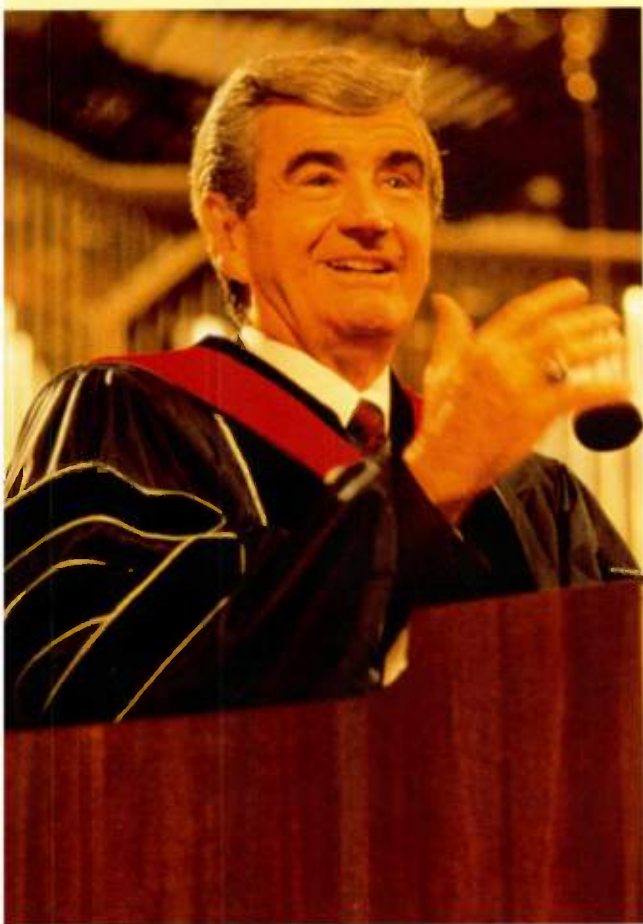


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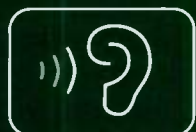
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■ **April 24-27, 2005** Evangelical Press Association; Chicago, IL; www.gospelcom.net/epa

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The Ultimate Exit Poll

Two months ago, print and electronic media were filled with discussions of poll numbers, approval ratings and Electoral College math. When Election Day dawned, arguably the most significant election in the modern era commenced. Among the many noteworthy dynamics unfolding that day, two loom large in my memory. First, was the erroneous exit polling done for the major news organizations that gave the wrong answer about the ultimate outcome of the election. Second, was the dramatic impact on the outcome that resulted from the involvement of evangelical Christians in the electoral process. More about these later.

Interestingly, election post-mortems revealed that questions of moral values were of greatest concern to voters. This is particularly noteworthy when we consider that these expressed moral concerns came from a cross section of the electorate, not just from Christians. Furthermore, the primacy of concern over moral values is striking considering other competing concerns, such as the economy and national security.

Certainly, the presence of ballot measures in 11 states regarding the constitutional definition of marriage had some role in focusing attention on moral issues. The success of all 11 of these constitutional amendments, defending marriage as the union of one man and one woman, was a very hopeful sign. And while it is error to place our hope in human government, here was a clear and convincing demonstration of how engagement in our political institutions and processes can lead to government that promotes righteousness rather than hinders it.

All of this was extraordinarily compelling at the time, yet two months later these memories have faded and our attention has been captured by the events, activities and challenges of life. But for me, those two election factors that I mentioned earlier (the exit polling gone bad and the dramatic impact of increased voter participation by evangelical Christians) have suggested a spiritual metaphor that touches on our work as Christian broadcasters.

Eventually, everyone on earth will participate in what we might call the Ultimate Exit Poll. This may happen at death or at the Lord's return. There will be only one question in this poll, and the Lord of the universe Himself will ask it. While we cannot know the exact form of the question, it might be something as simple as this: "Why should you be admitted into heaven?"

While God does not need us to put words in His mouth, Jesus suggests this very question (or

one like it). At the very end of the Sermon on the Mount, Jesus is speaking of the judgment to come and He makes a startling statement:

"Not everyone who says to me, 'Lord, Lord,' will enter the kingdom of heaven, but only he who does the will of my Father who is in heaven. Many will say to me on that day, 'Lord, Lord, did we not prophesy in your name, and in your name drive out demons and perform many miracles?' Then I will tell them plainly, 'I never knew you. Away from me, you evildoers!'" (Matthew 7:21-29)

While the Ultimate Exit Poll question is not explicitly stated in the text, it is clearly implied in the beseeching response of those being questioned: "But Lord, didn't we do this in your name, and didn't we do that in your name?" Having failed the Ultimate Exit Poll, they hear those dreaded words: "I never knew you. Away from me, you evildoers!"

The Scripture teaches that we will all stand before God one day and give an account of our lives. For some, that meeting and that question will result in a gracious outpouring of the favor of God through Christ, and we will hear: "Well done thou good and faithful servant." For others, that meeting and that question will be an unmitigated disaster, followed by an unimaginable desolation.

This is why we must faithfully proclaim the Gospel of Jesus Christ using every resource available to us — because eternity hangs in the balance. The world is rushing off to a Christ-less eternity. It is for us to stand astride the broad road leading to destruction and persuade men and women, boys and girls, to stop and listen to the greatest story ever told.

Not unlike the impact of evangelical Christians in the just-completed elections, our work as Christian broadcasters can make a powerful difference — if we are faithful. However, in the case of the Gospel there is far more hanging in the balance than a mere election.

Exit polls and faithful Christians: a curious metaphor, but a vivid reminder that ours is a high and holy calling. By the grace of God, the work we do will stand for time and eternity. For the Scripture teaches that those who lead many to righteousness will shine like the stars for ever and ever (*Daniel 12:3*).



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El sondeo de última hora de votantes

Hace dos meses la prensa y los medios electrónicos estaban llenos de noticias sobre sondeos, aprobación de los candidatos y cálculos sobre el colegio electoral. Podría decirse que al amanecer del día de las elecciones dio inicio la votación más importante de la era moderna. Entre los sucesos de ese día hay dos que están muy grabados en mi mente. Primero, el sondeo final de los votantes al salir de las urnas -llevado a cabo por los medios noticiosos- que dio una conclusión falsa en cuanto a cuál sería el resultado de los comicios. Segundo, el impacto sorprendente que tuvo la participación de los cristianos evangélicos en los comicios. Más sobre esto luego.

Es interesante que los análisis hechos después de las elecciones revelen que las cuestiones sobre principios morales pesaron mucho en la decisión de los ciudadanos. Esto cobra más importancia si se toma en cuenta que estas inquietudes sobre moralidad fueron expresadas por un amplio espectro de votantes, no solo de cristianos. Además, la primacía del interés en cuestiones morales es aún más sorprendente cuando se considera que había otros asuntos importantes, como la economía y la seguridad nacional.

Es cierto que las decisiones por boleta en 11 estados en cuanto a la definición constitucional del matrimonio tuvo algo que ver con la atención puesta en las cuestiones morales. El éxito de estas 11 enmiendas constitucionales, que defendían al matrimonio como la unión de un hombre y una mujer, fue una señal de mucha esperanza. Y aunque es un error poner nuestra confianza en gobiernos humanos, sin embargo, aquí tenemos evidencia de cómo nuestra participación en la política nacional puede resultar en un gobierno que apoye la justicia y la rectitud, en lugar de impedirlos.

Todo esto fue sobremanera extraordinario cuando sucedió, pero ahora, dos meses después, ha quedado en el olvido y nuestra atención está puesta en los sucesos, actividades y retos que presenta la vida. Pero para mí esos dos factores de las elecciones que mencioné anteriormente (el sondeo de los votantes al salir de las urnas y el impacto que tuvieron los cristianos evangélicos) sugieren una metáfora espiritual que toca nuestro trabajo como comunicadores cristianos.

En el futuro, todo el mundo participará en lo que podríamos llamar el sondeo de última hora y "final" de votantes. Esto podría suceder a la hora de la muerte o cuando el Señor vuelva. En este sondeo habrá solamente una pregunta, y la hará el Señor del universo. Aunque desconocemos la forma exacta de la pregunta, quizá sea algo tan sencillo como, "¿por qué he de dejar que entres en el cielo?"

Aunque Dios no necesita que pongamos palabras en su boca, Cristo mencionó esta

misma pregunta (o una parecida). Al final del Sermón del Monte, Él está hablando acerca del juicio final, y dice algo inaudito:

"No todo el que me dice: '¡Señor, Señor!', entrará en el reino de los cielos, sino el que hace la voluntad de mi Padre que está en los cielos. Muchos me dirán en aquel día: 'Señor, Señor, ¿no profetizamos en tu nombre, y en tu nombre echamos fuera demonios, y en tu nombre hicimos muchos milagros?' Entonces les declararé: 'Nunca os conocí. ¡Apartaos de mí, hacedores de maldad!'" (Mateo 7:21-29)

Si bien la pregunta del sondeo final no se menciona de una manera explícita en el texto, se puede deducir claramente de la respuesta de los implicados: "Pero, Señor, ¿no hicimos esto y lo otro en tu nombre?" Como no aprobaron el sondeo final de votantes, entonces oirán esas palabras aterradoras: "Nunca os conocí. ¡Apartaos de mí, hacedores de maldad!"

La Escritura nos enseña que un día todos daremos cuenta a Dios. Para algunos, ese encuentro resultará en un gran derramamiento de la gracia de Dios por medio de Jesucristo, y entonces oiremos las palabras: "Bien, buen siervo y fiel". Para otros, resultará en una catástrofe absoluta, seguida de una desolación inimaginable.

Por esa razón debemos proclamar fielmente el Evangelio de Jesucristo por todos los medios posibles, porque la eternidad está en juego. El mundo se precipita hacia una eternidad sin Cristo. Queda con nosotros pararnos en el camino ancho que lleva a la destrucción y tratar de persuadir a hombres, mujeres y niños a que se detengan y oigan la historia más importante jamás contada.

Si somos fieles, nuestro trabajo como comunicadores cristianos puede cambiar las cosas de una manera poderosa; no muy diferente del impacto que tuvieron los cristianos evangélicos en las recientes elecciones. Pero en el caso del Evangelio hay algo mucho más grande en juego que unas simples elecciones.

Los sondeos de última hora y los cristianos fieles: una metáfora curiosa, pero un ejemplo vivo de que el nuestro es un llamado supremo y santo. El trabajo que hagamos perdurará por la eternidad, por la gracia de Dios. Porque la Escritura nos enseña que los que guían a muchos a la justicia, brillarán como las estrellas, para siempre (Daniel 12:3).



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

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Post-Election FCC to Stay the Course

With the reelection of President Bush, the policy picture for the broadcast industry is becoming clearer, at least with respect to foreseeable developments at the Federal Communications Commission. The Republican-led agency should continue the generally pro-competition and pro-deregulatory regulatory course it set during the first Bush term.

However, the make-up of the FCC, if not its policy agenda, could well change in the coming year. While some of the five seats on the panel could turn over in 2005, Commissioner Jonathan Adelstein—who faced losing his position most quickly—has just been renominated to continue in the post. A Democrat, Commissioner Adelstein first joined the Commission in 2003 as a short-term “recess” appointment, which would have required him to step down at the end of the 2004 lame-duck session if he

retiring Senator Fritz Hollings (D-S.C.), Commissioner Copps has been an outspoken dissenter on some major broadcast issues, such as the agency’s 2003 decision to partially relax the media ownership rules.

For many FCC observers, a key question has been Chairman Powell’s intentions for the future. His term does not expire until 2007, but there had been speculation earlier in 2004 that he might leave shortly after the election. However, after the Bush victory, Chairman Powell told reporters that he was happy in his position and had no immediate plans to depart. The Chairman has since made plans for advancing several initiatives in the coming months.

Rounding out the current FCC panel is Commissioner Kevin Martin, a Republican. His term does not expire until 2006, and, should Chairman Powell leave, Martin might be considered a possible successor.

nize the rationales behind its rules and policies—and chose to partially relax, but still retain, many ownership regulations. In June 2004, the Third Circuit generally found that though the Commission had good reason to amend its rules, the agency had failed to factually justify the precise lines that it drew. With Republicans remaining in control of the FCC, it is more likely that the agency will pursue high Court review of the case.



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.

Other prominent communications issues do not necessarily split along partisan lines. The dramatic turn in the FCC’s approach to indecency enforcement, for example, has been a bipartisan effort—as have the calls from Capitol Hill for heavier sanctions against broadcast of this disfavored, but still constitutionally protected, speech.

Other prominent communications issues do not necessarily split along partisan lines. The dramatic turn in the FCC’s approach to indecency enforcement, for example, has been a bipartisan effort—as have the calls from Capitol Hill for heavier sanctions against broadcast of this disfavored, but still constitutionally protected, speech. A series of recent high-profile incidents, capped by the Janet Jackson “wardrobe malfunction” during the 2004 Super Bowl half-time show, prompted the Commission to alter the manner in which it polices indecent broadcasts. Not only did the agency change its precedent on the “fleeting” use of a common expletive in a non-sexual context, it also substantially increased the indecency fines it has levied.

