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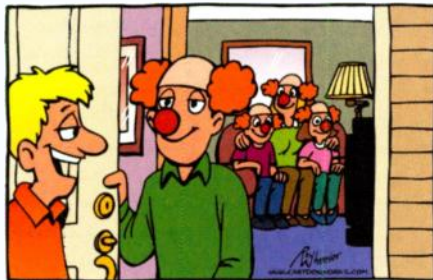
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Preach the Gospel Every Day

Many years ago, I first heard a particular quotation that both challenged and troubled me: "Preach the Gospel every day; if necessary, use words." That exhortation is traced to St. Francis of Assisi, a 13th century friar who founded the Franciscan Order and whose devotion to God is widely admired by people of many faiths. More than just exhortation, however, this particular turn of phrase also contains foundational truth.

First, St. Francis reminds us that proclaiming the Gospel is the central work of the Christian life. We should preach it every day! The Scripture calls this Gospel the power of God unto salvation and the Apostle called it the very heart of the reconciliation wrought between God and man. Second, this exhortation is a powerful reminder that the Christian life is a transformed life. When we are born again, our lives should show forth the reality of our new faith.

"Therefore, if anyone is in Christ, he is a new creation; the old has gone, the new has come" (2 Corinthians 5:17).

We can (by the grace of God) live out the Gospel. We do this in our gracious speech, in our humility, in our willingness to forgive, and in our concern for the welfare and interests of others. Furthermore, we can (by the grace of God) show forth the love of God to the world by the way we meet tangible human needs. A cup of cold water in Jesus' name is a credible and dramatic witness. Therefore, we are able to "preach the Gospel" through the witness of our daily lives. Such a witness powerfully proclaims the reality of God, demonstrates the joy of knowing God and reveals the unconditional love of God to a watching world.

So, St. Francis was right – but only as far as he goes. And here comes the troubling part: His maxim urges us to show the reality of the Gospel by living it out in the details of life, day by day.

That we should certainly do as the Spirit empowers us. But when St. Francis said, "if necessary, use words," we must remind ourselves of a critically important point. It is, in fact, necessary to use words to faithfully proclaim the Gospel. It is necessary to tell of the love of God as well as show it. It is necessary to witness with our lips as well as with our lives.

Why is this so? Principally because if we only witness by our lives people will become confused and think that we are just exceptionally good people.



Dr. Frank Wright is president of NRB. Contact him at fwright@nrb.org or 703-330-7000.

Ultimately, when we witness by our lives only, we tend to get the glory – not God. Often, of course, this is unintentional. Yet, unless we tell people that it is Christ in us that motivates us to do good deeds, unless we explain that our hope is in the

Gospel of Christ and that it is this Gospel that produces a life of faith, then people will not see God properly glorified.

Not only is it necessary to bear witness with words, it is the only power we really have. Faith comes by hearing and hearing by the word of God. The Gospel alone is the power of God unto salvation. We must proclaim it boldly, with clarity, and with expectant hearts.

Dear friends, let us indeed preach the Gospel every day! Let us live it out. But let us also be faithful to speak of the love of God in Christ. May God help us to do it clearly, graciously and winsomely. May Christ be lifted up, and may millions hear, believe and follow Jesus through our efforts! Amen.

It is, in fact, necessary to use words to faithfully proclaim the Gospel. It is necessary to *tell* of the love of God as well as *show* it. It is necessary to witness with our lips as well as with our lives.



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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

I've been a Christian for 20 years and I had a great loss in my life. Through it all God has used your programs to minister to my grieving heart. I thank God for **BOTT RADIO NETWORK** because it has been an inspiration to my life. J.McN. — Kansas City, MO



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

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



Listening to **BOTT RADIO NETWORK** led me to know Christ as my Savior. As I listen every day, it helps me to grow in the Lord, stay informed about what is truly happening in our world and what we can do about it. B.C. — Wichita, KS



Dick Bott
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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!

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Rich Bott, II
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Prediquemos el Evangelio todos los días

Hace muchos años oí por primera vez cierta máxima que no solo me puso a pensar, sino que también me presentó un desafío: "Predica el Evangelio todos los días, y si es necesario, hazlo con palabras". Esta exhortación se le atribuye a san Francisco de Asís, el fraile del siglo XIII que fundó la orden de los franciscanos y que ha sido admirado a través de los siglos por su devoción a Dios. Sin embargo, más que una exhortación esta cita encierra también verdades fundamentales.

Primero, san Francisco nos recuerda que la proclamación del Evangelio es la obra central de la vida cristiana.

¡Debemos predicarlo todos los días! A este Evangelio las Escrituras lo llaman el poder de Dios para salvación y el apóstol Pablo lo llama el corazón de la reconciliación que se llevó a cabo entre Dios y el hombre.

Segundo, esta exhortación nos recuerda vivamente que la vida cristiana es una vida que ha sido transformada. Al nacer de nuevo, nuestra vida debe mostrar la realidad de nuestra nueva fe: "De modo que si

alguno está en Cristo, nueva criatura es; las cosas viejas pasaron; he aquí, son hechas nuevas" (2 Corintios 5:17).

Por la gracia de Dios podemos vivir el Evangelio. Lo hacemos al hablar con gracia, al ser humildes, al perdonar y al preocuparnos por el bienestar e intereses de los demás. Además, por la gracia de Dios podemos mostrar el amor de Cristo al mundo cuando hacemos algo en cuanto a las necesidades humanas palpables. Un vaso de agua en el nombre de Cristo es un gran testimonio. Por tanto, podemos "predicar el Evangelio" con el testimonio de nuestra vida diaria. Tal testimonio proclama con poder la realidad acerca de Dios, demuestra el gozo de conocerle y revela el amor incondicional de Dios a un mundo que nos observa.

Así que, san Francisco tenía razón, pero solo hasta donde él podía ver. Y aquí está la parte difícil: la máxima de san Francisco nos insta a que mostremos la realidad acerca del Evangelio en los detalles de la vida diaria, día tras día.

No hay duda de que eso es algo que debemos hacer según el poder que el Espíritu nos dé. Pero cuando san Francisco dice: "si es necesario, hazlo con palabras", debemos traer a la memoria un punto sumamente importante. Para proclamar fielmente el Evangelio de hecho es necesario hacerlo con palabras. Es necesario no solo *hablar* del amor de Dios, sino también *demostrarlo*. Es necesario dar testimonio tanto con nuestros labios como con nuestra vida.

¿Por qué debe ser así? La razón primordial está en que si solo damos testimonio con nuestra vida la gente se confundirá y creerá que somos muy buenas personas.

Cuando damos testimonio solo con nuestra vida, por lo general recibimos nosotros la gloria, no Dios. Esto, con frecuencia, no es algo intencional. En

todo caso, si no le decimos a la gente que Cristo es quien nos mueve a hacer buenas acciones, si no le explicamos que nuestra esperanza está puesta en el Evangelio de Cristo y que este Evangelio es el que produce una vida de fe, la gente no podrá glorificar a Dios como se debe.

No solo es necesario que demos testimonio con palabras, sino que es el único poder verdadero que tenemos. "La fe es por el oír, y el oír, por la palabra de Dios". Solamente el Evangelio es el poder de Dios para salvación. Debemos proclamarlo con denuedo, con claridad y con corazones llenos de esperanza.

Estimados hermanos, ¡de veras proclamemos el Evangelio todos los días! Demostremoslo con nuestra vida y seamos también fieles para hablar del amor de Dios en Cristo. Que Dios nos ayude a hacerlo con claridad, con gracia y con excelencia, para que Cristo sea glorificado y para que millones crean en Él y le sigan. Amen.



Dr. Frank Wright

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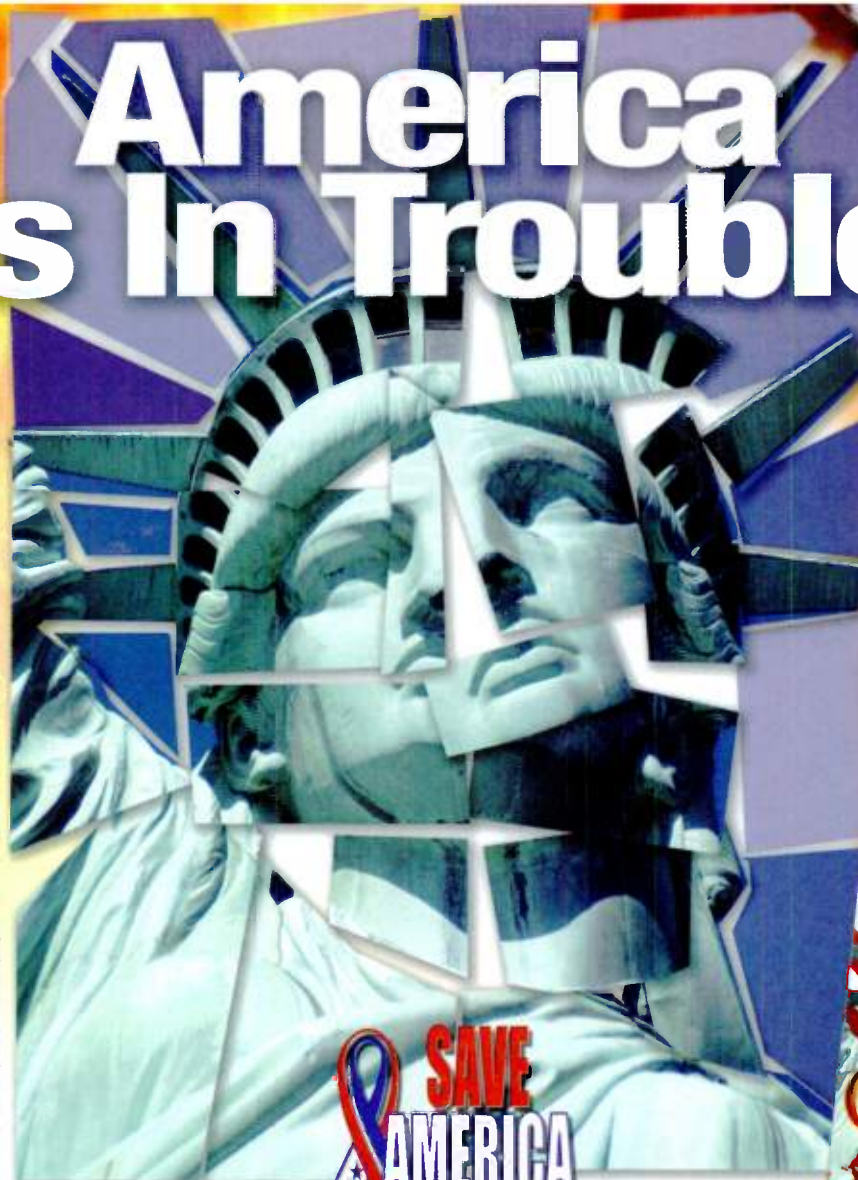
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• Christian Retirement Coalition, (888) 879-1376, ext. 214
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YOUR ACTION IS URGENTLY NEEDED

America Is In Trouble



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Fifty years ago, the words "Under God" were added to the United States Pledge of Allegiance. In signing the bill into law, President Dwight D. Eisenhower noted the importance of religious faith in our country:

"In this way we are reaffirming the transcendence of religious faith in America's heritage and future; in this way we shall constantly strengthen those spiritual weapons which forever will be our country's most powerful resource in peace and war."

