



October 2004 • [www.nrb.org](http://www.nrb.org)

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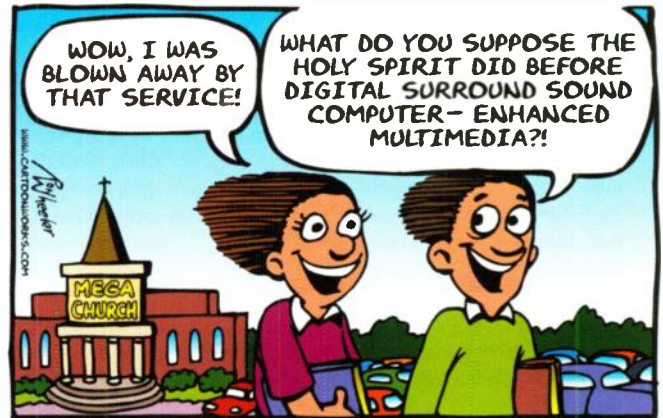
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# Aiming At Heaven

As followers of the Lord Jesus Christ, our lives are (or should be) a constant tension between things eternal and things temporal, between the spiritual world and the material world. Every time we open the Scriptures, they strengthen our faith and point us to the world to come. Every time we open our front door, we enter a demanding arena where we must live out that faith day by day.

As we live out our faith, our challenge is to be in the world but not of the world. We are to be Spirit-filled creatures in a world often blind to the things of the Spirit. We are to be people of faith in an often faithless world.

Why must this be true of us? Principally, because this world is not our home. Our home is a city whose Architect and Builder is God. The race we run has a finish line that is literally out of this world.

Yet if we are honest with ourselves, we must acknowledge that we sometimes lose our balance (or our way) because the things that are temporal are ever before us and can easily obscure the things that endure. As one wit observed: *"The problem with life is that it is so daily."* We too easily lose sight of the truth that our sojourn here is to glorify God and prepare us for the life to come.

Jesus spoke directly to this when he said: *"Seek first the Kingdom of God and His righteousness."* Notice that Jesus did not merely say that we should seek the Kingdom of God; He said we should seek it first. And therein lies the answer to the temporal — eternal tension. We must focus on things eternal first.

As he so often did, C. S. Lewis gave us a memorable summation: *"Aim at heaven and you will get Earth thrown in. Aim at Earth and you will get neither."*

Lewis' elegant proverb begs an obvious question: what are you aiming at? Are you aiming at the Kingdom of God and His righteousness, or is your aim occluded by the things of this world? This is not an easy question to answer when the tyranny of the urgent has you by the throat. Yet we leave this question unanswered at our own peril.

And what of us as Christian communicators? As we use the tools of electronic media, what are we aiming at? What should we be aiming at?

Our aim should be to proclaim eternal things, particularly the Kingdom of God. Jesus came teaching and preaching about the Kingdom of God. The Parables were largely about the Kingdom. After His resurrection, the Book of Acts (Acts 1:3) continues to record the Lord's Kingdom focus.

We endeavor to be used by God in the

redemption of mankind. Our high and holy calling is to serve as ambassadors of the Most High God. As the Apostle put it:

*"All this is from God, who reconciled us to Himself through Christ and gave us the ministry of reconciliation: that God was reconciling the world to Himself in Christ, not counting men's sins against them. And He has committed to us the message of reconciliation. We are therefore Christ's ambassadors, as though God were making His appeal through us." (2 Corinthians 5:18-20)*

And if that is our aim, then our programming should be bold to that end. Now, does that mean that every program we produce and broadcast should have a five-point Gospel presentation and an altar call? Well, no. But our programming must have an end in view.

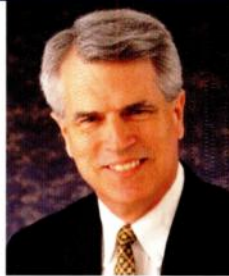
Consider the method often used by Jesus and exemplified by His encounter with the Samaritan woman at the well in John chapter four. Jesus used five communications principles to reach His desired end in the conversation. The principles are: 1) attention; 2) interest; 3) desire; 4) conviction; and 5) commitment.

Summarizing the conversation, Jesus first got her attention by saying, *"Will you give me a drink?"* Second, He created interest by saying, *"If you knew the gift of God and who it is that asks you for a drink, you would have asked him and he would have given you living water."* Jesus then created desire by saying, *"Whoever drinks the water I will give him will never thirst."* And he brought about conviction by saying, *"Go, call your husband and come back."*

This approach was not the Gospel itself but was aimed at it, for Jesus brought her to the place of commitment in response to her comment about Messiah when he declared: *"I who speak to you am He."*

The person and work of Jesus Christ is the end and aim of the Scriptures. The entire Old Testament points to His coming, and the New Testament reveals the gift of God which is eternal life through faith in Christ.

Let your aim, both personally and professionally, be the Kingdom of God. And may God give us much fruit as we aim our message at a world that does not yet know Him!



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



October 2004

Vol. 36, No. 8

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NRB (ISSN 1521-1754) is published monthly except March, August and December. To subscribe, send \$24 for one year to NRB, 9510 Technology Drive, Manassas, VA 20110. Canadian orders add \$6 USD annually; other international orders add \$24 USD per year. Periodicals postage paid at Manassas, VA, and additional offices.

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Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

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# Con la mira en el cielo

Como seguidores de Cristo, nuestra vida está, o debería estar, en constante tensión entre lo eterno y lo temporal, entre el mundo espiritual y el material. Siempre que abrimos las Escrituras, nuestra fe se fortalece y nos sentimos transportados al mundo venidero. Siempre que salimos de nuestra casa entramos en un mundo muy exigente en el cual debemos vivir esa fe día tras día.

El reto que se nos presenta al vivir nuestra fe es estar en este mundo pero no ser parte de él. Somos criaturas que debemos ser llenos del Espíritu en un mundo que con frecuencia está cegado a las cosas del Espíritu. Debemos ser gente de fe en un mundo sin fe.

¿Por qué tiene que ser así en cuanto a nosotros? Porque, primordialmente, este mundo no es nuestro hogar. Nuestro hogar es una ciudad cuyo Arquitecto y Constructor es Dios. La carrera en que estamos tiene una meta que, literalmente hablando, es de otro mundo.

Pero si fuéramos sinceros, reconoceríamos que a veces perdemos de vista el equilibrio, o el rumbo, porque las cosas temporales están siempre ante nuestros ojos y tienden a oscurecer las cosas que perduran. Como dijo alguien: "El problema con la vida es que es tan diaria". Nosotros también perdemos de vista muy fácilmente el hecho de que el propósito de nuestra estadía aquí es glorificar a Dios y prepararnos para la otra vida.

A eso de buscar se refirió Cristo cuando dijo: "Buscad primeramente el reino de Dios y su justicia". Note que Cristo no solo dijo que buscáramos el reino de Dios, sino que lo buscáramos primeramente; y aquí es donde encontramos la respuesta a la tensión entre lo temporal y lo eterno. Debemos concentrarnos primeramente en las cosas eternas.

Como solía hacerlo, C. S. Lewis lo resumió de una manera inolvidable: "Pon tu mira en el cielo, y recibirás también la Tierra. Pon tu mira en la Tierra, y no recibirás ni esta ni el cielo".

Este bonito refrán por C. S. Lewis implica una pregunta lógica: ¿en qué tienes puesta la mira? ¿La tienes puesta en el reino de Dios y su justicia o está empañada por las cosas de este mundo? No es fácil responder a esta pregunta cuando la tiranía de lo urgente nos tiene asidos por el cuello. Aún así, nos atrevemos y nos arriesgamos a dejar sin respuesta esta pregunta.

¿Y qué hay de nosotros los comunicadores cristianos? ¿En qué ponemos la mira cuando utilizamos los medios electrónicos? ¿En qué deberíamos ponerla?

Deberíamos ponerla en la divulgación de las cosas eternas, especialmente en el reino de Dios. Cristo anduvo enseñando y predicando el reino de Dios. Esa fue, primordialmente, la enseñanza de las parábolas. Después de la resurrección del Señor, el libro de los Hechos continúa documentando el enfoque de Jesús en el reino.

Después de su pasión, Cristo se apareció a sus discípulos y dio muchas pruebas de que

estaba vivo. Durante cuarenta días estuvo apareciéndoseles y hablándoles del reino de Dios (Hechos 1:3).

Nuestra mira debe estar puesta en los asuntos del reino de Dios. Busquemos ser utilizados por Dios en la redención de la humanidad.

Nuestro llamado santo y supremo es servir como embajadores del Dios Altísimo. Como lo expresó el apóstol:

"Y todo esto proviene de Dios, quien nos reconcilió consigo mismo por Cristo, y nos dio el ministerio de la reconciliación: Dios estaba en Cristo reconciliando consigo al mundo, no tomándonos en cuenta a los hombres sus pecados, y nos encargó a nosotros la palabra de la reconciliación. Así que, somos embajadores en nombre de Cristo, como si Dios rogara por medio de nosotros: os rogamos en nombre de Cristo: Reconciliaos con Dios". (2 Corintios 5:18-20)

Si tenemos la mira puesta en esto, sin lugar a duda se reflejará en nuestra programación. ¿Quiere esto decir que todo programa que produzcamos y difundamos debería presentar el Evangelio y hacer un llamado a ser salvo? Pues, no. Sin embargo, nuestra programación deberá perseguir un fin.