Observers in Washington anticipate a First Amendment court challenge to the Commission’s new indecency enforcement policies in the near future. New complaints filed at the FCC also are attracting ongoing public attention. ABC’s recent prime-time airing of *Saving Private Ryan*, an award-winning film about World War II that includes many expletives and scenes of violence, is now the subject of a new enforcement review. That case may force the agency to confront questions about the use of profanity in non-sexual contexts.

had not been asked to serve again. (The President is limited by law to picking no more than three members of his own political party to serve on the FCC, and all nominees must be confirmed by the Senate.)

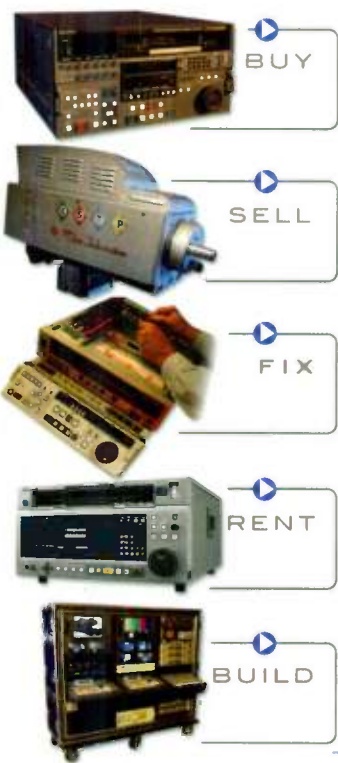
The two Commission positions now in question are those currently held by Kathleen Abernathy, a Republican, and Michael Copps, a Democrat. Commissioner Abernathy’s term expired in June 2004, and she has indicated a desire to return to private life. However, she is expected to continue serving until a successor is appointed and confirmed (probably early this year). Commissioner Copps will reach the end of his term in June 2005. A former aide to

For media companies, the most immediate impact of the elections will become apparent in a matter of weeks. The Commission shortly must make clear whether the agency will seek Supreme Court review of Prometheus Radio Project v. FCC, the U.S. Court of Appeals for the Third Circuit’s decision to largely invalidate the agency’s 2003 ownership rule changes.

That ruling upended the results of the Commission’s most comprehensive review ever of its restrictions on broadcast television, radio, and “cross-media” (e.g., newspaper and broadcast station) ownership. The FCC reviewed six different restraints in one proceeding in an effort to better harmo-

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Sony PVW-2800 or BVW-70	6,000
Panasonic AJ-D950 DVCPRO	8,750
Cartoni Beta Tripod System	1,850
Sony BVM14F1U 14" Monitor	1,750
Sony PVM20M4U 20" Monitor	1,750
Sony PVM20M2U 20" Monitor	1,500
Sony PVM14M4U 14" Monitor	1,050
Sony MXP-744 Mixing Console	7,500
Tektronix WFM601A SDI WFM/Vctr	4,500
Tektronix 1740 WFM/Vector	1,750
Tektronix 1750 WFM/Vector	2,000
Four Camera Production System	60,000

All equipment comes with a 60-day warranty and an optional 1-year warranty is available.

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Churches that utilize multimedia attract and retain more members--and that's a fact. We specialize in custom, cost-efficient, easy to use A/V systems, that will have your congregation going ooh and ahh!

We work closely with you to define your needs and requirements. With this information, we develop a technical plan that will help you achieve your goals. The plan includes drawings (rack elevations) and a detailed equipment list. A properly designed and constructed system will result in savings from increased efficiency and higher reliability. Most importantly, creativity increases when crew members are not limited by system design.

Call TV Pro Gear to get a free consultation and preliminary drawings. Stop by to see us at our booth at the NRB convention in Anaheim.

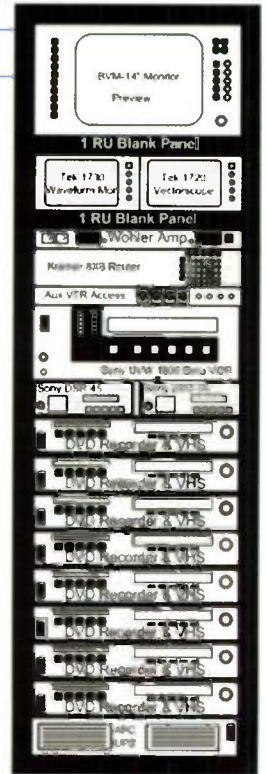
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7 Keys for Leading an Effective Volunteer Program

- 1. Communicate the vision.** Individuals and couples will give of their time and commit to serve when the vision is effectively communicated and frequently reinforced.
- 2. Allow individuals to work to their strengths/interests.** People love serving in areas in which they are gifted or have an interest. At Fellowship Church we offer a class called Discovering Your Design. The purpose of this class is to allow individuals to discover and understand their giftedness, and we then provide an area within the church that matches their strengths and interests.
- 3. Show appreciation.** You cannot spend enough money, write enough letters, call often enough or host too many appreciation events to communicate to volunteers

how much you appreciate their work and commitment. Human nature craves recognition and appreciation, and it is far less expensive than paying for the services they provide voluntarily. Even something as small as serving refreshments to volunteers communicates that you're anticipating their needs and recognizing their sacrifices.

- 4. Make the work fun.** When volunteers' tasks are made fun through team building and common community, the longer their commitment will be and the more plugged-in a person will become.
- 5. Make it convenient.** Many people hesitate to serve because of childcare and other needs. Provide free childcare services to those volunteers who need it, and thus enable them to serve.

6. Communicate positive results.

Regularly let those who serve know the impact they are having in their particular area of commitment. For example, in the Children's Area: "Last month you were instrumental in seven children accepting Christ in the first through third grades."

It is important to try always to view your volunteer team from their perspective of involvement. Volunteering should never be complicated, difficult, or boring. Make sure that the reputation of your volunteer team is great enough to make word-of-mouth the best advertising ever!

Lawrence Swicegood, Director of Communications, Fellowship Church in Grapevine, TX, lswicegood@fmail.org

Who Do You Need To Make Your Media Ministry a Success?

Most pastors, evangelists, and ministry leaders have a vision for their media ministries, but many aren't sure how to make that vision a reality. The first and most vital key to your success is hiring the right person to create, shape, and lead your media outreach. In most cases, when a television ministry is floundering, it's because the wrong person was hired: one who is incapable of building a broadcast outreach that will fulfill the ministry's vision. To keep this from happening to your ministry, use this simple guide to help you find the right person for the right job.

TECH PERSON

Employment – Volunteer, freelancer, full-time employee.

Salary Range – Affordable.

Experience Required – Little to none.

Sometimes, just a passion for electronics is enough. In other situations, a local TV cameraman or someone from a local radio or TV station will work.

Expertise Level – Mostly a "techie" type person. Knows a little about video and/or audio, and can generally shoot a video camera, do simple editing, and set up video screens, projectors, and audio gear.

Best Use – To help you get started on a local basis.

Comments – If you have a regional or national goal for your program, don't expect a tech

person to be able to handle that. You'll need a more experienced producer.

CHURCH/MINISTRY MEDIA DIRECTOR

Employment – Usually full-time, but occasionally can be freelance, depending on the production level of the program.

Salary Range – Medium to high, depending on resume.

Experience Required – Medium to a great deal. Prior experience with all aspects of video production.

Expertise Level – Background in television production, however, most often generalists (a "jack of all trades"), which can be a blessing or a curse.

Best Use – Ranges from little experience to coordinating a broad media outreach, including radio, TV, and the Internet. The quality and production value of your program dictates the level of experience needed.

Comments – Don't expect church/ministry media directors to know everything. They may not necessarily have a strong outside perspective based on working with other top media ministries, understanding the "big picture" of media, launching a national program, or re-branding your media outreach.

MEDIA CONSULTANT

Employment – Consultant basis, either on a monthly retainer fee or per project.

Salary Range – High. This is the most expensive option.

Experience Required – A great deal.

Should have a strong track record working with numerous churches and ministries, and be able to apply that experience to your outreach.

Expertise Level – The individual's experience working in many areas of media ministry should give them a much broader expertise in specialties such as production, direct response, program syndication, creativity, strategic planning, and more. They should have extensive relationships in ministry support areas, including direct mail marketing, media buying, fulfillment, lighting, equipment dealers, set designers, etc.

Comments – The best media consultants don't take the place of your full-time media director, but rather come alongside the ministry to offer an outside perspective, create a new look and style for the program, enhance your marketing and audience response, and more. Don't let your full-time staff members feel intimidated or insecure when you bring a media consultant to the table. On the contrary, impress upon them the incredible opportunity they have to expand their experience, knowledge, and possibilities.

Phil Cooke, CEO of Cooke Pictures, www.cookepictures.com

RADIO

Biblical Discipline Procedures

One benefit of the annual NRB Convention & Exposition is learning how others do the same things you do. Conversations around a meal, attendance at an educational session and materials on the exhibition floor provide much helpful information. In 1999, this process provided valuable input for a personnel manual written by Midwest Christian Media.

"Disciplinary Procedures" is an important section of this manual, which was based on the presupposition that Christian organizations should develop disciplinary procedures around Biblical doctrine. Our Lord's words in Matthew 18:12-35 summarize the teaching. Verses 15-17 are the core of the passage:

"(15)... if your brother sins against you, go and tell him his fault between you and him alone. If he hears you, you have gained your brother. (16) But if he will not hear, take with you one or two more, that 'by the mouth of two or three witnesses every word

may be established.' (17) And if he refuses to hear them, tell it to the church. But if he refuses even to hear the church, let him be to you like a heathen and tax collector." (NKJV)

The complete section includes the parables of the lost sheep and the unforgiving servant.

The goal of Biblical discipline is restoration not termination (verses 12, 21-22, 32-33).

The procedure certainly includes the response to sins committed against individuals. While a couple of versions omit "against you" in verse 15, it is found in the vast majority of Greek manuscripts and a very similar expression is found in verse 21.

For Bible students, the real question is, "Does Matthew 18 apply to those who commit 'great' sins like heresy and fornication or does it apply only to squabbles among believers?"

The system of progressive discipline is abbreviated in 2 Thessalonians 3:12, 14;

Titus 3:10; and Revelation 3:12, 14, where some of the "great" sins are addressed. This system is fully expanded in Matthew 18 and should be applied universally.

The system requires that accusers interact personally with the accused (verse 15).

Management can be certain that it is doing the right thing when the procedure of Matthew 18 is followed accurately (verses 18-19).

Management can learn from Matthew 18 to enforce a policy of progressive discipline in which it personally provides employees with indications of deficiencies and opportunities to improve.

NOTE: A church discipline paper is posted at www.geocities.com/k90cu/Discipline-Doctrine.htm.

Dr. Ken Bowles, General Manager of Midwest Christian Media and minister to churches in the St. Louis area, KBowles@MidwestChristianMedia.org

INTERNET

NRB 2005: The Internet Track

With another NRB Convention & Exposition upon us, the Internet continues to be an expanding and changing medium. This past year saw the IPO of Google, the rise of blogs and the unmistakable reality that the Internet is a formidable player in national politics.

One of the main goals of the Internet Committee is to provide educational sessions that will benefit NRB members. Our hope is that by sharing best practices and ideas with you, the entire online witness for Christ will be strengthened.

Last year the Internet Committee pioneered the two-track boot camp with one track focused on tips, tools, and techniques for your ministry web site, and the other track focused on web evangelism. This year we again have two tracks.

Eric Brown of InTouch Ministries is organizing the Internet Boot Camp. Eric has been a leader in using existing and emerging technologies for ministry and pioneered some exciting initiatives for InTouch. This Boot Camp will help whether you are just starting to think about an online presence or if you are reformulating your Internet strategy and online goals. It is especially targeted to station

managers and ministry webmasters.

The second track is the Internet Evangelism Boot Camp, presented in conjunction with the Internet Evangelism Coalition (IEC). This session will take a strategic look at how to use the Internet effectively to present the Good News of the Gospel. It will look at both audience demographics and ministry possibilities to see the broad spectrum of what has been done and what remains to be done in Internet evangelism. As one who has had the privilege of attending the last three IEC meetings, I can commend this Boot Camp and assure that you will leave it encouraged by God's faithfulness and by what He is doing through this ministry.

The educational sessions also promise to be helpful. This year, over 10 panelists and speakers will teach on the most apropos issues facing ministries: Audio and Video Streaming, led by former chairman Robby Richardson; Ask the Experts, led by Salem Web Solutions guru Rick Killingsworth; Getting Started, led by Nathan Vincent; The Doctor Is In, led by Chris Carpenter, a web producer at CBN; Web Marketing, led by Marcus Caruthers, one of the most innovative

thinkers in using technology for ministry; and Web Strategy, led by me.

Educational sessions last just over an hour and are designed to be interactive, so come with your questions and plan to participate. The speakers put a great deal of time into preparation so that you, the membership of NRB, can be built up in your Internet knowledge.

The last teaching opportunity available is the Innovation Exchange. The Exchange occurs at breakfast on Tuesday, February 15, and provides a roundtable setting to discuss highly specified issues. This year, the Internet Committee will be hosting six tables, including Building Community, Developing an International Web Presence, and Emerging Technologies. The discussion leaders in no way assume that they are the only experts in these areas, so please attend one of these roundtables if you have ideas that you can pass on to others.

We look forward to seeing you at NRB!

