



November/December 2004  
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# A Cord of Three Strands...

*The Value of Association*

Page 23



# NRB

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February 11-16, 2005 • Anaheim, CA



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PRAISE GOD FOR CHRISTIAN TV ON CHANNEL 173 ... OR IS IT ON CHANNEL 137? WITH CABLE, YOU REALLY CAN'T BE TOO CAREFUL WHAT CHANNEL YOU SELECT THESE DAYS. OH, HERE IT IS ... CHANNEL 371.

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# The Power of Personal Holiness

In 1949, Emilio Franco regained his speaking voice. Mr. Franco was a West Virginia coal miner who had been rendered mute years before by a rare nervous system disorder. That summer Mr. Franco and his family vacationed in New York, and they made their way to Coney Island.

While visiting the Coney Island amusement park, Mr. Franco rode the terrifying Cyclone roller coaster. It was on one of the Cyclone's steep descents that Mr. Franco began screaming. Later, while disembarking, Mr. Franco spoke his first words since World War II. He said, "I feel sick."

Well 55 years later, one can hardly open the morning newspaper, or watch the evening news, without having a "Maalox Moment" of our own. We live today in a sin-sick culture that seems to be on moral life-support. Surely the "woe" pronounced on those that call good "evil" and evil "good" applies to our spiritually impoverished age.

There is, of course, only one antidote for a dying culture: the Gospel. What we proclaim through the various electronic media platforms we have available to us is the only hope of mankind. Yet our responsibility, as followers of the Lord Jesus Christ, goes beyond mere proclamation. We have also been commanded to personally live out our faith before the world.

Jesus says, "Be holy, as I am holy." This is a truly extraordinary command, because in and of ourselves we are incapable of obeying it. That is the sanctifying work of the Holy Spirit, who indwells the hearts of believers. It is He who enables us to live holy lives, and apart from Him such holiness is impossible.

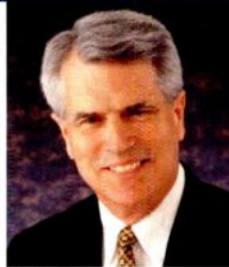
Leonard Ravenhill described it this way: "The greatest miracle that God can do today is to take an unholy man out of an unholy world, and make that man holy and put him back into that unholy world and keep him holy in it."

Our sanctification is indeed the work of God. Yet, our participation in it is required. We are to strive for personal holiness. We are to make choices that honor God. We are to live lives that move men and women to ask: Why?

The story is told of four ministers discussing the pros and cons of various Bible translations and paraphrases. Eventually each stated which version, in his opinion, is the best. The first minister said he used the King James because the Old English style is beautiful and produces the most reverent picture of the Holy Scriptures. The second said he preferred the New American Standard Bible because he feels it comes nearer to the original Greek and Hebrew texts. The third minister said his favorite is the paraphrased Living Bible because his congregation is young, and it related to them in a practical way.

All three men waited while the fourth

minister sat silently. Finally he said, "I guess when it comes to translations and paraphrased editions of the Bible, I like my Dad's translation best. He put the Word of God into practice every day. He was the most convincing translation I've ever seen."



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

All of this leads us to an important principle. Even though we serve the Lord through media ministry, how we serve Him is as important as that we serve Him. Our personal holiness does matter.

With this in mind, let me suggest four critical attitudes that must shape our service to God.

First, our work must be motivated by love. Jesus established His church on earth to both proclaim the love of God and to show the love of God in tangible, personal ways. It is for us, individually, to show forth the reality of that love.

Second, our work must be done as unto the Lord. Jesus made it clear that when we serve others we are in reality serving Him. We should do everything with excellence, integrity and zeal, for we serve the Living God.

Third, our work should be for the benefit of others. When William Booth, founder of the Salvation Army, was near death he sent a communication to Salvationists around the world. His message contained one word: "Others!"

Fourth, our work should be for the glory of God. Jesus said, "If I am lifted up, I will draw all men unto myself." The direct reference is to the Cross, but the indirect reference is to our role of exalting Christ, of making His glory our end and aim.

Nathanael Emmons described that kind of personal holiness this way: "[It] has love for its essence, humility for its clothing, the good of others as its employment, and the honor of God as its end."

What will God do with such a holy people? D.L. Moody said, "Give me ten men who love only God and hate only sin, and I will change the world."

God is changing the world through the saving power of His Gospel. But wonder of wonders, God also chooses to change the world through the witness of our lives, through men and women committed to being holy even as He is holy. Let us together strive for personal holiness, so that our lives are not rendered mute before a listening and watching world.



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# CHURCH MEDIA

## God in the Gizmo

This is the story of two typical technical team volunteers, Tony and Jan.

They're fictitious, but are made from bits and pieces of real people serving in technical ministries all across the country and may be a lot like the folks you work with at your church. Their stories remind us of the extraordinary blessing, and the great responsibility, we have when we lead volunteers.

**Tony.** He's an entrepreneur, running a computer system design business. He's energetic, smart, gregarious, and active in his community. When his children enter elementary school, they start asking questions he and his wife can't answer. They finally head off to church. Tony's wife volunteers as a teacher in their kids' Sunday School class, but gives up hope that Tony will ever volunteer for anything. He warms the pew most every weekend for 4 years, but ventures no further than that.

**Jan.** She's an attorney at a big firm, successful and respected. She's wise, reserved, skeptical, and analytical — the classic critical thinker. She was raised in the church, but wandered away as an adult. Now, divorce has left her feeling empty. A co-worker invites her to church. She's surprised to see giant video screens in the sanctuary, and is a bit put off by them. However, the presentation is very professional, and her curiosity is piqued. She's back the next week, and the week after that.

**Grabbing the Gizmo.** One of Tony's clients finally yanks Tony out of the pew and into service. The client is on the church's video team, and they need help. Tony agrees to try it for a while, mostly to appease his good client. Tony learns to shoot, to switch, and then direct. Today, he leads a crew of 10 other volunteers through worship production every other week.

Our thinker, Jan, lays her skepticism aside and fills out a sign-up card one Sunday. It is the third consecutive weekend she's seen a funny video recruiting volunteers for the production team. The people seem interesting, and she likes the idea of a new challenge. Almost immediately, other volunteers tap her for the ministry's leadership team. They see her gifts of discernment and wisdom. Today, Jan leads the Vision Team, setting the course for the ministry's future.

**Finding God.** Our technical ministry volunteers come to us with unique needs. For many, like Tony and Jan, their foremost need is to find God! That task becomes our responsibility, and our privilege. Here then,

is a list of eight principles that can help us keep God in the gizmo:

**Positive, encouraging recruitment.**

Training is promised. Ministry is seen as welcoming, not intimidating.

**High-touch training.** One-on-one, with simple first steps. Progresses at trainee's own pace. Trainers model good skills AND spiritual maturity.

**Volunteer-led and volunteer-staffed crews.** Volunteers train volunteers. Crews consist almost entirely of volunteers. Paid staff provides support.

**Clear expectations.** Printed guidelines show skills at each level. Feedback offered regularly in positive and constructive ways.

**Thorough preparation.** Production details distributed via e-mail. Crew call before each production. Evaluation meetings held regularly.

**Christian community.** Word-of-mouth as critical recruitment tool. Newsletters, e-mail chains, weekly crew meetings. Spiritual retreats, regular fellowship events, prayer circles. Volunteers encouraged into small groups.

**Leadership built into ministry structure.** Volunteers own the ministry.

Leadership teams provide direction, make decisions. Paid staff continually hand-off tasks to volunteers.

**Connection to church's purpose.**

Remind one another how ministry fulfills God's purposes. Keep in mind this constant refrain: Our lives are changed, and the lives of people in our church are changed because of God's work through this technical ministry.

That last principle is the most important. Volunteers like Jan and Tony know their ministry work has an eternal impact. It's our blessing to share that with them.

*This article scratches the surface of a topic that will be addressed at NRB 2005 in the Church Media workshop entitled, Is God In Your Gizmo?*



*Constance Stella, Director, Saving Grace Productions, A Church of the Resurrection Ministry, connies@cor.org*

## TELEVISION

### TV Direct Response Tips

Chances are that if you woke up on a Select Comfort bed this morning, worked out on your Tony Little Gazelle Glider, listened to your Tony Robbins tapes while going to work, and then used a George Foreman Grill to cook dinner — well, then you know me, Colleen Szot. I crafted the radio and television shows that sold each of those products, plus a whole lot more.

When producing your radio or television show, here are 10 tips for getting your phone to ring, via direct response:

1. 90% of your phone calls come in at the end of your show or spot. It makes sense then to focus on your offer, and make it so compelling, they can't help but call.
2. Offer viewers your product at half of the retail price, and then add other items to double the value.
3. "Get a second one free" almost always tests as the best offer.
4. To further boost response, use a clock onscreen to count the seconds left in which people can place an order.
5. "But wait — there's more," gets repeat-

ed over and over again for a reason. It works.

6. A lower price doesn't always guarantee more orders. There are many instances when raising the price increases perceived worth of the product and therefore increases orders. The only way to know is to price-test.

7. Product is king.

8. Always coordinate your marketing efforts with your website. 40% of all television orders now come solely from the Internet. Use it!

9. Watch more regular TV and see what's new and catches your eye. If it hooks you, chances are it will hook your viewers.

10. People love to hear about other people — use real life testimonials and have them share their candid, up-close and personal stories of transformation. A guaranteed money shot? Hate to sound crass, but get someone to cry on camera, and phone lines will spike.



*Colleen Szot, Colleen Szot Wonderfull Writer, Inc., specializing in writing for the direct response industry, www.drvtwriter.com.*



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# El poder de la santidad personal

En 1949, Emilio Franco recobró su voz. Emilio trabajaba en una mina de carbón en Virginia del Oeste, y había quedado mudo unos años antes como resultado de una rara enfermedad del sistema nervioso. En el verano de ese año, él y su familia fueron de vacaciones a Nueva York, donde visitaron Coney Island.

En Coney Island fueron al parque de diversiones. Ahí Emilio se montó en la temible montaña rusa el Ciclón. Cuando iban por una de las bajadas más empinada Emilio empezó a gritar. Luego, cuando se estaban bajando del Ciclón, Emilio dijo sus primeras palabras desde la Segunda Guerra Mundial: "Me siento enfermo".

Pues, bien, 55 años más tarde, casi no se puede abrir el periódico ni ver las noticias sin "sentirse uno enfermo". Vivimos en una cultura enferma de pecado que, moralmente, pareciera estar conectada a una máquina artificial de vida. No hay duda de que el "ay" dicho contra los que llaman al "bien" mal y al "mal" bien se aplica a nuestra empobrecida época, espiritualmente hablando.

Por supuesto, hay solo un antídoto para una cultura moribunda: el Evangelio. La única esperanza para la humanidad es lo que proclamamos por los medios electrónicos de comunicación que tenemos al alcance. Pero nuestra responsabilidad como seguidores del Señor Jesucristo va más allá de la simple proclamación. Se nos ha mandado mostrar al mundo nuestra fe por medio de nuestra vida.

Jesús dijo: "Sed santos, como Yo soy santo". Este es un mandato insólito, porque en nosotros no tenemos el poder para obedecerlo. Esa obra de santificación le toca al Espíritu Santo, quien habita en los creyentes, y sin Él esa santidad es imposible.

Leonard Ravenhill lo explica de la manera siguiente: "El mayor milagro que Dios puede hacer hoy es tomar a un hombre pecaminoso de un mundo pecaminoso, hacerlo santo, ponerlo otra vez en ese mundo pecaminoso y guardarlo para que siga siendo santo".

Nuestra santificación es obra de Dios, pero nuestra participación es necesaria. Debemos seguir la santidad personal. Debemos tomar decisiones que honren a Dios. Debemos llevar vidas que motiven a la gente a preguntarnos, ¿por qué?

Se cuenta que había cuatro ministros hablando de los pros y los contras de varias traducciones y paráfrasis de la Biblia. Al final, cada uno dio su opinión en cuanto a cuál consideraba la mejor versión. El primero dijo que él usaba la versión King James porque el inglés antiguo era hermoso y daba la imagen más reverente de las Sagradas Escrituras. El segundo dijo que prefería la New American Standard Bible porque le parecía que se acercaba más a los textos originales griego y hebreo. El tercer ministro dijo que su favorita era la paráfrasis Living Bible porque se adaptaba de una manera práctica a su joven congregación.

Los tres se quedaron esperando mientras el cuarto se quedó sentado sin decir nada. Por fin dijo: "Creo que cuando se trata de traducciones y versiones de la Biblia, la que más me gusta es la de mi papá. Él la ponía en práctica todos los días. Él era la traducción más fehaciente que he visto".