Dwight D. Eisenhower

President Eisenhower was not the first to acknowledge God's sovereignty in the United States. We are a country that was founded in faith, grew in faith, and whose people love God.

But now, our country's faith is being tested.

- Our courts are threatening to take "Under God" out of our Pledge of Allegiance.
- The guidance of the Ten Commandments is being shunned and thrown out of our court houses. Judges are taking God's rightful place.
- Morality is becoming a dirty word. Immorality is becoming the norm – on television, in our schools, and even in our churches.
- The sacred bond of marriage is being threatened by divorce and by promiscuous agendas.

All of this as our country faces terrorism, natural disasters, and increasing tension among our people.

America in Crisis – 2004 is a dangerous and – possibly – a disastrous year for America. Sometimes it seems as if we are being attacked at all sides with nothing we can do.

NRB0404

BUT THERE IS SOMETHING YOU CAN DO. YOU CAN PRAY.

Prayer is not often publicly discussed as a solution. But its power is real and its reach is wide. Through prayer, Americans can change the direction of the United States. We can bring back the values that have made America great.

One way you can make a difference is to join the *Save America Now!* grass-roots movement. We're rallying Americans to get off the sidelines and on their knees and pray for their country. It's not about the politics of Republicans, Democrats, or Independents. It's not about religious denominations. It's about praying to save our country.

ANOTHER WAY TO LEARN MORE IS TO REQUEST A FREE COPY OF THE BOOK, AMERICA IN CRISIS.

The book discusses the challenges that America faces and provides concrete ideas for how you can make a difference.

You can make a difference. You can help return America to its roots. Join thousands of other Americans in this unifying prayer initiative.

Become a part of *Save America Now!*

To receive a free copy of *America in Crisis* and to join *Save America Now!* call us at 1-858-560-9333. You also can write us at the address below or visit our Web site (www.save-america-now.com).

After registering, you will receive a free copy of the book, *America in Crisis*; a lapel pin that provides a visible demonstration of your prayer commitment; and a special edition of the *Save America Now!* tabloid newspaper.

Our goal is to enlist the support of a million people.

The call to prayer is urgent. Take a moment to call now and join this important, nondenominational, non-political prayer movement.

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Did You KNOW?

You First

A Kansas law reads: "When trains meet at a crossing, both shall come to a full stop and neither shall proceed until the other has gone." (www.expage.com/page/oddlaws)

Writer's Cramp

When the U.S. government launched its first major issue of paper currency in 1861, representatives of the Register of the Treasury and the Treasurer signed every Demand Note by hand. New legislation in 1862 allowed engraved signatures to be printed.



(www.moneyfactory.com/newmoney/main.cfm/media/trivia)

A-Hunting We Will Go

In Cleveland, OH, it is illegal to capture mice without a hunting license.

(www.clevelandseniors.com/forever/oddlaws.htm)

Art School

Walt Disney attended only one year of high school.

(go florida.about.com/cs/waltdisney/a/wdw_wd_facts.htm)

What's in a Name?

In England, the Speaker of the House is not allowed to speak.

(www.net2business.com/humor/facts.html)

You're Fired!

The expression "to get fired" comes from clans long ago. When a clan wanted to get rid of someone — without killing them — their house was burned to the ground.

(www.vaxxine.com/steveb/know.htm)



Pistol-Packin' VP

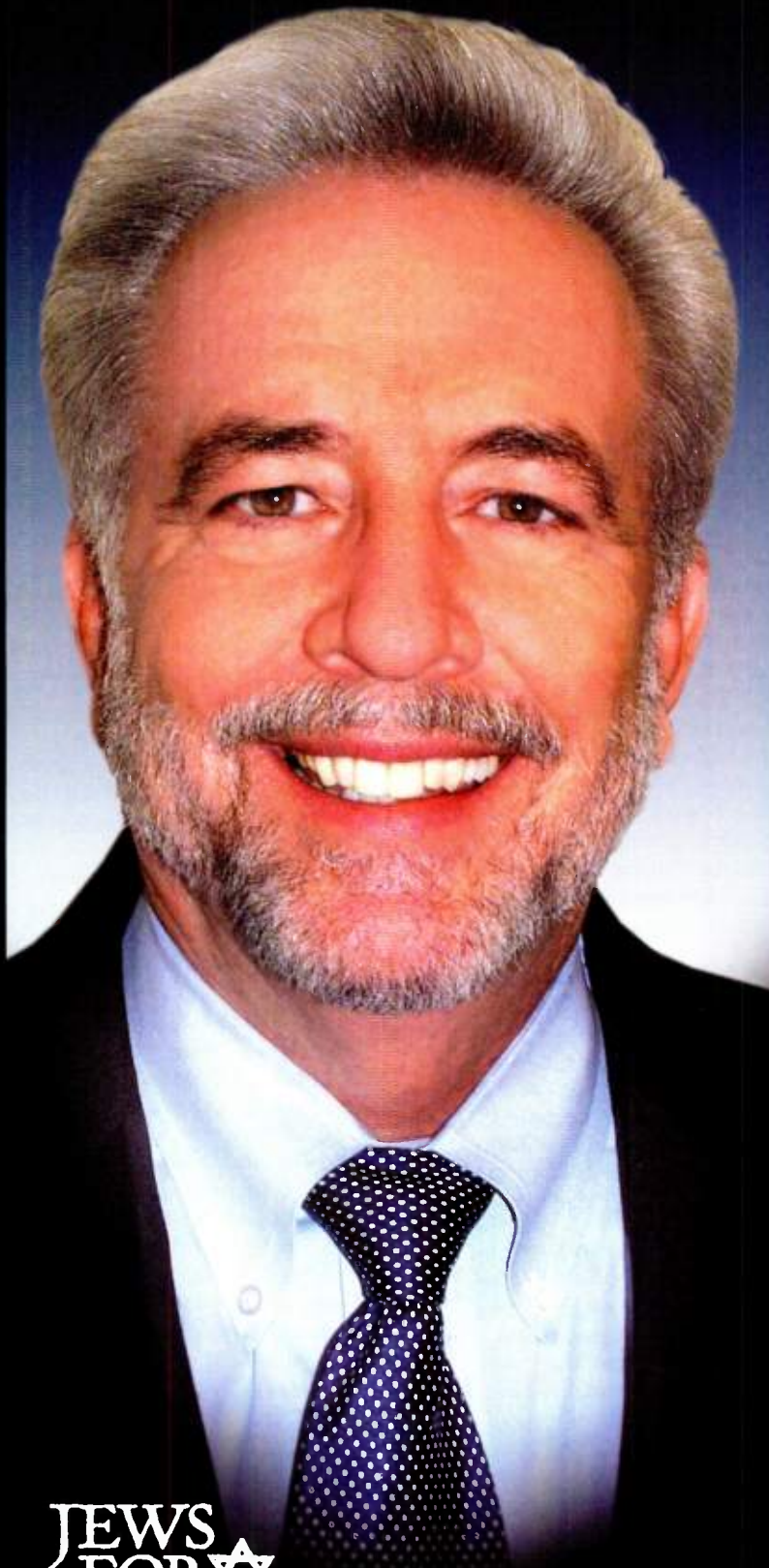
When he was Vice President of the United States, Martin Van Buren presided over the Senate wearing a pair of pistols as a precaution against the frequent outbursts of violence.

(www.umkc.edu/imc/prestriv.htm)



You've Come a Long Way, Baby.

In Memphis, TN, a woman is not to drive a car unless a man warns approaching motorists or pedestrians by walking in front of her car. (www.legalopinion.com/resources/oddlaws)



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WASHINGTON

FCC Sets New Precedent on Broadcast Indecency

For broadcasters, it is not news that the Federal Communications Commission has changed its course on indecency enforcement. A closer look at the March 2003 *Golden Globes* decision, however, reveals the potential significance of the Commission's shift. The FCC reversed its own precedent in three distinct ways that appear likely to have an impact on broadcast program content — even if Congress fails to pass legislation to increase the agency's statutory power in the area.

Public controversy over indecent programming arose last year following the live broadcast of the Hollywood Foreign Press Association's "Golden Globes" annual award ceremonies. During the event, rock musician Bono used the "F-word" in expressing pleasure at winning an award, and the expletive aired over several hundred stations affiliated with the network that carried the program. The broadcast prompted several viewers to file complaints with the Commission, but the number of protests mushroomed after the FCC's Enforcement Bureau concluded in October 2003 that the word was not, in context, indecent.

In reaching that determination, the agency staff broke no new ground. For more than a decade, the FCC had declined to take action against traditionally objectionable terms — including some of the "seven dirty words" at issue in the Supreme Court's 1978 *Pacific* case — if the usage in the specific circumstances did not plainly refer to sexual or excretory organs or activity in a "patently offensive" manner. (*Pacific* established that the Commission could lawfully restrict indecent broadcasts, but the decision itself did not address specific rules in any detail.) In recent years, for example, the agency staff typically excused the "fleeting" broadcast of an expletive as not meeting the enforcement standard.