J. Sebastian Traeger, Christianity.com Chairman and Chief Strategy Officer, and NRB Internet Committee Chairman, Sebastian@christianity.com

AIRWAVE NEWS RADIO

St. Paul, MN – KTIS-FM set fundraising records during its 2004



Sharathon held September 28-30. Working toward a goal of \$5.04 million, the highest in the station's 55-year history, KTIS-FM received \$5.4 million in pledges and gifts, a 10 percent increase from last year's \$4.8 million. While the Sharathon provides most of the station's operating expenses for the coming year, KTIS-FM also raises money for international projects. This year's project was to raise \$75,000 to equip a broadcast training center in Singapore in partnership with HCJB World Radio. Christian broadcasters from China, Indonesia, India and other Asian countries will be trained there and then return to their local stations. (JBWojtowicz@NWC.edu)

Black Mountain, NC –

WMIT-FM began featuring a blend of Christmas music along with encouraging Bible teaching on November 26. The sounds of the Christmas season emphasized the real reason for the holiday, as well as some fun favorites enjoyed by the generations. (Tom Atema, 828-669-6983)



Chicago, IL – Radio Esperanza/WMBI-AM, a ministry of Moody Broadcasting Network (MBN), hosted Amigos



2004, a Friend-Raiser on October 13-16. This event was instrumental in gathering financial and listener support from and for the Chicagoland Spanish community. The goal of \$60,000 was exceeded on the final night with 920 listeners participating. (Gerson.Garcia@moody.edu)

Chicago, IL – More than 48,000 pairs of shoes and 144,000 pairs of socks were collected by Moody Broadcasting Network



(MBN) stations in partnership with the Shoes for Orphans Souls (SOS) campaign. All of MBN's owned and operated stations across the country teamed with Buckner Orphan Care International (BOCI) to ask local listeners in each market to collect shoes for orphan children as part of the organization's annual shoe drive. BOCI's Shoes for Orphan Souls (SOS) program seeks donations of new shoes, socks and shoelaces from individuals, churches and civic groups to distribute to orphaned and disadvantaged children in the United States and more than 35 countries around the world. Most of the shoes collected from MBN stations were delivered to Romanian orphans on the Shoes for Orphan Souls mission trip October 21-31. A MBN/WMBI listener won a place on the trip to travel with MBN representatives to deliver the shoes. 2004 marks the fourth year MBN collaborated with BOCI to promote the shoe drive. (Robin Jones, robin.jones@moody.edu)

Sarasota, FL – WJIS-FM, The JOY FM, partnered with local charities for its first ever "T-Shirts for Turkeys". For three weeks in November, listeners were encouraged to drop off a frozen turkey in exchange for a JOY FM T-shirt. During that time, The JOY FM collected 1,686 turkeys to feed the homeless and those less fortunate during Thanksgiving. The charities that benefited were the Mayor's Feed the Hungry Campaign in Sarasota, Salvation Army in Bradenton, Metropolitan Ministries in Tampa, Teen Challenge in New Port Richey, Brothers Keeper in Ocala, Gainesville Community Ministry in Gainesville, and Lighthouse Ministries in Lakeland. (Carmen Brown, Carmen@thejoyfm.com)

Black Mountain, NC –

In partnership with regional businesses, WFGW-FM recently completed its "Coats for the Cold" collection drive. Listeners donated 208 coats to the studios for the Western Carolina Rescue Ministries. (Tom Atema, 828-669-6983)



Nashville, TN – WFFI/WFFH-FM, 94 FM The FISH, continues the tradition started last year of playing Christmas music from some of its listeners' favorite artists. The big switch occurred on November 23 as Doug & Kim from the *Doug & Kim Family Friendly Morning Show* aired live from inside the Gaylord Opryland Hotel. The FISH also launched this project on www.94fmthefish.net. (Dick Marsh, Dick@94fmthefish.net)

Chicago, IL – Louisiana State Prison's in-house Moody Broadcasting Network (MBN) affiliate radio station, KLSP-7FM, hosted MBN's Phil Shappard for an extended weekend of training and fellowship in Angola, LA. On the air since 1987, KLSP-FM is completely run by prison inmates committed to the Christian message. A successful fundraising event in 2002 by the His Radio Network of Greenville outfitted KLSP-FM with all new equipment. The early 2003 addition of MBN programming further enhanced the station's schedule. (Phil Shappard, Phil.Shappard@moody.edu)

Anaheim, CA – KFSH-

FM, The Fish, gave away over 1,000 concert tickets to listeners who took part in the station's call-in-and-win Christmas promotion. Personalities Billy Burke and Lauren Kitchens kicked off the promotion December 3 on their *Family Friendly Morning Show*. This is the second year KFSH-FM has presented a free holiday concert, which this year featured John Tesh and special guests By The Tree. (Mary Anderson-Harris, 818-729-9291)



Nashville, TN – Filmed on location at the God Almighty Restaurant, *Second Chance* features Jeff Carr as an African-American with an urban ministry to gangs, teen mothers and drug addicts, and Michael W. Smith as a music star who is a bit too comfortable in his white, suburban megachurch. Co-written by Chip Arnold and directed by Steve Taylor, *Second Chance* is slated for a fall 2005 release. (www.christianitytoday.com)

TRADE TALK

AIRWAVE NEWS TV

Nashville, TN –

Steelroots, Inc., which has ministry divisions in television, Internet and special events, launched *Steelroots Magazine*. The magazine was unveiled in Atlanta during the Youth Specialties-sponsored National Youth Workers Convention and is distributed to Christian retail stores, as well as specialty surf, skate and snow shops across the nation. (Lynn McCain, lynn@mccainpr.com)



Akron, OH – InfoCision Management Corporation earned its third straight Direct Marketing Association (DMA) International ECHO Award in October. InfoCision won a bronze award in the not-for-profit category for producing a multimedia fundraising campaign for a nonprofit client. Other winners included the American Heart Association, Diebold, and Citibank. (Andrea Reeder, Andrea.Reeder@infocision.com)

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SAN ANTONIO INDEPENDENT CHRISTIAN FILM FESTIVAL

San Antonio, TX – Vision Forum Ministries president Doug Phillips, sponsor of the San Antonio Independent Christian Film Festival and Jubilee Awards, citing a systemic disrespect in Hollywood for Christianity and the values Christianity teaches, founded the San Antonio Independent Christian Film Festival (www.independentchristianfilms.com), which took place November 11-13, 2004. More than 30 separate films were shown over the course of the event and a number of awards were granted, including a \$10,000 Grand Prize to the film short entry that won Best of Festival. (www.christiananswers.net/spotlight/news/home.html)

Colorado Springs, CO – Filmmaker and actor/director, Travis Wade recently teamed up with several award winning Christian filmmakers throughout the area to begin production on his first independent feature film, *Hooray For Hollywood*, at his Big Fat Films, LLC studios. This two-million-dollar feature film, produced by Wade's Big Fat Films, LLC, signed L.A.-based comedian Regan Burns (*Oblivious*, *The Drew Carey Show*, *Malcolm in the Middle*) to star in the film and is in ongoing negotiations with several "A-list" Hollywood actors to fill supporting roles. *Hooray for Hollywood* is a screwball comedy that follows the life and times of washed-up Hollywood director Rick Reynolds (Regan Burns). Endorsers of the project include WaterBrook Press author Liz Duckworth. (Travis Wade, bigfatfilms@yahoo.com)

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Virginia Beach, VA – NRB member Jeffrey Anderson, president of Jeffrey P. Anderson & Associates, celebrated 10 years of ministry in international television consulting with a missions trip to Brunei with OMF. (Jeffrey Anderson, jeffand@regent.edu)

Alexandria, VA – Five years ago J. Sebastian Traeger and Duncan Rein founded Christianity.com with the goal of making solid, biblical resources available in an online world. In this New Year, Christianity.com will begin to communicate via the new Web Ministry Journal, a monthly e-newsletter featuring informative articles and helpful tips to grow your web ministry. The Current, an exclusive client e-newsletter, will expand and become a quarterly publication. (support@christianity.com)

Toccoa Falls, GA – Toccoa Falls College Radio Network raised more than \$27,000 for the Ticuna Indian radio programming project. (Richard Greene, rgreene@twr.org)

Santa Ana, CA – NRB member *Wisdom for the Heart* (WFTH) began broadcasting daily via the Bible Broadcasting Network (BBN) on August 2. WFTH (www.wisdomonline.org) is the book-by-book, verse-by-verse Bible teaching ministry of Dr. Stephen Davey. The weekend version continues to air on Trans World Radio outlets in the United Kingdom, Africa, and Bonaire, as well as a network of seven U.S. stations. (Michael Davis, 919-362-7726)



Lincoln, NE – Back to the Bible announced the launch of a new media ministry in Japan called B Japan. Starting November 1, Back to the Bible began operating Friendship Radio, Japan's only nationwide, 24/7 Christian cable and radio channel. The ministry focus is Bible teaching for Japanese, by Japanese in the Japanese language, and is accomplished through radio broadcasts, print media, and the Internet. Pastor Kazuo Sekine, a well-known Japanese Christian leader, is the Bible teacher and director of the work. With the launch of B Japan, Back to the Bible is now ministering in the top 10 languages of the world. (Dave Hansen, daveh@backtothebible.org)



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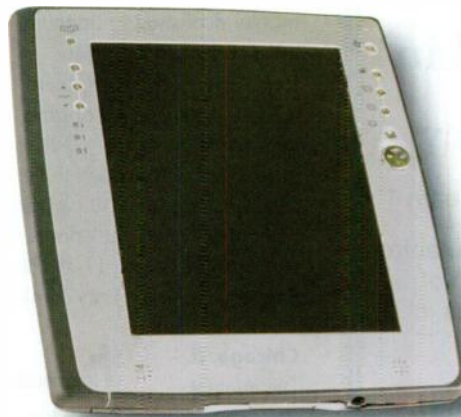
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TRADE TALK

INTERNET

PEOPLE

Nashville, TN – IndieHeaven, a web-based community dedicated to bringing independent music artists together and providing them with an advanced set of tools, has more than 300 active members. IndieHeaven held its inaugural CIA (Christian Indie Artist) Summit in 2004 with over 250 participants, and will be holding its second annual CIA Summit in Franklin, TN, March 17-19. (Brian Mayes, Brian@nashvillepublicity.com)



Chicago, IL – The Internet Evangelism Coalition (IEC) held its annual meeting in September to discuss online evangelism and the future of IEC. Participants included Andrew Careaga (www.evangelism.com); Cheryl Wilhelmi (www.Troubledwith.com); Dennis Fierbach (www.TruthMedia.com); Greg Outlaw (www.AllAboutGOD.com); Richard Post (www.eo.nl); Eric Celer (www.TopChretien.com); and Calvin Conkey (www.CreateInternational.com). Next year's IEC Annual Meeting will be held in September in Chicago, IL. (Naomi Frizzell, naomi@webevangelism.com)

Nashville, TN – A.G. Media Group, Inc. (www.agmediagr.com) recently rolled out a soft launch of the redesigned GospelCity.com (www.gospelcity.com). In the wake of the re-launch, the World Wide Web Awards presented A.G. Media Group, Inc. and GospelCity.com with its Gold Award. (Lynn McCain, lynn@mccainpr.com)


Manassas, VA – Well-known NRB friend Ed McAteer, 78, died on October 7 at his East Memphis home after a lengthy struggle with cancer. Perhaps best known as a friend of Israel and founder of the Religious Roundtable, McAteer organized the Israeli Prayer Breakfast for many years at the NRB annual convention. He worked for Colgate-Palmolive Co. for 28 years, followed by the Christian Freedom Foundation before founding the Religious Roundtable in 1979. Many national religious leaders knew McAteer well. Ed leaves behind his wife of 55 years, Faye, two sons (Edward and Timothy), six grandchildren, and nine great-grandchildren. (bpowers@nr.org)

Memphis, TN – Dr. Stephen F. Olford, founder and chairman of the board of Olford Ministries International, passed away August 28 after suffering a massive stroke. He was 86. A long-time member of the association's Board of Directors, Dr. Olford received the NRB milestone award for 50 years in broadcasting in 2001. Dr. Olford is survived by his wife of 56 years, Heather, their sons Jonathan (Catherine) and David (Ellen) and their five grandchildren: Jeremy, Justin, Joshua, Lindsay, and Stephanie. (www.olford.org)



Aurora, IL – Women in Cable & Telecommunications (WICT) awarded Shirley Hill, national director of cable relations and account management for Total Living Network (TLN), with the Women In Cable award in October. WICT president Ann Schneider presented the Breaking the Mold Award to Hill for her dedication to the cable industry for more than 20 years. Co-award winner Kathleen Camilla McWilliams is the general manager of Comcast/Tallahassee, FL. (Peggy Kennedy, PKennedy@tln.com)





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NRLC President
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PEOPLE, CONT.