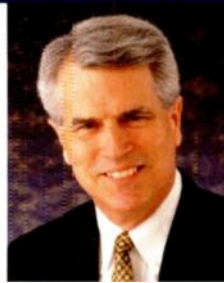
Consideremos el método que Cristo utilizó a menudo y que vemos ilustrado en el encuentro con la mujer samaritana en Juan capítulo cuatro. El Señor utilizó cinco principios de la comunicación para lograr el fin que perseguía en la conversación. Esos principios son: 1) atención; 2) interés; 3) deseo; 4) convencimiento, y 5) dedicación.

En resumen: Jesús primero captó la atención de la mujer al decirle: "Dame de beber". Segundo, despertó el interés de ella al decirle: "Si conocieras el don de Dios, y quién es el que te dice: 'Dame de beber', tú le pedirías, y él te daría agua viva". Luego creó el deseo en ella, diciéndole: "... el que beba del agua que yo le daré no tendrá sed jamás". Y después la llevó al convencimiento, diciéndole: "Ve, llama a tu marido, y ven acá".

Este método no era el Evangelio en sí, sino que apuntaba a este; porque Jesús la guio a que tomara una decisión al decirle: "Yo soy, el que habla contigo", en respuesta al comentario de ella sobre el Mesías.

El fin y la mira de las Escrituras son la persona y obra de Jesucristo. El Antiguo Testamento apunta a su venida, y el Nuevo Testamento revela el don de Dios, que es vida eterna mediante la fe en Cristo.

Que tu mira, tanto personal como profesional, esté puesta en el reino de Dios. Y que al apuntar con nuestro mensaje a un mundo que no conoce a Dios, Él nos dé mucho fruto.



Dr. Frank Wright

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# WASHINGTON

## Court Lifts Stay on New Radio Market Definition

A federal appeals court has cleared the way for one element of the Federal Communications Commission's complex media ownership rules to take effect: an alteration in the definition of the "local market" for radio stations, which will bar some future station acquisitions that would have been permissible in the past. However, the rest of the Commission's contested 2003 ownership rule changes appear to be headed to the Supreme Court for further review — which could mean long delays before the final shape of many media ownership rules becomes clear.

Broadcasters who have followed the ownership rules saga will recall that, in 2002, the FCC lost key legal battles over several broadcast ownership restraints. The reviewing court indicated that one of the weaknesses in the agency's defense was that the Commission counted commonly owned stations differently depending on the particular regulation.

In response, the FCC opened a comprehensive rulemaking to reconsider nearly all of its major media ownership rules in one proceeding: the local television and radio ownership caps, the national TV ownership limitation, and the restraints concerning "cross-ownership" of different forms of media, particularly daily newspapers and TV stations. The 2003 rulemaking decision relaxed, but did not eliminate, most of the rules. In a few instances — all of which concerned methods for calculating ownership under the local radio caps — the Commission tightened existing regulations.

The complex agency order attracted many legal challenges. The case went to the U.S. Court of Appeals for the Third Circuit, which in June 2004 struck down many of the new rules. It also "stayed" the effective date of the rule changes, thereby leaving the old regulations in place while the litigation continues.

However, the court upheld the more restrictive radio rule changes, including the Commission's decision to adopt a new standard for geographically defining a local market. The FCC recently asked the Third Circuit to lift its stay with respect to that regulation, and the court granted the request in September.

In its 2003 decision, the agency did not change the absolute number of radio stations that a single owner may hold in any

one local market. The cap is set at different numbers depending on the size of the market; in the largest locales, one owner may hold up to eight stations. (The Third Circuit struck down the Commission's decision to leave those cap numbers in place, so that rule also remains in legal limbo.)

Even with the same numerical caps, the new market definition imposes tougher restrictions on common holdings in certain locales. Previously, the FCC determined the boundaries for local markets using a "contour overlap" approach, which involved analysis of the principal community contours of various station signals. This approach sometimes resulted in what the agency called "anomalies": in some areas, a single owner controlled a substantial number of stations because not all of them were treated as being in the market.

The agency replaced the contour overlap standard with the market definitions used by Arbitron, the market-research firm that conducts local ratings surveys for most population centers. That change generally assigns a radio station to only one local market, regardless of where the facility's signal may reach. Analysis have estimated that about 130 stations in more than 60 markets will not comply with the new local radio cap.

However, owners of non-compliant combinations will not be forced to divest stations. They may keep their clusters intact unless they sell them; if they do so, the combinations must be broken up to satisfy the new restraints.

Another noteworthy element of new radio market definition is the Commission's decision to include noncommercial stations — religious or secular — in the facility count. In some places, these additions may expand the market sufficiently to let an existing owner acquire more stations.

But nothing is happening immediately. Following the lifting of the stay, the FCC temporarily barred the filing of applications for radio station acquisitions. The action gives the agency staff some time to adapt their review processes to the new standard.

The latest court development also moves the Commission closer to making a decision on whether to appeal the rest of the Third Circuit decision to the Supreme Court. Although observers currently expect the FCC to seek high court review, the agency instead could initiate new rulemakings to reconsider the rules that were struck down — and the two Democratic Commissioners have been urging the latter course. Court filings, if any, will not be due until after the November elections.



*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.*

### Christians and Media

**93%** of all adults own a VCR, including **94%** of born-again Christians (2000)

**73%** of Americans subscribe to cable TV, and **19%** get their programming via satellite dish. Among born-again Christians the penetration levels are **71%** and **18%**, respectively. (2000)

**58%** of adults, including **59%** of born-again adults, were using a cell phone in February 2000.

**56%** of households own a DVD player. (2003)

A majority of households own at least one PC. **55%** own a desktop PC, **16%** have a laptop/notebook, **8%** own a palmtop PC. Penetration levels among Christians and non-Christians are identical. (2000)

**50%** of households have Internet access at their home; **48%** among born-again Christians. (2000)

**One-third** of all households claim to have a home theater system (32%). (2003)

When it comes to viewing R-rated movies, Christians are only a little less likely than non-Christians to report that they have viewed one in the past 7 days. Of born-again Christians, **30%** reported that they watched an R-rated movie in the past week, compared to **40%** of non-Christians. (1998)

**73%** of Americans subscribe to cable TV, and **19%** get their programming via satellite dish. Among born-again Christians the penetration levels are **71%** and **18%**, respectively. (2000)

In a given week, **52%** of adults turn off a TV program because they don't like the values or viewpoint it presents. (1998)

*The Barna Group: www.barna.org*



With the goal to awaken  
as many people as  
possible to the holiness  
of God, Ligonier  
Ministries introduced  
"Renewing Your Mind"  
and the teaching of  
Dr. R.C. Sproul to  
Christian radio just ten  
years ago . . . its  
international impact  
continues to touch  
thousands daily.

We're grateful to be a  
partner in that!



Our congratulations to

# Renewing Your Mind

in celebration of  
a decade in daily  
radio ministry!

*And do not be conformed to this world, but be transformed by the  
renewing of your mind, that you may prove what is that good  
and acceptable and perfect will of God.*

- Romans 12:2



AMBASSADOR



## A Delivery System That Amplifies Worship

I received an e-mail recently and quickly developed the newest twitch in my left eye: It read, "NRB, 600 words, deadline 8/5." Those are words that people like me love to hate, yet can't resist. I run three small companies, and I'm writing two voluminous workbooks and a devotional for a best selling author. It too has a deadline.

Yet I immediately knew what I wanted to offer to help you contribute to the success of your ministry. Notice that I didn't say media ministry, but ministry itself. I've grown to see media and ministry so intertwined that I often think of them as one. From years of experience, it also appears that the ministries most successful in communicating their message to a wide audience also see them as one.

I assume you fall within the demographic that believes media is an integral part of your calling. So, I'm going to mention things that not only help you succeed with the production of your newest DVD, CD, book, newsletter, radio or TV show, but also with the core of your ministry

itself. Here are some of the basics that successful people have in common:

First, the secret lies with the client. These people know who they are and where God wants them to go. I know that's obvious, but you would be amazed at how many people, who, after being asked a few pointed questions, realize they've been doing ministry or business for years but don't really know who they are or even what they are really doing. People often call me and say something like: "Holt, I am tired of having mediocre success. I want to focus on what God really wants me doing but I am not sure what that is. Can you help me identify it and help me be that person?" Bingo, that person's got it! The work is just begun, but the path is now clear.

Successful people know their own message well. Then, like good politicians, they stay on message no matter what.

Successful people are also passionate and downright ferocious about getting their message to as many people as possible by

all Biblical means possible. They realize that they are message driven and they communicate their message via top-flight, high quality products and new channels of distribution.