The Parents Television Council (PTC) led a grassroots campaign to urge the five FCC members to overrule the Enforcement Bureau's *Golden Globes* decision. NRB, among other organizations, supported PTC's efforts and called upon the agency to recognize the "F-word" as inherently sexual and offensive in all contexts.

In reversing the staff decision, the Commissioners voted unanimously to set new guideposts for future indecency enforcement. This action does not change

the underlying statute — which only Congress can (and yet may) do — but simply reinterprets the extent of the agency's existing power over broadcasting. Nor does the *Golden Globes* precedent extend to cable, DBS or satellite radio programming, which have enjoyed a greater degree of First Amendment protection than free, over-the-air radio and television transmissions.

Notwithstanding those caveats, *Golden Globes* marks three sharp breaks with the agency's previous approach to indecency enforcement. Each of these determinations could be key in future cases:

1. Certain words are inherently offensive. The five Commissioners reversed the staff determination that the expletive as used by Bono had no sexual meaning: "The 'F-Word' is one of the most vulgar, graphic and explicit descriptions of sexual activity in the English language. Its use invariably invokes a coarse sexual image. The use of the 'F-Word' here, on a nationally telecast awards ceremony, was shocking and gratuitous." In effect, the FCC appears to have reinvigorated a flat ban on at least one of the "seven dirty words."

2. Once may be enough. The Commissioners repudiated the old precedent that shielded fleeting uses of the vulgar word from sanction: "[A]ny such interpretation is no longer good law." As part of its rationale for the change, the agency pointed to technological advances in time-delaying live broadcasts to support the "bleeping" of offending material.

3. Not just indecent but "profane." Lawyers reviewing the decision are intrigued by its reliance on a long-ignored term in the underlying statute: Federal law authorizes restrictions on "obscene, indecent or *profane* programming." The Commission previously equated the third term with blasphemy and, because of First Amendment "establishment" concerns, declined to give it any legal effect. Under *Golden Globes*, the word "profane" is now interpreted to cover "vulgar, irreverent, or coarse language" generally, at least when it is "so grossly offensive to members of the public who actually hear it as to amount to a nuisance." By recognizing a new basis in the statute for its action, the FCC may be trying to bolster its legal authority to act

in arguably milder cases.

The Commission also decided, however, that because Bono's use of the expletive would have been excused under the agency's prior precedent, it would not be fair to fine the network or its affiliates for the broadcast. The agency released several other indecency

enforcement actions on the same day as *Golden Globes*, but all were decided under the earlier standard. Thus, how strictly the FCC will adhere to its new precedent is an open question.

It also remains to be seen whether a broadcaster facing an indecency fine might decide to challenge it in court — and how the licensee might fare if it did so. The Supreme Court has not passed judgment on the Commission's indecency enforcement power for more than a quarter-century. In that time, the growth of cable and other electronic media has eroded some of the factual underpinnings of *Pacific*.

Congress might address questions about the FCC's current legal power by increasing the agency's statutory authority. As of this writing, the full House of Representatives has passed H.R. 3717, the "Broadcast Indecency Enforcement Act of 2004." Among other changes, that bill would dramatically increase potential fines, from today's \$27,500 maximum to as much as \$500,000 per violation. The Senate's version of indecency legislation, which differs in several respects from that of the House, has reached the Senate floor and remains pending.

For its part, the National Association of Broadcasters — after hosting an "all industry programming summit" in March — announced plans to form a Task Force on Responsible Programming. The task force will be asked to consider a range of options, including possible revival of a voluntary code of conduct.



Richard E. Wiley, a partner in the Washington, DC, law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission and serves as Washington counsel for NRB. Rosemary C. Harold, a partner in the firm, assisted him in the preparation of this article.

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Does Creative Mean a Little Crazy?

Everyone loves what creative people do, but many find their lifestyles and behavior a little strange. There's no question that creative people are wired differently. Their perception of the world, their reactions to events and even the way they sleep are often dramatically different from most. Therefore, much of that behavior comes out of biological differences. So trying to change their behavior is often a futile

and impossible task. But for Christian media to reach its real potential, we must learn to maximize our creativity and cultivate our relationships with original thinkers.

Creatives have different priorities. Instead of battles over a corner office, access to the pastor or a bigger title, creative people are more interested in the color of their office, or being able to listen to music while they work. You creatives care about

the same things as other workers.

Most pastors or managers want to achieve goals, but often they are overly concerned about how to reach them. They are interested in rules, procedures and paperwork. On the other hand, creative people are just as driven, but much less concerned about how they reach the goal. That's why breakthrough thinking often comes from creative people. They see the world differently and are more concerned about achieving the goal than rigid, specific ways to get there.

The fact is — if you have creative people in your office, you need to make a conscious effort to deal with them differently. Here are a few suggestions:

Within reason, don't let their habits, appearance or style bother you. Sure, there are unavoidable office rules for smoking, suggestive clothing, breaks, etc. But if it's not absolutely critical to the mission of the church or ministry, cut them some slack. Let them have a little fun with their hairstyle or clothes, and you'll see their motivation dramatically increase.

Give them flexibility in their schedules. Who cares if they do their best work at night? In most creative functions, you can easily measure output and the quality of work, so worry less about how many hours they put into it. As long as they keep up and are doing great work, what does it matter when they do it?

Learn the art of compliments and motivation. Most creative people are easily hurt by criticism — it's part of their wiring. Compliments motivate them and dramatically improve their level of work. A carrot always works better than a stick.

Finally, learn to value creativity. If we're going to impact this culture with a message of hope, we need the most creative people doing their best work. Can your church, ministry or organization do things in a more creative way? Are you reaching this generation in a language and style they understand? Are you always on the lookout for creative people to help you achieve your vision? Learn to manage creative people, then stand back and watch the difference it makes.



Phil Cooke, president, Phil Cooke Pictures, phil@cookepictures.com

RADIO How Important Is News?

As a member of the Wisconsin AP Broadcast Advisory Board, I was asked to judge news contest entries from a nearby midwestern state. When I opened the package of tapes a few weeks ago I noticed that every entry was from that state's public radio network.

I know radio stations in both of that state's major cities used to have strong and competitive news departments. Perhaps they still do, and they were just too busy to get their contest entries in this year.

To me, it's further evidence of an alarming trend in radio news. In addition to budgetary cuts, commercial radio programmers are being told listeners are not interested in anything more than short and superficial news coverage. Conventional wisdom says that if they want more news they'll go to the NPR affiliate or an all-news or news-talk station.

The evidence says otherwise. The *Radio Television News Directors Foundation 2000 American Radio News Audience Survey* shows radio listeners consuming two-and-a-half times more news on music stations than on all-news stations. News is an expected part of radio listening. In fact, the survey found that news is second only to music as the main reason for choosing a particular radio station.

Sadly, Christian radio is not immune to this trend. Christian radio news directors, in an online forum in early January (excerpted in the Winter issue of *SCRIBE* newsletter), reacted sharply to what they saw as short-sighted news cuts to boost ratings.

"As Christians, we're activists," wrote Mission Network News Director Greg Yoder. "You can't initiate social change based on ignorance."

"When it comes to non-commercial radio, the point is not ratings. The point is giving listeners an excellent product that they're willing to support — something they can't get anywhere else." — Sharon Geiger/KCBI Radio.

"The net effect is the dumbing-down of the radio audience." — Chad Bresson/CDR Radio.

Yoder also observed that many of the secular music stations that have cut back news programming are in the same stable as an all-news or news-talk station. So the company that owns them doesn't lose a listener if they switch back and forth. Christian stations that blindly follow this trend are driving listeners to secular competitors when they cut back on news.

At an informal roundtable during the NRB 2004 Convention, the conversation among news directors turned to the growing threat of satellite radio. Local news coverage is one of the best antidotes, offering listeners compelling programming satellite services cannot afford to give.

The news directors have decided to sponsor a study to gain further information about what Christian radio listeners expect and want in terms of news programming. Three Christian universities have tentatively committed to fund the study, which will be done by TroyResearch.com.



Gordon Govier, editor of the SCRIBE newsletter, executive producer of The Book & The Spade, and former Christian radio news director. Contact Greg Yoder, Mission Network News, gyoder@gospelcom.net

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TELEVISION

Marketing Is Not a Four-Letter Word

Using marketing techniques to enhance awareness or generate response has somehow been seen as a compromise with the world – like mixing oil and water. It was assumed that it was God’s responsibility to draw viewers to a program or station, leaving many Christian efforts in the dust of poor viewership and lack of awareness.

Fortunately, the trend is changing as more Christian ministries are beginning to understand the value of embracing proven marketing practices for the sake of the Gospel. However, we have a long way to go.

Programmers will spend thousands of dollars to produce a program, dozens of hours shooting it and hundreds of hours editing, yet put little or no thought into marketing the program. The result is that the program never reaches its potential impact.

Stations will spend thousands of dollars producing a good signal, yet never make a significant effort to inform the community of the programming and services offered. All efforts are directed toward existing view-

ers, and consequently most of the community knows very little about its Christian station or its programming or mission.

The Lord raises up programmers and broadcasters with a purpose to be fulfilled, a message to be shared and a mission to be completed. While it is important for producers to create an excellent and compelling program and for broadcasters to produce a high-quality signal, to spend all efforts creating a communication vehicle and not spend equal time diligently developing the maximum audience is poor judgment and poor stewardship.

Ministry leadership should carefully examine the reasons for an organization’s existence, the assignment the Lord has given them and the distinctive message they have to share, then actively work to communicate them to a target audience of viewers and potential supporters. One way to do this, which is often overlooked, is by means of a promo kit.

Targeted marketing of the program results in greater viewership, resulting in

greater impact.

Television stations need to look beyond their own airwaves to spread the word about what they do: From low-budget options like press releases in local newspapers and presentations in churches and service clubs to paid advertising such as radio, billboards, print and direct mail. A consistent investment in external marketing and promotions can yield incredible rewards over time.

Whether you are a programmer, a broadcaster or both, look for opportunities to present your ministry to a new and diverse audience. Well-planned and well-executed marketing strategies rarely cost the monies many think in the long run, and they often yield positive benefits that can impact a ministry for years to come.



