast-growing congregation that I think we can use those images to help people feel a sense of history. I think it helps to give people a sense of direction."

### NorthStar Church Kennesaw, GA

Cynthia H. Cullen, programming director for Creative Arts at NorthStar Church, uses the term media to define the church's video and visual presentation programs as well as its printed material and Web site. Media is used in all of the services: Saturday night, three Sunday morning sessions and a Sunday student service.

"We use PowerPoint and MediaShout for our presentations. We do in-house video (testimonies, NorthStar highlights of the week), and shoot and edit our own pieces. The church is blessed with





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## Resource 411: The Church Video Association

When it comes to resources and technology, several Christian organizations can provide you with products, services and information that you need to do the job. An excellent example is The Church Video Association (CVA). Since 1993, thousands of churches have used CVA's Video Clips to enhance their services, musicals and sermons. Many of CVA's products can be edited to suit various presentation needs.

Tim Shields, director of CVA, explains that CVA's products — Video Clips, Illustrations, Graphics and Media Education — are tools for God's glory. "Media is a tool to be used for the Gospel and not a god in itself," Shields says. "Media is not the answer, but only one piece of the pie. Use it with the right heart. One thing we do always at the CVA is pray before we start our work day; this principle will keep you focused and on the right track.

"Today, in [many] media outlets, [we see] the distortion of the truth, or reporting only a portion of what happened or creating their own slant. Thus, what role (does media play) and why is it important? Every Christian should be winning souls to Jesus Christ, praying and making disciples," Shields continues. "We need to report the truth wherever and whenever we can. My prayer is that a great multitude of Christians would saturate — infiltrate — the media and/or create their own media outlets, so the truth will be proclaimed without suppression and distortion (according to Romans 1:18) to a world that so desperately needs Jesus Christ and His teachings."

Technology has changed greatly over the past 20 years. "This has been a challenge," Shields notes, "but I guess we could liken it to our own lives. We are always changing to become more and more like Him, so change is part of life. It's my prayer that we would use this technology change for His Kingdom."

In spite of change and challenges churches face in using media, church leaders report a positive response to those changes. Shields agrees: "I believe if media is done in the proper way, most Christians and churches will accept it with open arms. If done improperly, it could be construed as an entertainment show. It all begins with the right heart attitude and a willingness to use media for His Kingdom and not our own little empire," he says.

CVA is a Christian association that provides media content for church services, seminar training and support through membership. Products and services include Video Clips, Video Illustrations, Graphics, Images, CVA Magazine, Tech Report and CVA MultiMedia Super Seminars. Sample CVA's resources at [www.churchvideoassociation.com](http://www.churchvideoassociation.com).

— Ginny McCabe



two professional editors who attend our church and edit video as their ministry. All of the words to every song that is sung, including specials, are on the screens. We have one on each side and one in the middle. NorthStar has closed circuit in the halls with a one-camera wide shot of the stage for the hallways and overflow. The staff also hands out a weekly bulletin, *NorthStar Notes*."

Cullen says music is a huge part of NorthStar's media ministry. "We use Vineyard and Passion music a lot. In addition, we use a great deal of contemporary Christian music, and even some secular music if it goes with our messages. We research almost 100 percent on the Internet. Radio is also a powerful medium. Television is huge for inspiration for creative ideas, so we all watch a lot and share ideas with each other."

A primary purpose of media at NorthStar, says Cullen, is to reach the unchurched and to help everyone exchange what is ordinary in their lives for the extraordinary power of God. "We really try to meet people where they are through media. We use things that are unique to our area, such as video locations they are familiar with, or topics that they have expressed questions about, along with music that we know our church will identify with, styles that they listen to and presentations that meet them at the heart of where they live."

Keeping in line with an ever-changing media world, NorthStar overhauled the church's Web site last year and the response has been overwhelming. "We have everyone use that as the main source of communication for our church. We got rid of the expensive printed piece that we did every week and just do a simple handout now with some key things highlighted. We are sinking all our money into our Web site and its development," Cullen says.

"In line with the effectiveness of communicating over the Internet," she continues, "NorthStar transcribes

the weekly service and puts it into condensed e-mail form with other elements for study. That goes out to everyone on our e-mail list on the Sunday afternoon or Monday morning after our services. It features study questions and upcoming events. The church also records all of the sermon messages on CD and we package them with the notes that we hand out each week. [The package is available] for a very small price. We are planning on streaming audio in the next month or so from our services."