Next, most are connected. They don't go it alone, but form advisory boards, use consultants, etc., to help with production, marketing and management.

Finally, the most successful hold that success loosely, realizing that God gives and God takes away. The fame or fortune that may come with mass communication must be handled with care. Think Ananias and Sapphira, or Nadab and Abihu.

I pray these thoughts will help you on your journey!



*Holt Vaughn, president, Eastco Multi Media Solutions and VaughnStreet Consulting, [holt@vaughnstreet.com](mailto:holt@vaughnstreet.com)*

## Response and Ratings

The measure of success for a Christian ministry program is not expressed in terms of ratings like network television, but rather in terms of ministry impact and financial response. In order to generate response, a program must possess several key components.

**Content Quality.** Whether or not people will watch your program is directly related to the quality, relevance, and presentation of the program's content.

**Production Quality.** In order to attract and keep viewers in a highly competitive environment, we must produce a level of quality that will meet or exceed viewer expectations.

**Call to Action.** Viewers tend to do what they are asked to do. However, many ministry leaders are reluctant to clearly ask viewers to respond in specific ways — often for fear of being perceived as a stereotypical "televangelist." A call to action should be clear and concise, direct and simple.

Response should be consistently measured over the duration of the program,

with special notes being made concerning peaks or dips in response. This information should be tracked for each station and market. These fluctuations can be indications of topics or techniques that directly affect the impact of your ministry.

Ratings also need to be considered when analyzing program effectiveness. Although Nielsen ratings may not be 100 percent accurate, they are the best available measurement of how many people a television program is reaching. Christian television stations traditionally have small ratings, but they are not to be disregarded. Peaks and dips in response can be directly related to fluctuations in the number of viewers.

Often, program content takes the blame when other factors have affected response. Recently, many programmers experienced a dip in response on stations located in the eastern part of the United States. This fluctuation was not due to content or response issues, but rather because viewership was down overall. Most viewers were watching weather-relat-

ed programming because of the impending hurricanes. Ratings information would provide this perspective.

By combining station-specific viewer response with relevant ratings information, the true impact of your ministry program can be determined.

Additionally, this combination of information can help you value airtime more accurately. This is typically done on a "cost per thousand" and a "return on investment" basis by media agencies. Both evaluations are important to maximize effectiveness.

Considering factors such as these and understanding how they determine the effectiveness of your efforts, you will not only achieve greater impact as a ministry, but you will also become a better steward of the resources that have been entrusted to you by God.



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



*salutes*

## **Stuart W. Epperson**

*Chairman*

**Salem Communications Group**



*Stuart W. Epperson*

“*The American economy is the largest and most prosperous in the world. It is based on the idea that by producing goods and services that the marketplace desires, great wealth can be created which can benefit all of society.*”

*“My friend, Stuart Epperson, is a creative entrepreneur and champion of the free enterprise system. This Godly man is a role model for our students to emulate.”*”

*~ University President Dr. David W. Clark*

## ***American Free Enterprise Medalist 2004***

**Award Ceremony - November 16, 2004**

# RADIO

## Tips for Serving the Pastor

In your listening area, there are hundreds, if not thousands, of churches. This means there are that many pastors in your listening area as well. Some listen to you; many do not. If our most basic and grandiose goal is to lead listeners into the deepest possible relationship with God, we need to have pastors on our team — and they need to know that we're on their team, helping the Church meet its God-initiated goals.

Here is a starter list of ideas that will make us better ministry partners with pastors. Who knows, maybe some of your market's key opinion leaders will listen more!

Create a Pastor's Advisory Board. Be gutsy. Engage a cross-section of 15 pastors in your area. Let them know that you sincerely need their help to understand better what they're facing at church. Keep in mind that they study much more than you do and are students of the mighty acts of God. Once a quarter take them to lunch and ask them 25 questions, with the last question being, "What is it that you need to tell me?" Be vulnerable. Tell them your

goals for the station. Ask them to point out your blind spot. Be a smart, good listener — and learn.

Intentionally make friends with pastors. Once a week call a pastor that you do not know to ask for a few minutes of his time. Be sure to tell him that you're not trying to convince him of anything, but that you're trying hard to make Christ attractive to listeners and that you simply want to know how he thinks you're doing.

Twice a year send out a Pastor's Briefing. Let pastors know what you've been doing and what you're about to do. Include concerns and theological conundrums you're facing. Be brief, be specific, and give all praise to God.

Say thank you. Create a pastor appreciation line item in your budget. When you hear about some cool thing a pastor has done, send him to dinner at your expense. Also, have your staff sign a thank you card to send to a different pastor each week.

Value pastors more often on air. Train your staff to value our shepherds on air — casually and formally. Don't promote pas-

tors only once a year, but demonstrate love to them all year long. Lead your listeners by example to do the same!

Pray more for pastors. Intercede for them continually. Lead a Bible study on the role of the pastor, and let it astonish you.

Hire pastors. If God has gifted them as a pastor, there is a better than good chance they are excellent communicators. At least create a small group of pastors to approach for regular counsel.

As you do your best to present yourself to God as one approved, sharp pastors can help increase your awareness of emerging trends in the evangelical world. Keep using your experience and research to make decisions, but be smart — the advice and counsel of God's messengers can bring great value to your ministry. Honor their time...and honor them.



**Wes Ward**, director of Media, Revive Our Hearts, WWard@LifeAction.org

# INTERNET

## Constant Change — Timeless Message

Those of us who work in the field of Christian Broadcasting have a unique challenge ahead: dealing with media that are beyond our comfort zone. Media like the Internet do not carry the easy familiarity of traditional television and radio.

Since the FCC is rapidly changing the spectrum upon which television and radio depend, analog will eventually be phased out. At the same time, Internet usage is exploding.

Watching this technological growth has convinced me that simply integrating our existing content into a new medium is not enough. We must actively seek to increase our effectiveness and reach: Internet audiences give us the opportunity to do both.

For example, the widespread proliferation of mp3 players, file sharing, and online chats increases the tools through which we communicate Christian truth to hungry audiences. Broadcasting Christian

truths on the Internet presents challenges, but it also provides enormous possibilities for the future. Here are two practical ways in which you can become involved on the Internet:

Blogging is an increasingly popular form of dissemination, and it is one of the easiest ways for a broadcaster to enhance the personal connection between the audience and on-air personalities. Blogging takes little time and effort because it is essentially an online form of journaling. Perhaps the best way to learn more about it is to do a keyword search on "blogging" and read some examples.

File sharing is another way for Christian broadcasters to use the Internet effectively. While it has received a lot of negative publicity from recording studios, file sharing can offer one of the greatest opportunities to build a successful brand. The most important thing to remember when producing content specifically geared

to file sharing is that it is entirely audience-driven: you must produce a product that the audience genuinely wants. Also, be careful to incorporate your brand into the actual content since the medium often filters out attachments.

These are just two of many ways in which a Christian broadcaster can present his message in a fresh, new way. Our eternal perspective allows us to make sense of a world that is in a constant state of change. And even as technologies change, the timeless message of the Gospel ultimately stays the same.



**Nathan Vincent**, Internet Broadcasting, Eagle Vision Communications, nathanv@eaglevisioncomm.net





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**Dennis Griffith**

Executive Director

Teen Challenge of Southern California



**Los Angeles, CA** – The NRB Exposition has been recognized by *Tradeshow Week (TSW)* for the second consecutive year as one of the top 50 fastest growing shows. *Tradeshow Week (TSW)* is the global exhibition industry news magazine published by Reed Business Information. Read more about the honors at [www.tswfastest50.com](http://www.tswfastest50.com) or [www.nrb.org/exhibiting](http://www.nrb.org/exhibiting). (Christine Timbre, [timbrec@reedbusiness.com](mailto:timbrec@reedbusiness.com))

**Chicago, IL** – WMBI-FM recently hosted four “Ride of Your Life” contestant winners at the Chicagoland Speedway in Joliet, IL, for the Richard Petty Driving Experience. Listeners registered online and at the speedway the week of the Tropicana 400 at the Windy City Raceway Ministries tent. The grand prize winner received a rookie experience, eight laps driving a professional stock car. Three second-place winners and WMBI promotions director Collin Lambert received a 165-mph ride-along of three laps with a professional driver. Following the “race”, winners and their families were treated to a catered dinner in Garage #1. (Collin Lambert, [collin.lambert@moody.edu](mailto:collin.lambert@moody.edu))



**Nashville, TN** – Nationally syndicated radio talk show host Dave Ramsey visited

affiliates in nine cities during the spring portion of his 2004 LIVE event season, raising more than \$400,000 in sponsorships for the event. The affiliate stations were: WLWI-AM/Montgomery, AL; WOMI-AM/Owensboro, KY; KEBC-AM/Oklahoma City, OK; WBHP-AM/Huntsville, AL; Supertalk Mississippi in Jackson; KCRS-AM/Midland, TX; WGTK-AM/WFIA-FM/Louisville, KY; Houston Business Radio 650, TX; and KGA-AM/Spokane, WA. Dave Ramsey’s fall tour will include stops in Pittsburgh, PA; Memphis, TN; Winston-Salem, NC; Greenville, SC; Grand Rapids, MI; Nashville, TN; and Atlanta, GA. (Beth Tallent, [BethT@DaveRamsey.com](mailto:BethT@DaveRamsey.com))