Colorado Springs, CO – Shannon Hill has joined the Waterbrook Press editorial staff. As editor, Hill develops projects in both fiction and non-fiction with some focus on children and youth. Most recently, Hill served as editor-at-large for Barbour Publishing from 2001 to 2004. (Joel Kneedler, jkneedler@randomhouse.com)

Nashville, TN – WAY-FM Media Group promoted Dave Senes, PD of WAY-FM, Ft. Myers/Naples, FL, to Network Program Director. Senes oversees the daily programming for WAY-FM stations in Nashville and Clarksville and the Christian Hit Radio Satellite Network, as well as guiding the strategic plan for the majority of WAY-FM stations across America. (Korynn Neil, korynn@wayfm.com)

Chicago, IL – Moody Broadcasting Network (MBN) announces the addition of Jonathon Eltrevoog as its music assistant. Eltrevoog most recently served as morning drive host at WONU-FM and will graduate with a BA in mass communication from Olivet Nazarene University in May 2005. As part of the new MBN national program director's team, his responsibilities will include coordinating MBN's music programming and serving as liaison with music representatives. (Denny Nugent@moody.edu)

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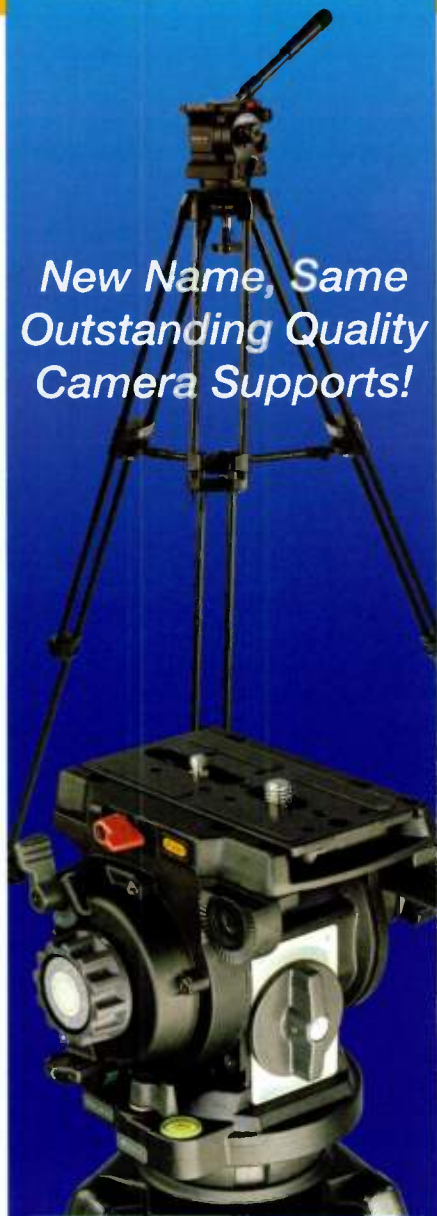
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TRADE TALK

MUSIC

Mobile, AL – Integrity Music and Hillsong Music have agreed to an extended long-term distribution and publishing contract, announced Jerry

Weimer, president of Integrity Music Group and COO of Integrity Media, Inc. The Hillsong label is part of the music outreach of Hillsong Church in Sydney, Australia. (Tricia Whitehead, 615-599-7746)



TRUTH YOUTH tour is a one-evening, three-hour event designed to bring youth face-to-face with the bold truth that Christ is the only true source of meaning in life. In the midst of these events, Superchic[k] is finishing their third studio project with inpop, which is currently scheduled to release this spring 2005. (Velvet Rousseau Kelm, velvet@themcollective.com)



Superchic[k] with Josh McDowell backstage. (l-r) Lead guitarist Dave Ghazarian, vocalist Tricia Brock, drummer Brandon Estelle, vocalist/guitarist Melissa Brock, Josh McDowell, bassist/vocalist Matt Dally

Nashville, TN – Platinum recording group MercyMe won their first American Music Award in the category of Favorite Contemporary Inspirational Artist on November 14. MercyMe made the media rounds following their win, conducting interviews with numerous national media outlets such as *Extra*, *Good Morning America*, TV Guide Channel, *E! News Daily*, CNN and Reuters TV. (Velvet Rousseau Kelm, velvet@themcollective.com)

Nashville, TN – Three-time

Grammy Award-winning gospel group the Mighty Clouds of Joy is celebrating 45 years of creating legendary gospel music with their new album from EMI Gospel. The group recorded the live project during a special free, public concert at The Fountain of Praise Hillcroft Worship Center in Houston, TX, on December 1. (Lynn McCain, lynn@mccainpr.com)

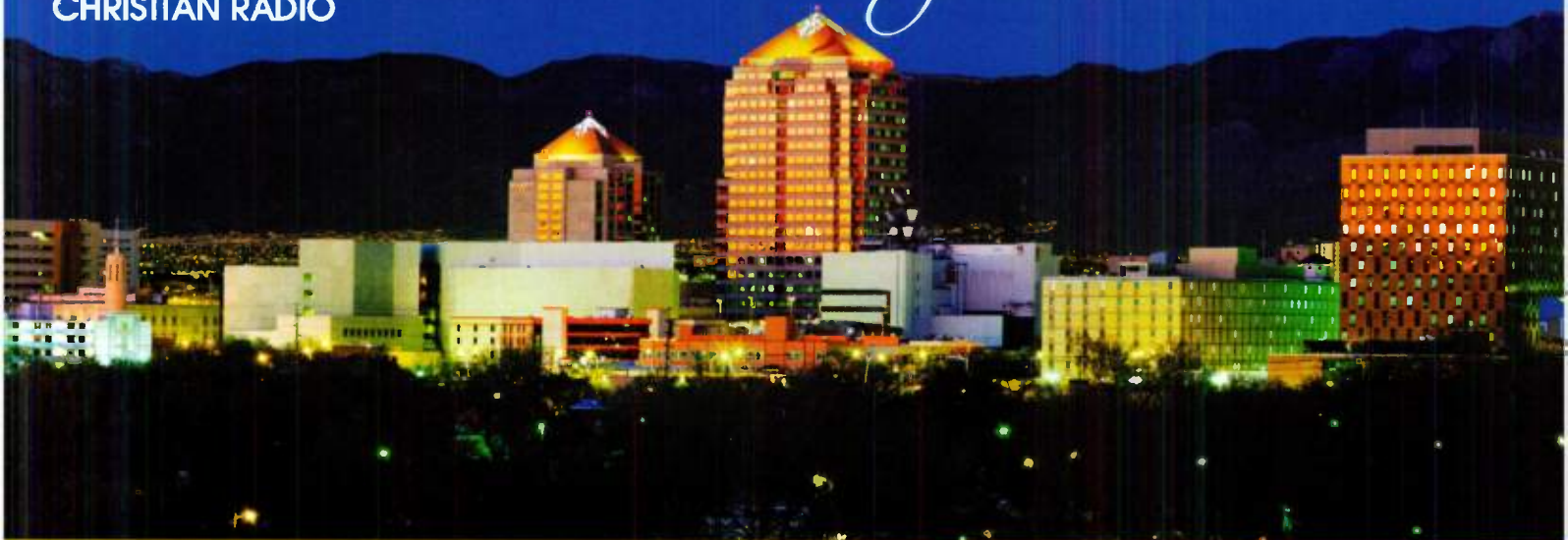


Mobile, AL – Praise and worship artist Israel and New Breed received nominations in the categories of "Artist of the Year" and "CD of the Year" for their *Live From Another Level* CD. In addition, lead singer/songwriter and New Breed co-founder Israel Houghton received a nomination in the category of "Male Vocalist of the Year" and shared a nomination for "Producer of the Year" with fellow New Breed founder Aaron W. Lindsey. Neo-soul artist Lisa McClendon received nominations in the categories of "Contemporary Female Vocalist of the Year" and "New Artist of the Year" for her work on *Soul Music*, a project that also garnered a 2004 GMA Music Award nomination. McClendon is currently in pre-production for a new album that is scheduled to release next fall. She will be featured in the January 2005 issue of *Essence* magazine. (Tricia Whitehead, spinhouse@comcast.net)

Nashville, TN – inpop recording group Superchic[k] recently kicked off the first of several BOLD TRUTH YOUTH tours with renowned youth speaker and author Josh McDowell this past November in Tri Cities, TN, bringing in nearly 2000 youth. BOLD

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A WORD FROM THE WORD

Witnesses

2 Timothy 2:2

Witnesses are an important part of any trial. They tell what they have seen and heard, and their testimony has great bearing on whether or not something is true.

The Gospel of Jesus Christ is an incredible message, which is why the Gospels are called "Good News". During the time that Paul wrote the second book of Timothy, he was teaching that men and women could be saved from their sins by simply believing in Jesus Christ as their Savior. Timothy had learned the Gospel from Paul and now he too was teaching it. However, certain religionists started giving Timothy trouble, so Paul sent a letter to encourage him in the face of this opposition. In 2 Timothy 2:1-2 Paul wrote, "You therefore, my son, be strong in the grace that is in Christ Jesus. And the

things which you have heard from me in the presence of many witnesses, these entrust to faithful men, who will be able to teach others also." You see, when Paul taught Timothy the Gospel of God's grace in Christ, many witnesses also heard and observed the truth of what he was teaching.

The word "witnesses" is derived from the Greek word "martus" — a word from which we get our English word, "martyr". Witnesses for Christ often paid for that witness with their lives, which is why the word "witness" came to mean "one who died for their witness."

Well, there were many witnesses to the Gospel Paul was teaching, and he wanted Timothy to remember that. So should we! When others criticize us for our faith or make fun of us for believing in Christ, then we need to reflect on the fact that there are many witnesses — down through the ages

and to our present day — who can verify for us that the Gospel is true. So praise God not only for the Gospel, but also for the witnesses to the Gospel.

There are an incredible number of witnesses to the truth of the Gospel, so take heart — you're not the only one!



Dr. Dan Hayden

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

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a Producer developing programming content...

Senior Staff, juggling the challenges of a media ministry and watching the bottom-line...

February 11-16, 2005 • Anaheim, CA



New this year – the NRB TECH LAB! No one brings together equipment manufacturers for side-by-side demonstrations like you will see in the NRB TECH LAB! Participate in four days of hands-on product demonstrations and technically oriented seminars, in partnership with noted systems integrator TV Magic. You'll have access to top-tier manufacturers like Panasonic, Sony, Grass Valley, Apple, Yamaha and many others. See side-by-side comparisons of cameras, video editing suites, and other system components that will enhance your own facility and bring you up to par with today's demanding production requirements. This lab will help you make the best choices for your media production. In the words of a leading ad campaign... it's priceless!

Here's a sneak preview of the seminars that will be offered at NRB's Tech Lab:

- HDV – Where Does It Fit?
- Robotic Camera Systems
- What Can Fiber Do For You?
- SD vs. HD in Production
- Streaming Media
- XDCam Tapeless Format
- Archiving Solutions
- Lighting Techniques
- DVD Authoring Choices
- 24P Production
- P2 Tapeless Format
- Display Technologies
- Graphics for HD
- Yamaha Consoles
- Wireless Mic Techniques
- Surround Sound Audio
- Audio for HD
- Digital vs. Analog Audio

INNOVATION EXCHANGE

A problem solving dialogue

The Innovation Exchange is a hotbed of lively discussion and innovative thinking. Small groups will meet about a variety of topics related to some of the most pressing issues facing communicators and ministry leaders. It's brainstorming with a capital B, and you don't want to miss it.

Fill Your Shopping List at the NRB 2005 Exhibit Hall



Check off all your ministry needs at NRB's award-winning exposition where nearly 300 vendors will showcase their wares on 140,000 square feet of exhibit space. With companies such as Armstrong Baker Publishing, Harris, Inspiration Networks, Nelson Ministry Services, Panasonic, Ross Video, and USA Radio Network, you will discover the instruments you need to fine-tune your ministry.



Showcase Your Company at NRB 2005

It's not too late to highlight your company's products and services to thousands of NRB 2005 convention-goers. Contact Steve Cross at 703-331-4518 or scross@nrb.org to ask about your opportunities to participate via sponsorships, exhibit space, affiliate events, and advertising.

BOOT CAMPS

Full Day Intensive Boot Camps

Have you ever attended a lecture and been frustrated because one hour is just not enough time to really understand a subject? Then Anaheim is the right place for you! Each year NRB hosts full day "Boot Camps" that dig deeply into the details of a subject that you need to know more about. Topics this year include:

Radio: *It's Worth Saying: How To Make Sure Your Listeners Hear It*

Church Media: *Digital Storytellers – The Art of Communicating the Gospel in Worship*

TV: *The Face Of the Future: A Producer's Look At High Definition Television*

Internet: *Effectively Planning Your Use of the Internet for Ministry*

Educational Sessions

All day Monday and Tuesday you will have over 40 educational sessions covering a wide spectrum of topics to sharpen your skills and knowledge in communications. Here is just a brief sampling of what we have in store for you:

- Digital Update: Anticipated or Feared?
- Maximizing the Combination of Programs and Music
- What Christian Radio Can Learn from Public Radio
- A Copyright Primer... Understand Copyrights and Licensing for Church Media Producers
- FCC Compliance: Avoiding Fines – Avoiding Jail
- Video Directing Techniques for IMAG and Broadcast
- One Person, One Camera, Unlimited Possibilities: The Power of Documentary Production



New This Year



In partnership with TV Magic, NRB is pleased to introduce the NRB Tech Lab, featuring a four-day, hands-on experience with some of the top suppliers in the industry. The NRB Tech Lab will give NRB attendees access to equipment manufacturers, and at the same time be able to experience product demonstrations firsthand and have the opportunity to participate in technically oriented seminars. See the latest from Panasonic, Sony, Grass Valley, Apple, Yamaha and many others.