Mark Dreistadt,
president, *Infinity Concepts, Inc.,*
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infinityconcepts.net

ANIRB

Our Responsibility

In just over 200 short years, the United States of America has grown from a group of loosely joined colonies to become the most powerful nation in the world politically, militarily and economically. During this same period of time, it is safe to say there is no nation that has done more for the spread of Christianity throughout the modern world than this nation. As Christianity spread in this infant nation, it was not long before we replaced the United Kingdom as the No. 1 Christian missionary-sending country in the world.

As we have crossed the threshold of a new millennium, the influence the United States continues to have on the world is greater than that of any other nation in the history of civilization. Tragically, in recent years, America’s influence is shifting from being very constructive to being increasingly destructive. No doubt, this is a direct reflection of the shift in our culture from a Judeo-Christian society to a humanistic and even hedonistic culture obsessed with the pursuit of pleasure and

material possessions. Quentin J. Schultze, in his book, *Televangelism and American Culture*, argues that American culture is shaping religion in potentially troubling ways. Schultze contends that in America we have “increasingly associated religious faith with popular superstition, especially the kind of ‘magic’ found in many commercials.” He says, “Under the banner of worldwide evangelism, televangelists are taking their Americanized gospels to many people and tongues. As a result, these people probably are converted more to American culture than to Christianity.”

In the opening message at NRB 2004 on February 14, speaking to those of us who represent all facets of Christian media, from radio to TV to publications, Chip Ingram said, “My fear is that there are thousands of people in this room. And you represent, potentially, maybe the most powerful force in the Christian community to impact God’s ordained vehicle, the local church, to transform the world. And if you are aiming at the wrong target, there’s a chance that we may blow it like never before.”

We as Christian broadcasters are greatly influencing millions of viewers, listeners and readers through the vehicles of mass communication. Many of our organizations are exporting our messages to numerous nations and language groups, which can be extremely helpful to countries whose resources are much more limited than ours. But, it is incumbent upon us to ensure that our message is perfectly aligned with the whole counsel of God’s Word and not tainted by the materialistic and hedonistic culture that surrounds us. Otherwise, not only will we be ineffective for the Gospel in America, but also we will harm rather than help those in other nations we influence.



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TRADE TALK

AIRWAVE NEWS RADIO

Chattanooga, TN – Precept Ministries International (PMI) dedicated its World Communications Center on March 14, with hundreds of visitors in attendance. The



14,000-square-foot center contains state-of-the-art digital studios for audio and video programming, plus editing

and workstations for the staff of PMI's weekly television program, *Precepts for Life*, which recently received the NRB Best Television Teaching Program Award. Fiber optic and satellite hook-up capabilities in the building speed up distribution of the programs and add live capabilities when needed. The 40 x 40-foot television studio is available to other ministries in the area. Infrastructure is in place to upgrade to high-definition television, and two audio studios are optimized for pristine vocal recording. Co-founders Jack and Kay Arthur and VP of Media and Technology Joe Sindorf, project manager for the new building, spoke at the dedication ceremony. Sindorf credits architect Trey Wheeler of TWH Architects (Chattanooga) along with Harris Corporation (Columbus, OH) and MCSI/Technical Innovations (Atlanta, GA) for their expertise. (Kathy Sindorf, ksindorf@precept.org)

Des Moines, IA – KJJC-FM/Osceola and KLRX-FM/Madrid have new call letters, programming, studios, staff and a broadcast tower. KJJC is now KNWI, and KLRX is now KNWM. The frequencies for both remain the same. The "40 Days & 40 Nights" on-air campaign took place March 2-April 10, with 24/7 music programming, giving listeners a representative sample of the music styles it will broadcast. The on-air campaign culminated in mid-April when the stations launched a new morning show featuring music, information and encouragement, hosted by PD Paul Perrault. The stations plan a block of Christian teaching programs for weekday evenings. A Friend-Raiser April 13-14 will raise general operating funds. Doug Smith is interim station manager. (Janell Wojtowicz, jbw@nwc.edu)

Chicago, IL – *Kids Corner*, produced by the *Back to God Hour*, began broadcasting new episodes on March 6. The new format features radio drama designed to capture the imagination of the whole family. (kids@btgh.org)

Colorado Springs, CO – Focus on the Family's new venture, the *Last Chance Detectives* summer radio special, features Daryl Sabara from *Spy Kids* and *Spy Kids 3D*. Other talents include June Lockhart of *Lassie* and *Lost In Space* fame. (Linda Anderson, anderslc@fotf.org)

Sarasota, FL – The Joy FM (www.the-joyfm.com) welcomed the Adoration Tour with Newsboys, Rebecca St. James and Jeremy Camp on March 20, at Carpenter's Home Church in Lakeland. (Andrea Kleid, andrea@thejoyfm.com)

Marshall, TX – KMHT-AM, the "Heartbeat of East Texas," now broadcasts Southern Gospel music 24 hours a day, seven days a week. (Chris Paddie, 903-923-8000)



Traverse City, MI

Midwestern Broadcasting Company, owner of 10 radio stations, plans to donate WKJF-AM (subject to FCC approval) to Good News Media, Inc., parent company of WLJN-AM-FM (www.wljn.com). At press date, the station planned to sign on during the second week of March with new call letters: WLJW-AM (We're Lifting Jesus' Word). The station will simulcast the Christian news/talk programming featured on WLJN-AM. Midwestern Broadcasting's gifts of the WKJF radio frequency, three 205-foot towers, transmission equipment and transmitter building are valued at \$225,000. (Brian Harcey, brianh@wljn.com)

Ventura, CA – Legendary UCLA basketball coach John Wooden, ESPN's "Greatest Coach of the 20th Century" and best-selling co-author of *Coach Wooden One-on-One*, appeared on the *Focus on the Family* radio broadcast on March 15 and 16. Wooden spoke about integrity as a man, friend, coach and mentor. (Marlene Baer, www.regalbooks.com)

TRADE TALK

AIRWAVE NEWS RADIO

MUSIC

Los Angeles, CA – Effective March 8, KFSH-FM The Fish debuted the new *Family Friendly Morning Show* with Billy Burke and Lauren Kitchens, weekdays. Burke is a familiar voice in Los Angeles radio, with past shifts on KIIS-FM, KBIG-FM, and most recently, KZLA-FM. He has hosted programs on MTV and VH1 as well as a nationally syndicated radio show. As an actor, Burke worked on numerous television shows and feature films. He recently completed a starring role in the film *The Rain Makers*, releasing this spring. Ted Ziegenbusch, early morning co-host since April 2001, moved to the midday time slot. (Mary Anderson-Harris, 818-729-9291)

Overland Park, KS – Bott Radio Network (BRN, www.bottradionet.com), announced a new FM radio signal at 88.9 to serve the Missouri cities of Independence, Raytown and eastern Kansas City. The new signal rebroadcasts BRN's St. Louis station, KSIV-FM. (Kelly Crane, 913-642-7600)



Midland, MI – Family Life Radio WUGN-FM sponsored a benefit concert in January featuring recording group Selah, with proceeds going to Laban Ministries International, a missionary outreach to Africa founded by Jim and Nancy Smith. The Smiths are parents of Todd and Nicol Smith, two Selah members. The concert proceeds help to build a radio tower and a hospital in the Congo. (PDAdvisor, 01/22/04)

San Luis Obispo, CA – Nearly 50 managers, programmers and underwriting managers attended the launch of Fundraising School for Listener-Supported Christian Radio, January 14-17, in Pismo Beach, CA, and co-sponsored by Todd Isberner's Share Media Services and Jon Fugler's Crown Radio Group. The two plan to repeat the classes in June in the Minneapolis area. (Jon Fugler, 805-594-1235)

Denver, CO – KPOF-AM, The Point of Faith, is broadcasting HD Radio full-time during daylight hours. (Jack Pelon, info@AM91)



Mount Union, PA – Creation Festivals (www.creationfest.com) announced its summer

lineup for Creation East and Creation West. Headliners include Newsboys, Jars of Clay, Steven Curtis Chapman, Switchfoot, Stacie Orrico, TobyMac and Delirious?. (Anita Crawford, creationpress@comcast.net)

Nashville, TN – Gospo Centric Records artist Kirk Franklin was inducted into the Stellar Awards Hall of Fame. Additionally, labelmates Byron Cage and Kurt Carr (producer) won five Stellar Awards for Cage's self-titled album. (Lynn McCain, lynn@mccainpr.com)

Nashville, TN – Sparrow Records recently signed debut artists Bethany Dillon and Jadyn Maria. (mick@sparrowrecords.com)



Nashville, TN – ChezMusique/Light Records retro gospel girl group RiZen was awarded the 2004 New

Artist of the Year Stellar Award. (Lynn McCain, lynn@mccainpr.com)

Nashville, TN – The Worship House launched a new service for church music directors to provide high-quality recordings that meet a church's budget and needs, with music for adult choirs, youth choirs, worship teams and other uses. (Brian Mayes, Brian@NashvillePublicity.com)



Nashville, TN – Worship music provider Vineyard released three new albums: *Hold On*, *Shout to the Earth*, and *Set Me Free*. (www.vineyardmusic.com)

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TRADE TALK

AIRWAVE NEWS TELEVISION



Charlotte, NC – FamilyNet television launched a new era of news and entertainment through alliances with FOX News, Focus on the Family, and leading Christian world view pundits including Janet Parshall, Hugh Hewitt, and Jay Sekulow. Supporting FamilyNet's programming expansion is FOX News' *NewsEdge*, in a strategic three-year alliance with FOX News (www.foxnews.com). Expanded FamilyNet programming also includes *The Way of the Master*, a 13-week reality TV series hosted by Kirk Cameron, that takes the Christian faith into highways and byways, malls, movie theaters, college campuses and local coffee houses. (Denise Cook, dcook@FamilyNet.com)