Todo esto nos lleva a un principio importante. Es cierto que servimos al Señor con ministerios de medios, pero cómo le servimos es tan importante como el servicio mismo. Nuestra santidad personal tiene importancia.

Con esto en mente, quisiera sugerir cuatro actitudes fundamentales que deben regir nuestro servicio a Dios.

Primera, nuestro trabajo debe estar motivado por el amor. Cristo fundó su iglesia en este mundo para que proclamara y mostrara el amor de Dios de una manera tangible y personal. Queda con cada uno de nosotros mostrar la realidad de ese amor.

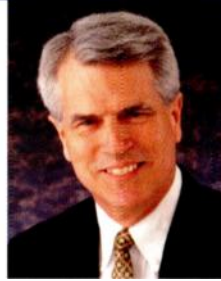
Segunda, debemos hacer nuestro trabajo como para el Señor. Jesús dijo claramente que cuando servimos a los demás, estamos sirviéndole a Él. Debemos hacer todas las cosas con excelencia, integridad y fervor, porque servimos al Dios Viviente.

Cuarta, nuestro trabajo debe ser para la gloria de Dios. Jesús dijo: "Y yo, si fuere levantado de la tierra, a todos atraeré a mí mismo". Esto se refiere directamente a la cruz, pero indirectamente a nuestro papel de exaltar a Cristo y hacer que su gloria sea nuestra meta y nuestro fin.

Nathanael Emmons explica esa clase de santidad personal de la manera siguiente: "[Ella] tiene como esencia el amor, como atavío la humildad, como ocupación el bien de los demás y como meta el honor de Dios".

¿Qué haría Dios con personas así de santas? D. L. Moody dijo: "Quiero diez hombres que amen solo a Dios y aborrezcan solo el pecado, y cambiaré el mundo".

Dios está transformando el mundo con el poder salvador de su Evangelio. Pero lo más maravilloso es que Dios quiere también cambiar el mundo por medio del testimonio de nuestra vida, por medio de hombres y mujeres que están entregados a ser santos como Él es santo. Juntos sigamos la santidad personal para que nuestra vida no quede muda ante un mundo que está oyéndonos y observándonos.



**El Dr. Frank Wright es el presidente de la NRB. Puede escribirle a: [fwright@nrb.org](mailto:fwright@nrb.org) ó llamar al 703-330-7000.**

## AT-A-GLANCE MEMBER GUIDE

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# FCC Moves on Prominent Indecency Cases

The Federal Communications Commission recently issued substantial fines in two prominent indecency cases, including the well-publicized Janet Jackson “wardrobe malfunction” during the 2004 Super Bowl halftime show. At about the same time, Congressional efforts to significantly raise the level of potential indecency fines stalled in the days before lawmakers’ pre-election recess. Whether the Commission’s two new forfeiture orders—for \$550,000 in the Jackson case and almost \$1.2 million in connection with a Fox reality-based series—will have an impact on future Capitol Hill interest in the topic remains to be seen.

The FCC made headlines in September when it fined Viacom Inc., the owner of the CBS television network and 20 CBS stations, for airing indecent material during the Super Bowl broadcast. The fine represents the then-statutory maximum of \$27,500 levied against each of the stations owned by Viacom. (The maximum recently increased to \$32,500.) The agency did not sanction any of the independently owned affiliates of CBS or the performers involved in the halftime entertainment.

Complaints lodged with the Commission regarding the musical performance by Janet Jackson and Justin Timberlake alleged that the segment contained indecent material, including “lewd” and “sexually explicit” dancing and song lyrics. The segment ended with the removal of a portion of Jackson’s bustier, briefly exposing her breast to the camera.

In response to the investigation, CBS provided the FCC with a videotape of the program and acknowledged that it included the exposure, estimated to have lasted for 19/32 of a second. CBS stated that no representative of Viacom or its subsidiaries (including MTV, which produced the halftime entertainment) had been given advance warning about the incident. The company also submitted declarations from the performers stating that they did not communicate with anyone at Viacom or the NFL about their plans for the “costume reveal”.

The agency rejected arguments that the exposure was fleeting and unintentional, noting that the performances, song lyrics, and choreography discussed or simulated sexual activities. The Commission’s

decision to impose the maximum fine focused primarily on the roles played by CBS and MTV in preparing and promoting the segment. It noted that the broadcast was touted as “shocking” to attract potential viewers.

The FCC contrasted the company subsidiaries’ role with that of the independent affiliates. Because there was no evidence that affiliated licensees were involved in planning or approving the indecent material, the agency declined to fine those stations for airing the programming.

**Whether the Commission’s two new forfeiture orders—for \$550,000 in the Jackson case and almost \$1.2 million in connection with a Fox reality-based series—will have an impact on future Capitol Hill interest in the topic remains to be seen.**

In separate action a few weeks later, the Commission did fine affiliates for airing an indecent network program. That case involved an April 2003 episode of *Married by America*, a Fox series that featured several single adults who agreed to meet, become engaged and potentially marry other participants in the program. The episode at issue featured coverage of pre-

wedding parties in Las Vegas that included digitally obscured nudity.

The FCC rejected Fox’s argument that pixilation of the nudity was sufficient to avoid an indecency finding. The agency determined that the technical effort “does little to obscure the overtly sexual and gratuitous nature of the bachelor/bachelorette party scenes.... [E]ven a child would have known that the strippers were topless and that sexual activity was being shown.”

The Commission imposed a \$7,000 fine on each of the 169 stations that aired the Fox program, for a cumulative total of \$1.18 million. It distinguished the case from its Super Bowl decision, stating that while CBS affiliates could not have reasonably anticipated the on-air exposure of Jackson’s breast during a live broadcast, Fox affiliates could have preempted a taped episode in a taped series (and one, in fact, did so).

Viacom has publicly stated its intent to challenge the Super Bowl forfeiture, and observers anticipate that Fox may do the same with respect to the *Married by America* fines. Petitions seeking FCC reconsideration of its Golden Globes decision—which held that fleeting use of the “F-word” during an awards telecast was indecent—also remain pending. It seems inevitable that the courts will be asked to revisit the constitutional issues raised by these enforcement actions.

On the legislative front, the House and Senate both passed legislation earlier this year to hike indecency fines from the current maximum to as much as \$500,000 per violation. However, the time needed to resolve differing provisions in the bills ran out in early October, when lawmakers recessed for pre-election campaigning. Congress plans to return for a “lame duck” session after the election, but as of this writing it is unclear whether the indecency issue will surface again before the current session officially ends.



*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.*

## Ross Video Introduces 10 New Multi-Definition Synergy Switchers

### SYNERGY MD/MD-X MULTI-DEFINITION PRODUCTION SWITCHERS

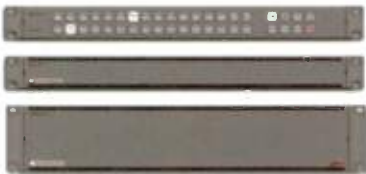
The Synergy MD and MD-X series offers models ranging from the compact and powerful Synergy 100 MD single ME switcher to the extra large, hyper powerful Synergy 4 MD-X 4 ME switcher. Synergy MD and MD-X support all popular formats of HD

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# CHURCH MEDIA

## God in the Gizmo

This is the story of two typical technical team volunteers, Tony and Jan.

They're fictitious, but are made from bits and pieces of real people serving in technical ministries all across the country and may be a lot like the folks you work with at your church. Their stories remind us of the extraordinary blessing, and the great responsibility, we have when we lead volunteers.

**Tony.** He's an entrepreneur, running a computer system design business. He's energetic, smart, gregarious, and active in his community. When his children enter elementary school, they start asking questions he and his wife can't answer. They finally head off to church. Tony's wife volunteers as a teacher in their kids' Sunday School class, but gives up hope that Tony will ever volunteer for anything. He warms the pew most every weekend for 4 years, but ventures no further than that.

**Jan.** She's an attorney at a big firm, successful and respected. She's wise, reserved, skeptical, and analytical — the classic critical thinker. She was raised in the church, but wandered away as an adult. Now, divorce has left her feeling empty. A co-worker invites her to church. She's surprised to see giant video screens in the sanctuary, and is a bit put off by them. However, the presentation is very professional, and her curiosity is piqued. She's back the next week, and the week after that.

**Grabbing the Gizmo.** One of Tony's clients finally yanks Tony out of the pew and into service. The client is on the church's video team, and they need help. Tony agrees to try it for a while, mostly to appease his good client. Tony learns to shoot, to switch, and then direct. Today, he leads a crew of 10 other volunteers through worship production every other week.

Our thinker, Jan, lays her skepticism aside and fills out a sign-up card one Sunday. It is the third consecutive weekend she's seen a funny video recruiting volunteers for the production team. The people seem interesting, and she likes the idea of a new challenge. Almost immediately, other volunteers tap her for the ministry's leadership team. They see her gifts of discernment and wisdom. Today, Jan leads the Vision Team, setting the course for the ministry's future.

**Finding God.** Our technical ministry volunteers come to us with unique needs. For many, like Tony and Jan, their foremost need is to find God! That task becomes our responsibility, and our privilege. Here then,

is a list of eight principles that can help us keep God in the gizmo:

**Positive, encouraging recruitment.** Training is promised. Ministry is seen as welcoming, not intimidating.

**High-touch training.** One-on-one, with simple first steps. Progresses at trainee's own pace. Trainers model good skills AND spiritual maturity.

**Volunteer-led and volunteer-staffed crews.** Volunteers train volunteers. Crews consist almost entirely of volunteers. Paid staff provides support.

**Clear expectations.** Printed guidelines show skills at each level. Feedback offered regularly in positive and constructive ways.

**Thorough preparation.** Production details distributed via e-mail. Crew call before each production. Evaluation meetings held regularly.

**Christian community.** Word-of-mouth as critical recruitment tool. Newsletters, e-mail chains, weekly crew meetings. Spiritual retreats, regular fellowship events, prayer circles. Volunteers encouraged into small groups.

**Leadership built into ministry structure.** Volunteers own the ministry.

Leadership teams provide direction, make decisions. Paid staff continually hand-off tasks to volunteers.

**Connection to church's purpose.**

Remind one another how ministry fulfills God's purposes. Keep in mind this constant refrain: Our lives are changed, and the lives of people in our church are changed because of God's work through this technical ministry.

That last principle is the most important. Volunteers like Jan and Tony know their ministry work has an eternal impact. It's our blessing to share that with them.

*This article scratches the surface of a topic that will be addressed at NRB 2005 in the Church Media workshop entitled, Is God In Your Gizmo?*



Constance Stella,  
Director, Saving  
Grace Productions,  
A Church of the  
Resurrection  
Ministry,  
connies@cor.org

## VISION

### TV Direct Response Tips

Chances are that if you woke up on a Select Comfort bed this morning, worked out on your Tony Little Gazelle Glider, listened to your Tony Robbins tapes while going to work, and then used a George Foreman Grill to cook dinner — well, then you know me, Colleen Szot. I crafted the radio and television shows that sold each of those products, plus a whole lot more.

When producing your radio or television show, here are 10 tips for getting your phone to ring, via direct response:

1. 90% of your phone calls come in at the end of your show or spot. It makes sense then to focus on your offer, and make it so compelling, they can't help but call.
2. Offer viewers your product at half of the retail price, and then add other items to double the value.
3. "Get a second one free" almost always tests as the best offer.
4. To further boost response, use a clock onscreen to count the seconds left in which people can place an order.
5. "But wait — there's more," gets repeat-

ed over and over again for a reason. It works.

6. A lower price doesn't always guarantee more orders. There are many instances when raising the price increases perceived worth of the product and therefore increases orders. The only way to know is to price-test.

7. Product is king.

8. Always coordinate your marketing efforts with your website. 40% of all television orders now come solely from the Internet. Use it!

9. Watch more regular TV and see what's new and catches your eye. If it hooks you, chances are it will hook your viewers.

10. People love to hear about other people — use real life testimonials and have them share their candid, up-close and personal stories of transformation. A guaranteed money shot? Hate to sound crass, but get someone to cry on camera, and phone lines will spike.



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# RADIO

## Beyond Talk to Intentional

Most Christians believe in tearing down the walls that separate us. We've all heard the sermons and read I Corinthians 12 where Paul talks about the importance of every member of the body. We've heard it, we know it's true, then it's "back to our regular scheduled programming," continuing at our stations as if nothing has changed.