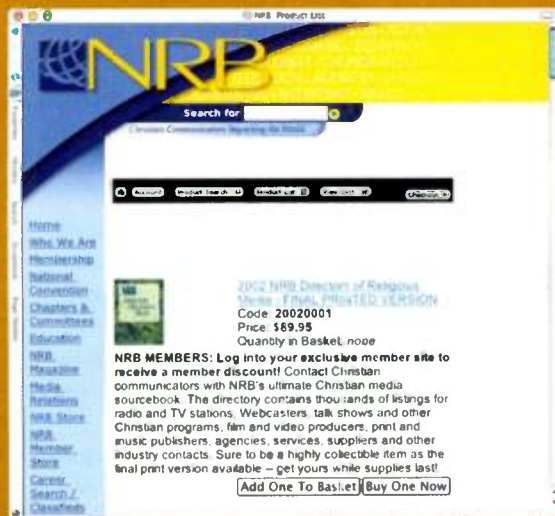
That media defines how this generation learns and experiences life is part of what drives NorthStar's media ministry. "People engage in media 24 hours a day, and the church must embrace media as the most effective way to communicate to this generation," Cullen states. "It is what they see and experience every other day of the week outside Sunday. We must give them the opportunity to learn and be challenged in their walk with God the same way they learn and experience life at work and at home. It needs to feel familiar to them."

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# NRB

FEB 13-18, 2004 • CHARLOTTE, NC

## NRB's Annual Convention & Exposition Hits the Tar Heel State

BY STEVEN R. CROSS

**O**n February 13-18, thousands of Christian communicators will experience all that Charlotte, NC, has to offer: Southern hospitality, downtown excitement and the world's largest trade show wholly dedicated to Christian communications. NRB Advertising Manager Steve Cross sat down with VP of Conventions David Keith to discover what to expect at NRB 2004.

**Cross:** What new elements are added for NRB 2004?

**Keith:** Surveys show us that although people don't want to extend the length of the Convention, they do want to maximize their time during the Convention, especially regarding education. Our response was to add the Innovation Exchange, Educational Pavilion and Super Sessions.

The Innovation Exchange is a peer-to-peer net-

### INNOVATION EXCHANGE

*A problem solving dialog*

working event held in the ballroom.

People will sit at tables dedicated to

discussing a particular subject and dialogue about problems, solutions and experiences. It is a great opportunity to interact with peers and exchange solutions. It also expands on the educational aspect of the Convention and allows everyone to have a

voice and share what's going on and what works. Let's say a station manager is baffled by the best way to stream media on his Web site. He can go to one of the tables dedicated to the topic, "Web Development Strategies," hear a targeted discussion about it and learn exactly what he needs to know. This type of peer-to-peer communication often develops into partnerships that further the Gospel and build ministries. I think the Innovation Exchange will develop into one of the most popular Convention events.

The Educational Pavilion in the Exhibit Hall is in its second year. Selected workshops will be repeated at the Pavilion. Also, exhibitors will do hands-on demonstrations of their products or services. This adds more value to the Exposition. We already provide autograph booths and prize drawings, which help to make the Expo a central part of NRB in terms of networking and business. It is the hub everything else spins around, so these changes optimize our resources and benefit exhibitors and attendees.

Another new aspect of NRB 2004 is our Super Sessions, which combine the final workshop period of each day into one concentrated presentation of vital interest to the industry. Monday's Super Session deals with Public Policy and addresses topics such as media consolidation, the Fairness Doctrine and looming restrictions on free speech. Reps. Richard Burr (R-

NC), Walter Jones (R-NC) and Mike McIntyre (D-NC) have agreed to participate in this session and we are hopeful for a positive response from Tom Delay (R-TX) as well. Tuesday's Super Session features John Piper, senior pastor of



Continued on pg. 32

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Bethlehem Baptist Church in Minneapolis, MN, and focuses on apologetics in the public arena – defending the Gospel to opinion leaders and policy makers. Pastor Piper is a well known author and poet who has a passion for the supremacy of God in all things.

Also new this year is the location. Charlotte offers us a downtown setting with activities happening at more than one property. Benefits include a variety of lodging options and prices, dining ranging from fast food to five-star, and an NRB Shuttle for easy travel within the downtown area. Charlotte is a clean, dynamic and growing city; it's the nation's fifth largest urban region and is home to more than 292 of the top Fortune 500 companies.