**Cedarville, OH** – WCDR-FM The PATH won the 2004 Silver Microphone Award. CDR Radio’s Cedarville University Chapel broadcast was the winner in the religious category, while [www.thepath.fm](http://www.thepath.fm) was a finalist in the radio station website category. In its 20th year, the Silver Microphone Award is a national competition that selects the best local and regional radio commercials, audio programs, and websites created by ad agencies, audio production companies, and U.S. radio stations. (*PDAdvisor*, 8/26/04)

**New Orleans, LA** – WHSO’s Summer Concert Series concluded in August as fans packed the GoodTimes Garden at SixFlags New Orleans for JoyFest 2004. Scott of *Morning 800* emceed the evening concert featuring Audio Adrenaline and Casting Crowns. (Lisa Slatten, [wsho@compuserve.com](mailto:wsho@compuserve.com))



Scott (white T-shirt) with Casting Crowns at autograph signing



Luis Palau speaks to the crowd on the grounds of the Minnesota State Capitol during the Twin Cities Festival. (Photo courtesy Brad Person Photography)

**Saint Paul, MN** – Northwestern College & Radio teamed up with Luis Palau to bring the evangelist’s festival to the Minnesota State Capitol grounds Aug. 7-8. Both the College and Radio were corporate sponsors for the event, which drew 200,000 people over the two days. Northwestern Radio’s KTIS provided live broadcasts to its listeners, gave away 80,000 ballpoint pens for completing decision cards, and served as a welcoming station at a variety of festival events, including the twice-daily Sports Zone presentations. SkyLight, Northwestern’s satellite network, delivered the festival to radio stations coast to coast. Northwestern Radio supplied equipment and engineering staff for Palau’s national broadcast. Both the College and Radio debuted new 60-second videos shown throughout the festival. Over 10,000 decisions for Christ made the evangelistic outreach one of the largest in the history of the Palau ministry. (Janell Wojtowicz, [jbw@nwc.edu](mailto:jbw@nwc.edu))

**Ponca City, OK** – KLWV-FM is a Partner in Education (PIE), sponsoring the Freshman class at Ponca City High School. A “Stuff the Bus” campaign was held in August to help provide school supplies for those who could not afford them. Listeners were encouraged to bring pens, pencils, notebook paper, notebooks, graph paper and printer paper. (Janelle Keith, [janelle@klwv.com](mailto:janelle@klwv.com))

**Sarasota, FL** – The Joy FM welcomed WJLF-FM/ Gainesville, FL, to its growing family of radio stations. WJLF was previously owned by First Assembly of God Gainesville. (Carmen Brown, [carmen@thejoyfm.com](mailto:carmen@thejoyfm.com))

**Black Mountain, NC** – WMIT-FM added the *Garlow Perspective* to its daily line-up of Bible teachers. The *Garlow Perspective* is hosted by Dr. Jim Garlow and aired twice daily, addressing contemporary concerns from the point of church history. (Tom Atema, [tatema@brb.org](mailto:tatema@brb.org))



**Boise, ID** – KTSY-FM signed a two-year deal with the Boise Hawks, the minor league affiliate of the Chicago Cubs, to sponsor all of this and next season’s Monday night games.



KTSY GM Mike Agee at Family Night

Monday nights are now KTSY family nights, and listeners can get seven tickets for \$20.00. To celebrate, KTSY morning show host Jerry Woods threw out the ceremonial first pitch on August 2. In other news, Phillips, Craig, & Dean helped KTSY-FM to honor former & current military and emergency workers. Close to 10,000 people



Phillips, Craig & Dean performing at the God and Country Festival

joined Phillips, Craig and Dean for a free concert at the 37th Annual God & Country

Family Festival on June 30 at the Idaho Center Amphitheater. (Jerry Woods, [jwoods@ktsy.org](mailto:jwoods@ktsy.org))

**Midland, MI** – WUGN-FM’s morning team recently joined in a relief effort to help victims of Hurricane Charley. Peter Brooks and Ann Diehl hosted the morning show outside of the Genesee Valley Mall in Flint on August 31, to encourage listeners to help with the relief efforts of the American Red Cross. Area residents helped to raise \$7,338 through this multi-station effort in Mid-Michigan. (Peter Brooks, 800-776-1030)



# TRADE TALK

AIRWAVE NEWS TV

INTERNATIONAL

**Harrison City, PA** – VITAC, provider of closed-captioning services to NBC and Telemundo, has entered an exclusive marketing agreement with NRB member Infinity Concepts to provide high-definition closed-captioning services to the religious broadcasting community. (Mark Dreistadt, mark@infinityconcepts.net)



**West Palm Beach, FL** – The Christian Television Network (CTN) is combining Internet streaming technology with television broadcast technology to launch the CTN Broadband Television Network. Under direction of founder Bob D'Andrea, CTN's new network will provide streaming Internet video and audio content to viewers around the world via their television sets. Working with MJG-MEDIA, a broadband media systems developer, CTN will use the MJG-MEDIA TD500 Broadband Media Receiver to deliver Christian programming direct to the viewer. The CTN Broadband Television Network is set to begin broadcasting in November 2004. (Mike Gonzalez, mjgonzalez@wfgc.com)



**Fort Worth, TX** – FamilyNet Television joined the Comcast Cable digital line-up in Jacksonville, FL, on September 15. Additionally, FamilyNet Television began airing on 33 networks nationwide throughout 2004. In other news, FamilyNet News offered live, prime-time, up-to-date coverage of both national political conventions. Beginning with *FamilyNet Decision 2004 – Boston* on July 27-29, the FamilyNet News team aired special programs each night of the Democratic convention. *FamilyNet Decision 2004 – New York* covered the Republican convention on August 31-September 2. Veteran news anchor John Criswell, along with panel guests, presented the live, one-hour wrap-ups of the day's events, including stories from the convention floor, special features and in-studio analysis. The panel of experts included Peter Roussel, Richard Land, Robert Sullivan, Hugh Hewitt and Janet Parshall. Lorri Allen, FamilyNet's News Director, featured live reports from the convention floor. (Denise Cook, dcook@FamilyNet.com)



**Nashville, TN** – Steelroots, Inc. (www.steelroots.tv) founder and president Ben Cerullo is teaming up with the American Tract Society

(ATS) to create literature specifically designed to target youth involved in action sports such as skateboarding, as well as other future projects. Cerullo will author the new tracts for ATS and will help distribute them at Steelroots-sponsored events. Steelroots, Inc., formed in 2000 by Cerullo, won the 2003 National Radio Broadcaster Association's Bronze People's Choice Award in the Children/Teen Category for the *Steelroots* television series. The company focuses primarily on providing quality music and action sports television programs that are geared toward teenagers and young adults. SRtv-Steelroots Television broadcasts to over 28 million homes through its parent company, The Inspiration Networks (INSP), and to over 16 million homes through local networks and stations nationwide. (Lynn McCain, lynn@mccainpr.com)



**Nicosia, CYPRUS** – The goal of SAT-7 is to have a regular block of Arabic Christian programs specifically designed for kids of many ages, airing at regular times every day. Beginning July 5, 2004, SAT-7 Kids began airing one-hour daily under its own logo containing a wide variety of formats including cartoons, puppet shows, children's music, films and, SAT-7's flagship children's program *As Sanabel (Ears of Wheat)*. SAT-7 Kids airs at regular times each day, enabling children across the entire Arab world to watch when it is convenient for them, in their own time zone. In addition to the expanded kids' programming, *As Sanabel* features a new set and new characters, including: Lala the clown, sister of Sanbool the Clown; and Mr. Knowledge, the show's know-it-all. (David Harder, DavidHarder@sat7.org)



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*Wanda Franz, Ph.D.  
NRLC President  
Pro-Life Perspective Host*



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*For more information on Pro-Life Perspective or Perspectives on Life call us at (202) 626-8833 or email [mediarelations@nrlc.org](mailto:mediarelations@nrlc.org).*



### PEOPLE

**Naples, FL** – Robert W. Johnson, founder, Chairman and CEO of the Sky Angel nationwide direct-to-home satellite television service, passed away at the age of 66 on August 5, 2004, due to heart failure. Johnson devoted nearly 25 years of his life to building up the world's first and only



Christian-owned multi-channel, high-power direct broadcast satellite (DBS) television system with a mission to preach the Gospel of Jesus Christ around the world using high-power, direct-to-home satellite technology and to provide families with a Christ-centered and family-safe television alternative in their homes. This mission will continue under the interim leadership of Dominion VP of Finance and CFO Robert W. Johnson, Jr. A veteran of the U.S. Navy, Johnson is survived by his wife of 44 years, Jeanine; son, Robert W. Johnson Jr., Dominion VP of Finance and CFO, and his wife, Neida; daughter, Kathleen Johnson, Dominion VP, Programming; daughter, Nancy Christopher, Dominion VP, Public Relations, and her husband, Glenn, Dominion Assistant VP, Sales; daughter, Jennifer Jarvis and her husband Brandon, both on staff at Dominion Sky Angel; three brothers and two sisters. In lieu of flowers, the Johnson family has requested that contributions be made to the Dominion Foundation, P.O. Box 7609, Naples, FL 34101. (Nancy Christopher, [Nancy.Christopher@skyangel.com](mailto:Nancy.Christopher@skyangel.com))