Charlotte, NC – INSP-The Inspiration



Networks celebrated Black History Month with four new *I Gospel* music programs, honoring the contributions of traditional gospel singers and showcasing performers of today. *I Gospel* is an original urban gospel series hosted by recording artist Alicia Williamson and singer Rev. Robert Lowe. Performers include Troy Ramey, Tommy Ellison, Mighty Clouds of Joy, Donald Lawrence, Maurette Brown Clark, Smokie Norful, Kirk Franklin, Dorinda Clark Cole and Byron Cage. In other INSP news, new episodes of the original music series *Gospel Music Southern Style* began airing January 3. Ten new episodes showcase performances from the National Quartet Convention, featuring the McKameys, The

Kingdom Heirs, Poet Voice, Talley Trio, Karen Peck and New River, Dixie Melody Boys, Florida Boys and more. Also in January, INSP debuted *Celebration Series*, hosted by Greg Long, featuring contemporary Christian and praise and worship music. Additionally, in March, INSP (in partnership with Thomas Nelson, Inc.), aired the broadcast premiere of a 10-part series based on the national best-seller *Wild At Heart: Discovering the Secrets of a Man's Soul*. (Sara Lowe, 704-561-7728)

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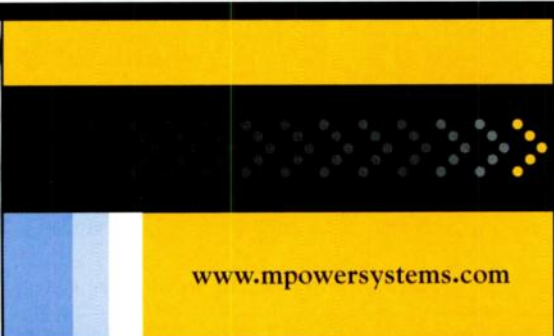
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TRADE TALK

MUSIC

PEOPLE



Nashville, TN – Worship leader Darrell Evans recently signed with Spirit-Led Records, releasing his label debut, *Consuming Fire: Darrell Evans & Friends*, in April. (Brooks Bowers, BrooksBowers@comcast.net)

Nashville, TN –

Grammy nominated artist/producer Troy Sneed announced the signing of new artist L. Spenser Smith & Testament to his newly



founded label, Emtro Gospel. With the debut release of *Assignment No. 1* scheduled for June 8, Emtro Gospel will unveil what is described as the group's "neo-gospel" sound. (Maureen Hoganson, MaureenHoganson@Comcast.net)

Nashville, TN – Independent label group BHT Entertainment signed its first artist, songwriter Trevor Morgan, whose *Wonderlight* project drops May 4. BHT Entertainment principals include industry veterans Mike Blanton, Dan Harrell and Steve Thomas. (Rich Guider, richguider@Comcast.net)

Nashville, TN – Industry veteran Hugh Robertson's newly formed record label, Waterfront Records, released its Chillout series in March, including *Chillout ... A Time To Worship* and *Chillout ... The Worship Xperience*. The series combines popular hits and worship songs, recasting them into relaxing arrangements. (Allison Moody, AllisonMoody@Comcast.net)

Nashville, TN – Jaci Velasquez is launching her own label, Apostrophe Records. Singer/songwriter Michael Cook is the first



signed artist, releasing his debut album this fall. Velasquez remains on the Word Records label. (PDAdvisor, 02/26/04)

Nashville, TN – The Tovah Music/Crowne Music partnership signed three-sister band Everlife, whose debut release is slated for August 24. (PDAdvisor, 02/26/04)

Charlotte NC – In February, the Reverend Dr. Keith Roderick was appointed director of the Washington, DC, office of Christian Solidarity International (CSI), an interdenominational human rights organization campaigning on behalf of persecuted Christians and other victims of oppression. Roderick is currently the Secretary-General of the Coalition for the Defense of Human Rights, representing more than 50 organizations that campaign on behalf of religious minorities in the Islamic world. He continues to direct the Coalition. (csi@csi-usa.org)

Overland Park, KS – Bott Radio Network appointed Candy Green to the position of program services manager, replacing Beth



Candy Green

Huisman. Green is former news assistant at KCTV 5. In other news, Pat Rulon joined the staff as advertising sales manager for KCCV-



Pat Rulon

AM-FM, and Jack Houghton was promoted to director of advertising sales and marketing. Houghton previously served as the advertising sales manager for KCCV-AM/FM. (Kelly Crane, 913-642-7600)



Jack Houghton



Annandale, VA – On January 5, attorney Steven H. Aden was named Chief Litigation Counsel for the Center for Law and Religious Freedom of the Christian Legal Society. Aden, a 1989 graduate of Georgetown University School of Law, recently served as Chief Litigation Counsel to The Rutherford Institute. (owner-pressrelease1@christianlegalsociety.org)

Nashville, TN – EMI Christian Music Group announced a major reorganization. A new division, EMI CMG Label Group, consolidates and streamlines A&R, artist development, creative services, promotion and label operations for ForeFront, Sparrow, and their affiliated labels. Peter York moves from president of Sparrow Label Group to president of EMI CMG Label Group, while ForeFront president Greg Ham moves to the new position of executive VP, Business Development for EMI CMG. The new EMI CMG Marketing division serves the Label Group and is headed by Senior VP David Crace, former VP, Marketing for Chordant Distribution Group. Chordant Co-President Richard Peluso is now president of EMI CMG Distribution; Co-President Rod Huff leaves to pursue other opportunities. (PDAdvisor, 02/26/04)

Nashville, TN – The Air 1 Radio Network named midday host Michelle Morgan as music director. (PDAdvisor, 02/26/04)



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Charlotte, NC – INSP- The Inspiration Networks promoted Will Baysinger from promotions producer to marketing promotions manager and hired Sandra Norton, formerly an independent contractor, as controller and director of financial systems administration. (Sara Lowe, 704-561-7728)

Nashville, TN – Matt Hawkins assumed the executive producer post of *Faith & Family* (www.faithandfamily.com) in January. Hawkins joined the program in February 2001 as broadcast editor and audio producer. (Kerry Bural, kbural@erlc.com)



Fullerton, CA – Martin Jones joined the *Revive Our Hearts* leadership team as operations director. Prior to joining the ministry, Jones served 24 years in leadership with Back to the Bible. (Jennifer Perez, 714-738-1501)

Cary, NC – On January 1, Trans World Radio named Steven W. Hippe as new CFO. Hippe possesses more than 15 years' experience in senior executive and financial management roles. (David McCreary, 919-460-3700)

Nashville, TN – Provident Distribution promoted Lesley Caraway from International Sales & Marketing Coordinator to Director of International Sales and Marketing. (Alisha Swindle, aswindle@providentmusicgroup.com)



Nashville, TN – Provident Label Group hired Karrie Hardwick, formerly with WAY-FM/Nashville, TN, as its national promotions coordinator, focusing on CHR. (PDAdvisor, 02/26/04)



Nashville, TN – The Gospel Music Association (GMA) recently inducted the following into the GMA Gospel Music Hall of Fame: Reverend Al Green, Sandi Patty, Frances W. Preston and Vestal Goodman. (www.gma.com)



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A WORD FROM THE WORD

Love

Do you know what love is? Most people define it as "a warm feeling in the heart." But that could be indigestion or heartburn. So if you're going to define love, you have to do better than that!

Do you realize that the Bible never defines love? It only describes it. That's because love is not just an idea – it's an idea put into action. In 1 Corinthians 13:4-7, God shows us what love is. He says, "Love suffers long and is kind; love does not envy, love does not parade itself, is not puffed up; does not behave rudely, does not seek its own; is not provoked, thinks no evil; does not rejoice in iniquity, but rejoices in the truth; bears all things, believes all things, hopes all things, endures all things."

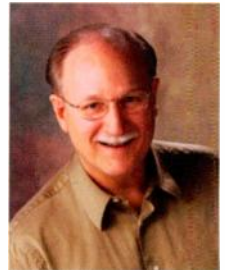
Wow! That's quite a description, isn't it? That's love in action, to be sure.

The word love here is the Greek word agape. Actually, it's a very specific word for a kind of love that is based on a decision of the mind rather than an emotion of the heart. Agape is not "I like you," but rather, "I'm going to do what's right and good for you, even if it costs me a lot to do it."

My friend's 7-year-old daughter jumped into a pool to save her 2-year-old brother, who fell into the pool not knowing how to swim. But the water was too deep, and she wasn't strong enough to swim while holding on to her brother. She went under the water and kept jumping up with her hands extended to keep him afloat. When the family discovered what was happening, she had already taken on water and was about to drown. Later, when

asked why she put her life at risk, she said, "But I had to save David!" Her only concern was for him – not for herself.

That's agape love. It's God's love for us, and it ought to be our love for one another.



Dr. Dan Hayden

Dr. Dan Hayden is a popular speaker, author and host of the daily radio feature A Word from the Word. He serves as director of Ministries for Sola Scriptura (www.solagroup.org), a ministry located in Orlando, FL, dedicated to promoting the authority, authenticity and accuracy of the Bible. Contact him via e-mail at dhayden@solagroup.org.

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Andrea Perry, PD, WMPZ-FM, Chattanooga, TN

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Dallas, TX – *Hope For The Heart* celebrated 18 years of ministry on March 3. The program began on 23 stations, and is now heard on 166 stations worldwide. It received NRB's Genesis Award and Radio Program of the Year Award. The program airs in Russian, Romanian, Spanish, Portuguese and Mandarin Chinese. (www.hopefortheheart.org)



Atlanta, GA – WAFJ-FM (www.wafj.com) celebrated its 10th anniversary in February by hosting the Imagine Tour with Mercy Me, Bebo Norman and Amy Grant. (Jeremy Daley, info@wafj.com)

Queensland, AUSTRALIA – On February 1, Vision FM celebrated its fifth anniversary. The non-profit network began in Brisbane with three paid staff. Today, 19 full-time staff keep 156 stations on air across Australia. The station, which is run by United Christian Broadcasters Australia, also broadcasts online at www.visionfm.com.au. (Amanda Richardson, arichardson@ucb.com.au)



Chadds Ford, PA – In December, PhotoMission partnered with DaySpring to develop a new line of greeting cards. Additionally, PhotoMission's photographers recently completed an international photo assignment on behalf of *Charisma & Christian Life* magazine. PhotoMission, a worldwide community of Christian photographers that heavily utilizes the Internet for its ministry, began with three photographers in 2002 and now includes 35 photographers residing in six countries. (Connie Wragge, connie@photomission.com)

INSPIRING MEMBER: Ashley Cobb Jr.