Twelve years ago, KSBJ held a big anniversary concert to celebrate its 10th year of broadcasting. During intermission, we brought our staff on stage and paraded them before 7,000 cheering listeners. Soon after, I received a letter from a listener who observed that the staff of KSBJ was mostly comprised of Caucasians and had little diversity. This took me by surprise. Why, we exist for the entire body of Christ, all are welcome! Real efforts were made to recruit broadly, but most of the minority applicants knew little about us. At that moment, I realized that things needed to change. Unity is dear to the heart of God.

We began purposely looking for quali-

fied, yet diverse people to serve as board and staff members. While it's true that our music format attracts Caucasians, it also attracts many African-Americans, Hispanics, Asians, and other nationalities. A recent survey showed that we could reach many more African-Americans in Houston with our current format, if we were more effective in making ourselves known to them.

Talking about racial issues is difficult, yet rewarding. Talking brings understanding, and understanding brings unity, as KSBJ learned a few years ago, when we invited Dr. Lorraine Williams to lead staff in a powerful and emotional in-house retreat focused on racial reconciliation. Change is not easy. It must be intentional, sustainable and supported by an organization's leadership. We often include minorities on our boards or in our organizations, but then we continue in the same direction without allowing their experiences and thoughts to make a difference in our programs. If we want to see our organizations diversify, we must move beyond this point and have on-

going communication to ensure that each person knows they are valued.

Today, KSBJ is more diverse than it was 12 years ago and now has a full-time staff person whose primary job is to help us tear down walls. Through meetings with ministries, churches and community leaders, and organizing promotional campaigns, we are seeing the body of Christ unify in Houston. Yet, despite our efforts, there is more work to do.

Let's be intentional Christian broadcasters. Let's reach out and include everyone in our organizations. If you have tried before, then try again until you see results. While tearing down walls requires effort, it also gives great rewards. Let's answer Jesus' prayer that, "the world may know that You have sent Me, and have loved them as You have loved Me. (John 17:23)



**Tim McDermott,**  
General Manager,  
KSBJ-FM/Houston,  
TX, [tmcdermott@ksbj.org](mailto:tmcdermott@ksbj.org)

# INTERNET

## One Band: One Conductor... One Church: One Savior

**H**ow wonderful it is, how pleasant, for God's people to live together in harmony. – Psalm 133:1

As a child, I was excited about the opportunity to play the snare drums in my elementary school band. I used to admire the older guys as they beat the drums with great skill and precision. However, when I first started to play, I wasn't very good. For some odd reason it looked easier than what it was. I would pick up the sticks and begin to beat the top of the drum with great tenacity, and though I was making a sound, it was not the sound that the conductor wanted to hear — it was noise. Before I began beating the drums again, I had to learn the fundamentals of playing them: reading sheet music and understanding the role of drums. After a while, I was able to make a sound instead of a noise that was pleasing to the ear of my conductor and he began to allow me to play with the band. This was my opportunity to be part of something grand. The first day I played with the band was somewhat discouraging. Even though I understood how to play my specific instrument, I did not

understand how to play with a group. I was no longer in training and playing solo, but I was a part of something that was bigger than I was. My band conductor taught me one of the greatest lessons that I have ever learned: the importance of team, unity and harmony. I was taught to focus on what was best for the band to deliver the most beautiful sound, together as one unit.

As a more experienced band member of the Mighty Marching Millwood Falcon Elementary Band, I learned how to make my instrument provide the rhythm for the other 45 or so other instruments under the leadership of a skilled conductor. I am sure I could have played the drums solo; however, the accompanying instrumentation lifted the entire sound to a melodious level of beauty that stirred the emotions of the crowd. How crazy would it sound if all the members of our band played separately or off different pages of music? Although each instrument can be played alone, it takes the participating company of all instruments to truly make music.

Too many churches represent independent sections of the band: strings, per-

cussion, brass, woodwinds, etc., simply making a sound. For the sake of this analogy, imagine that those instrumental sections represent races and cultures, possessing distinct qualities of sounds. Although each can stand alone, churches around the world have missed an opportunity to play music pleasing to our Heavenly Father's ears. Many have been sectioned off to such a degree that they have no idea what it is like to experience this type of harmony. Jesus Christ wants the Church to experience a new rhythm in unison. How foolish would it be for the Church to remain divided? The white church, black church, Asian church, Latino church, etc., must come together under the skillful conducting of the Lord, Jesus Christ. God is calling us to perform our parts together in harmony. Are you ready to play some music?

*God has restored our relationship with him through Christ, and has given us this ministry of restoring relationships.*

– 2 Corinthians 5:18

**Marcus Carruthers, Invitation to Life, [marcus4jc@aol.com](mailto:marcus4jc@aol.com)**

# MICHELLE IS NOT A NUMBER.

*She's a working mom of 3. She's been married for 8 years. She supports her local Christian radio station, is a member of the PTA, and is a lay worker in the children's ministry of her church.*



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## AIRWAVE NEWS RADIO

### Chicago, IL –

WMBI-FM

announces the addition of *Prime Time Chicago (PTC)*, a live

local music show, to the afternoon lineup starting October 4, 2004. *PTC* is hosted by WMBI promotions/marketing director Collin Lambert and new staff member, Denise Pagano, and focuses on local news, traffic, interviews and weather, as well as spotlighting new artists. (Collin Lambert, Collin.Lambert@moody.edu)



### Grand Rapids, MI –

WJQK-FM gave one listener a \$1,000 shopping spree at the Westshore Mall on

September 18, with 99 seconds and \$100 to spend in each of 10 stores of their choosing. Listeners qualified to win by being the correct caller when they heard the contest sounder each day of the previous week, or by registering at a Steven Curtis Chapman mini-concert at the mall. Finalists were required to be at the mall that Saturday and were each given a CD, only one of which would actually play in the on-site CD player. The finalist with that CD won the shopping spree on the spot. (PDAdvisor, 09/16/04)



### Midland, MI –

WJGN-FM, 99.7 Family Life

Radio, held a lunchtime concert with Go Fish at the Midland Mall on September 10. Approximately 1,000 station listeners turned out for the free event, with the first 400 families in attendance receiving a gift bag containing free materials from Focus on the Family and *Today's Christian Woman*, along with a 99.7 Family Life Radio latte mug and goodies. (Peter Brooks, 989-631-7060)



### St. Paul, MN –

Northwestern College Radio's KDNW-

KDNI/Duluth, MN, partnered with Northland Wheels in Motion (WIM) for the seventh annual 5K "Run, Walk and Roll," raising over \$10,000 through race fees, contributions, business sponsorship, a raffle and a bake sale. The proceeds will be used to ship 350-400 wheelchairs, carts, walkers, crutches and canes to those in need in developing countries. (PDAdvisor, 09/16/04)



### Chicago, IL –

WMBI-FM

launched HIS KIDS RADIO this past summer, placing nearly 1,200 fix-tuned radios in homes of its listeners. Sales

for the station are handled by the staff of HIS KIDS RADIO on the campus of Cornerstone University in Grand Rapids, MI, via the Internet or through a toll-free number. (Dodd Morris, Dodd@HisKidsRadio.net)



### Lynchburg, VA –

Spirit FM, WRXT-FM's

"American Scholar" contest will award one local high school student a \$50,000, full four-year scholarship to Liberty University (LU) in Lynchburg. Ten finalists will be selected by a review board of LU and Spirit FM reps, each spotlighted on Spirit FM and interviewed on-air. Listener online votes, an LU review board, and a Spirit FM panel will determine three grand prize finalists. The scholarship winner will be announced on November 12 at LU. (PDAdvisor, 09/23/04)



### West Palm Beach, FL –

Univision Communications

has reached an agreement with Salem Communications to exchange the assets of WIND-AM/Chicago, IL, KOBT-FM/Winnie (Houston), TX, KHCK-AM/Dallas, TX, and KOSL-FM/Jackson (Sacramento), CA, for the assets of WZFS-FM/Des Plaines (Chicago), IL, and KSFJ-FM/San Raphael, CA. (Radio Ink, 10/05/04)



### Roswell, GA –

In conjunction with WAYQ-FM/Clarksville and TN/Ft. Campbell, KY, Steven Curtis Chapman performed in September for soldiers from Ft. Campbell's 101st Airborne Air Assault Division ("Screaming Eagles"), who will be deployed to Iraq in the coming months. In addition, Chapman visited with wounded soldiers recuperating at the base, shared lunch with troops and their families, and signed autographs at two local bookstores. (PDAdvisor, 09/23/04)

### Camarillo, CA –

Salem Communications and

America Online have announced a joint agreement to offer WMCA-AM to AOL members through the AOL Radio Network and for fans on the web. Live now, WMCA-AM is the first and only Christian Talk and Teaching radio station available on the AOL Radio Network. This exclusive relationship also provides visitors direct access to www.wmca.com with a direct link to the audio stream. (Radio Ink, 10/08/04)





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### Correction:

In the October issue of NRB, Phil Cooke's article, "Hollywood Report: Finding God in Tinsel Town," incorrectly attributed the *Prince of Egypt* to Disney. The film was in fact the animated feature of DreamWorks, with executive producer Jeffrey Katzenberg. Our sincerest apologies to all parties. (NRB Editorial Staff)

# TRADE TALK

AIRWAVE NEWS TV

PEOPLE

## Fort Worth, TX –

FamilyNet Television joined the Comcast Cable Digital Basic line-up as a part of the Faith & Families section in Nashville, TN on September 15, 2004. (Denise Cook, dcook@FamilyNet.com)



FamilyNet

**Oldsmar, FL** – Squiggz, the central character in the soon-to-be-released animated video series *The Roach Approach* “Don’t Miss the Boat” from Wacky World Studios, was introduced to audiences totaling more than 30,000 children and parents at special preview events at 15 churches across the country this summer. Known worldwide for creating children’s ministries and themed environments, this is Wacky World Studios’ first venture into children’s animation and products. Dove Award winners Glenn Wagner, Sims and Bryan Lennox produced music in the video and on the soundtrack CD. Companion Bible story products, *Noah’s Journey of Faith* DVD story-time book and CD read-along, will release in November. (Tricia Whitehead, Spinhouse@comcast.net)

**New York, NY** – Animation company Cartoon Pizza, formerly Jumbo Pictures, released the new children’s video series *HoopDogz* in October. From the creators of Nickelodeon and Playhouse Disney fare, *HoopDogz* attempts to teach children the Ten Commandments in a contemporary setting. The first episode of the series is called “God Good, Idols Bad.” (Melany Ethridge, melany@alarryross.com)



**Worcester, PA** – Vision Video (www.visionvideo.com) has released *Behind the Glass Door... Hannah’s Story* on VHS and DVD. The film is a documentary tracing the history of a family that learns their newborn baby, Hannah, has Pervasive Developmental Disorder (PDD), a high-functioning form of autism. At the heart of the story is a family’s committed, God-centered love. (Karen Rutt, Karen@visionvideo.com)



**Carrollton, TX** – The American Tract Society has appointed Mark A. Brown as VP of marketing. Now in his fifth year, Brown has had the opportunity to develop marketing and promotion campaigns for some of the biggest distributions of individual tracts, such as *America Under Attack* and *The Passion of the Christ*, which generated over four million each. Brown is the recipient of the 2002 Norvell Slater media award from the Religious Communicator’s Council, and will join ATS in celebrating its 180th year since its founding in 1825. (Linda Slay, lslay@atstracts.org)



**Brentwood, TN** – EMI CMG Label Group announces the following organizational changes: Leigh Ann Hardie, VP of Strategic Initiatives; Nick Barre, VP of Artist Development; Michael Bianchi, director of Artist Development; Sarah Richmond, director of Artist Development; Vanessa Yma, Artist Development manager. (Rick Hoganson, hoganson@comcast.net)



**West Palm Beach, FL** – WAYF-FM hired Julie Stein, formerly with mainstream ACs WDOK-FM and WQAL-FM/Cleveland, as promotions director. (PDAdvisor, 09/23/04)



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## PEOPLE, CONT.