**Washington, DC** – Dwayne Edwards has departed WPER-FM to pursue youth ministry in PA. PD Frankie Morea assumed all charting and tracking call responsibilities until a replacement is named. (PDAdvisor, 09/02/04)

**Nashville, TN** – Word Distribution announced promotions for some key executive members, as follows: Laura Neutzling, Sr. Director of Marketing; LeeEric Fesko, Director of Sales Administration; Rodney Bowen, Marketing Director; Tom Lathrop, Marketing Manager. (Rich Guider, [richguider@comcast.net](mailto:richguider@comcast.net))

**Wilmington, DE** – Middy host Sal April has been promoted to assistant music director for WXHL-FM, taking over for Dan Edwards, who continues as the operations manager. (PDAdvisor, 8/26/04)



# TRADE TALK

**Boise, ID** – Ty McFarland is now the operations manager for KTSY-FM, and AM drive host Jerry Woods was promoted to PD. (PDAdvisor, 8/26/04)

**Lancaster, PA** – Lisa Landis joined OM Fred McNaughton as the AM drive co-host for WJTL-FM. (PDAdvisor, 09/02/04)

**Brunswick, GA** – WAYR-FM has added Therese Romano of Rowright and Therese Romano Consulting to its on-air line-up. Romano voice-tracks the midday shift. (PDAdvisor, 09/02/04)



**Saint Paul, MN** – Richard Whitworth, network director for New Life Radio based in Carlinville, IL, has been named station manager for Northwestern College Radio's newest acquisitions, KNWI-FM 107.1 and

KNWM-FM 96.1 in Des Moines, IA. With 29 years of experience in noncommercial Christian radio, Whitworth's broadcasting career includes morning show host, production director, station manager and network director. He has also served as senior pastor at First Christian Church, Girard, IL, since 1993. (Janell Wojtowicz, jbw@nwc.edu)

**Springfield, MO** – KADI-FM-AM drive news host and KSPR-TV news anchor John Brown left to become host of *The Daily Buzz*, a nationally syndicated entertainment morning show airing on over 150 TV stations nationwide. (PDAdvisor, 8/26/04)



**Tampa-St. Petersburg, FL** – Olivia Paff has been named music director for WBVM-FM, Spirit FM. (PDAdvisor, 8/26/04)

**Freeport, ME** – WMSJ-FM has promoted Joe Polek to assistant PD/assistant MD and Brian Yocono to promotions director/news director. (PDAdvisor, 09/02/04)



Joe Polek



Brian Yocono



## Election 2004

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# TRADE TALK

## MUSIC

**Mobile, AL** – Integrity Music recently presented film composer John Debney with a gold record for the Integrity Music/Sony Classical soundtrack to the #1 film, *The Passion of the Christ*. Debney will conduct “Music From And Inspired by The Passion of the Christ Tour” launching this fall and continuing into Easter 2005. The tour is being presented by Metropolitan Talent Management, LLC and Icon Productions and is being booked by Creative Artists Agencies (CAA). (Tricia Whitehead, Spinhouse@comcast.net)



**Mobile, AL** – Vertical Music released a new companion CD to the Zondervan Publishing/Youth Specialties devotion book, *Everything Counts*, on August 24. The CD fea-



tures worship music by some of Christian music’s most popular modern rock artists, and the book is an Oswald Chambers-inspired youth devotional. (Tricia Whitehead, Spinhouse@comcast.net)

**Nashville, TN** – Creative Trust Workshop (CTW) has signed a new artist to the label’s roster. BDA (Better Days Ahead), a five-member band that formed at Greenville College in 2001, is currently in the studio working on their self-titled debut CD, scheduled to be released on October 26, and distributed through Provident Music Distribution. BDA is Matt Jones (lead vocals), Dave Ray (guitar, principal songwriter), Clint Milburn (lead guitar), Ben Eggebeen (bass) and Jake McDaniel (drums). (Tricia Whitehead, spinhouse@comcast.net)



**Nashville, TN** – **WORSHIP TOGETHER** Com EMI CMG/Worship Together lead worshipper, Tim Hughes, author of “Here I Am To Worship,” the 2003 Inspirational Recorded Song of the Year and 2004 Dove Awards Worship Song of the Year winner, released his second album, *When Silence Falls*, August 24, teaming with US-based producer, Nathan Nockels (Watermark; Passion). (Allison Moody, AllisonMoody@comcast.net)

**Nashville, TN** – New Atlanta-based, pop/rock band Exit East has signed with Fervent Records after claiming the top award at the 2003 AtlantaFest Artist Search. Exit East is comprised of lead singer Jason Foust, guitarist Jon Stanley, bassist Mitch Brooks, and drummer Chris Lindsey. Working



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# TRADE TALK

with producer Otto Price, Exit East will debut their first project in the spring of 2005. (Brian Mayes, [brian@nashvillepublicity.com](mailto:brian@nashvillepublicity.com))

**Nashville, TN** – Gotee Records group Out of Eden went global in 2004, performing for the Franklin Graham Crusade in Durbin, South Africa, playing concerts in Holland, Sweden, England, and at the Flevo Festival in the Netherlands. ([www.gotee.com](http://www.gotee.com))

**Nashville, TN** – On the heels of selling over 450,000 albums as a solo artist, the Grammy and Dove Award-winning tobyMac returns on October 5 with *Welcome To Diverse City*. tobyMac co-produced the album along with Chris Stevens, Paul Meany, Robert Marvin, Mike Linney, Joe Baldrige, and Solomon Olds. tobyMac is currently touring with Third Day. (Velvet Rousseau Kelm, [velvet@theMcollective.com](mailto:velvet@theMcollective.com))

**Nashville, TN** – Award-winning and platinum-selling Word recording artist Point of Grace is set to release their first full studio project in three years on October 12, *I Choose You*. The project includes new member Leigh Capillino, former Truth vocalist and worship leader for Women of Faith conferences, who replaced original member Terry Jones this spring. *I Choose You* was produced by Wayne Kirkpatrick, David Zaffiro, Mark Hammond and Brent Bourgeois. (Velvet Rousseau Kelm, [velvet@theMcollective.com](mailto:velvet@theMcollective.com))



Christmas favorites along with two original songs. (Matt Williams, [matt@thewmg.net](mailto:matt@thewmg.net))

**Nashville, TN** – Dove Award-winning female vocalist and songwriter Nicole C. Mullen released her first studio project in over three years, *Everyday People*, for Word Records in September. The project was produced by Mullen and her songwriter/producer husband, David. (Janet Bozeman, [bozemanmedia@comcast.net](mailto:bozemanmedia@comcast.net))



**Nashville, TN** – Inpop Records' vocalist Erin O'Donnell is set to release her first Christmas project, *Christmas Time Is Here*, on October 5. The project, produced by Ed Cash (Bebo Norman, Chris Tomlin, Bethany Dillon), features 10 traditional



**Nashville, TN** – Australian worship group Planetshakers released *(My King) Live Praise & Worship* through Word Records on August 24. ([www.planetshakersUSA.com](http://www.planetshakersUSA.com))



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# TRADE TALK

## MUSIC, CONT.

## A WORD FROM THE WORD

**Nashville, TN** – Flicker Records announced the signing of singer/songwriter duo Trent Monk and Michael Neagle. Known collectively as Monk and Neagle, the pair released their self-titled debut August 24. Monk and Neagle also recently signed exclusive representation deals with artist management company Brickhouse Entertainment (Mercy Me, Audio Adrenaline) and Third Coast Booking Agency (Mercy Me, Shane and Shane, David Crowder). (Matt Williams, matt@thewmg.net)



**Nashville, TN** – Spirit-Led Records'



Grammy-nominated and Dove Award-winning artist Kim Hill ([www.kimhillmusic.com](http://www.kimhillmusic.com)) released her first Christmas album in September entitled *Real Christmas*. On December 2, Kim joins recording group Selah on *The Rose Of Christmas* Tour to promote her album. (Kandice Kirkham, kirkham@prividentmusicgroup.com)

**Nashville, TN** – Music industry veteran Shawn Tate, founder and president



of Tate and Associates, announced the signing of contemporary gospel artist Malcolm Williams & Great Faith to a long-term artist management agreement. (Shawn Tate, info@tateandassoc.com)

### Power

*Romans 8:29*

In the last months of his life, my father gave me power of attorney over all of his affairs. It was his power, but it was entrusted to me. Therefore, I had the right to act on his behalf in all matters concerning his estate.

In our spiritual battle with the devil, we are told in Ephesians 6:10 to "...be strong in the Lord and in the power of His might." We have, in essence, power of attorney to act on Christ's behalf. We have His Word, and the right to speak on His behalf in any situation.