Come Go With Me

I grew up the eldest of 10 children in a poor, Baptist sharecropper's home. My parents taught us Christian values and to work toward a better life. Even though at times I tried to get away from their teaching, I could not.

One hot Saturday in July 1961, I was waiting at a bus stop in Brooklyn, NY, headed to church. An inner voice spoke, "Come go with me." I knew it was God and mentally argued with Him, *I just arrived here from the farmlands of Georgia. I came to New York to become a big-time rock'n'roll singer and actor. Where were You when I needed the bare necessities of life? Where were You when I had to deal with life's unfairness? You do not have much to offer me except religion. I need more than that.*

The inner voice was silent. I went to church, but could not forget His words, "Come go with me." On that day, my class studied Matthew 6:33, "But seek ye first the kingdom of God and his righteousness; and all these things shall be added unto you." I sat in the class, taught by my lifelong mentor, Edward E. Best, and gave my heart to God.

At the time, I was working as a factory laborer for \$48 per week, and also worked a part-time job in a cafeteria. God guided me to attend night school in preparation for His

service. Eventually, I ran a business with five employees. One day while looking out of my office window, I heard the inner voice again. "Although you are paying tithes and offerings faithfully, I want you to do more for humanity. Don't be afraid. I am with you."

I established a nonprofit organization, HIMB (He Is My Brother), and raised funds to build a multi-million dollar Vocational Academy for poor children in Nicaragua and several thousand dollars for the Christian Records School for the Blind and Deaf in Lincoln, NE. The inner voice said, "Move forward with HIMB, there is much more you can do for humanity."

One evening I came upon two men beating a homeless young man, who obviously was drug addicted. I leapt from my car, cell phone in hand, and stopped the incident. The men said they intended to kill him for stealing a television from their SUV. I called the police and watched as the man was loaded into an ambulance.

The next day I visited him in the hospital and helped him to get into a drug rehabilitation program in California. My wife and I attended his graduation from the program one year later. Five years later, he is drug-free, has a full-time and a part-time job, is a deacon in his church, mentors young people,



Ashley Cobb Jr.

and lectures to those hooked on drugs and in despair. Our experience with him opened doors for HIMB to focus its attention on the physically challenged and underprivileged youth, honoring victorious youth of different races and religions with HIMB awards.

One day while jogging, the inner voice I heard 40 years earlier spoke again, but at a higher volume: "Ashley what do you think about Me now?" I answered joyfully, *Lord, I found everything that I need in You. I am happy and more than blessed. Thank You for being patient with me while I mature to understand Your desire for my life.*

Ashley Cobb Jr. is president of HIMB. Contact him at (718) 453-1414, (917) 572-0229 (cell), ashleycobbjr@aol.com or HIMB, P.O. Box 470124, Brooklyn, NY 11247.

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Church Media Lessons From Thigh Master, Ginsu Knives and Popeil's Pocket Fisherman

BY PHIL COOKE

Remember those late-night programs that sell everything from miracle bald spot reducers to anti-cellulite cream? Whether we like to admit it, nearly every Christian media professional has produced a dreaded infomercial.

You read that correctly. We've done them — we just promoted different products. When you offer a book, tape or other product with a toll-free phone number, you are doing Direct Response (DR) advertising, or the technique of getting people to act now.

We in religious media live in a DR world. Although Nike probably won't sponsor your program, we need to understand how to get the audience to respond directly to our message. To make that happen effectively, we need to use six critical keys to successful DR advertising.

1. Use multiple formats

Most of us immediately think of TV infomercials: Popeil's Pocket Fisherman, Ginsu Knives, the George Foreman Grill, or miracle tools and personal care products — which can be one and the same! But the fact is, DR works extremely well in print and on the radio. It is simply presenting a product or service and then putting up a phone number and website to encourage people to contact you immediately. Don't forget print and radio in your media plans, because you can do DR far cheaper in those media.

2. Focus on testimonies

The audience can hear a program host talk until he or she is blue in the face, but when they see the testimony of someone whose life was changed because of the product, that's when they decide, *Wow! If it works for that guy, maybe it can work for me.* (Are you paying attention, pastors, evangelists and Christian program hosts?)

We know that phone calls generally spike during testimonies, because that's when it hits home to people and they respond. Whether someone sees a housewife using the George Foreman Grill effectively or hears how faith in Christ

changed a situation, testimonies are absolutely critical.

Find partner letters and testimonies or start interviewing people in your church or ministry and build your testimony inventory. Place a booth in the back of the sanctuary and announce, "If this church or ministry has made a real impact on you or someone you know, tell us about it." Interview the people who respond to your request and put them on your program. It will make a huge impact on your media outreach.

3. Demonstrate the product/service

People want to see how a product or service works, and that's why the secular infomercials on TV demonstrate the product. Does the Gospel work? Does salvation work? Can people's lives really be transformed? Let's demonstrate it. Find a way to demonstrate the pastor's teaching and how it works for people. Does your message work in the office? School? Other areas? Demonstration is vital and has a dramatic impact on the audience.

4. Make it the right length

Unless everyone watching the program already knows your product or service, I don't recommend that you do a 30-second DR spot. Frankly, you have to get the viewer off the sofa and over to the phone, then get him or her to

write down the number and call. You simply can't do that in 30 seconds. My personal recommendation is to never produce anything less than a 60-second DR spot. Probably 50 percent of what I create is 90 seconds or 2 minutes. You need that time to demonstrate the product, service or message, edit in a short testimony, and then give them the opportunity to respond.

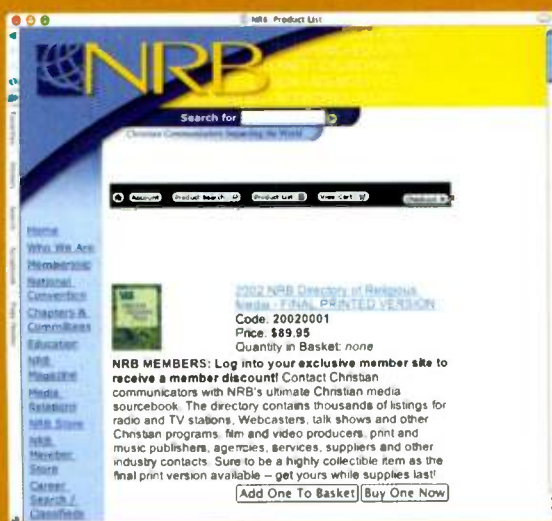
In image advertising, McDonald's, Nike, FedEx and others make it work in 30 seconds because they're just trying to present a good image or feeling. But in DR, you want your audience to act. Don't be afraid to stretch it out.

5. Break a long-form DR program into segments

Do a 30-minute program when the product, service or message is something that really needs extensive explanation, or if it's a complex concept. But don't forget that people on average are tuning in and

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out of a program every 7-9 minutes. Therefore, most half-hour infomercials you see on TV are not really 30-minute shows, but broken down into three shows of 7 to 9 minutes. Make sure you demonstrate the product, show a testimony and give people an opportunity to order during each of those segments.

One of the major principles I teach my clients is that if you're not doing a product spot at the front of the program, you're missing a huge number of people who are not going to be there at the end of the program. Likewise, if you're not offering it in the middle of the program, you're missing a lot of people who weren't there at the beginning and won't be there at the end.

6. Be hip and contemporary

Is DR Only for Major Program Producers?

Most people don't realize that the infomercial industry was born because smaller companies couldn't afford to do major advertising campaigns and needed results right away. In fact, Madison Avenue advertising legend David Ogilvy started using DR when a small hotel owner wanted to advertise but had an incredibly small budget. Ogilvy invested his client's small budget into cheap penny postcards, and a few weeks later, the hotel was full.

His most famous quote was, "For 40 years, I have been a voice crying in the wilderness trying to get my fellow advertising practitioners to take direct response seriously. Direct response was my first love, and later, my secret weapon."

So just because you're not a major ministry, station or network, don't think DR can't work for you. Just keep in mind the principles in this article, and focus them on your target.

The goal is to get your audience to respond now. So whether you use cheap penny postcards, brochures, radio spots, Internet sites, or a million other advertising methods, the key is response. Remember, your audience has no idea you need support or want them to act unless you tell them ... and give them a way to respond.

- Phil Cooke



Make it cool and make it look good. Today, companies like Kodak, Panasonic, Sony and Pennzoil are producing infomercials and taking them to a whole different level.

Remember Ginsu knives? They used to be sold as, "The miracle knife that cuts through a can!

Now watch how easily it slices a tomato!" Now the company is using a new generation of infomercials that looks more like an episodic drama. There's no hard-sell. It's dramatic, and although the audience gets caught up because of the story, the ultimate goal is still to sell those knives. Infomercials are becoming very cool, very contemporary and very hip.

Recently, our company produced a direct response spot for Joyce Meyer Ministries, based on her book, *Beauty from Ashes*, published by Time Warner. It was very cool and contemporary. We used photos of Joyce as a young woman, and told the story of her early abuse and failure, and how God redeemed and restored her life.

Thanks to the spot, the book is selling so fast that Time Warner is having trouble keeping up with the printing, and they're one of the largest publishers in America. It's a high-quality spot that drives the audience to the toll-free number and the website.

DR advertising can be very effective when you use the right principles and techniques to get people's attention, and motivate them to act.

Adapted from a Church Media Educational Session of NRB 2004.

Phil Cooke is founder/CEO of Phil Cooke Pictures, Inc., based in Santa Monica, CA. The company publishes a free, monthly e-newsletter filled with media research, creative concepts, production resources and great ideas. Subscribe at www.cookepictures.com/resources/newsletters.

Ha visto los programas nocturnos que venden desde el producto increíble que reduce la calvicie hasta la crema contra la celulitis? Aunque no queramos admitirlo, casi todos los expertos de medios cristianos han producido un *infomercial* (publicidad en forma de programa de TV) de mala calidad.