**Nashville, TN** – Claire Maurer was recently hired by Christian Hit Radio 88.7 WAY-FM as the administrative assistant to the Clarksville office and the Nashville promotions department. (Korynn Neil, korynn@wayfm.com)

**Colorado Springs, CO** – Steve Etheridge has been named director of programming for KBIQ-FM, KGFT-FM and KZNT-FM. KBIQ PM drive host Jack Hamilton is now the MD. (PDAdvisor, 09/09/04)

**Roswell, GA** – Following is staffing news from various radio stations: Bill DeWees, station manager of WONU-FM/Chicago, IL, has departed to pursue other opportunities, and PD Justin



Knight has taken on interim station manager duties during the transition. WVFJ-AM/Atlanta, GA, has hired Don Schaeffer, formerly operations director for Clear Channel's eight-station cluster in Colorado Springs-Pueblo, CO, as PD. Ron Harris, KCBI-FM/Dallas, TX, morning drive host, CEO and Executive VP of Criswell Communications, received an honorary Doctorate of Divinity degree from Dallas Baptist University in August. (PDAdvisor, 08/19/04)

**Memphis, TN** – On September 12, Adrian Rogers, pastor of Bellevue Baptist Church for 32 years, announced plans to retire from his pastoral ministry in the spring of 2005. Rogers will remain in Memphis and devote his time to the radio and TV broadcasts of Love Worth Finding Ministries. He also plans to devote

time to the recently established Pastor Training Institute, a division of Love Worth Finding Ministries, to teach as an adjunct professor at Mid-America Theological Seminary, pursue a writing ministry and spend more quality time with his family. In 2003, Dr. Rogers was inducted into the National Religious Broadcasters' Hall of Fame, and has said, "Now comes a time that we all knew would come when I should announce my retirement as pastor of Bellevue Baptist Church. Nevertheless, I will not retire from the ministry until I draw my last breath." (Bill Skelton, 901-257-4101)



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## PEOPLE, CONT.

**Meade, KS** – Michael Luskey, AM drive host/director of operations at KJIL-FM, has been named Air Personality of the Year by the Kansas Association of Broadcasters. KJIL, along with sister station KHYM-FM, also won awards for Best Production of a PSA, Station Promo, News and Editorial/Commentary. (*PDAvisor*, 09/23/04)



**Nashville, TN** – Rob Poznanski is now the director of marketing for Inpop Records. Poznanski began his career in 1997 with Sublime Records, and was shortly thereafter named to the national promotion staff of



Essential Records. Most recently, Poznanski served as part of the national promotions team for Sparrow Label Group. (Matt Williams, [matt@thewmg.net](mailto:matt@thewmg.net))

**New York, NY** – Dennis Heaney, president of The Christophers and formerly president of The Catholic Press Association, has assumed the host role for the TV talk show *Christopher Closeup*. He will also be writing The Christophers' weekly column, "Light One Candle." (Umberto Mignardi, [mignardi@christophers.org](mailto:mignardi@christophers.org))

**Rocklin, CA** – Air 1 Radio program director Bryan O'Neal stepped down from his position in October due to health reasons. O'Neal continues to direct the Air 1 Music Department,

serving with Michelle Morgan, but Air 1 has begun an immediate, nationwide search to fill the position of Air 1 program director. (Lloyd Parker, [lparker@emfbroadcasting.com](mailto:lparker@emfbroadcasting.com))

**Nashville, TN** – Salem Publishing announces the following editorial promotions at *CCM Magazine*: Jay Swartzendruber was promoted from managing editor to editor, and Stephanie Ottosen from associate managing editor to managing editor. A music industry veteran of more than 11 years, Swartzendruber began his tenure with CCM a year ago. He previously served in publicity management roles for record labels Gotee Records, re:think and Squint Entertainment. (Tricia Whitehead, [spinhouse@comcast.net](mailto:spinhouse@comcast.net))



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



## PEOPLE, CONT.

**Chicago, IL** – Moody Broadcasting recently named **MBN** Denny Nugent, former PD with Country WGAR-FM/Cleveland, OH, and most recently director of development with The City Mission in Cleveland, as national PD. (PDAdvisor, 09/23/04)



**Nashville, TN** – Integrity Gospel recording artist Joe Pace recently became the newest member of *Worship Leader* magazine's editorial board. Pace is the director and CEO of the Grammy-nominated and Stellar Award-winning Colorado Mass Choir, an ordained minister and a recognized authority on worship music, and will regularly contribute content to the magazine. (Lynn McCain, [lynn@mccainpr.com](mailto:lynn@mccainpr.com))



**Clearwater, FL** – Bruce Koblisch was named as the executive VP of ministry development for The Worship Network ([www.worship.net](http://www.worship.net)). Koblisch, a former music label president and past president of the Gospel Music Association, assumes the newly created business development position to establish a music division and to develop new strategic partnerships for The Worship Network. (Tricia Whitehead, [Spinhouse@comcast.net](mailto:Spinhouse@comcast.net))



**Fort Worth, TX** – NorthStar Worldwide, Inc., a wholly owned subsidiary of Avalon-Borden Companies, Inc. and the advertising sales representative for FamilyNet Television, announced the appointment of Robert Sutton as president and Tom Keegan as vice president/general sales manager. Prior to joining NorthStar Worldwide, Inc., Sutton worked as consulting CEO for FamilyNet. Keegan has more than 32 years in the television industry. (Denise Cook, [dcook@FamilyNet.com](mailto:dcook@FamilyNet.com))

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# TRADETALK

## MUSIC

## INTERNET

**Nashville, TN** – The Gospel Music Association (GMA) and the Christian Music Broadcasters (CMB) have entered into an agreement for the CMB to support the educational and promotional functions of the GMA for the radio community. Under the new agreement, the National Christian Radio Seminar track at GMA Week will be renamed the CMB Track, starting with the 2005 convention. The CMB will take over planning and assisting in promoting the radio sessions of GMA Week. The NCRS steering and agenda committees of the GMA Board will be merged into CMB educational committees with Jon Hull, current NCRS Chairman, becoming the CMB educational chairman and retaining his current official seat on the GMA Board. The NCRS Steering and Agenda Committee will be renamed, but its structure and personnel will remain the same. (Tricia Whitehead, spinhouse@comcast.net)



**Nashville, TN** – Provident Distribution and Integrity Music Group, a division of Integrity Media, Inc., have entered into an agreement to jointly serve the Christian retail market through Provident's distribution organization, which will be renamed Provident-Integrity Distribution. The newly named entity will begin distributing releases to the Christian retail market beginning January 1, 2005. (Jacquelyn Marushka, pr@providentmusicgroup.com)



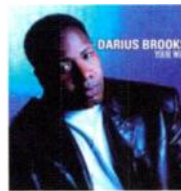
**Franklin, TN** – Fifteen-year music industry veteran Cheryl Anteau launched Southside Entertainment in September, providing comprehensive artist management services. (southsideentertainment@comcast.net)

**Scottsdale, AZ** – Performing artist and worship leader Kristina signed a production/recording contract with Billy Smiley and his Scottsdale-based Devotion Music label. Kristina, based in Arizona when performing in the United States, and

Winnipeg, Manitoba, when touring in Canada, released her debut album, *Bare My Soul*, in September. Kristina and Smiley have also completed work on a follow-up album called *Hymns – The Old Made New*, the first artist release in the Worship Hymn series releasing in stores nationwide in November or December. (Brian Mayes, Brian@NashvillePublicity.com)

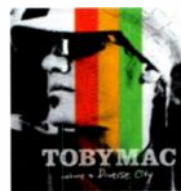


**Nashville, TN** – Three-time Grammy Award-winning songwriter/producer and new EMI Gospel recording artist Darius Brooks joined Verity Records recording artist Fred Hammond on the 25-city "Worship Alive Fall Tour," which began in Seattle, WA, in September. Brooks recently celebrated the release of his first major label album, *Your Will*, which is distributed by EMI CMG Distribution. (Lynn McCain, lynn@mccainpr.com)



**Nashville, TN** – New Haven Records released the farewell project from Vestal Goodman entitled *The Gift of Love*. The CD is a Christmas project containing some of Goodman's favorite holiday songs. (www.vestalandfriendsl.com)

**Nashville, TN** – TobyMac launched a new website and released his sophomore project, *Welcome To Diverse City*, on October 5. (Velvet Rousseau Kelm, velvet@theMcollective.com)



**Nashville, TN** – Integrity Publishers launched a promotional website for the new book from Pat Robertson, *Courting Disaster*. The site, [www.courtingdisasterACTION.com](http://www.courtingdisasterACTION.com), allows interested parties to read more about Robertson and his new book, learn how to contact elected officials, sign up for weekly updates from CBN, and more. (Jana Muntsinger, jana@mmpublicrelations.com)

**Nashville, TN** – The Gospel Music



Association (GMA) launched a newly redesigned and enhanced website on September 30, at [www.GospelMusic.org](http://www.GospelMusic.org). In addition to news and information available to visitors about GMA's events and programs, the site now offers GMA members new and enhanced features, such as: ePROFILES, for posting electronic press kits (EPKs); Industry Newswire, news and press releases posted by GMA's Organizational Members; weekly music charts, including SoundScan Christian music charts and the *Billboard* Hot Christian Singles & Tracks™ chart; and GMA Classifieds, for posting classified ads, job hunting, and selling music equipment at [GospelMusic.org](http://GospelMusic.org) at no cost. (Tricia Whitehead, spinhouse@comcast.net)

**Nashville, TN** – The MP Network ([www.thempnetwork.com](http://www.thempnetwork.com)) is a new multimedia company scheduled to launch in the fourth quarter of 2004, providing positive entertainment for fans of Christian rock, contemporary gospel, inspirational and other similar genres. Divisions of The MP Network Corporation are: The MP, a video music channel; MPZ, a four-color, entertainment-based magazine ([www.thempz.com](http://www.thempz.com)); MP Tours, a multi-city tour featuring live music from the hottest performers ([www.themp-tour.com](http://www.themp-tour.com)); and TheMPNetwork.com, a viewer website that will offer streaming video, artist information, original programming and other special features. (Daniel Strobel, dstrobel@thestrobelgroup.com)





**Pifo, ECUADOR** – HCJB World Radio is developing Digital Radio Mondial (DRM) technology for its broadcast transmitters, as well as for transmitters manufactured by other broadcast companies. In 2000, together with the DRM consortium, an organization of broadcasters, network operators, equipment manufacturers and regulatory bodies, HCJB World Radio successfully conducted transmission tests from its transmitter site in Pifo, Ecuador. This summer missionary engineers in Pifo began installing equipment in anticipation of commencing digital shortwave broadcasting. More than 60 radio stations worldwide are broadcasting in DRM, and HCJB World Radio hopes to begin limited digital broadcasting from its Pifo transmitter site in the near future, after receiving a frequency assignment from CONARTEL (the Ecuadorian radio governing agency). HCJB will later add full digital broadcasting from HCJB World Radio-Australia's shortwave facility in Kununurra. (James Ferrier, jferrier@hcjb.org)

**Branch**  
*John 15:2*

A branch of something is NOT the main thing. For instance, the branch of a tree is not the main trunk and a branch office is not the main office. A branch is merely an extension of the main thing.

Jesus told His disciples that they were branches. HE was the main thing, and they were merely extensions of who He was.

In John 15:1-2 Jesus said, *"I am the true vine, and My Father is the vinedresser. Every branch in Me that does not bear fruit, He takes away; and every branch that bears fruit, He prunes it, that it may bear more fruit."* Jesus said, *"Every branch in Me."* Now, that's an interesting analogy. As branches of a vine are anchored into the main vine, so the disciples of Jesus were anchored into Him.

The word "branch" is a word that refers to "a limb or shoot". Actually, this Greek word *klema* comes from the root verb *klao*, which means, "to break", specifically, "to break off a piece of bread". In other words, a branch is a piece of the main thing, like a piece of bread was once a part of the main loaf.



Dr. Dan Hayden

Well, Jesus is using the idea of a branch in a spiritual sense. He is really saying to His disciples, "You are a piece of Me. It's as if someone broke off a part of Me and that part became you." Cloning is big these days, and the idea of cloning is that a small piece of DNA can be taken from an individual to make an identical replica of that person. Now, that's the idea here. Spiritually, we are a part of Jesus (a chip off the old block, as it were) — a spiritual clone of our Savior so that people can see Jesus in us.

He is the vine, and we are the branches.

Can people see Christ in You? They can if you're a real branch.

*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 at dhayden@solagroup.org.*

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# A Cord of Three Strands...

## *The Value of Association*

BY FRANK WRIGHT, Ph.D.  
PRESIDENT, NRB

**W**hen Jesus said, “I will build my church and the gates of Hell will not prevail against it,” He was describing the organic institution through which God would bless the world. Note carefully that Jesus said the church is His and that He would build it. Notice also, what is not said. There are no parallel declarations such as, “I will build my charitable organization or my broadcast platform, or my broadcast association.” The church is unique, and Jesus’ love for it is paramount. Therefore, we should never confuse the church with other organizational entities — even those entities devoted to religious purposes.

Having said that, there are many benefits and characteristics of membership in NRB that bear a striking resemblance to those that flow from membership in a local Christian church. Being careful not to minimize the centrality of the church or to inappropriately elevate the NRB, let’s look at some of those characteristics, benefits and commonalities.