The word "power" here in Ephesians 6 is a word that carries the idea of vigor and strength. The verb form means, "to take something into one's possession, to apprehend, or seize." It's a word of authority; the power to take hold of a situation.

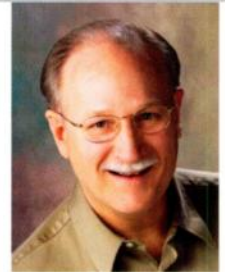
That is what the Christian has a right to do. If we are a child of God and walking with the Lord, we represent Him in the realm of spiritual things. It's like being an ambassador in a foreign country. A United States Ambassador represents the authority of the U.S. President and has the power to act on his behalf. He has diplomatic immunity from the laws of the country in which

he resides, and instead answers only to U.S. law. When the Ambassador speaks, it's with the official voice of the American President. So, in reality, an Ambassador's strength resides in the power of the President's authority.

II Corinthians 5:20 says that we are Ambassadors for Christ, standing in His stead as we minister in the world. In other words, when we speak His Word, we speak with His authority. His Word has the power to change lives, and it has been entrusted to us. Are you "strong" in the Word of God? If so, you are "strong...in the power of His might."

Now, you know the real meaning of the Word. And since you're an Ambassador for Christ, you really ought to know His Word!

*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](http://www.solagroup.org)), a ministry located in Orlando, FL, dedicated to promoting the authority, authenticity and accuracy of the Bible. Contact him at [dhayden@solagroup.org](mailto:dhayden@solagroup.org).*



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## A Journey of Promise

Moody Radio's WGNR 97.9-FM/1470-AM will celebrate seven years of ministry in Central Indiana in January of 2005. As I look back, it's easy to see God orchestrating the beginnings and growth of WGNR with the purchase of the stations in December 1997, which resulted in the introduction of Moody's inspirational Christian music/talk format on January 26, 1998.

The reality was that we had only purchased the frequencies and the tired buildings were simply part of the package. In the beginning, a few technical adjustments were needed to get on the air, but the ultimate goal was always to build a new facility within 18 months. The 18 months grew into seven years of working in a very tired building with a tower immediately next to it that literally became a lightning rod. In those ensuing years, the lightning strikes did not merge well with our new computer equipment that was necessary for broadcast, so the need to move became more urgent. In the spring of 2003, as only God could orchestrate, 170 acres immediately adjacent to our property became available for purchase. God's orchestration continued amazingly with the property owners agreeing to section off only the six acres that we needed.

Phase I of our building plan raised money for the land in a two-day on-air fundraiser. Currently, WGNR is in the midst of Phase II, with building construction underway and all the money committed (see progress at [www.wgnr.org](http://www.wgnr.org)).

Recently the story of Joshua reminded me that God told him that every place the people of Israel walked would be theirs! That promise didn't mean automatic ownership — it took 15 years to happen. Joshua still had the responsibility to strategize, plan and fight each battle, one at a time. The land was theirs, but God wanted



Even though I felt that God had promised us "the land"...we were still responsible to do what He had equipped and directed us to do.

to use Joshua and the Israelites to take possession. This lesson was an encouragement to me because a building project of this magnitude was overwhelming at times. Even though I felt that God had promised us "the land" and it was obvious that He was orchestrating the possession process, we were still responsible to do what He had equipped and directed us to do. Phase III, the final phase of purchasing equipment, furnishings and all of the technical set-up, is just around the corner. God's promises are made, the plans are in place, and we have our anticipation of blessings as we go through the journey of possessing our "land".

*Ray Hashley is the Manager of WGNR-Moody Radio in Anderson, IN. He can be reached at [wgnr@moody.edu](mailto:wgnr@moody.edu).*



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## Evaluation: A Powerful Tool for Group-Building

When you're leading a committee, it's wise to evaluate your group's efforts. Here's how:

1. **Bring in an outside facilitator** to help you conduct a formal evaluation process.
2. **Stage a planning retreat.**
3. **Assign an evaluation period on each meeting agenda.**
4. **Ask members to provide written evaluation comments** each time you send minutes or notes.
5. **Ask individual members for comments on a rotating basis.** The group's chair, for instance, might make it a point to call two members every month for brief, informal "listening sessions."
6. **Bring in leaders from another committee or work group.** Ask them to compare the workings of your group with theirs.
7. **Obtain a self-assessment kit.** These are available from many leading publishers.
8. **Make "continuous improvement" an explicit goal of the group.** Be sure that all members buy in to the goal, and agree to regular self-evaluation.
9. **Set benchmarks.** These statistical indicators are an easy measure of progress.

*Richard G. Ensman is a freelance writer who lives in New York state.*

# Hollywood Report: Finding God in Tinsel Town

BY PHIL COOKE

**“Surely the Lord is  
in this place, and I  
did not know it.”**

(Genesis 28:16)

As Christian broadcasters, we can sometimes be so caught up in our world that we forget what God is doing in the mainstream entertainment industry. In Hollywood for instance, Christians working in the film and television industries cannot be as explicit with their faith as those in Christian broadcasting, but with billions of viewers and customers worldwide, even the slightest and most subtle victory for the Kingdom has incredible impact. Fortunately for us, NRB Board Member Phil Cooke lives and works in the heart of Hollywood. We asked him for a “state of the industry” report, and if God is making a difference in Tinsel Town.



People love the entertainment industry. Today, more than ever, celebrities have become the “secular saints” of our culture, entertainment has become America’s #1 global export, and each year, tens of thousands of young people travel to Los Angeles seeking fame and fortune on the movie screen or on television. However, for many people in Christian broadcasting, “Hollywood” invokes images of illicit sex, unchecked violence and moral depravity. In fact, in the past, the only involvement many Christians ever had with the secular entertainment industry was to boycott, picket, or denounce the products Hollywood was producing. I understand this more than most because I’m a preacher’s kid with a Ph.D. in theology who has grown up in the church. However, I’m also a working producer and director in Hollywood, so I have a ringside seat from both perspectives.

The movie industry is a remarkable business and has had a profound impact on the world since its birth at the turn of the century. In 1934, in the movie *It Happened One Night*, popular star Clark Gable performed without an undershirt to better display his physique and, thereafter, undershirt sales dropped dramatically. In 1942, when *Bambi* premiered, deer hunting in America dropped from a \$5.7 million business to barely \$1 million.

In recent years, the influence of entertainment has been even greater. This past summer, 20th Century Fox Studios made an unprecedented deal with Dr. Pepper to advertise the blockbuster movie *X2* on one billion soft drink cans.

That influence doesn’t stop in the United States. International news services reported that after Afghanistan was invaded by Coalition forces in the search for Osama Bin Laden, the first public buildings in that country to re-open weren’t hospitals, schools or government agencies, but movie theaters, showing American movies.

The power of movies is significant and pervasive in this society but, as a Christian community, we have done remarkably little to impact Hollywood with the Gospel. In fact, Christian broadcasters know more than most how that inability has created a strained relationship between Hollywood and the church.

As a result, the church has spent far more time criticizing the movie industry

than developing a positive relationship. Boycotts and public condemnation have been the typical Christian responses, but those approaches have had little impact. In fact, during the last national major Christian boycott of the Walt Disney Studios, Disney’s sales actually increased.

That negative approach has led the church to the creation of an entire sub-culture of Christian movies, most of which feature poor production values, bad acting, and sacrifice compelling storytelling for an explicit gospel presentation. While many Christians have supported films like *The Omega Code*, and *Left Behind*, most would agree that these films fell far short of their potential and will never be considered examples of excellent filmmaking.

But if boycotts, shame, or even creating a Christian movie industry don’t make better movies, what will?

For a number of years, there have been hundreds of Christians working quietly (and not so quietly) in the mainstream entertainment industry, trying to make a difference in the quality, moral values, and direction of movies and television. Sometimes their work is obvious, such as Martha Williamson, executive producer of the *Touched by an Angel* television series. In spite of her bold and unashamed faith in God, some ministry leaders and broadcasters have criticized Martha for not being more explicit in her episodes — especially not mentioning the name of Jesus. However, week after week, Martha walked a tightrope to balance the network’s demands with her Christian faith in order to reach the widest possible audience. And after all, a prime time television program that tells millions of people every week that God loves them and has a wonderful plan for their lives is not such a terrible thing.

One of the most influential and respected Christians in the movie business today is Ralph Winter. He has produced such films such as *The X-Men*, Tim Burton’s recent re-make of *The Planet of the Apes*, *X2*, and some of the most successful *Star Trek* movies. He has an exclusive deal to produce major blockbuster “event” movies for 20th Century Fox Studios, and most of his films are budgeted in the staggering \$100 million range. At the same time, Ralph has been active in fostering, encouraging, and helping

Christians create smaller films that reflect Biblical values. Ralph has even been a featured speaker at our annual convention’s TV and Film Boot Camp. The difference between Ralph and many other Christians who have attempted movies is that Ralph absolutely will not compromise production values or storytelling.