WHAT IS IT?

The NRB Annual Convention & Exposition is the largest nationally and internationally recognized event dedicated to assist, train and network professionals who are in Christian communications. The Convention is a "must attend" on the broadcast industry's calendar, serving as the best way to meet with and speak directly to top management in Christian communications.

The acclaimed Exposition, featuring nearly 300 companies, is an active marketplace of tools and services to expand and enhance your ministry — and definitely worth more than one visit!

Whether you are a broadcaster, media pastor, program producer or other communications professional, the breadth and depth of opportunities at the convention will provide you and your staff with the skills and knowledge required to overcome the daily challenges you face. These opportunities include:

NRB Tech Lab

Intensive Boot Camps

Vital educational sessions

Inspiring keynote addresses from internationally known speakers and artists

Peer-driven Innovation Exchange

Crucial leading-edge information found in the award-winning Exposition

An ever-expanding Job Fair

The busy Educational Pavilion



Sundays are always special at NRB, and this year is no exception as NRB presents an extraordinary night of music. Join together with some of your favorite contemporary artists as we lift our hearts and voices in a meaningful time of praise and worship. John Tesh and others will lead us as they share their individual testimonies through song. Set aside this time as we reaffirm our love for the Lord and to recognize His blessings in our lives! You won't want to miss it!



Come to the Innovation Exchange for an energetic discussion of creative thinking and ideas. Small groups will meet to talk about the challenges, successes, pit-falls, and resources related to a wide spectrum of topics. Each group will have no more than 10 participants led by a moderator, who will guide the discussion. Don't miss this peer-to-peer exchange that promises to be a dynamic time of interaction and inspiration.

Who attends the convention?

- Radio Stations & Networks
- TV Stations & Networks
- Program Producers
- Church Media Staff
- Communications
- Agencies
- Communications Support Services Staff
- Internet Hosting Services Staff
- Ministry Leaders
- Communications Faculty and Students
- Publishers
- Pastors
- Others interested in communications and media

BOOT CAMPS

Saturday, February 12

RADIO/CMB

9:00 AM – 2:30 PM

It's Worth Saying: How To Make Sure Your Listeners Hear It

Presenter: Dan O'Day

"The more important your message, the more important that you deliver it in a manner that makes sure your audience hears it." That's the message that internationally known radio programming and air talent consultant Dan O'Day delivers in this fast-paced seminar highlighted with terrific audio examples from around the world. Dan O'Day has helped improve the on-air sound of mainstream and Christian radio stations around the world. This highly sought after speaker is making his first-ever appearance at NRB.

CHURCH MEDIA

9:00 AM – 2:30 PM

Digital Storytellers – The Art of Communicating the Gospel in Worship

Presenters: Len Wilson, Founder/Director, Midnight Oil Productions, Grand Prairie, TX; Jason Moore, Co-Founder/Director, Midnight Oil Productions, Grand Prairie, TX; Orlen Stauffer, Director of Media Ministries, Kempsville Presbyterian Church, Virginia Beach, VA

Part 1: Worship in the Digital Age: Analyze four keys to digital culture and how it affects worship

Many churches are interested in digital technology but are bound by outdated models of worship and ministry — operating new media with old mindsets. This session will inspire participants with a

vision for digital age worship that will analyze four key components of digital culture and discuss new liturgies for worship in the digital age.

Part 2: The Art of Communicating the Gospel: Discover the production process, including how to build a worship image

The second session will include a brief definition of what art is and does in worship, a master class on design, and a breakdown of how exactly to create digital art, including a look at an image in Adobe Photoshop, use of presentation software programs, resource suggestions, and discussion of copyright.

Part 3: Becoming Digital Storytellers: Hands-on look at forming teams for digital ministry

This session will discuss strategies for forming digital age teams, including discussion of creative and technical, or production teams. Participants will participate in a hands-on team mini-brainstorm dialogue.

TV & FILM

9:00 AM – 2:30 PM

The Face Of the Future: A Producer's Look At High Definition Television (HDTV)

Hosted by NRB Board Member and Los Angeles Producer Phil Cooke

Topics:

- What is High Definition Television (HDTV)?
- How soon do I need to convert?
- The digital studio of the future
- Lighting for High Definition
- 24P
- What will it cost?
- Are there alternatives?
- New program possibilities in a High Definition world

Not for engineers, this boot camp is designed for media directors, producers, station and network leadership, program directors, ministry leaders, CFO's, and anyone else who wants to know the facts about the future of the television industry.

Also, NRB's first "High Definition Shootout," featuring some of the top High Definition cameras on the market today. In one place, you'll be able to evaluate for yourself which cameras are right for you!

Schedule (subject to change)

9:00 am – 10:00 am – **Panel Discussion on HD production and operations:** Phil Cooke, Cooke Pictures; Steve Rosen, TV Magic

10:15 am – 11:00 am – **Discussion on High Definition: What Major Ministries are Doing:** Jim Penner, Hour of Power; Paul Crouch Jr., TBN; Roger Flessing

11:00 am – 12:00 pm – **High Definition Post-production Demo**

12:00 pm – 1:00 pm – **Lunch**

1:00 pm – 2:00 pm – **High Definition Post-production Demo** (continued)

2:00 pm – 2:30 pm – **Wrap Up:** Phil Cooke

INTERNET

9:00 AM – 2:30 PM

Internet 1 – Evangelism

Participants: Sterling Huston, Billy Graham Evangelistic Association; Greg Outlaw, AllAboutGod.com; Dennis Fierbach, Truth Media Internet Group; David Bruce, Hollywoodjesus.com

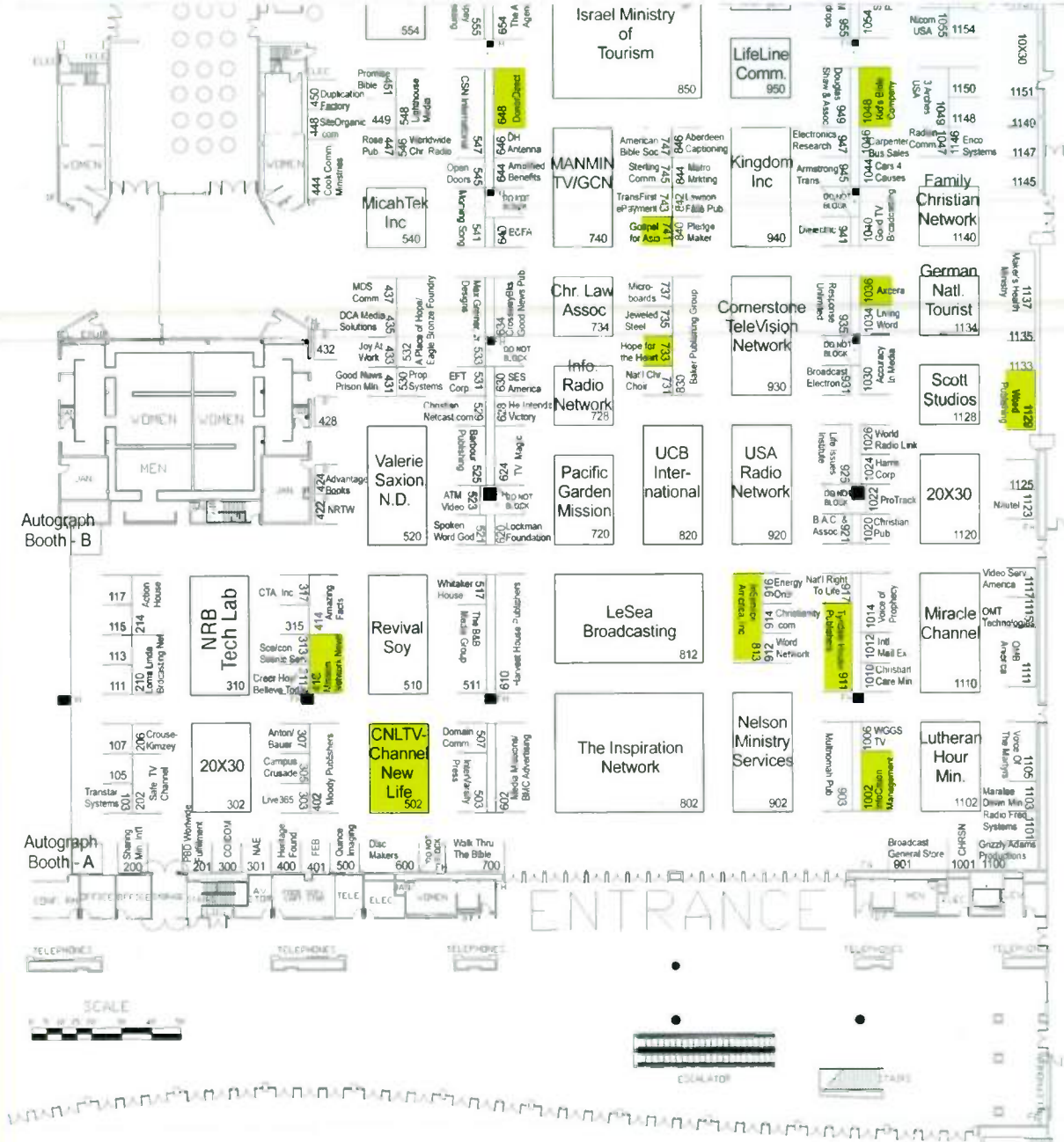
Presented in conjunction with the Internet Evangelism Coalition (IEC), this is a strategic look at how to use the Internet effectively to present the Good News of the Gospel. Look at both audience demographics and ministry possibilities to see the broad spectrum of what has been done and what remains to be done in Internet Evangelism.

Internet 2 – The Basics and Beyond

This session will bring you up through the basics to the advanced and on into the future of the Web and its impact upon this generation and the generations to come. You will be on the fast track to a fully developed Internet strategy and execution by the time you leave. This Boot Camp is for Station Managers, Web designers, and those that have been thrown into the interactive arena and are grappling to understand all the new technologies involved with a successful Internet presence.

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SATURDAY, FEBRUARY 12

12:00 PM

Women's Luncheon

- ticket required

SPONSOR: Total Living Network, Aurora, IL

SPEAKER: Beth Moore, Living Proof Ministries, Houston, TX



Music: Crimson Bridge



7:00 PM

Opening Session - badge required

SPONSOR: KMA Direct Communications, Plano, TX

WELCOME & EMCEE: Bob Lepine, FamilyLife, Little Rock, AR



SPEAKER: Ravi Zacharias, President, Ravi Zacharias Intl. Ministries, Atlanta, GA

SPEAKER: James MacDonald, Walk in the Word and Harvest Bible Chapel, Arlington Heights, IL



Music: Smokie Norful, EMI Music, Nashville, TN

Music: Crystal Lewis, Metro One, Newport Beach, CA



SUNDAY, FEBRUARY 13

10:00 AM

Worship Service - badge required

SPONSOR: Cornerstone TeleVision, Wall, PA

EMCEE: Bob Lepine, FamilyLife, Little Rock, AR



SPEAKER: Paul Sheppard, Senior Pastor, Abundant Life Christian Fellowship; Speaker, Enduring Truth Radio Program, Menlo Park, CA

TESTIMONY: June Hunt, President, Hope for the Heart, Dallas, TX



Music: Fernando Ortega, Curb Records, Nashville, TN

Music: Amick Byram, Amby Productions, Burbank, CA



8:00 PM

Aspire 2005

An Evening of Praise & Worship

- badge required

SPONSOR: WorldServe Ministries, Frisco, TX

Music: John Tesh & Friends



Music: Michael Card



MONDAY, FEBRUARY 14

12:00 NOON

International Luncheon

- ticked required

SPONSOR: World Help, Forest, VA

EMCEE: Bob Lepine, FamilyLife, Little Rock, AR

SPEAKER: Luis Palau, President, Luis Palau Evangelistic Association, Portland, OR



Music: Jaime Jorge, Jaime Jorge Ministries, Lincoln, NE

4:00 PM - 5:15 PM

Super Session: Future of Christian Radio

- Full registrant badge required

SPONSOR: National Center for Freedom & Renewal - Point of View Talk Radio, Dallas, TX

MODERATOR: Warren Duffy, The Warren Duffy Organization, Huntington Beach, CA

PANELISTS: Dick Jenkins, President, EMF Broadcasting, Rocklin, CA; Roger Stubbe, HCJB, Colorado Springs, CO; Ron Harris, Executive Vice President/CEO, Criswell Communications/KCBI, Dallas, TX; Greg Fast, President, GSF Media, Smyrna, TN

Recent Arbitron data shows Christian radio has been the fastest growing radio segment, but what does the future hold? What are the trends, challenges, and opportunities that we must reckon with? To find out, we look to a panel of NRB's most visionary radio

veterans. Under the expert guidance of NRB's resident lovable Irishman, Warren Duffy, we will query, prod, poke, and interrogate this august group to gain their valuable insights on where the business of radio will lead us in the coming years. Will there be shifting formats: why or why not? How will we adapt to the changing business climates? How will we build audience loyalty? What advertising or donor models will be most effective? What statistical trends do we ignore at our peril? How will new advances in technology change the business of radio? The answers to these and many other pointed questions will help reveal the landscape ahead for Christian radio.