## Voluntary Association

Setting aside for a moment the role of the Spirit in calling believers to fellowship and service in a local church, it is worth noting that church membership is voluntary. No one is forced, against his or her will, to join a church. Christians typically seek membership as a way of identifying themselves with the person and work of Jesus Christ. They join a particular congregation for a variety of reasons, but ultimately to unite with like-minded believers who are committed to a common purpose.

Somewhat like a local church, NRB is first and foremost an association of like-minded people who voluntarily bind themselves together for a common purpose. The emphasis here is on the words voluntarily and purpose. Broadly speaking, the common purpose that draws them to NRB is the advancement of the Kingdom of God. More narrowly, that purpose is to use every electronic medium available to reach the world with the message of hope embedded in the Gospel of Jesus Christ.

No one is forced to join NRB. (Now there's a membership campaign for you!) We bind ourselves together voluntarily, because it is in our interests to do so. Being in association with one another and identifying in a common purpose helps keep our mission clear, focused and before us. That shared vision not only provides clarity of mission, it also becomes an important point of identification with one another. We are in this together!

Yet, it is also worth noting that, while many are invited to apply, membership in NRB is not automatic.

## Standards of Membership

Many are unaware that the early Christian church often had stricter standards of membership than are sometimes in evidence today. While confirmation of a professing faith in Christ was the threshold requirement for participation in the fellowship of the early church, new converts were carefully observed to determine if their profession of faith was matched by a genuine commitment to live out that faith day by day. One notable example in a first century church involved the Lord's Supper. Not only were new believers not allowed to take Holy Communion for a period of time, they were asked to remain outside while the rest of the congregation participated in the sacrament.

No doubt, this kind of treatment would rankle many today, but the early church had powerful reasons for maintaining strict standards of membership. They certainly wanted to avoid the kind of cheap grace we sometimes call "easy believism." The church wanted to make sure that people fully understood the Gospel, so that they did not develop a false assurance of their faith. And the New Testament is replete with reminders that early church leaders were also deeply concerned about allowing "wolves in sheep's clothing" into their midst.

NRB also has exacting standards of

***We want to maintain fidelity to the transformational truths that have been entrusted to our care. We want to proclaim the full counsel of God to the world, rather than being guilty of merely "tickling ears".***

membership, for much the same reasons. We require a genuine and faithful subscription to a thoroughly biblical Statement of Faith. We want to insure that we do not use our broadcast platforms to preach another Gospel that is really not the Gospel at all. We want to maintain fidelity to the transformational truths that have been entrusted to our care. We want to proclaim the full counsel of God to the world, rather than being guilty of merely "tickling ears".

NRB's Statement of Faith is more than just an expression of evangelical doctrine; it is the heartbeat of who we are. It is our

mutual agreement with one another that this is what we believe and what we will faithfully proclaim. Full Members of the NRB must wholly and unreservedly subscribe to our Statement of Faith, and Associate Members must agree not to do anything that would ever undermine it.

## Ministry Calling

There are other electronic media associations available besides NRB (at least I hear rumors to that effect). Some are large; others are less so. All of which means we have choices, and choices are a good thing. Yet among all associations, NRB consistently attracts men and women who exhibit two significant characteristics. The first is a deep and abiding faith in Christ that flows from an understanding of the magnitude of God's love and grace. They, like John Newton, can say, "I am a very great sinner; Jesus is a very great Savior." Their personal experience with the amazing grace of God powerfully motivates them to reach the lost and to help other believers grow spiritually.

The second characteristic is a unique sense of personal calling to serve Christ in electronic media ministry. Most could have (or have had) fine careers in secular media, but they have been drawn to a higher calling. They recognize that vocational calling is often a function of spiritual giftedness. They understand that their spiritual gifts are from God and that He receives much glory when those gifts are used for the advancement of His kingdom.

## God's Active Presence

The promise of Christ is that, whenever two or three are gathered in His name, He is there among them. Moreover, there are certainly times in the church when God blesses us with a profound sense of His presence. While our personal experience with God's presence is sometimes transitory, His presence in the church is abundantly evident through the fruit of the Spirit and through the observable effects of His working in our midst. Examples include: men and women being won to faith in Christ, new believers being disciplined into spiritual maturity, others committing themselves to Christian service and experiencing the unity in the body that only the Spirit can bring.

This profound sense of God working in our midst is also evident within the members of NRB. Hundreds of NRB members

can tell stories of God's extraordinary provision and intervention at critical times in their ministries. Thousands upon thousands of letters have been received by broadcast ministries telling the stories of dead men and women whose hearts of stone have been exchanged for hearts of flesh. Some of the stories are dramatic: people with guns in their hands intending to take their own lives stopped by the Word; marriages saved; families restored; suffering comforted. All of them are miraculous—men and women who were dead in their trespasses and sins are now alive in Christ. God is at work within the members of NRB, because God will always honor His word when it is faithfully proclaimed.

### Relational Connectedness

Much like the Christian church, one of the great blessings of being in association with one another is the development of important and long-standing personal relationships. Some of these long-term relationships flow from close interactions that are central to advancing the work we do day by day. In other words, they are both business and ministry relationships.

Yet these relationships often go far beyond the work we do; they become valuable to us on a profoundly personal level. Long-time NRB members speak of the close fellowship in NRB relationships that often leads to a deep love for one another. It is not too much to say that some of these relationships are as important to us as our family. In fact, before he died, our dear friend Dr. Bill Bright described NRB as a family.

### Accountability Relationships

Another aspect of being in association with one another that tends to parallel the church is the development of significant and meaningful accountability relationships. These relationships develop over time and bring enormous benefit. One of the most powerful aspects of accountability is the example of the godly men and women who have gone before us. NRB has a heritage of godly people who, while no less flawed than we, set a potent example of faithfulness. The witness of their testimony is not only an example of character, integrity and high purpose, but it is also an example of the faithfulness of God.

Within NRB our accountability relationships are both personal and corporate. We hold each other accountable on a personal

level because we recognize that, we too, are frail and imperfect. Just as we look to one another for encouragement, we acknowledge our need for correction and trust that "faithful are the wounds of a friend."

From a corporate standpoint, NRB also provides institutional accountability through our Code of Ethics. By our mutual commitment to it, we accept that God's work must be done in God's way. We commit ourselves to honoring our Savior by doing His work in an honorable fashion. We further hold ourselves accountable to one another for correction should our conduct ever fall short of our Code of Ethics.



### Personal Holiness

The value of association is also readily apparent in the matter of personal holiness. This is true from the perspective of how the personal example of others encourages us in godliness and also in considering how our personal holiness (or lack thereof) impacts our witness before a watching world.

The writer of Hebrews speaks of us being surrounded by a great cloud of witnesses whose lives of faith and devotion inspire us in our efforts to "run the race marked out for us." The faithful and obe-

dient lives of those who have led the way before us at NRB testify both to the reality of their faith and the fidelity of God to His promises. But we not only have the shining examples of those in whose footsteps we walk, we also have as inspiration the godly character and example of those who are still among us. This example challenges us to our highest and best rather than our lowest and least.

Recent history provides dramatic evidence of how the conduct of broadcasters impacts the reputation of Christ before a watching world. When Jesus said, "Be holy, even as I am holy," the implications go far beyond our own lives. When Jesus commanded us to "let your light so shine before men that they will see your good works and praise your Father in heaven," we recognize that our failure to do so leads not to praise but sometimes to an impaired witness. By binding our hearts and lives together through NRB, we seek to avoid any conduct that would damage the reputation of Christ before a watching world.

### Changing World, Unchanging Message

We should never confuse the Christian church with any other institution. NRB is not the church. It is, however, a strategic and effective association of like-minded Christians who have a desire to be used by God to fulfill the Great Commission in our generation. It is a group of godly men and women who have bound themselves together in common purpose and who have appropriated the tools of electronic media for the glory of God and the advancement of His kingdom.

The history of NRB is one of significant and sometimes dramatic impact. The opportunities before us today are equally dramatic. Yes, the pace of technological change is breathtaking. Yes, the media culture has shifted dramatically in a single generation. Yes, there are significant threats to the rights of Christian broadcasters on the horizon. Yet, Jesus Christ is the same yesterday, today and forever — and the message of hope we proclaim has not changed.

It is for us to press on to even greater outreach and to higher levels of effectiveness. God will be faithful to the proclamation of His word and the exaltation of His name. Let us be faithful to proclaim His word and exalt Him in our generation!





*Thank you*

## **Congratulations to the Charter Members of the NRB President's Council!**

NRB thanks these strategic partners for participating materially in enhancing the standing of NRB on the world stage. Together we are taking NRB to a whole new level of influence and effectiveness.

**Thomas Atema**, *Blue Ridge Broadcasting*

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**Angelia Ruth Schum**, *KPSM-FM*

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**Ted Squires**, *Thomas Nelson Publishers*

**Carl Townsend**, *InService America, Inc.*

**William Winston**, *Bill Winston Ministries*

**Bill Ziegler**, *Christian Educators Association International*

We seek to draw upon the breadth of experience from the NRB membership to lay a firm foundation for the future of Christian broadcasting. If you feel called to stand with us as a member of the President's Council, please contact Robert McFarland, Vice President of Communications, [rmcfarland@nrb.org](mailto:rmcfarland@nrb.org).

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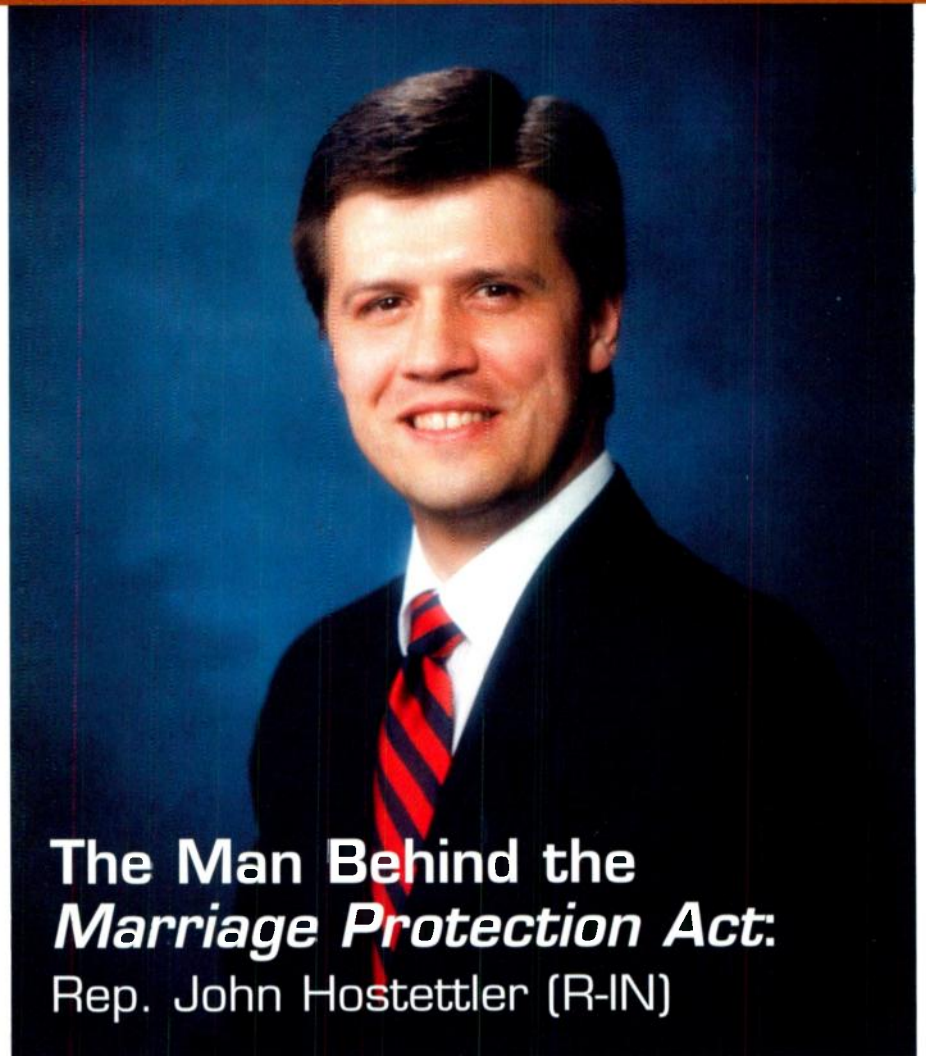
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**NRB:** *Could you begin by telling us about your family and life in Indiana?*

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about what was going on and became a student of our history. This background is what prepared me for politics.