“People come to a movie to be entertained first,” he said in a recent interview. “We have to master the art of filmmaking and create a powerful story before we think about how we’re going to put some kind of Christian message in the film. Most Christians fail in the film business today because even though their intentions are admirable, they haven’t learned the art and skill of making a great movie. We have to earn the respect of the viewer if we’re going to succeed.”

Ralph’s extraordinary credentials in the industry have earned him the right to be heard. His box office results have garnered billions of dollars, and many Christians in Hollywood consider him a mentor and friend.

Scott Derrickson is a writer and director who is rapidly becoming one of the most sought-after screenwriters in the industry. He just finished a screenplay for Jerry Bruckheimer, who is generally considered the single most powerful producer in Hollywood. Like many other Christians in the entertainment industry, Scott wants to be known both as a writer and a Christian, but not as a “Christian writer”.

Scott explains, “Jesus didn’t tell explicitly ‘Christian’ stories. Many of his parables were about everyday life, and they impacted people in a powerful way. I want the movies I work on to do the same thing. When you tell a great story, people drop their defenses and give you the opportunity to share profound truth. But if they feel like you’re preaching to them, they’ll quickly resist and the opportunity is lost.”

Besides these examples, there are many other Christians making a difference every day in Hollywood: Amick Byram, a noted vocalist and musical theater producer, who was the singing voice of Moses in Disney’s animated feature film *The Prince of Egypt*; Todd Komanicki, producer of the Christmas film *Elf* starring Will Ferrell; *Extreme Days* screenwriter Craig Detweiler; Janet and Lee Batchler, writers of *Batman Forever*; highly regarded screenwriting

teacher Barbara Nicolosi; and Jonathan Bock, whose public relations company Grace Hill Media is helping major movie studios realize the vast box office potential of the Christian audience.

Even in TV commercials, Christians are making an impact. Over a 25-year career, Mark Thomas has won virtually every major award in advertising and has just recently opened a new production company called Thomas/Winter/Cooke. In just a short time, TWC has produced national commercials for companies such as Home Depot and Verizon. Commercials exert a powerful influence on our culture and trigger major trends in fashion, style, and behavior. As an example of their impact, last year's Super Bowl spots cost \$2.2 million per 30-second spot, just for the airtime.

However, the question remains: "Are these and other Christians making a difference in Hollywood, and if so, how can Christian broadcasters support their efforts?"

While the major stories of boycotts, controversy, and condemnation sometimes make the headlines, few stories of hope ever do. Yet everyday in Hollywood, Christians experience situations that are a great encouragement to the Body of Christ.

A director on a network series said, "I don't make a big deal to my fellow workers about being a Christian, but it's amazing how people who are experiencing a divorce, or are having family or drug problems, always seem to seek me out."

One film crew member took the bold step of asking if she could pray with everyone before a big day at the studio. To her surprise, the series star stepped up and said, "I've always hoped someone would say that," and the entire crew held hands and prayed.

Because of his Christian values, a writer refused a producer's request to include a violent rape scene in a script. He resigned from the show thinking his career was over, but when he got back to his office, his desk was covered in phone messages from other producers "wanting to hire someone who had the guts to stand up for what they believed in."

If God chose to speak through a donkey, and if stones are capable of crying out in praise, then God certainly can work through the movie and television industry — but we need your help.

Here is what NRB members and others in the Christian broadcasting community can do to make a difference in Hollywood.

#### **Consider Hollywood a mission field.**

We don't boycott or humiliate a tribe in Africa because they don't understand Christian values, so why do we do it to Hollywood? Let's begin approaching Hollywood as a mission field — people who are made in the image of God, but who



## **We don't boycott or humiliate a tribe in Africa because they don't understand Christian values, so why do we do it to Hollywood?**

need to know about His loving plan for their lives. Instead of criticizing the industry, individuals like Larry Poland, Jonathan Bock and organizations like The Dove Foundation are pioneering this effort, by providing hard research to show Hollywood that family oriented films with moral and spiritual themes simply make more money at the box office than R-rated films.

#### **Support films with Christian values.**

It is absolutely critical that Hollywood studios realize there is an audience for films with a Christian worldview. Promote positive movies through your radio and TV stations, and urge your listeners and view-

ers to see these movies on their opening weekend, since that's when studios make the decision about how long films stay in local theaters.

#### **Pray for Christians in the industry.**

Every day Christians are working in an often hostile environment in a heroic effort to write, act, direct, and produce stories that celebrate faith in God. However, we can't do it alone. We need the help of every Christian to provide the kind of prayer support that will open doors, soften hearts, and sometimes make a way where there is no way. Encourage your listeners and viewers to hold up the industry in prayer. Dr. Larry Poland, founder of Mastermedia International, has created a "Hollywood Prayer Calendar" which features names and information about the leaders of the secular entertainment industry, so we can focus our prayers on particular individuals. (<http://www.mastermediaintl.org>)

**Teach the Church how to understand and use the media.** Encourage Christian young people to pursue careers in the media, and businessmen and women to fund positive media projects, and churches to use the media in their outreaches. Educate your audiences on how to evaluate movies, music and television, and celebrate good entertainment as much as we condemn bad entertainment. After all, movies, television, and now the Internet are the communication tools of this culture, and if the church doesn't take them seriously, we'll lose a generation.

It doesn't take much looking to see that, more and more, secular entertainment professionals are exploring themes of spirituality, redemption, and faith. The question is, are we as Christian broadcasters ready to point the way to the answers?

*As President and CEO of Cooke Pictures in Santa Monica, CA, Phil Cooke is a secular programming producer as well as a media consultant to ministries and churches. [www.cookepictures.com](http://www.cookepictures.com)*



# The NRB e-Store



[www.nrb.org](http://www.nrb.org)

*...been shopping lately?*

## The Christian Media Counterculture

By HENRY JENKINS Digital Renaissance March 5, 2004

Evangelical Christians are using the new media environment to promote their own worldview and protect their traditions from what they see as a secular onslaught.

Senator Zell Miller was spitting mad about the Super Bowl. In his “Deficit of Decency” speech, the Georgia Democrat compared watching the broadcast to driving over a skunk — “the scent of this event will long linger in the nostrils of America.” Miller claims the event embodied the “culture of far left America” as served up by “Value-Les Moonves” (that would be CBS Television president Leslie Moonves) “and the pagan temple of Viacom-Babylon.” Miller’s speech is a classic example of “culture war” rhetoric, which pits Christians against Hollywood, as if either could be understood in such simple and monolithic terms.

This same culture war rhetoric has helped to frame the release of Mel Gibson’s *The Passion of the Christ*. Fundamentalists (both Protestant and Catholic) crow that the movie’s \$125 million opening weekend gross represents the triumph of the Christians over Hollywood, while media pundits scratch their heads and wonder how this film can double or even triple the industry’s estimates of its likely box office yield.

Over the past several decades, hyper-ventilation about cultural alienation has served both to estrange evangelical Christians from the American cultural mainstream and to blind liberals to just how many people are consuming Christian media. Just dropping the word “Christian” in many online discussion lists sends some people into a frenzy and others running for the exit. Many liberals act as if the complex history of Christian debates about the relationship between spiritual and secular matters can be reduced to a glib dismissal of Jerry Falwell’s “campaign” against the Teletubbies. But not all

conservative Christians wish to censor others. Many want simply to protect and promote their own traditions in the face of what they see as the onslaught of contemporary media.

Call it the Christian Counterculture. Rather than rejecting popular culture outright, a growing number of Christians are producing and consuming their own popular media on the fringes of the mainstream entertainment industry. Still others are gathering in church basements and living rooms to promote their own brand of media literacy — seeing commercial culture as a “window” into the culture of unbelievers. What we see here is consistent with what media scholars have found within other subcultural communities — a desire to make and distribute your own media and the desire to challenge and critique mainstream media.

While many Christians have felt cut off from mass media, they have been quick to embrace new technologies — such as videotape, cable television, low-wattage radio stations, and the Internet — that allow them to route around established gatekeepers. The result has been the creation of media products that mirror the genre conventions of popular culture but express an alternative set of values.

In *Shaking the World for Jesus*, to be published next month, media scholar Heather Hendershot offers a complex picture of the kinds of popular culture being produced by and for evangelicals. Frustrated by network television, cultural conservatives have created their own animated series and sitcoms distributed on video. They have produced their own science fiction, horror, mystery, and romance novels, all of which can be purchased

online. And alarmed by contemporary video games, they have produced their own, such as *Victory at Hebron*, where players battle Satan or rescue martyrs.

The emergence of new media technologies has allowed evangelicals some degree of autonomy from commercial media, allowing them to identify and enjoy media products that more closely align with their own worldviews. Technology has also lowered the costs of production and distribution, enabling what remains essentially a niche market to sustain a remarkably broad range of cultural products. Of course, as “niche markets” go, this one may be astonishingly large. According to a recent ABC News poll, 83 percent of Americans consider themselves to be Christians, and Baptists (only one of the evangelical denominations) make up 15 percent of the nation.