TUESDAY, FEBRUARY 15

7:00 AM

**Innovation Exchange:
A Problem Solving Dialogue**

- ticket required

Continental Breakfast Included



SPONSOR: The Salvation Army, Atlanta, GA

On Tuesday morning in the ballroom, small groups will be meeting around a spectrum of topics related to some of the most pressing issues facing communicators and ministry leaders. Be directly involved by asking the group for ideas and resources to meet your current challenges or by sharing your success stories. The Innovation Exchange features a variety of topics to meet each segment of the Christian communications industry. Half way through the time allotted

for the Innovation Exchange, attendees will be able to move to another table with a different topic.

4:00 PM – 5:15 PM

**Super Session: The
Washington Policy Front**

- full registrant badge required

More than any other time in recent memory, significant issues with direct impact on Christian broadcasters are in the forefront of current public policy debates. Led by a distinguished panel from the regulatory and legislative arena, our Public Policy Super Session will focus on noteworthy public policy questions and their implications for Christian media communicators.

7:00 PM

Banquet - ticket required

SPONSOR: World Vision

EMCEE: Bob Lepine, FamilyLife, Little Rock, AR



SPEAKER: Joni Eareckson Tada, founder & CEO, Joni & Friends, Agoura Hills, CA

SPEAKER: David Jeremiah, Senior Pastor of Shadow Mountain Community Church; Founder Turning Point Ministries, San Diego, CA



Music: The Crabb Family, Daywind Music, Nashville, TN

Music: Steve Green, Steve Green Ministries, Nashville, TN



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Booth #1129

Monday, February 14, 2005

9:00 AM – 10:15 AM

- T** Finding God in Hollywood
- R** Digital Update: Anticipated or Feared?
- C** A Copyright Primer
- I T R** Streaming: A Strategic Look At Media Streaming
- I** International: Programming Excellence
- L R T I** Defending the Family & Religious Freedom
- R L** Christian Music Radio: Full Tilt Media Challenge

10:15 AM – 10:30 AM

Coffee Break

10:30 AM-11:45 AM

- T** "Just Ask A Woman"
- R T** How To Reach and Market To Hispanics
- R** Maximizing the Combination of Programs & Music
- I R T** Ask the Experts
- R** Life In the Slow Lane
- C T** Connectivity: Hardware to Heartware

2:30 PM – 3:45 PM

- T** TV News
- T L** Show Me the Money
- R L** Marketing Strategies That Work
- R I** International Outreach
- I T R** Web Design & an Integrated Strategy
- C T** Show and Tell
- I** International: Open Forum — The Next 10 Years

Tuesday, February 15, 2005

9:00 AM – 10:15 AM

- R** FCC Update
- I T R** Web On A Shoestring
- R T** Mass Media & the Local Hispanic Church
- C R T** Using Media To Market the Church
- T** Thinking Outside the TV Box
- R T L I** Annual Reports That Raise Money
- L T R** Major & Mega Donor Acquisition, Cultivation

10:15 AM-10:30 AM

Coffee Break

10:30 AM – 11:45 AM

- T** One Person, One Camera, Unlimited Possibilities
- R** FCC Update, Part 2
- I R T** The Doctor Is In: Prescribing Your Web Remedy
- C** Is God In Your Gizmo?
- R T C I** Invading Cities For Christ
- R T C I L** High Production Values, Higher Purpose
- R T L** Controlling Costs of DVD & VHS Use

2:30 PM – 3:45 PM

- T** FCC Compliance: Avoiding Fines — Avoiding Jail
- T** Reaching Tomorrow's Audience
- R** What Christian Radio Can Learn From Public Radio
- R L** Sales: Selling Spots With Qualitative Research
- I C L R T** Fresh Ideas to Drive Traffic To Any Site!
- C T** Video Directing Techniques for IMAG & Broadcast

- C** CHURCH MEDIA
- I** INTERNATIONAL MINISTRY
- T** INTERNET
- L** LEADERSHIP & MANAGEMENT
- R** RADIO STATIONS & NETWORKS
- T** TELEVISION STATIONS, NETWORKS, FILM & VIDEO



Participate in four days of hands-on product demonstrations from top-tier manufacturers and technically oriented seminars, in partnership with noted systems integrator TV Magic, Inc.



Sunday, February 13

12:00 pm

Keynote Presentation (Thomson)

Formats, sets, lighting, composition and more — these are the things you need to know to transition to the world of HD production.

1:00 pm

What Can Fiber Do For You? (Evertz)

Fiber for video production systems is now available and becoming more affordable. So what does this mean for your facility?

2:00 pm

Streaming Media (Digital Rapids)

You need to get your production on the Internet, but what are the particulars of how to do that and what type of equipment is available?

3:00 pm

XDCam Tapeless Format (Sony)

A review of Sony's Optical Disc-based format.

4:00 pm

Lens Technologies (Canon)

Monday, February 14

10:00 am

Archiving Solutions (CUC Broadcast)

With today's new media formats, how do you archive your content using the safest and most efficient tools?

11:00 am

Lighting Techniques (Chris Andrus)

A general overview of production lighting with specific examples of new techniques.

12:00 pm

DVD Authoring Choices (Sonic Solutions)

A review of advantages/disadvantages of software-based vs. hardware-based encoding and the types of applications available for DVD authoring.

1:00 pm

24P Production (Panasonic)

Examining the technical logistics of 24P video production and how to take advantage of this emerging format.

2:00 pm

P2 Tapeless Format (Panasonic)

A review of Panasonic's Solid State format.

3:00 pm

Display Technologies (Electrograph)

DLP, Plasma, LCD, projection, or monitor: More today than ever before, there are many choices for presentation technology. How do you make sense of it all?

4:00 pm

Graphics for HD (Pinnacle)

What are the unique characteristics and "gotchas" when preparing graphics for HD and re-purposing SD graphics to HD?

Tuesday, February 14

10:00 am

Digital Audio Consoles (Yamaha)

An examination of the new digital audio consoles.

11:00 am

Wireless Mic Techniques (Sennheiser)

Getting the most out of your wireless mic system means choosing the right equipment and frequencies, along with planning the audio space.

12:00 pm

5.1 Surround Sound Audio (Dolby)

Tips and techniques for incorporating surround sound into your productions and facility.

1:00 pm

Standards Conversion (Snell & Wilcox)

A review of how to re-purpose your productions for other standards and other formats.

2:00 pm

Digital vs. Analog Audio (Audio Geer)

3:00 pm

HDV - Where Does It Fit In? (JVC)

Examining the HDV format to see what equipment is available and how it can be practically applied.

4:00 pm

Robotic Camera Systems (Hitachi)

Exploring the latest trends in non-manned production camera systems, including advantages/ disadvantages.

Video Editing Suite Demo Room

(Open to Expo Only and Full Registrants)

Saturday, 2/12

1:00 - 6:00 pm

Open House

Sunday, 2/13

1:00 pm

Yamaha Consoles

2:00 pm

DigiDesign Audio

3:00 pm

Mackie Consoles

4:00 pm

CDC/Asaca Archiving

Monday, 2/14

9:00 am

Pinnacle Liquid

10:00 am

Sony Xpri

11:00 am

Avid Adrenaline

12:00 pm

Discreet Logic Smoke

1:00 pm

Leitch DPS Velocity

2:00 pm

Apple Final Cut Pro

3:00 pm

Apple Xsan Storage

4:00 pm

Apple DVD Authoring

Tuesday, 2/15

9:00 am

Apple Final Cut Pro

10:00 am

Discreet Logic Smoke

11:00 am

Leitch DPS Velocity

12:00 pm

Pinnacle Liquid

1:00 pm

Sony Xpri

2:00 pm

Avid Adrenaline

3:00 pm

Avid Unity Storage

4:00 pm

Sonic DVD Authoring

Cameras & Switchers Demo Room

(Open to Expo Only and Full Registrants)

Saturday, 2/12

1:00 - 6:00 pm

Open House

Sunday, 2/13

1:00 pm

Ross Switchers

2:00 pm

Sony Switchers

3:00 pm

GVG Switchers

4:00 pm

Pinnacle CG

Monday, 2/14

9:00 am

Ikegami Cameras

10:00 am

Hitachi Cameras

11:00 am

Sony Cameras

12:00 pm

Sony VTR's

1:00 pm

Panasonic VTR's

2:00 pm

Panasonic Cameras

3:00 pm

Thomson Cameras

4:00 pm

Miranda

Tuesday, 2/15

9:00 am

Thomson Cameras

10:00 am

GVG Switchers

11:00 am

Panasonic Cameras

12:00 pm

Hitachi Cameras

1:00 pm

Ross Switchers

2:00 pm

Sony Switchers

3:00 pm

Sony Cameras

4:00 pm

Ikegami Cameras

INNOVATION EXCHANGE

A problem solving dialogue

Small groups will be meeting around a spectrum of topics related to some of the most pressing issues facing communicators and ministry leaders. Think of it as an Internet forum or listserve without the Internet — a dynamic time of interaction and peer-to-peer resource exchange!

Tuesday, February 15 – Ballroom

RADIO

- Starting & Operating an LPFM station
- Sharathons & Other Methods of Station Funding
- Successful Radio Promotions (Programmers)
- Challenges of a GM
- Successful Radio Promotions (Stations)
- Growing a Radio Ministry (Station)
- Impacting and Reaching the Secular Community
- Effective Programming Choices
- Underwriting
- How to Present Hard News on a Christian Station

PRODUCTION

- Production Techniques

TV/FILM

- Latest Technology and Its Impact
- Generating Creative Ideas In A Non-creative Environment
- Public Relations & Marketing
- Growing a TV Ministry
- Effective Programming Choices
- Funding & Development for Programmers
- Ministry Marketing
- Production Questions You Were Afraid To Ask

TV, RADIO & INTERNET

- Politics, The Gospel and Broadcasting

PUBLISHING/PRODUCTS

- Identifying Winning Partnerships Between Publishers & Broadcast Ministries: Connecting the Old with the New

AGENCY/CONSULTING

- Developing and executing a plan for effective communications and fundraising
- The Challenges of Being Relevant and Cutting Edge in Today's Society

INTERNET

- Online Community & Discipleship
- Marketing: Fresh Innovative Ideas for Your Ministry
- How to Communicate Internationally
- Developing an Internet Strategy
- When Content is King: Not Getting Lost in the Look & Feel
- Donor Segmentation and Microtargeting

CHURCH MEDIA

- Designing Worship As A Team
- Inspiring Volunteers

- Church Media Open Forum
- Using Media Ministry Without a Traditional Church Service Broadcast

INTERNATIONAL

- Invading Cities for Christ
- Developing & Maintaining an International Broadcast
- Taking Your Programming to the Next Level

MANAGEMENT/FINANCE

- Developing a Philosophy

LEGAL/COPYRIGHTS/ LICENSING

- Getting Your TV Station Ready for an FCC Inspection
- FCC Rules, including those applicable to Non-commercial and Educational Licensees

Sponsors

Platinum Level:



Gold Level:



Silver Level:



Bronze Level:

- | | |
|---------------------|-------------------|
| Bott Radio Network | WLMB-TV 40 |
| Focus on the Family | Intercristo |
| Arbitron, Inc. | Regent University |
| One Kid At A Time | |

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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sredgate@inserviceamerica.com

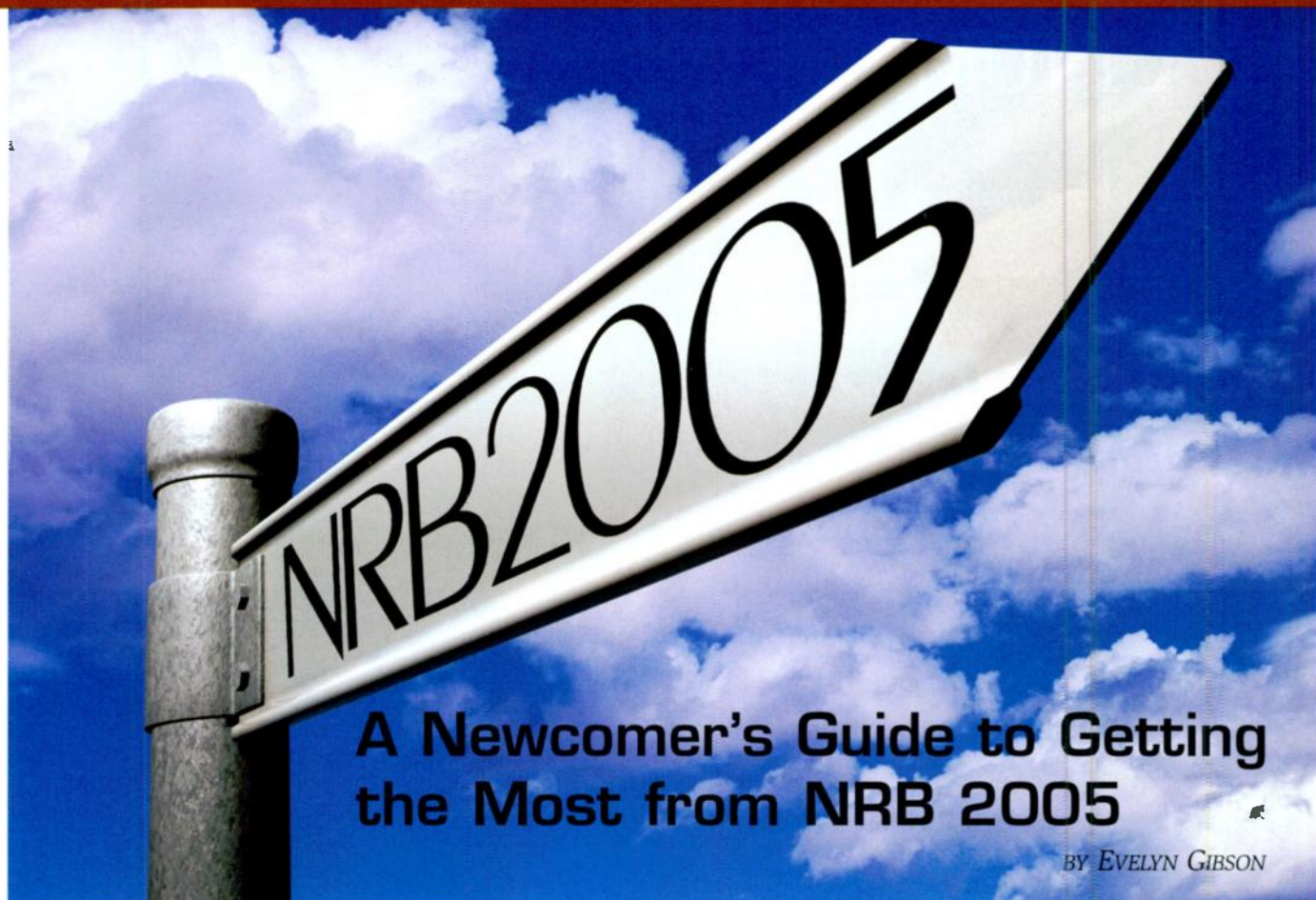
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A Newcomer's Guide to Getting the Most from NRB 2005