**NRB:** *How does your faith impact your daily work in Congress?*

**Hostettler:** My faith is the motivation and inspiration of everything that I do and impacts all areas of my life: family, personal, job, ministry, etc. My work in this particular job, in this ministry, is just a small portion of my entire life. My faith is who I am. People talk about a separation of Church and State, but for those of us who are a part of the body of believers, it is impossible to experience separation of Church and State. We cannot extract ourselves from this very important facet of the American civilization and the American culture. In my opinion, the notion of the Church and State as it has been most recently applied is impossible. Otherwise, we would see tens of millions of Americans extracting them-



and businesses operated by believers, we need to be certain that our houses are in order. That means the leadership needs to be respected by the staff, because leaders are to lead by example. Every Christian is to do all "as unto the Lord," and as followers of Jesus Christ, we are to be committed servants of one another. How are the employees of your station or organization treated and valued? As a leader or manager, are you committed to leading others as a servant-leader? Have you asked your staff to hold you accountable to the core values?

### Right Choices

It is important for us to have an understanding of the important principle that we are "in the world," but we are not "of the world."

We all must have some standard to determine whether we have made the right choice. As Christians, we need to return to God's unchanging biblical principles. His standards are most clearly expressed by the Lord Jesus Christ, as we are admonished to love the Lord our God with all our hearts, souls and minds, and to love our neighbors as ourselves. It is through humility, self-denial and love for others that we express this.

**Humility.** Christ is exalted above all in the eternal kingdom of God. Yet, knowing this, He assumed the lowliest, most humble position during His earthly life. Since Jesus is our perfect example, we must look to Him for lessons in humility. That means both giving our best to Him and, in His name, giving our best to others.

**Self-denial.** It conflicts with human logic to think that by giving up something

we can receive even more. However, this is what Christ taught—it's called sowing and reaping. When we are willing to deny ourselves for the sake of the Lord, Jesus has promised us three amazing principles regarding sowing and reaping: (1) We reap what we sow; (2) We reap in a different season and at a different time than when we sow; and (3) We reap more than we

***God's Word tells us that an evidence of our commitment to His way is shown by our concern for others and what we do about those who are in need.***

sow. Remember that these principles are true, regardless of whether we sow good or evil, materialism or godliness, love or hate.

**Love for Others.** God's Word tells us that an evidence of our commitment to His way is shown by our concern for others and what we do about those who are in need.

Accountability is a key element in help-

ing us keep close to God and on His track. So, establish the values that you are willing to live out in your organization; then find that person or persons with whom you can be mutually accountable. You will benefit, your staff will follow your lead and your organization will reflect your true values.

Finally, dear friends of the NRB, allow me a final word of encouragement to you—in meekness, because as I write this I remind myself also—to enlarge your kingdom mentality as you develop your biblical worldview. You see, we have everything to gain, because Jesus promised us that if we would "...seek [or, continually seek] first His [or, the] kingdom and His righteousness ... all these things will be added [or, provided] to you." (Matthew 6:33, NAS)

*Howard Dayton is cofounder and CEO of Crown Financial Ministries. Along with Steve Moore, Howard hosts Crown's daily Money Matters and How to Manage Your Money broadcasts. Crown's Mission Statement: "Equipping people worldwide to learn, apply, and teach God's financial principles so they may know Christ more intimately, be free to serve Him, and help fund the Great Commission."*

## **Religious Programming Is a Bright Spot in Radio Broadcasting**

**W**hile it is true that some genres of radio broadcasting have struggled, the August 30, 2004, issue of *Barron's* indicates that "About the only bright spot [is] niche programming. Radio stations that provide Spanish-language, urban, or religious programming are seeing ratings improvements and gaining share."

Recent ratings, from the Arbitron media and marketing research firm, confirm that annual compound growth over the past five years for these categories is 7.4 percent for religious, 6.5 percent for Spanish, and 4.3 percent for urban.

— H. D.

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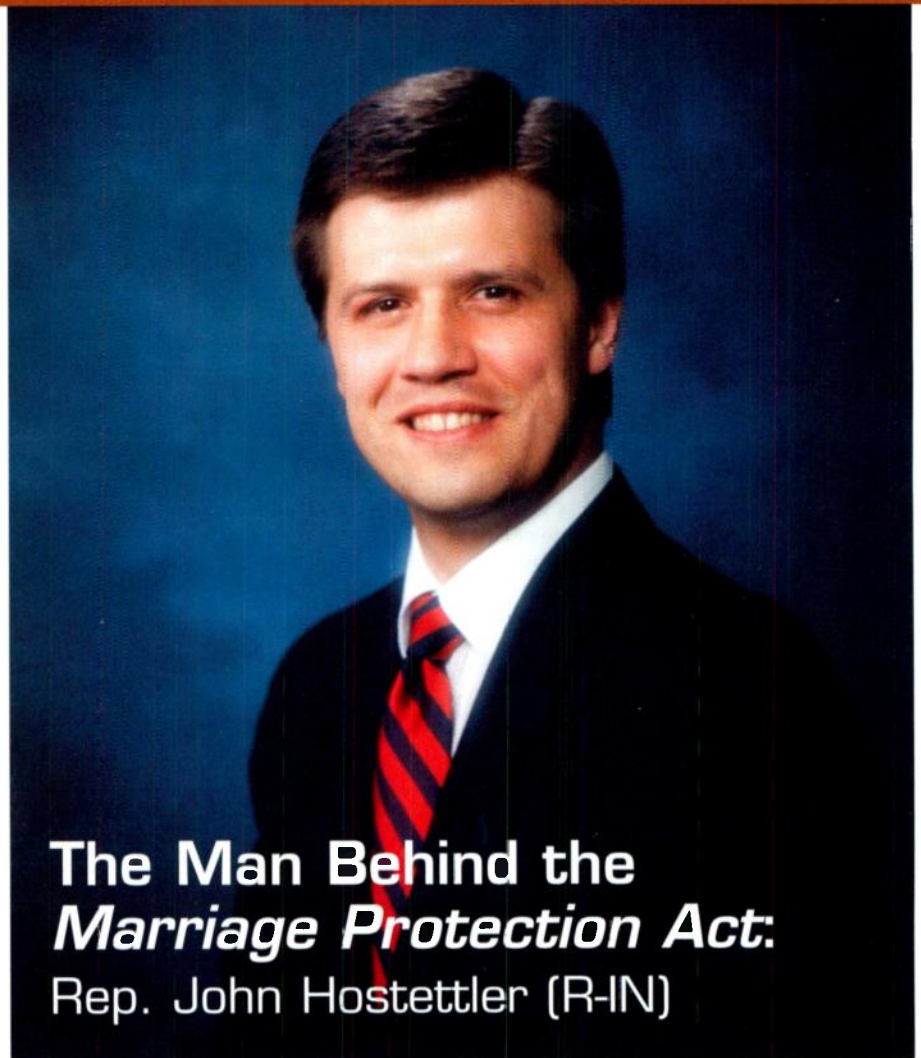
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selves from the very notion of government: voting, running and holding public office, working in unelected government posts, and the like. My faith is what drives me in every facet of my life.

**NRB:** *What would you say has been your greatest challenge so far on the Hill?*

**Hostettler:** The greatest challenge is evolving, you might say. On a large scale, it is the notion of returning the federal government to its precisely designed limitation. In doing so, we are not just talking about Congress, the executive branch, or the judicial branch. We are talking about all areas of the government that have imposed its will on every facet of our life. The government is an ordained institution of God, and as such, it is not a supreme institution—it is one of the institutions. If you look at the spheres of influence that all of us should feel in our lives, governance should be one of the very least if we are not doing evil. We are told that government is terror to evil... that government should have very little impact on our lives. The notion of a government that seeks to impose its will on the citizenry—a will that is foreign to Christian design—should not be the case. Roughly paraphrasing Thomas Jefferson, “The government that governs least, governs best.” Once again, it’s the notion that you’re not doing something wrong according to an established absolute values system, not a values system that changes with the electorate or with the party in power. Government today is impacting us at every turn, from requiring seat belts to save us from ourselves to the Supreme Court not allowing us to teach our own children because they must go to a public school that has a values system consistent with that of the entire community. My frustration has to do with the federal government’s role in our lives—what it should be. For example, consider the issue of religious liberty. The government has removed itself from the boundaries established in the Constitution and usurped its constitutional authority, attempting to impose its will in areas that framers of the Constitution never intended.

**NRB:** *With that said, what would you say to Christians? Would you encourage them to be more active in politics?*

**Hostettler:** Definitely! The account in Scripture that has been most informative to me, with regard to what Christians should do in America, is the parable of the steward... that some are given more opportunities to do the will of God, and some are

given less, depending on His grace. In America, as opposed to many other countries in the world, we have that talent, that stewardship, you might say, of being involved in the political process in civil government. The Constitution begins with three very simple words: “*We The People.*” The Church has an obligation, has a talent, has a stewardship. Individually ... this is John Hostettler theology ... individually, believers are going to have to give an account some day. How involved were we? Again, if we believe government is ordained by God, and the framing document of our government begins with “*We The People,*”... then it follows that this is something that has been given to us as individual citizens.

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As believers, as citizens, it’s an obligation given to us directly by God, so we must be involved in politics. In America, we have that obligation of stewardship.

**NRB:** *How would you rate how Christian broadcasters are doing in getting out this message? Do you think that they should be doing more?*

**Hostettler:** From my personal experience, I have been very informed and enlightened by Christian broadcasters. You all have played an integral part in my particular situation in becoming involved in the political process to the extent that I am. I think that everyone in this country has an obligation to be informed about the issues, and for me Christian radio was a great way to do that. It not only encouraged me, but also informed

me accurately and authoritatively in these areas. Christian broadcasting is really enlightening, informational, and educational, equipping listeners with the tools to fight and, in some cases, to win battles.

**NRB:** *How good did you feel when the votes came in on the Marriage Protection Act?*

**Hostettler:** All this is to the glory of God. All this is in His hands. My obligation in my small part was to say why I believe this could be done and why it should be done. I was very encouraged, though, I will have to say, that the bill passed. It was a glimmer of hope to me, especially after what had happened in the Senate. I did not know if it would pass, but we attempted a different approach to the issue and it was successful in the House. I was very encouraged to see that, in this particular case, the Lord gave the victory, but we still have a way to go.

**NRB:** *Many would consider you a constitutional scholar in Congress. How would you define the differences between the two bills? Why do you think yours went through while there were some issues in the Senate?*

**Hostettler:** Well, the differences between the House and the Senate cannot be overlooked. The Senate requires 60 votes just to get a vote on a bill, allowing for a lot of subterfuge on the part of individual Senators. For example, they don’t necessarily have to vote directly on a particular piece and they can tell their constituents, “I have a problem with this part of the bill” or “with the process,” and that is problematic. There is an overarching issue with regard to the two approaches that I would like to stress. When you consider what we are attempting to deal with here... there is obviously the underlying issue of homosexual marriage. I believe that marriage was ordained in the Garden of Eden as being between only one man and only one woman—that it is a picture to the world of the redemptive nature of Christ. Paul reminds husbands to love their wives as Christ loves the Church and gave His life for it. When we look at two men or two women—two not uniquely different entities, in my opinion—that is a confused message of redemption to the world. As believers we need to understand that even beyond natural law there is a spiritual law, a spiritual picture if you will, of Christ and His redemptive work toward the uniquely different fallen world.

Another issue with regard to government, and especially our form of government, is this notion of what is being referred to as an activist judiciary. If you read the *Federalist Papers*, Alexander Hamilton essentially says that in a government where the departments of power are separated the judiciary beyond comparison is the weakest, as it has no force nor will, but merely judgment. When you look at the Constitution itself and discover how impotent and powerless the judiciary is, then the Congress can impose its will at many turns in the Constitution with regard to the judiciary. We can impeach and remove from office federal judges and justices. We can determine their jurisdiction, limit their appellate jurisdiction, abolish the inferior federal courts... and thus deal with this issue of so-called activist judges. There is no such thing as an activist judge. A judge, in Hamilton's words, can take no active resolution whatever—all that they can do is opine. They can say "we believe this is unconstitutional," but ultimately, as Hamilton concludes, it depends on the aid of the executive office—the President. The President has to execute it and enforce it, but because Congress appropriates money, it needs Congress to fund it. There are two responses taking place today—one is the notion that once the court says a thing, even in the Massachusetts court case, the only way we can respond is with a constitutional amendment. That's just not true—it is not the only response that the Constitution allows. If we continue to give strength to the notion that the only thing we can do to overcome an opinion of five people in black robes is a constitutional amendment, then that monster is just going to get bigger and become more brazen. What we must do is rein in the courts by utilizing the constitutional prerogatives that the Congress already has in the Constitution. One way is by limiting their jurisdiction, and the *Marriage Protection Act* does that. Do we want marriage to go to the federal government? Currently it's the purview of the states. Do we want the government to take over marriage... something established for more than 200 years? We are going to take the *Defense of Marriage Act* specifically away from the federal courts so that one state is not forced to recognize a marriage performed in another state between two homosexuals. I think we were successful because we used a very limited, albeit very effective, approach to this issue.