Sí, lo está leyendo bien. Todos lo hemos hecho, lo único que cambia es el material. Si usted quiere un libro, una cinta o algún otro material y da un número para llamar gratis, eso se llama publicidad de Respuesta Directa (RD), que es la técnica de hacer que la gente actúe ya.

Los que estamos en los medios cristianos vivimos en un mundo de RD. Aunque posiblemente Nike no patrocinaría nuestro programa, necesitamos saber cómo hacer que el público responda directamente a nuestro mensaje. Para hacerlo con eficacia debemos utilizar seis claves del éxito en la publicidad de RD.

1. Utilice varios formatos

Esto nos recuerda los *infomerciales* de TV: Popiel's Pocket Fisherman, Ginsu Knives, la George Foreman Grill, o las herramientas increíbles y los productos de aseo personal, ¡que pueden ser uno y el mismo! Pero el hecho es que la RD da muy buenos resultados en la página impresa y en la radio. Se trata de dar a conocer un producto o servicio y dar un número telefónico y sitio Web para que la gente se sienta motivada a comunicarse con usted ya. Al considerar los medios que piensa utilizar, no olvide incluir la radio y la página impresa, porque la RD es más barata por esos medios.

2. Ponga el énfasis en los testimonios

El público puede oír hasta la saciedad al presentador de un programa, pero tomará la decisión cuando vea un testimonio de alguien cuya vida cambió como resultado del producto: ¡Vaya! Si a esa persona le dio resultado, quizá a mí también me dé resultado (¿Están prestando atención, pastores, evangelistas y presentadores de programas cristianos?).

Sabemos que por lo general entran más llamadas telefónicas durante los testimonios, porque es cuando le llega a la gente y entonces responden. Los testimonios son sumamente importantes, ya sea que alguien esté viendo a una ama de casa que

Lecciones sobre Medios de comunicación de la iglesia que nos dan Thigh Master, Ginsu Knives y Popeil's Pocket Fisherman

POR PHIL COOKE

sabe cómo utilizar la George Foreman Grill o que esté oyendo cómo la fe en Cristo puede cambiar alguna situación.

Pida cartas o testimonios al ministerio que colabora con usted, o entreviste a la gente de su iglesia o su ministerio para empezar un archivo de testimonios. Tenga una mesa a la entrada de la iglesia y diga: "Si esta iglesia o este ministerio ha sido de bendición para usted o para alguien que usted conoce, por favor cuéntenos acerca de ello". Entreviste a los que respondan y póngalos en el programa. Ello tendrá un resultado muy positivo en su ministerio de medios.

3. Demuestre el producto o el servicio

La gente quiere ver los resultados del producto o del servicio, por eso los *infomerciales* seculares demuestran el producto en la TV. ¿Da resultado el Evangelio? ¿Da resultado la salvación? ¿De veras puede ser transformada la vida de alguien? Pues, demostrémoslo. Busque la manera de demostrar cómo las enseñanzas del pastor influyen en las personas. ¿Da su mensaje resultados en el trabajo y en otros lugares? La demostración es vital y tiene un efecto poderoso en el público.

4. Que dure lo justo

No recomiendo un espacio de RD de 30 segundos, a menos que los que estén viendo el programa ya conozcan su producto o servicio. En realidad su tarea es hacer que el televidente se levante y llame por teléfono; pero usted no podrá lograr eso en 30 segundos. Yo le aconsejo que nunca produzca un espacio de respuesta directa de menos de 60 segundos. Quizá el 50 por ciento de lo que yo hago sea 90 segundos ó 2 minutos. Ese es el tiempo que usted necesita para demostrar el producto, el servicio o el mensaje, incluir un testimonio corto y darles la oportunidad para que respondan. En la publicidad de imagen, McDonald's, Nike, FedEx y otros lo logran en 30 segundos porque solo quieren presentar una imagen buena o la mejor opción. Pero su meta en la RD es llevar el público a la acción. No tema alargar el espacio.

5. Haga un formato largo de RD en segmentos

Haga un programa de 30 minutos cuando el producto, el servicio o el mensaje necesite mucha explicación, o cuando se trate de un concepto complicado. Pero tenga presente que el público como promedio ve y deja de ver un programa cada 7 a 9 minutos. Así que durante esos segmentos demuestre el producto, muestre un testimonio y dé a la gente la oportunidad de llamar.

Uno de los principios más importantes que enseño a mis clientes es que si usted no tiene un espacio publicitario al principio del programa, está dejando por fuera a una gran cantidad de gente que no estará al final del programa. De igual manera, si no lo sugiere a la mitad del programa, dejará por fuera a mucha gente que no estuvo ahí al principio ni estará al final.

6. Sea moderno y contemporáneo

Hágalo de una manera genial y súper bien. Hoy día empresas como la Kodak, la Panasonic, la Sony y la Pennzoil producen *infomerciales* de una manera muy diferente. ¿Se acuerda de los cuchillos Ginsu? Solían anunciarse como: "¡El cuchillo increíble que puede cortar una lata! ¡Vea ahora cuán fácilmente puede cortar un tomate en rodajas!" Pero ahora la empresa está utilizando una generación nueva de *infomerciales* que parecen más bien una obra teatral en episodios. No hay venta agresiva. Es algo teatral, y aunque a la gente se le atrae por el relato, la meta final sigue siendo vender los cuchillos. Los *infomerciales* se están convirtiendo en algo genial, contemporáneo y moderno.

Hace poco nuestra compañía produjo un espacio de respuesta directa para Joyce Meyer Ministries, basado en el libro *Beauty from Ashes*, por Joyce Meyer, publicado por la Editorial Time Warner. El espacio era genial y contemporáneo. Utilizamos fotos de Joyce cuando era jovencita y hablamos del abuso que sufrió y los fracasos que tuvo, y de cómo Dios

¿Es la RD solo para los productores principales de programas?

La mayoría de la gente no sabe que la industria *infomercial* nació porque las pequeñas empresas carecían de fondos para hacer grandes campañas publicitarias y necesitaban ver resultados inmediatos. De hecho, el legendario publicista de Madison Avenue David Ogilvy empezó a utilizar la RD cuando el dueño de un hotel pequeño quería anunciarse pero contaba con poquísimo presupuesto. Ogilvy invirtió el poco presupuesto de su cliente en tarjetas postales de un centavo; semanas después el hotel estaba lleno.

Su cita más famosa era: "Por 40 años he sido una voz que clama en el desierto, tratando de hacer que mis colegas publicistas tomen en serio la respuesta directa. La respuesta directa fue mi primer amor, y luego, mi arma secreta".

Si usted no tiene un gran ministerio o una gran estación o cadena, no significa que la RD no le dará resultados. Tenga presente los principios en este artículo y enfóquelos en su blanco.

La meta es hacer que su público responda ya. Usted podrá utilizar tarjetas postales de un centavo, folletos, espacios en la radio, sitios en la Internet o un millón de otros métodos publicitarios, pero la clave está en la respuesta. Recuerde que su público no sabe que usted necesita apoyo y que quiere que hagan algo, a menos que usted se lo comunique y le sugiera la manera de hacerlo.

– Phil Cooke

redimió y restauró su vida. Gracias al espacio el libro se está vendiendo tan rápidamente que a Time Warner –una de las casas editoriales más grande de EE.UU.– se le está haciendo difícil mantenerse al día con la impresión. Es un espacio de gran calidad que lleva al público al número telefónico gratis y al sitio Web.

La publicidad de RD puede tener resultados excelentes si usted utiliza las técnicas y los principios adecuados para lograr que la gente le ponga atención y se vea motivada a la acción.

Adaptado de la sesión educativa de la NRB 2004 sobre Medios de comunicación de la iglesia. Phil Cooke es el fundador y director ejecutivo de Phil Cooke Pictures, Inc., con sede en Santa Mónica, CA. La empresa publica un boletín electrónico mensual sobre estudios de medios, conceptos creativos, recursos de producción e ideas geniales. Puede suscribirse en www.cookepictures.com/resources/newsletters.

NRB President Dr. Frank Wright Testifies Before Congressional Subcommittee

Summary of the Issue

- The Satellite Home Viewer Improvement Act (SHVIA) serves an important public good by providing greater levels of choice to television viewers.
- The “carry one carry all” requirement in each local market is essential to prevent satellite service providers from “cherry picking” local stations, thus ensuring fair treatment of all local broadcasters.
- Such cherry picking creates an environment where satellite providers are making program choices for the viewers rather than letting the viewers exercise their own choice.
- The two-dish scheme employed by EchoStar to fulfill its carry one carry all requirements violates the express intent of SHVIA by failing to provide access to local broadcasters in a manner that is non-discriminatory.
- The two-dish scheme is inherently discriminatory by creating a second, and lower, tier of disfavored stations that are economically disadvantaged in the marketplace.
- The proposed draft language to amend SHVIA through the reauthorization process is a welcome step to remove ambiguity, to restore equity and to put an end to EchoStar’s discriminatory practices.
- The temporary waiver provisions in the draft language are not needed in that SHVIA does not impose requirements that in any way impact current or future satellite capacity.
- The temporary waiver provisions are, in fact, counter-productive in that they will lead to additional implementation delays on top of the multi-year delays already experienced in many markets.

On April 1, NRB President Dr. Frank Wright appeared before the Energy and Commerce Committee Subcommittee on Telecommunications and the Internet. He stated NRB’s position regarding discriminatory satellite carriage practices stemming from the Satellite Home Viewer Improvement Act (SHVIA). His oral testimony follows.

Thank you, Mr. Chairman, Mr. Markey and Members of the Committee.