**Cross:** Will all activity take place in the Convention Center, or will some activities be located in nearby hotels?

**Keith:** Many affiliate activities — special events held by various ministries and companies that piggyback with the Convention — will be held off-site from the Convention Center. The NRB program, for the most part, will be contained in the Convention Center. The affiliate events are a great added value for someone coming to the Convention. The events are of interest to our attendees and enhance the Convention by maximizing their time. Various ministries have realized the value of participating in NRB, targeting a sizable evangelical audience already gathered and ready to connect. It makes more sense — economically and logistically — to augment the NRB program and invite people to a special event during the Convention.

**Cross:** Tell us about the recent recognition NRB received for being one of the 50 fastest growing trade shows in the country.

**Keith:** We're greatly honored and pleased that *Tradeshow Week* recognized NRB for its recent growth, especially in light of the slow economy. Many other communications and broadcasting trade shows suffered some loss due to the economy, but the Lord has blessed NRB and its Membership. We've seen the result of His blessing in the increase of participation and attendance. Early indications for Charlotte point to further growth.

Nothing matches what NRB does in pulling together the industry's people and resources in one location each year. The Convention is a must-attend event on the Christian communicator's calendar. It's a chance to gather not only for training and educa-

tion, but also as people of faith, whose ultimate mission is to share the Gospel of Jesus Christ. It's a time for encouragement by fellow Christians who are out there in the field.

Many ministries take a step of faith to participate in the Convention and end up marking that date as the birth of something new in their ministry. We're so happy to be a vehicle for that type of faith. In many ways NRB is like a nursery, where budding programs and ministries become established and rooted.

I'm also excited about looking into how NRB can be more of an encourager internationally. I'm particularly concerned with how the

Convention can support international broadcasters, giving them a place to belong, network, train and get their message out. We have a great, untapped resource in our Membership relating to international efforts and focus needs to be brought to this.

**Cross:** Will President Bush address the Convention this year?

**Keith:** We have invited President Bush to the Convention and feel there is a strong likelihood that he will be joining us in Charlotte. As it was such a treat to have him last year, we are all looking forward to it again this year. His address is scheduled for Wednesday morning, October 18, and promises to be a great way to conclude our time in Charlotte.

The Convention program is excellent this year and the educational sessions are packed with outstanding opportunities for industry training. I'm excited to see how the new program elements add to the entire package. NRB 2004 in Charlotte simply is not to be missed. Come to connect, to learn and to become a better communicator.

*Steven R. Cross is advertising manager for NRB. Contact him at [scross@nrb.org](mailto:scross@nrb.org) or 703-330-7000, ext. 518. Register today for NRB 2004 at [www.nrb.org](http://www.nrb.org) or phone Convention Registrar Patsy Smith at 703-330-7000, ext. 503. See you in Charlotte!*

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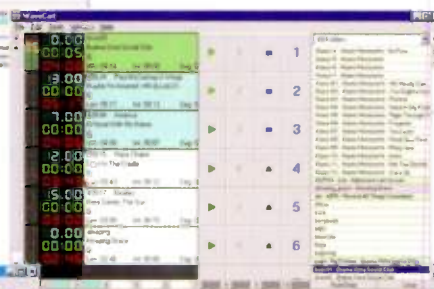
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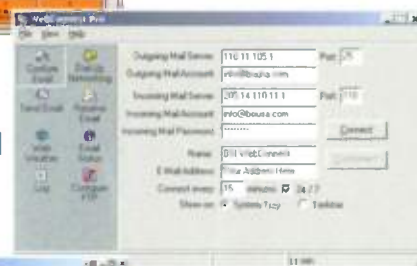
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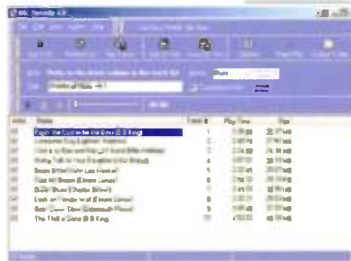
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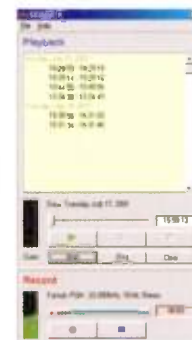
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