I was at a Chamber of Commerce event talking about issues of commerce and issues of judiciary, and one of the questions posed to me from a local business owner was not about taxes or regulation. Instead, he asked, "Could you do this with abortion?" Quite frankly the answer is yes, the issue of abortion can be taken away from the federal courts. We tried to do it with partial-birth abortion a couple of years ago, but failed.

**NRB: In layman's terms how would this act stop activist judges regarding homosexual marriages?**

**Hostettler:** *The Marriage Protection Act* addresses the *Defense of Marriage Act* that was passed in 1996. Article 4, Sec. 1 of the Constitution says every state shall give full faith and credit to the acts and judicial proceedings and records of another state. What that means is that if my wife Beth and I would move from Indiana to Massachusetts, then according to Article 4, Section 1 of the Constitution, Massachusetts would have to recognize our marriage license—we wouldn't have to be remarried in Massachusetts. But, Article 4, Section 1 goes on to say that "Congress shall have the authority to enact laws to regulate the effect thereof..." meaning that Congress has the authority to determine which of these acts, judicial proceedings and other records, will have an effect. Congress has the authority to regulate these interstate full faith and credit provisions. What we did in the *Defense of Marriage Act* of 1996, which passed overwhelmingly in the House and Senate and was signed into law by Bill Clinton, was to say that a state does not have to recognize the marriage license from another state if that marriage license is based on the relationship of a homosexual marriage. That is what the law is today. Some are concerned that a judge may come in and say the *Defense of Marriage Act* is unconstitutional. We hope to take the *Defense of Marriage Act* away from the federal courts. Basically the courts can't hear a challenge of the *Defense of Marriage Act* with the *Marriage Protection Act*. And with that bill, which passed on the Thursday before we left for the August recess... two days earlier, Tuesday, in the state of Florida, a lesbian couple filed in Federal District Court to require the state of Florida to recognize their "so called" marriage license from the state of Massachusetts. They came to Florida, but Florida said that it does not recognize same-sex marriage, so this lesbian couple has

essentially taken the state of Florida to federal court. My bill would say that such a case can never be heard in federal court.

**NRB: What would you say Christian broadcasters could do at this time to help this cause?**

**Hostettler:** Many Christians become disheartened and discouraged with what they see happening in the judicial system and believe that they can do nothing to change it. What needs to happen is that we need to talk more about the constitutional provisions we already have. It's been said that the Constitution is the greatest work of uninspired men. I am not so sure that they were uninspired. The more I study it, the more I appreciate the fact that people can indeed make a difference—not necessarily very easily, but at least very profoundly—with the tools that we have in the Constitution itself. The people, the Church, the individual can have a huge impact on this process of returning authority back to the people. I think it was John Adams who said that our Constitution is made for a moral and religious people and is totally inadequate for the government of any other. The Constitution can work for great moral and religious good by the people themselves—not by judges, not by politicians. As the people themselves become more acquainted with the Constitution, they will understand its brilliance and the great power that they have to once again effect change.

**NRB: How can our members pray for you?**

**Hostettler:** The main thing believers should pray about is that we continue to do God's will in our work. Many times, as in every ministry and every vocation, humans tend to believe that we know what is best, and how to get something done... but it is my experience that when we put it in God's hands, He does a lot better job than we do. Folks need to pray that we continue to be in His will and pray that the Church's eyes will open to these things of great import. It takes a little work. It's been said that "The price of freedom is eternal vigilance." Other folks have said that in a country such as ours, we all have to be, to some extent, a Statesman. Also, please pray for our families—we are under great stress these days in Washington.

*This article is from an interview conducted by Bob Powers, Director of Media & Public Relations for NRB.*





## Biblical Thinking

BY HOWARD DAYTON

Years ago a friend of mine stopped to fill up his truck with \$10 worth of gas—you can tell it was a long time ago. He asked for a receipt and the attendant gave him a handwritten one for \$15. When my friend called attention to the error the man said, “Hey, buddy, get smart. Just turn it in with your expense account report and make a quick five bucks. Everybody does it!”

It grieves me to say this, but we live in a culture of relative honesty in which people set their own standards of truthfulness that change with the circumstances. Too often, Christians are not exceptions. The Bible speaks of a similarly turbulent time when “... *everyone did whatever he wanted to—whatever seemed right in his own eyes.*” (Judges 17:6, TLB)

As Christians first, and then as broadcasters, radio station managers, staff, etc., we all have a common responsibility to God, advertisers, and listening audiences to be honest stewards.

### Ethics and a Biblical Worldview

The way you see reality, your worldview, is the composite set of presuppositions, beliefs, and values that shape the combined set of fundamental convictions you hold, and on which you base your actions. According to the Barna Research Group, only four percent of Americans have a biblical worldview, and a mere nine percent of born-again Christians have such a perspective. That could mean that only one out of ten people reading this article has a biblical world perspective. Does that suggest reasons for a large share of the nation’s moral and spiritual challenges we see and often complain about today?

Those with biblical worldviews base decisions on scriptural principles and, as followers of Jesus Christ, demonstrate vastly different lifestyle choices than others do. Someone has said that such believers have a kingdom mentality and live their lives to bring glory to God, recognizing that He has a divine purpose for every life. They are

committed to His ownership and their stewardship over all for which they are responsible, and they cooperate with God in building His eternal Kingdom.

Perhaps more than ever before, Christians need biblical worldviews—Kingdom mentalities—to live their lives in today’s world.

Our complex, politically correct society presents an enormous variety of proposed values. Conservatives believe their values make them virtuous, but often they are considered legalistic. Liberals may believe their value system makes them virtuous for different—often opposite—reasons than the conservatives. Radicals, whose non-value system changes like a chameleon as needed and is no system at all, may not be concerned in the least with virtue.

God reveals His plan to those who seek Him diligently. Unfortunately, if His plan is not compatible with what many Christians feel His plan should be, they choose to rationalize themselves out of His will and seek success as the world defines it. The result of such a decision is

# in a Muddled World



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confusion, dissatisfaction, emptiness and disappointment.

We must return to the foundational values of the Scriptures. Frankly, in our businesses and careers, all of us should have a kingdom mentality and live with a biblical worldview.

*"Trust in the Lord with all your heart and do not lean on your own understanding. In all your ways acknowledge Him, and He will make your paths straight." (Proverbs 3:5-6, NAS)*

## Strained Ethics

Sometimes our thinking tends to follow these lines: "It works in the 'world,' so why not try it?" We've all used methods that might be beneficial to anyone in any sort of business. Some are legitimately useful and perfectly ethical, while others are not.

A pastor friend told me of a man he knew while they were students in seminary. The fellow used to write songs that spoofed the lives of Christians, including pastors. One of his songs had a line that self-confidently proclaimed, "It must be

the will of the Lord, because it looks so good to me!" We all know that many of the world's ways may "look so good to me" and do produce results—frankly, some quite successfully. However, just because a practice works does not mean it is the direction of God, even if it does "look so good to me."

The Bible tells us "... loyalty [lit., covenant loyalty] and truth preserve the king, and he upholds his throne by righteousness." (Proverbs 20:28, NAS) Certainly, loyalty is critical to the proper running of any organization, but loyalty without accompanying truth can result in terrible failure on the part of leadership. None of us need to be reminded of the fall of many religious leaders in the not-too-distant past.

Whether you're a king, a station manager, other radio professional or a Christian broadcaster, we all need loyal associates—but we don't need loyal 'Yes' men. We need faithful staff and associates who are willing to tell us the truth. We need Christian co-laborers who will hold us accountable to living our lives as responsi-

ble representatives of King Jesus. We all need godly, close associates who are unafraid to help keep us accountable as good stewards of the gracious provision and position with which God has blessed us. Accountability is best established around a set of published core values.

## Core Values

Does your station or organization have published mission and vision statements, as well as core values? If you do, are your employees aware of them and have they committed them to memory?

Not long ago at Crown, we had small cards printed with the mission, vision and core values of our ministry, and we distributed them to all staff members. Then for several months, we emphasized them during the weekly staff gatherings. We looked carefully at these core values, because they serve as a reminder to the ministry's leadership and to every other staff member of just who we are and why our ministry exists.

As those involved in Christian ministries



and businesses operated by believers, we need to be certain that our houses are in order. That means the leadership needs to be respected by the staff, because leaders are to lead by example. Every Christian is to do all "as unto the Lord," and as followers of Jesus Christ, we are to be committed servants of one another. How are the employees of your station or organization treated and valued? As a leader or manager, are you committed to leading others as a servant-leader? Have you asked your staff to hold you accountable to the core values?

### Right Choices

It is important for us to have an understanding of the important principle that we are "in the world," but we are not "of the world."

We all must have some standard to determine whether we have made the right choice. As Christians, we need to return to God's unchanging biblical principles. His standards are most clearly expressed by the Lord Jesus Christ, as we are admonished to love the Lord our God with all our hearts, souls and minds, and to love our neighbors as ourselves. It is through humility, self-denial and love for others that we express this.

**Humility.** Christ is exalted above all in the eternal kingdom of God. Yet, knowing this, He assumed the lowliest, most humble position during His earthly life. Since Jesus is our perfect example, we must look to Him for lessons in humility. That means both giving our best to Him and, in His name, giving our best to others.

**Self-denial.** It conflicts with human logic to think that by giving up something

we can receive even more. However, this is what Christ taught—it's called sowing and reaping. When we are willing to deny ourselves for the sake of the Lord, Jesus has promised us three amazing principles regarding sowing and reaping: (1) We reap what we sow; (2) We reap in a different season and at a different time than when we sow; and (3) We reap more than we

*God's Word tells us that an evidence of our commitment to His way is shown by our concern for others and what we do about those who are in need.*

sow. Remember that these principles are true, regardless of whether we sow good or evil, materialism or godliness, love or hate.

**Love for Others.** God's Word tells us that an evidence of our commitment to His way is shown by our concern for others and what we do about those who are in need.

Accountability is a key element in help-

ing us keep close to God and on His track. So, establish the values that you are willing to live out in your organization; then find that person or persons with whom you can be mutually accountable. You will benefit, your staff will follow your lead and your organization will reflect your true values.

Finally, dear friends of the NRB, allow me a final word of encouragement to you—in meekness, because as I write this I remind myself also—to enlarge your kingdom mentality as you develop your biblical worldview. You see, we have everything to gain, because Jesus promised us that if we would "...seek [or, continually seek] first His [or, the] kingdom and His righteousness ... all these things will be added [or, provided] to you." (Matthew 6:33, NAS)

*Howard Dayton is cofounder and CEO of Crown Financial Ministries. Along with Steve Moore, Howard hosts Crown's daily Money Matters and How to Manage Your Money broadcasts. Crown's Mission Statement: "Equipping people worldwide to learn, apply, and teach God's financial principles so they may know Christ more intimately, be free to serve Him, and help fund the Great Commission."*

## Religious Programming Is a Bright Spot in Radio Broadcasting

While it is true that some genres of radio broadcasting have struggled, the August 30, 2004, issue of *Barron's* indicates that "About the only bright spot [is] niche programming. Radio stations that provide Spanish-language, urban, or religious programming are seeing ratings improvements and gaining share."

Recent ratings, from the Arbitron media and marketing research firm, confirm that annual compound growth over the past five years for these categories is 7.4 percent for religious, 6.5 percent for Spanish, and 4.3 percent for urban.

— H. D.

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**Non-Negotiables**

## The Seven Non-Negotiables

BY DENNIS RAINEY

If you've ever purchased a car, you've seen the owner's manual. It's the book that tells you about the "non-negotiables" for maintaining the car. These are things like changing the oil, filling the tank with gasoline, topping off the transmission fluid, and having tires with adequate tread. We spend a lot of time making sure these non-negotiables are done so that when we get in the car, it runs properly.

The same principle is true for the life of a believer. We must spend time on the non-negotiables so that our lives may glorify God. But what are the non-negotiables? They must be defined in order to maintain and fulfill them. In seeking the Lord, I have discovered what I believe to be seven non-negotiables for life. Each principle is centered on the Lord, bringing the glory to Him alone, and the fulfillment of each is essential to the healthy Christian life.