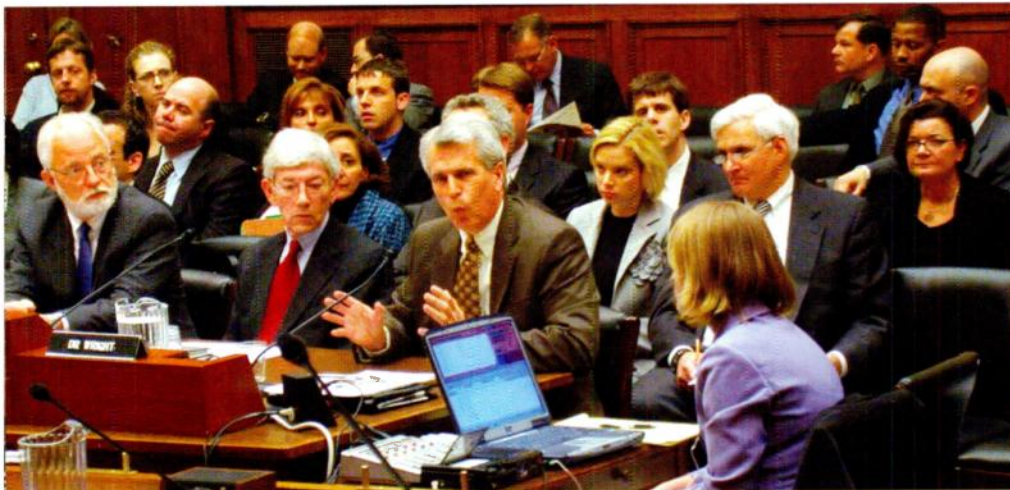
The National Religious Broadcasters, or NRB, is an international association of Christian communicators involved in television, radio, Internet and film. We currently have more than 1700 member organizations representing millions of viewers, listeners and readers. Recently published research reveals that 141 million Americans watch or listen to Christian broadcasting at least once a month. Many of our members have a significant stake in the legislation under consideration today.

With your permission, Mr. Chairman, I will limit my remarks today to the Good, the Bad and the Ugly.

First, the Good. Thanks in no small part to the wisdom of the Congress, the Satellite Home Viewer Improvement Act (SHVIA) has been a very beneficial piece of legislation. By allowing DBS providers to retransmit the programming of local market broadcast stations, the television viewer benefits greatly from the enhanced choices available. And by requiring that such offerings are made available in a non-discriminatory fashion, the interests of local broadcasters are protected as well – at least in theory.

Which leads us to the Bad. The two-dish strategy employed by EchoStar to fulfill its “carry one carry all” requirement is both discriminatory and harmful. This arrangement places the DBS provider in the position of making





basic programming decisions for the viewer instead of allowing the viewer to exercise his or her own choice. When EchoStar casts a disfavored local broadcast station into the outer darkness of one of its “wing” satellites, it is engaging in the very “cherry-picking” the Congress expressly prohibited.

As we turn our attention to the Ugly, my metaphor begins to break down, as all metaphors eventually do. Here I am referring to implementation of the act by the FCC. Of course I mean no disrespect, but the FCC’s unwillingness to firmly address the discriminatory nature of EchoStar’s two-dish strategy leaves us with a decidedly unappealing outcome. As the Committee knows, the FCC issued a Declaratory Ruling concluding that EchoStar’s two-dish plan fails to comply with SHVIA. Yet, nearly two years later, the matter still is not resolved.

For these reasons and others, I commend this Committee for its desire to strengthen the Satellite Home Viewer Improvement Act through the reauthorization process.

Yet with all due respect, Mr. Chairman, when I look at the draft reauthorization bill I still see a bit of the Good, the Bad and the Ugly.

The Good, of course, is a powerful good. The requirement that all broadcast stations be carried on a single dish

at last fulfills the intent of the original legislation, which is to require that “local into local” service be provided “on contiguous channels and provide access to such stations’ signals at a non-discriminatory price and in a non-discriminatory manner.”

The Bad, however, is also noteworthy. Specifically, I am referring to the temporary market-by-market waivers specified in Section 101, Subsection (c). In our view, this waiver addresses a so-called capacity constraint that, in point of fact, does not exist and is not relevant.

The reason the capacity question is not relevant is because this legislation

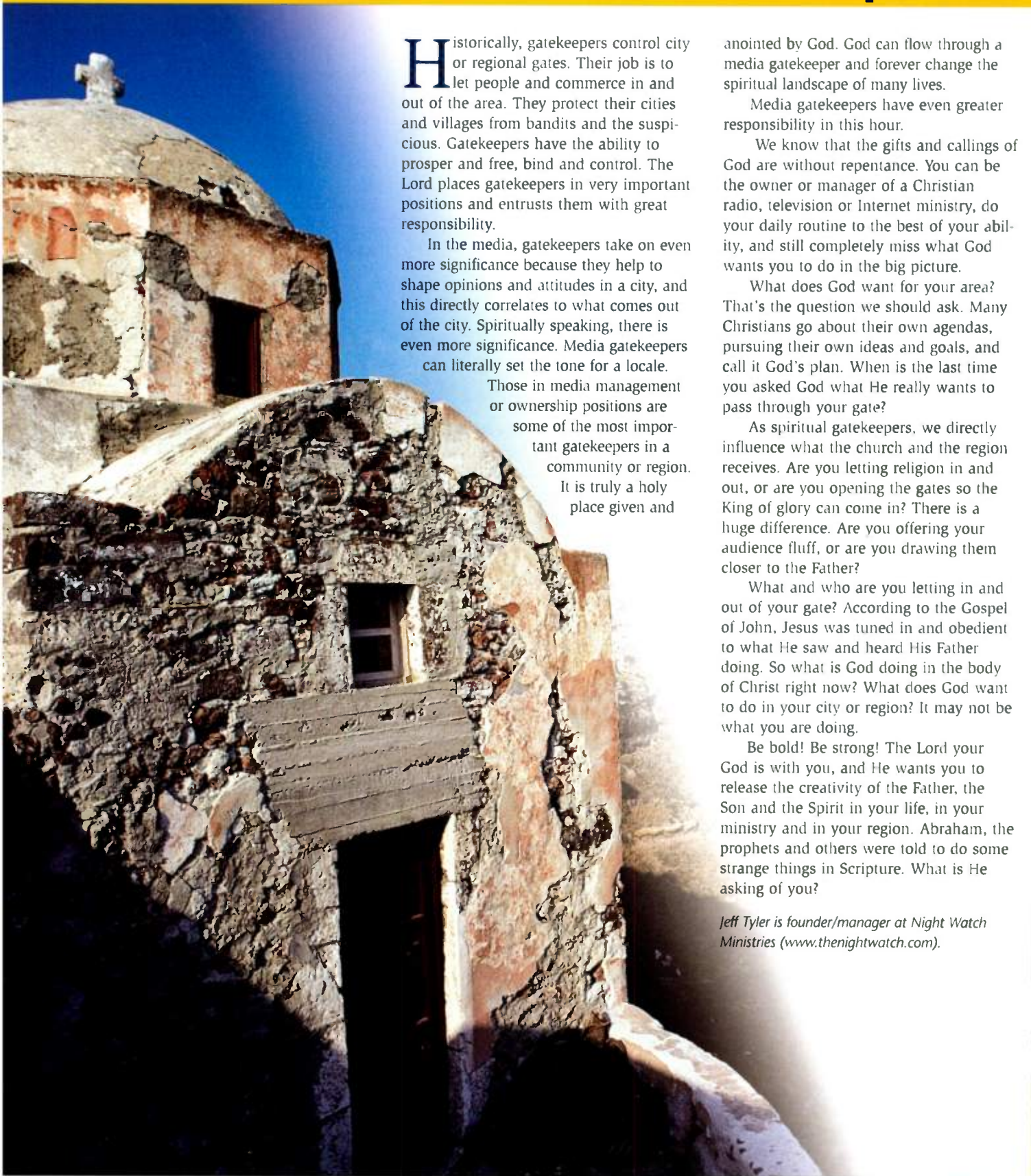
does not require that any additional stations be added to a satellite lineup in order to fulfill its requirements. Not one. The only question is how will the broadcast stations be distributed across the available satellites. Fulfilling the provisions of this reauthorization act has nothing to do with capacity because sufficient capacity must already be in place before EchoStar can initiate “local into local” service in a given DMA.

Capacity, therefore, not being a relevant factor, the temporary market waivers detailed in the discussion draft of the reauthorization act are not necessary. In fact, such waivers can lead only to substantial implementation delays, when we have already witnessed years of implementation delays to date.

The NRB is pleased to offer its strong support for the draft language with the one qualification that the temporary waiver provision is, in our view, both unnecessary and counter-productive. Thank you.



QUESTIONS FOR GATEKEEPERS



Historically, gatekeepers control city or regional gates. Their job is to let people and commerce in and out of the area. They protect their cities and villages from bandits and the suspicious. Gatekeepers have the ability to prosper and free, bind and control. The Lord places gatekeepers in very important positions and entrusts them with great responsibility.

In the media, gatekeepers take on even more significance because they help to shape opinions and attitudes in a city, and this directly correlates to what comes out of the city. Spiritually speaking, there is even more significance. Media gatekeepers can literally set the tone for a locale.

Those in media management or ownership positions are some of the most important gatekeepers in a community or region. It is truly a holy place given and

anointed by God. God can flow through a media gatekeeper and forever change the spiritual landscape of many lives.

Media gatekeepers have even greater responsibility in this hour.

We know that the gifts and callings of God are without repentance. You can be the owner or manager of a Christian radio, television or Internet ministry, do your daily routine to the best of your ability, and still completely miss what God wants you to do in the big picture.

What does God want for your area? That's the question we should ask. Many Christians go about their own agendas, pursuing their own ideas and goals, and call it God's plan. When is the last time you asked God what He really wants to pass through your gate?

As spiritual gatekeepers, we directly influence what the church and the region receives. Are you letting religion in and out, or are you opening the gates so the King of glory can come in? There is a huge difference. Are you offering your audience fluff, or are you drawing them closer to the Father?

What and who are you letting in and out of your gate? According to the Gospel of John, Jesus was tuned in and obedient to what He saw and heard His Father doing. So what is God doing in the body of Christ right now? What does God want to do in your city or region? It may not be what you are doing.

Be bold! Be strong! The Lord your God is with you, and He wants you to release the creativity of the Father, the Son and the Spirit in your life, in your ministry and in your region. Abraham, the prophets and others were told to do some strange things in Scripture. What is He asking of you?

Jeff Tyler is founder/manager at Night Watch Ministries (www.thenightwatch.com).

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- Surveys show that email is the most powerful way to connect with constituents; and a prominent signup box is the most effective way to build an email database.

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