As commercial media producers have realized the size of this demographic, the walls between Christian and mainstream popular culture are breaking down. *VeggieTales* videos are finding their way into Walmart, Focus on the Family’s *Adventures in Odyssey* records get distributed as kids’ meal prizes at Chick-fil-A, the *Left Behind* books become top sellers on Amazon.com, and Christian pop singer Amy Grant breaks into top 40 radio. In the process, some of the more overtly religious markings get stripped away. Network television has begun to produce some shows, such as *Touched by an Angel*, *Seventh Heaven*, or *Joan of Arcadia*, that deal with religious themes in a way designed to appeal to the “searchers” and the “saved” alike. Predictably, some evangelicals fear that Christianity has been commodified and that Jesus is becoming just another brand



in the great big “marketplace of ideas.”

And it’s in that context that we need to understand the staggering success of *The Passion*. The Christians knew how to get folks into the theaters to support this movie. Taking lessons from the blogging community and MoveOn.org, one website, Faith Highway, urged local churches to raise money to sponsor local television advertising for the movie. Many churches loaded up school buses full of worshippers to attend screenings. Some church leaders have acknowledged backing this film in the hopes that its commercial success will get Hollywood to pay more attention to them.

Despite the presence of such a diverse alternative media culture, evangelicals do not live in some kind of protected bubble, sealed off from the rest of popular culture; the residue of popular culture enters their homes even if tainted videos do not. How do they prepare their kids to confront a world where Janet Jackson’s fetishwear is just one strong tug away? Some evangelicals have organized to offer their own ratings of contemporary media products based on what they see as Christian principles (see, for example, *Christian Spotlight on Entertainment*).

In some cases, these ratings are purely negative, helping families filter out profanity, nudity, violence, or content tagged as occult or new age. In other cases, groups such as HollywoodJesus.com promote works that they feel raise spiritual and philosophical questions, even if they do not necessarily adopt Christian perspectives. Increasingly, such sites are encouraging what they call “discernment.” One such group, the Ransom Fellowship, defines discernment as “an ability, by God’s grace, to creatively chart a godly path through the maze of choices and options that confront us, even when we’re faced with situations and issues that aren’t specifically mentioned in the Scriptures.” The discernment movement draws inspiration from a range of Biblical passages that speak of people who maintained their faith even when living as exiles or captives in an alien land. Christians, they argue, are living in “modern captivity,” holding onto and transmitting their faith in an increasingly hostile context.

In “Pop Culture: Why Bother?,” Ransom Fellowship founder and director Denis Haack advocates engaging with popular culture, rather than hiding from it. Discernment exercises can help Christians

to develop a greater understanding of their own value system, can offer insights into the worldview of “nonbelievers,” and can offer an opportunity for meaningful exchange between Christians and non-Christians. As Haack explains, “If we are to understand those who do not share our deepest convictions, we must gain some comprehension of what they believe, why they believe it, and how those beliefs work out in daily life.” Their site provides discussion questions and advice about how to foster media literacy within an explicitly religious context, finding ideas worth struggling with in mainstream works as diverse as *Bruce Almighty*,

**...we all struggle to make decisions about what kind of popular culture we want to bring into our homes. We can respond to that challenge with fear or with courage, with minds open or minds closed.**

*Whale Rider*, *Cold Mountain*, and *Lord of the Rings*. The site is very explicit that Christians are apt to disagree among themselves about what is or is not valuable in such works, but that the process of talking through these differences focuses energy on spiritual matters and helps everyone involved to become more skillful in applying and defending their faith.

Somewhere between the production of new forms of popular culture and the discernment of values within existing commercial media lies a movement to adopt live action role-playing and computer

games as spaces for exploring and debating moral questions. The Christian Gamers Guild (which titles its official e-zine “The Way, The Truth and The Dice”) emerged in the midst of strong attacks from some evangelical leaders on role-playing and computer games. As the group’s collective statement explains: “Role-playing games allow people to make choices, to make wrong choices, and then watch them unfold into the painful consequences, without ever taking any real risk. In this way it gets players to ask the important moral questions, and weigh the answers — and all in the context of having fun.” There is even Project X, a Christian effort to develop games with overtly Christian themes. And Christian gaming groups, such as Men of God, go into military or shooting games and witness on the virtual battlefield. They are, to borrow the name of another group, “Fans for Christ.”

Confronting the proliferation of cable channels, the diversification of media content available on video and DVD, and the sheer expanse of the Internet, we all struggle to make decisions about what kind of popular culture we want to bring into our homes. We can respond to that challenge with fear or with courage, with minds open or minds closed. The culture war rhetoric closes off discussion: its metaphors of sewage, pollution, or dead skunks imply that some forms of expression are indefensible (and it is easy for this contempt to get directed against the people who consume such media). What I respect about the Christian discernment movement is that it is educating people to make meaningful choices and giving them a conceptual framework for talking about what kinds of ideas get expressed through the media they consume. These folk have been willing to defend popular media against others in their same religious denominations who would denounce them. They hold firm in their own beliefs and they have not renounced their desire to see such beliefs become a more powerful force in our culture, but they have created an approach that respects diversity of opinion and civility of expression.

Henry Jenkins is director of the Comparative Media Studies Program at MIT.

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# Did You KNOW?

## Sticky Situation

The average child will eat 1,500 PB sandwiches by high school graduation.

([www.corsinet.com/trivia/v-triv.html](http://www.corsinet.com/trivia/v-triv.html))



## By Design

The banana cannot reproduce itself. It can be propagated only by the hand of man.

([www.coolquiz.com/trivia/facts/index.asp](http://www.coolquiz.com/trivia/facts/index.asp))

## Rustle up them patients!

Pernell Roberts, who played Adam and quit Bonanza after six seasons, is the only surviving Cartwright. He went on to star in Trapper John M.D.

([www.tvcrazy.net/tvclassics/americanstv/bonanza.htm](http://www.tvcrazy.net/tvclassics/americanstv/bonanza.htm))

## Pepé Le Pew

You can tell if a skunk is nearby if you smell only .000 000 000 000 071 ounce of its spray.

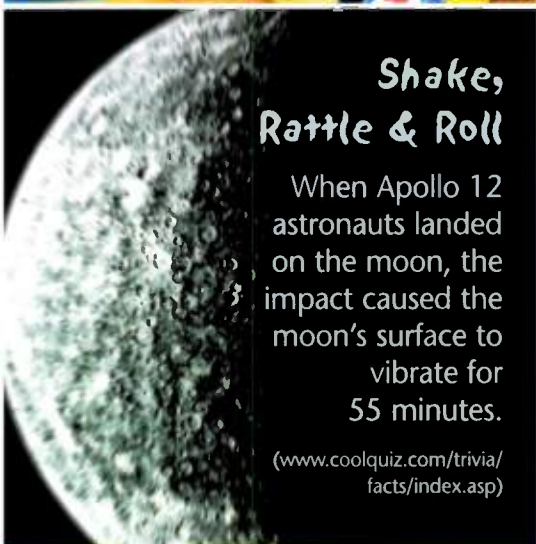
([www.freakyanimals.com/facts001.shtml](http://www.freakyanimals.com/facts001.shtml))



## Shake, Rattle & Roll

When Apollo 12 astronauts landed on the moon, the impact caused the moon's surface to vibrate for 55 minutes.

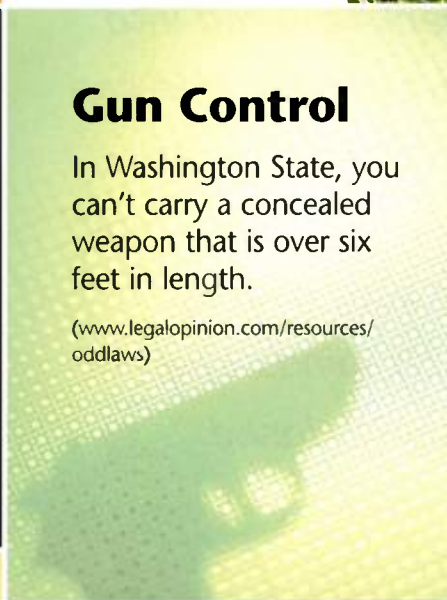
([www.coolquiz.com/trivia/facts/index.asp](http://www.coolquiz.com/trivia/facts/index.asp))



## Gun Control

In Washington State, you can't carry a concealed weapon that is over six feet in length.

([www.legalopinion.com/resources/oddlaws](http://www.legalopinion.com/resources/oddlaws))



## Discrimination?

In New York, it is against the law for a blind person to drive an automobile.

([www.legalopinion.com/resources/oddlaws](http://www.legalopinion.com/resources/oddlaws))

## Now that's coverage!

More than 21,500 media representatives covered the 2004 Olympics in Athens, Greece: 16,000 broadcasters and 5,500 photo/written press.

(Hoganson Media)

## I'm coming, Dad!

An adult lion's roar can be heard up to five miles away.

([www.corsinet.com/trivia/a-triv.html](http://www.corsinet.com/trivia/a-triv.html))





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**80% of Christian ministry home pages require more than 30 seconds to download over a dial-up connection.**

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