### #1: Seek God, not sin.

*For thus says the Lord to the house of Israel, "Seek Me that you may live."*  
— Amos 5:4

God is the life-giver. We will find life in no other. But as sinful creatures, our hearts are naturally prone to wander from our Creator. Our souls were made to pursue God, know God, and walk with God—nothing else. It's only as we pursue Him that we live. In the book of Amos, God

tries over and over again to get the attention of His people. He allows them to experience famine, drought, and pestilence and yet, as God says in Amos 4:11, "you have not returned to me." But Amos 5:4 reminds us of where life is found. God says, "Seek me that you may live." These words should get our attention. We will only find life in seeking Him.

### #2: Fear God, not men.

*The fear of the Lord leads to life, so that one may sleep satisfied, untouched by evil.* — Proverbs 19:23

Our God is holy and is the Lord God Almighty. When I think of the power He holds, I can't help but fear Him and hold Him in reverential awe. Do you care more about what men think of you than God? Then learn to fear God, and you will be preoccupied in walking in His presence, not wondering what other people think of you. You will begin to live your life in light of eternity, and the temporal views of men won't matter anymore.

The fear of the Lord also keeps us from evil and sin. A.W. Tozer writes, "It is impossible to keep our moral practices sound and our inward attitudes right while our idea of God is erroneous or inadequate." When we lose the fear of God and don't respect Him and His commandments, we are going to live our lives with-

out accountability to God and one another, which is the cause of a number of sins.

### #3: Love God, not the world.

*Do not love the world nor the things in the world. If anyone loves the world, the love of the Father is not in him. For all that is in the world, the lust of the flesh and the lust of the eyes and the boastful pride of life, is not from the Father, but is from the world. The world is passing away, and also its lusts; but the one who does the will of God lives forever.* — John 2:15-17

What is the object of your affections? Power? Recognition? Hobbies? Not too long ago, I visited an unbelievable house, and as I walked around it, for just a moment my thought was, "I could have had a house like this." But I was reminded that a house is not what life is all about. The world is seeking to seduce us into a love affair, but we must love God and be preoccupied with pleasing Him alone.

When I first fell in love with Barbara, no one doubted that I loved her; I was preoccupied with pleasing her. We must also love His people and be concerned about their eternal destiny. We must look at them with compassion, like Jesus, and be moved with action to do something for them. Those who love God will do what He wants and be concerned about His mission and His will, and they will fulfill His calling.

#### #4: Believe God, not the deceiver.

*You are of your father the devil, and you want to do the desires of your father. He was a murderer from the beginning, and does not stand in the truth because there is no truth in him. Whenever he speaks a lie, he speaks from his own nature, for he is a liar and the father of lies. – John 8:44*

In 1938, a man in Long Island ordered a very expensive weather barometer. He unwrapped it and realized that the arrow that was supposed to reflect the weather he was experiencing was stuck at the bottom, pointing at "Hurricane." So he slammed it down a few times, and when it didn't respond, he wrote a hot letter to the manufacturer and mailed it off on the way to work. When he came home, he found that a hurricane had hit, and everything was gone.

As believers, sometimes we don't want to believe the truth. When life and Scripture collide, which one do you believe and trust? The deceiver wants us to believe the lie. Will you believe God? The Scriptures tell us that without faith it is impossible to please God, but our nature is to move toward unbelief. Never forget that your adversary is the father of lies. He wants to destroy you, so he works to make us doubt the promises and to accuse the brethren.

#### #5: Obey God, not your appetites.

*Do you not know that those who run in a race all run, but only one receives the prize? Run in such a way that you may win. Everyone who competes in the games exercises self-control in all things. They then do it to receive a perishable wreath, but we an imperishable. Therefore I run in such a way, as not without aim; I box in such a way, as not beating the air; but I discipline my body and make it my slave, so that, after I have preached to others, I myself will not be disqualified. – 1 Corinthians 9:24-27*

Our appetites are the passions that we have within our flesh, contrary to the spirit, craving and battling to be satisfied. If you give in even the slightest to these desires, the enemy can use that to launch an attack in your life. At the same time, the same trivial act in obedience to God

may be used to launch a powerful life-changing ministry. Our passions must be subordinated to the cross.

Obedience to God demands two main things. It demands courage to say no to self, no to appetites, no to lusts of the flesh, no to what's easy, and yes to carrying the cross. It also demands faithfulness—the plodding endurance to God, to his call, and to that which He calls you to suffer. Only by yielding to the cross can you obey God, not your appetites.

***The world is seeking to seduce us into a love affair, but we must love God and be preoccupied with pleasing Him alone... We must also love His people and be concerned about their eternal destiny.***

#### #6: Serve God, not self.

*Then I heard the voice of the Lord, saying, "Whom shall I send, and who will go for Us?" Then I said, "Here am I. Send me!" – Isaiah 6:8*

The concept of becoming a "bond slave" in the Scriptures means that we are the slaves, and He is the master. That means that we must surrender completely, without reservation. Many would see this type of service as lowly, and it is humbling, but it should be seen as a privilege to serve such a loving Lord. In 1972, in the first year of our marriage, Barbara and I decided that before we would give anything to each other we would surrender our lives in writing to Jesus Christ, giving Him everything we ever dreamed of having. We gave it up and gave Him the contract and title to our lives. Looking back at

that day, I see now we gave Him nothing, but I am amazed to see that He has given us everything in return.

#### #7: Worship God, not comfort.

*Though the fig tree should not blossom and there be no fruit on the vines, though the yield of the olive should fail and the fields produce no food, though the flock should be cut off from the fold and there be no cattle in the stalls, yet I will exult in the Lord, I will rejoice in the God of my salvation. – Habakkuk 3:17-18*

I don't know anyone who enjoys suffering, but I do know many who have benefited from the growth that occurs as a result. Are you celebrating God and worshiping Him in the midst of your pain or do you seek comfort by escaping it? When suffering comes, you must move through the pain to the God who allowed it to come to fruition. When you escape, you miss the comfort God gives in the midst of that pain.

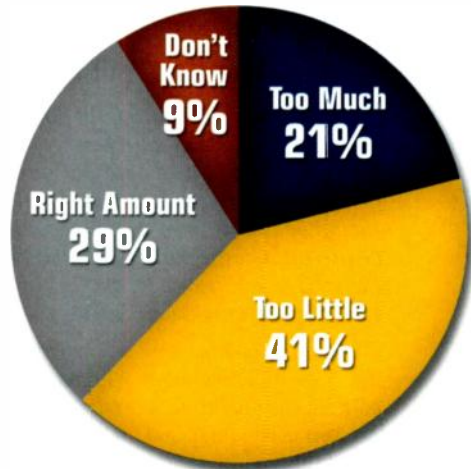
Barbara and I have given thanks for short paychecks, for the deep waters of misunderstandings and unmet expectations, for a teenage boy with muscular dystrophy, for the loss of friendships due to the call of God — the list goes on and on. Pain has pressed us against our Savior and reminded us that we are not in control. Pain results in growth and greater fruitfulness for Him. We worship God through music, prayer, God's Word, and baptism. But we should also worship God in the midst of suffering and pain.

These seven non-negotiables are the basics for the solid Christian life, and if any of them are neglected, we will be the ones to pay, not God. Now that you know what the non-negotiables are, why don't you sit down in a quiet place and meditate on the areas where you are taking good care of your spiritual life and then ask the Lord to show you the areas where you need help. And then choose a close friend or accountability partner and share with him or her the areas where you need help and prayer. Soon, you will begin to experience a healthier life — mentally, emotionally, and spiritually.

*Taken from The Family Room, January 2003. Copyright© 2003. All rights reserved. Used by permission. The Family Room is an online publication of FamilyLife. [www.familylife.com/familyroom](http://www.familylife.com/familyroom)*



# Did You KNOW?

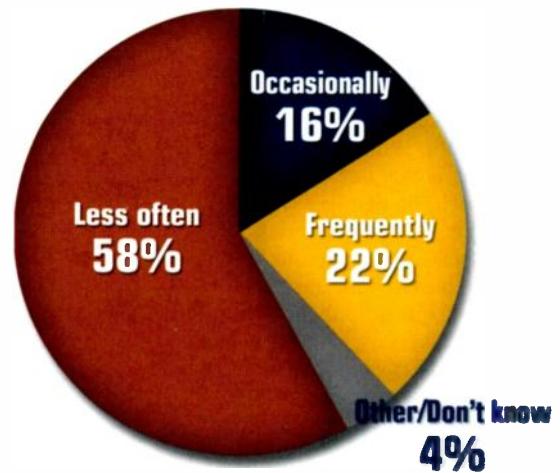


## Faith & Politics 2004

**Q:** How do you feel about the amount of expressions of faith and prayer by political leaders?

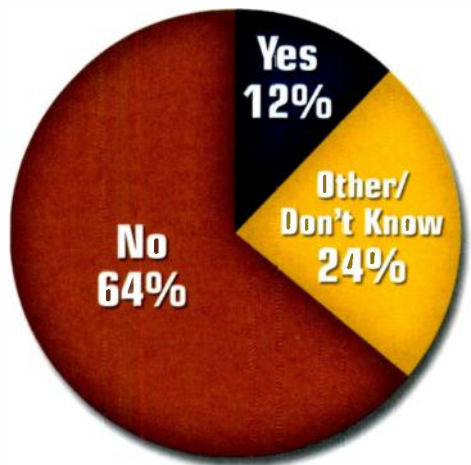
**Q:** How often do your religious beliefs affect your vote?

The above statistics are from *Religion and Public Life, Religion and Politics: Contention and Consensus*, a nationwide survey of 2,002 adults, conducted June 24-July 8, 2003, by the Pew Research Center and the Pew Forum on Religion and Public Life. ([www.beliefnet.com](http://www.beliefnet.com))



**Q:** Should religious leaders try to influence politicians' positions on the issues?

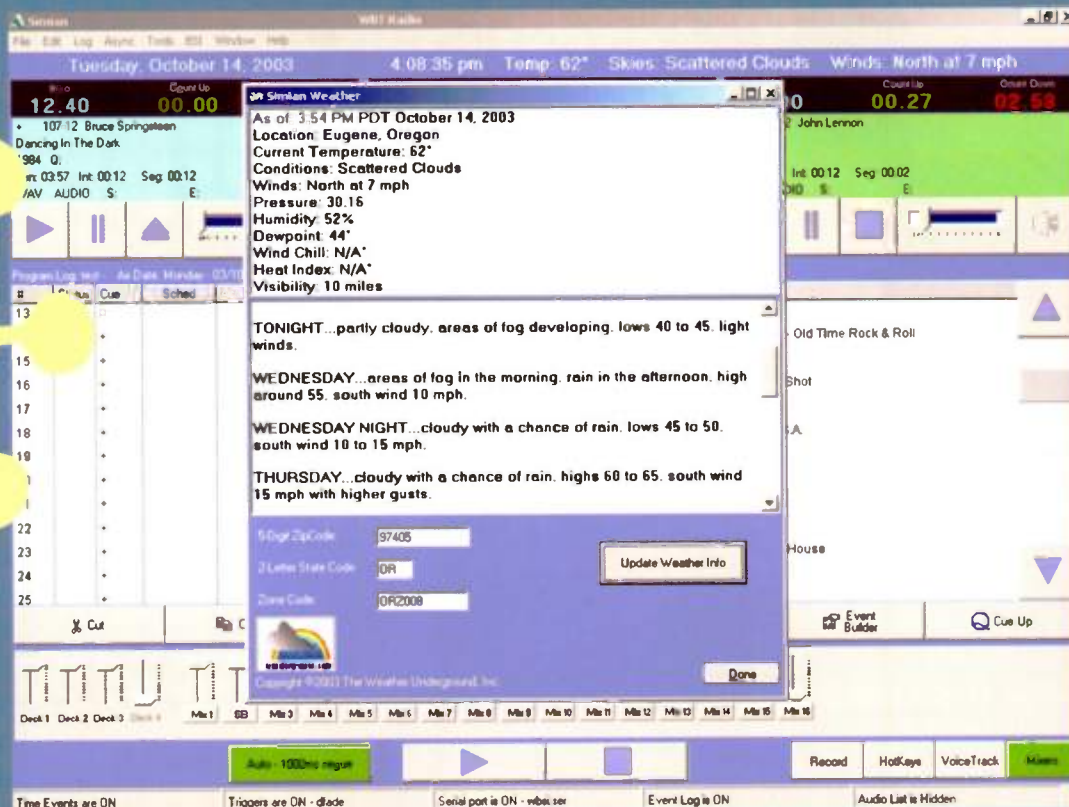
ABC News/Washington Post poll conducted by telephone May 20-23, 2003, among a random national sample of 1,005 adults.



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