BY EVELYN GIBSON

Upon arrival at this year's NRB Convention & Exposition on February 11, 2005, you will instantly be part of an event that is recognized as the largest, nationally and internationally, of its kind. According to *Tradeshow Week*, the NRB Convention is one of the top 50 fastest growing shows in the world. Moreover, it is all taking place at one of the world's largest convention centers, the Anaheim Convention Center — which has literally grown up around the most famous theme park in the West and in a city populated by family-oriented hotels, restaurants, and tourist attractions.

In the midst of one of America's largest tourist attractions you will gather in association with approximately 6,000 Christian communicators who promote the Gospel and a standard of excellence, integrity, and accountability that impacts the world for Christ.

Take advantage of all that's laid out for you at NRB 2005:

- **The Innovation Exchange** will inspire not only discussion, but also the kind of innovative thinking that makes this convention unique for Christian communicators.
- **Boot Camps** have proved to be among the most popular offerings of each year's line-up with all day seminars on Church Media, TV, film, radio, and the Internet.
- **Luncheons** feature the best speakers and music artists in the country.
- **Tech Lab** Participate in four days of hands-on product demonstrations and technical seminars—with access to Panasonic, Sony, Apple, Yamaha and others.
- **Aspire 2005** is a unique time of praise and worship on Sunday evening that you will never forget as you join with thousands of believers from around the world for this very special evening.

Get Connected and Get Involved:

- Renew relationships.
- Form new relationships.
- Check out the web site at NRB.ORG before you arrive.
- Look over the schedule and see what fits best with your needs.
- Find out who's attending and make those appointments in advance if you can.
- Allow time in your schedule for the serendipitous moment—for prayer time, catching up on new ideas, exchanging phone numbers and email addresses, being inspired by a workshop or a plenary session.
- Ask questions and offer suggestions.

Make the Convention work for you. Come away from NRB 2005 with new

Short On Staff?

I would like to publicly commend the Moody Broadcasting Network for their outstanding Election Night coverage. Headed up by veteran broadcaster Wayne Shepherd and historian George Grant, along with guests like Dr. Dobson, Joni Tada, Crawford Loritts and many others. The evening really gave us a rich, Christian perspective of not only the election, but also the issues we deal with as a culture.

A huge THANK YOU, MBN for doing it again! You truly help us to effectively reach our listeners!

— Mark VanOuse
Station Manager
WTLR-FM State College, PA
WQJU-FM Mifflintown, PA

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Registration Hours at the Hilton

Friday, February 11 – 9:00AM-7:00PM Exhibitor and General Registration

Saturday, February 12 – 7:00AM-8:30AM Boot Camp Registration only

Saturday, February 12 – 8:30AM-7:00PM General Registration

Sunday, February 13 – 9:00AM-6:00PM General Registration

Monday, February 14 – 8:30AM-6:00PM General Registration

Tuesday, February 15 – 7:00AM-3:30PM General Registration

For complete registration details go to NRB.ORG



From convention workshops to Boot Camps to educational opportunities, the NRB staff is committed to bringing you the best in education and networking opportunities:

Dr. Frank Wright, President

David Keith, VP of Operations

Robert McFarland, VP of Communications

Steve Cross, Director of Marketing

Gina Ebhardt, Director of Membership

Valerie Fraedrich, Director of Publications & Editor, *NRB*

Mike Kisha, Director of Finance & Business

Bob Powers, Director of Media Relations

Tammy Singleton, Director of Conventions & Expositions

Patsy Smith, Convention Registrar

Anne Dunlap, Administrative Assistant to the President

Elaine Hendricks, Administrative Assistant/Membership

Laurel MacLeod, Special Assistant to the President

Carol Shaw, Administrative Assistant/Finance & Business

Robin Cyrtmus, Receptionist

information, renewed perspective, and a revived zeal for communicating the Gospel.

Did you know there are regional chapters of National Religious Broadcasters? For the first time during a convention, you can meet with others from your geographical area at special regional chapter receptions on Sunday evening at 6:30PM. Each reception will have leaders from the Eastern, Southeast, Midwest, Southwest, and Western Chapters available in an informal setting to chat over refreshments. Check your program for reception locations and plan to connect with others from your region.

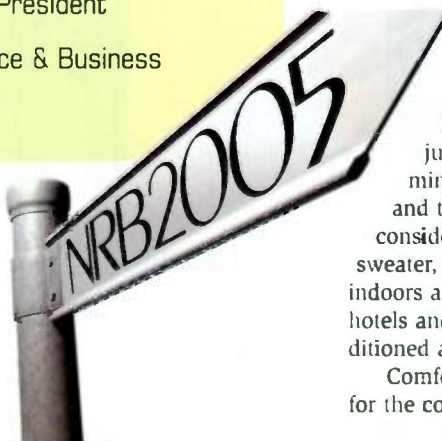
If this is your first NRB Convention, join us for the First-Timers Orientation on Saturday, February 12, at 4:00PM in Convention Center Room 303A, and First-Timers Hispanic Orientation in Room 303B. It is just an hour, but a great opportunity to ask questions and find out what is taking place throughout NRB 2005.

Bring the Right Stuff!

Southern California has beautiful weather in February. At times (although they never admit it!) it does rain a drop or two. The Hilton Hotel and Convention Center is a totally enclosed area. If you never want to venture outside—you don't have to.

However, if all that sunshine is just too much to ignore, keep in mind that it is cool in the morning and the evening, but can warm up considerably during the day. Have a sweater, jacket or a coat handy for indoors and out! Southern California hotels and restaurants are always air-conditioned and meeting rooms can get chilly.

Comfortable clothes are a must. Attire for the convention is "business casual".

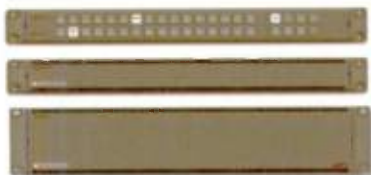


PICK HIT
Broadcast Engineering
2004



OVERDRIVE PRODUCTION CONTROL SYSTEM

OverDrive is a powerful production control system that enables touch screen control over devices used in productions such as news, sports or live events. OverDrive integrates with the Synergy SD and MDX series of production switchers, leveraging powerful control interfaces over video servers, VTRs, DDRs, audio mixers, robotic cameras, routers, still stores and more. www.rossvideo.com/overdrive/overdrive_overview.html



TALIA NK ROUTING SYSTEM

The NK Series is a new line of compact and cost effective routing switchers. NK routers are available in sizes of 16x16 or 32x32 and in a full range of signal formats including serial digital, analog video, AES/EBU, analog audio and data routing. NK ships with a powerful web browser based configuration system and is available immediately. www.rossvideo.com/talia/nk/nk_overview.html

GEARLITE MD

GearLite MD is a line of Multi-Definition (High Definition & Standard Definition) products. These include the DAC-9213 Multi-Definition Digital to Analog Converter, the SRA-9201 Multi-Definition Reclocking DA, and the SEA-9203 Multi-Definition Serial Equalizing Amplifier.



A -PVM version of the DAC-9213 is used specifically for Sony PVM/BVM monitors.

Sony, PVM and BVM are trademarks of Sony Corporation <http://www.rossvideo.com/gearlite/gearlite.html>

Ross Video Introduces 10 New Multi-Definition Synergy Switchers

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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

and SD out of the box.

Using the absolute latest technology, these switchers are full of standard features at a price point that puts a multi-definition switcher within reach of a typical mid-market customer.

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NEW! GearLite MD

Compact Multi-Definition Terminal Equipment

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(We leave what that is to your interpretation!) Spouses need to be alerted that the banquet evening is dressy and you'll see everything from business casual to formal dinner wear.

If "all things in moderation" is not a truism for your life, bring the aspirin and the antacid — you'll need it after starting dinner at 10:00PM and beginning the day with breakfast at 6:00AM!

Comfortable shoes are a given. In addition, particularly if you're "Expo-oriented", a tote with wheels will be a life-saver. There is a huge array of material available from approximately 300 exhibitors in the Expo area.

Your name badge will secure you for each of the workshop and plenary sessions and, of course, is a must for entering the Expo area.

Do not forget to bring your sense of humor and some patience. They will be valuable assets for an event of this size and magnitude. The NRB staff and volunteers are known for excellent service and are committed to making this a positive and compelling experience for you, but there will be a snafu here and there; a misunderstanding now and then. Proverbs says, "With wisdom comes patience!"

Using NRB.ORG

The NRB web site is the best resource for both pre-convention and post-convention information! The web site is constantly updated — so check it out regularly!

Membership

Find just the right membership opportunity for you and your organization—full membership with voting privileges, associate membership, international membership, collegiate membership — it's all there for you to choose.





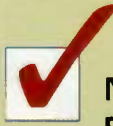
Chapters and Committees

For getting involved at the local level where your participation makes an immediate impression.

Education Opportunities

Audio files from past and current Conventions will immediately bring you up to date, not only with

When you get back take a few minutes, think through the convention's impact, the things you want to share with your own staff, and follow the post-convention five:

-  Follow-up on new contacts
-  Write a few thank-you notes to people who served you well
-  Research the product information you gathered
-  Contact your regional NRB Chapter chairman and get involved
-  Make sure your calendar is clear February 17-21 for NRB 2006 in Dallas, Texas

technological data, but programming and networking expertise as well.

Career Search

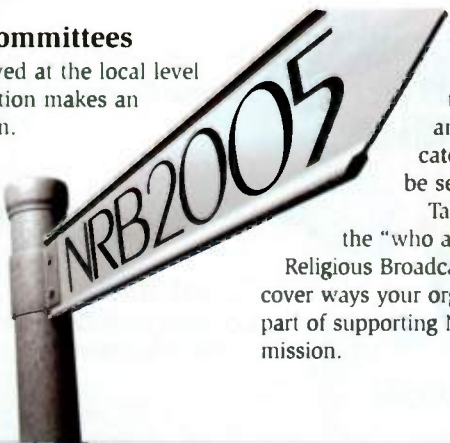
At the job fair you'll find listings of positions available in the industry in all areas of the country; internship opportunities; services for sale; and even ways to indicate a position you may be seeking.

Take the time to find out the "who and what" of National Religious Broadcasters. In so doing, discover ways your organization can also be part of supporting NRB's communication mission.

A lot of hard work and diligent prayer has gone into this Convention. It is not about workshops, exhibits, and banquets. It is about promoting the Gospel of Jesus Christ. NRB's members are dedicated to integrity and excellence in advancing Christian communication — and you have a part.

We look forward to seeing you in Anaheim!

Evelyn Gibson is Vice President of Communications for Ambassador Advertising Agency, and Chairman of the Western Chapter for NRB.



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NRB



**CAPITOL HILL
BROADCAST
SUMMIT**

NRB Hosts Inaugural Capitol Hill Broadcast Summit in Washington, D.C.

BY ROBERT MCFARLAND

For three days in November, members of the newly formed NRB President's Council came to Washington, D.C., for an unforgettable experience at the inaugural Capitol Hill Broadcast Summit. To sum up the three days, WLMB-TV's Jamey Schmitz exclaimed, "On a scale of one to ten, it was an eleven!" Moreover, John Fuller of Focus on the Family described it as "an excellent event! Very impressive execution, effective use of time, impressive line-up of speakers, and all on time and according to schedule. Well done!"



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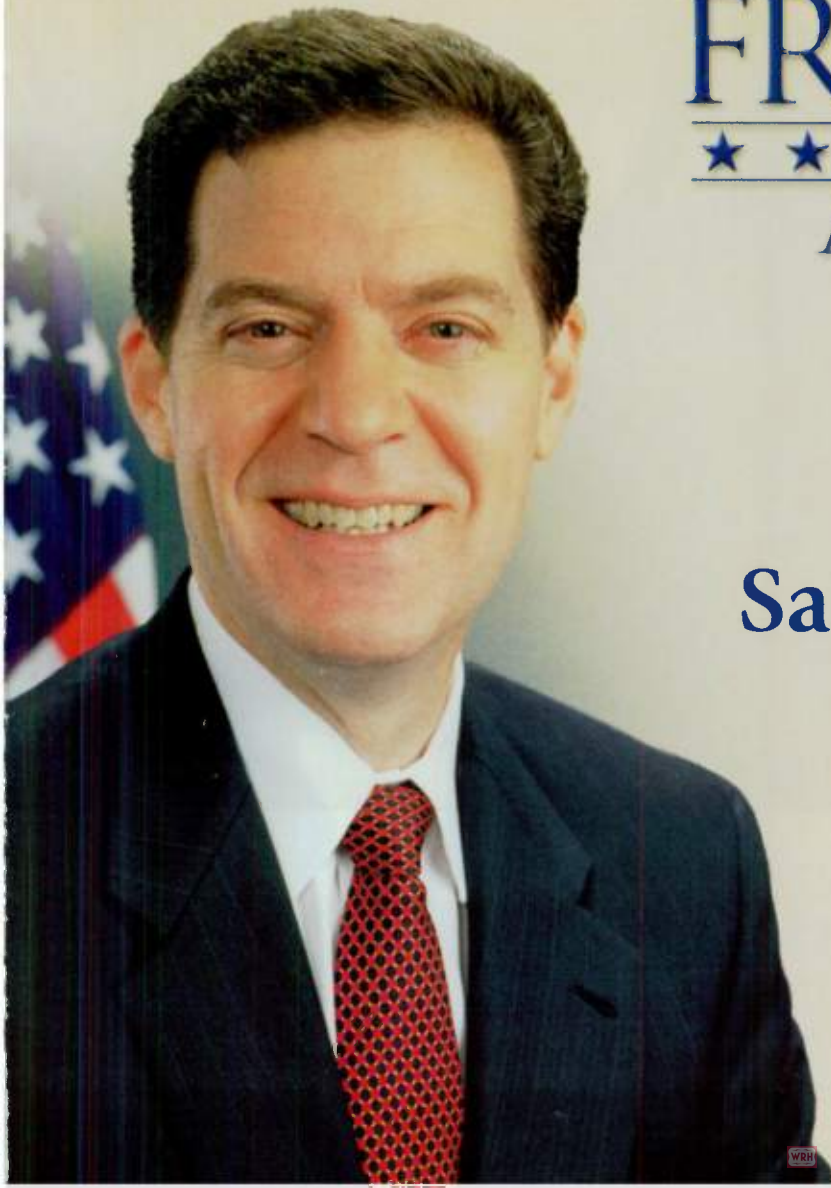


A W A R D

to

**Senator
Sam Brownback**

November 17, 2004
NRB Capitol Hill
Broadcast Summit
Washington, D.C.



America's Christian Heritage

The highlight of the entire Summit was a private nighttime tour of the U.S. Capitol led by renowned American Christian historian David Barton. In order for us to have access to the Capitol after hours, a Member of Congress had to sponsor the tour and personally be present. Therefore, we were blessed to have Congressman Robert Aderholt (R-AL) take nearly three hours of his time to accompany us and grant us this rare privilege.

The tour began in the Capitol Rotunda with Dr. David Barton pointing out America's rich Christian heritage in the massive paintings adorning the walls. The four from the Age of Exploration included the prayerful *Landing of Columbus*, the God-honoring *Discovery of the Mississippi*, the profoundly Christian *Baptism of Pocahontas*, and the Bible-centered *Embarkation of the Pilgrims*. As Dr. Barton explained, just those paintings depicted two prayer meetings, a baptism, and a Bible study!

Then he took us into Statuary Hall where he recounted the incredible story behind the statue of one of Pennsylvania's heroes, John Peter Gabriel Muhlenberg. After seeing the British march on Williamsburg, Pastor Muhlenberg rode 200 hundred miles without stopping to reach his Woodstock, Virginia, church by Sunday. Upon preaching from the third chapter of Ecclesiastes, he informed his congregation how this was now "a time for war" and led the men out to defend the colonies.

We also visited the Old Senate chamber where Dr. Barton told the inspiring story of how Daniel Webster, one of America's greatest statesmen, earned the penknife with which he carved his name into his Senate desk. In a one-room schoolhouse Scripture memorization contest, little six-year-old Daniel Webster learned several chapters in just one day!

We even were able to gain access to the floor of the House and the Senate chambers! Many of us walked silently among the desks in reverent prayer for our leaders and our nation, simply in awe that we were standing where our congressional representatives cast their votes to make our nation's laws.

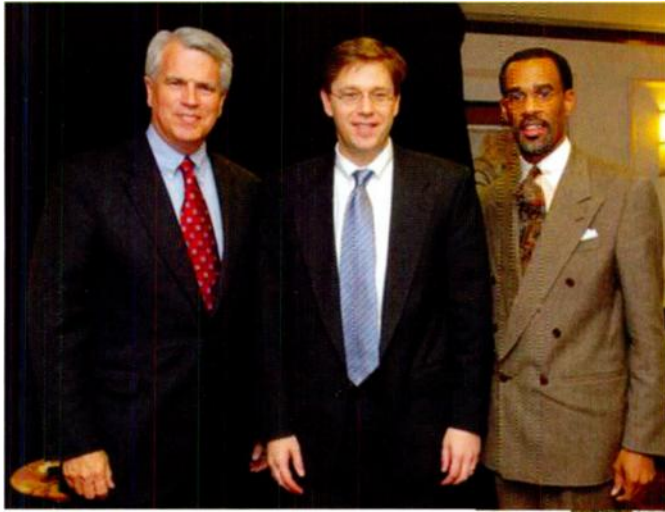
Finally, Dr. Barton brought us into the Old Supreme Court chambers—originally in the basement of the Capitol—where he



related some of the awe-inspiring and God-honoring cases argued by Daniel Webster and former President John Quincy Adams in that very room. To close out the evening, Dr. Barton led us in singing an emotionally charged rendition of God Bless America as a prayer for our nation.

Policy Updates

Despite America's Christian heritage, we became mindful of the precarious position that Christian broadcasting finds itself in now. During the Summit, NRB President Dr. Frank Wright listed the many threats facing the association, emphasizing two



Left: Dr. Frank Wright, FCC Commissioner Kevin Martin and Glenn Plummer

Below: NRB President's Council Members, NRB Staff, and Guests in front of the White House during the inaugural NRB Capitol Hill Broadcast Summit in Washington, D.C.



threats in particular: hate crimes and the Fairness Doctrine, both of which were passed by the U.S. Senate but stricken from the conference committee report. Hate crimes legislation would regulate which thoughts are acceptable and would restrict pastors from publicly preaching traditional Christian teaching pertaining to human sexuality. (A pastor in Sweden has already spent a month in jail for a Bible-based sermon he delivered on homosexuality, and Canada criminalized hate speech against homosexual behavior in 2004.) The reinstatement of the Fairness Doctrine would require that all programs discussing controversial topics must provide equal time for opposing views; thus the message of salvation through Jesus Christ would be reduced to one of many opinions—even on Christian programming!

Dr. Wright then explained how the President's Council is strategically positioned to: 1) strengthen vital relationships with men and women in positions of influence and authority, thereby securing our freedom to proclaim Christ, and 2) capitalize on emerging opportunities to advance the cause of Christ through broadcasting.

President's Council members also strengthened NRB's relationship with FCC Commissioner Kevin Martin, who made an appearance at the Summit. Dr. Wright interviewed Commissioner Martin in a relaxed setting, and their discussion covered many topics, from First Amendment concerns to cable channel choice and the mandatory taping of programming content.

Regarding freedom of speech,

Commissioner Martin thought the FCC should avoid getting "into the habit of trying to address, prior to anything being put on the air, whether or not we would find this in violation or not; because that does end up having more of a chilling effect." Later on, in discussing the channel choice report that the FCC was about to release, Martin mentioned how he had encouraged the cable industry to offer a more "family-friendly tier... to address it in [context of] a more voluntary basis, so that we don't have to get into the issues of a pure 'a la carte scheme'." Regarding the Commission's proposal to mandate retention of program recordings, Martin thought it a bad idea to require the taping of content for broadcasters who had not previously gone afoul of decency standards.

Godly Leaders

Dr. Wright reminded us that amidst the crises of leadership in the Church, in business and in politics, God is raising up godly leaders at a time we need them most. We

had the opportunity to hear from some of those very leaders during the Summit.

One morning, Congressman Todd Akin (R-MO) led us in devotions. With an earned seminary degree, Rep. Akin provided a spiritual perspective not often found on Capitol Hill. An engineer by training, he shared II Timothy 3:16-17 to explain how the Bible is the blueprint for our lives. He then exhorted us to "be careful of what you adopt as truth" and warned that problems happen when the world makes intellectual choices that do not conform to the blueprint God gave us.

Another morning began with devotions led by Congressman Mike Pence (R-IN). As the former host of a statewide syndicated radio program, this congressional rising star developed an immediate connection with the President's Council members in attendance. After recounting his disastrous defeat in a previous run for Congress, he shared how he asked himself, "What if every word that Jesus said, that is recorded in the Scripture... He meant, not as poetry to



Dr. Frank Wright, Senator Sam Brownback and Glenn Plummer

inspire us on Sunday morning, Sunday night, Wednesday night and when we turn on Christian radio, but as a practical guide to real living?" From that time on, he sought to build his life upon the Rock of Christ. Then he explained how "adversity reveals character. You are in that moment when the floodwaters rise and the rain beats against the house... where you've built [on that firm foundation] and nothing else."

The group also received a private White House briefing in the Eisenhower Executive Office Building from Tim Goeglein, the Bush Administration's Deputy Director of Public Liaison and NRB's "accurate bridge to the President". Goeglein commended to us President Bush's "moral fiber" in the face of the vitriol directed against his unapologetic faith in Jesus Christ. He also shared with us how George W. Bush's favorite President was Abraham Lincoln, and how the two men were similar in their efforts to unify the country in difficult times.

On the final evening of the Summit, the President's Council hosted a banquet honoring Senator Sam Brownback (R-KS). For his tireless efforts defending decency over the

airwaves, Chairman Glenn Plummer and President Frank Wright presented Sen. Brownback with the inaugural NRB Faith & Freedom Award. During his remarks, Sen. Brownback thanked NRB members for their dedication to the Gospel because "people listen to Christian radio" and "they take it to heart". Regarding marriage, the Senator predicted, "This institution is going to get resurrected" because "we are pulling back from the brink." In conclusion, he asked us to "just keep people on their knees" as "the biggest thing they need to do is pray."

A Firm Foundation

The inaugural Capitol Hill Broadcast Summit proved to be an outstanding event and served to enhance NRB's presence in Washington, D.C. on behalf of the entire membership. Because of his experience, Joseph Chautin III of Hardy Carey & Chautin saw the Summit as "the way to gain an insider's view and knowledge on how to influence your lawmaker to protect and preserve Christian broadcasting."

Most importantly, the Capitol Hill Broadcast Summit gave attendees an under-

standing of the strategic importance of their involvement in the President's Council.

Angelia Ruth Schum of KPSM-FM summed up her reason for joining the President's Council: "A general was once quoted as saying, 'The more you sweat in peace time, the less you will bleed in war.' ... [We] have been given as broadcasters ... a government which is open to our ideas more than any time in recent history. I see the President's Council as one tool available to help us make the most of this opportunity. We have been given a window of time and we need to make good use of it."

NRB must be properly equipped to accomplish the Great Commission in our generation. During this window of time, we must fortify our association so we can do the work Jesus called us to do. Your involvement in the President's Council will strengthen NRB and prepare us to press on toward what lies ahead.

Robert McFarland is the NRB Vice President of Communications. For more information about how to join the President's Council, contact him at rmcfarland@nrb.org.



David Barton

KDIA

We are the most affordable, full-coverage, major market station for Christian broadcasters.

The Light for San Francisco

A photograph of the Golden Gate Bridge in San Francisco, taken at sunset. The bridge's towers and suspension cables are silhouetted against a bright orange and yellow sky. The water below is calm, reflecting the light of the setting sun.

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- Love Worth Finding
- Turning Point
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- Revive Our Hearts
- Truths that Transform

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NRB on Capitol Hill...

A Look Back and a Look Ahead

BY LAUREL A. MACLEOD

When Dr. Frank Wright took the helm of NRB in 2003, he recognized the still untapped power of an association comprised of over 1600 organizations. In essence, he was directing the political equivalent of an 800-pound gorilla that most on Capitol Hill did not even know existed. His challenge was to raise NRB's political profile without doing anything to compromise its mission. Not an easy task, surely, but one worth doing, and doing well.

NRB waded slowly into deep waters, and its government relations activities enjoyed a political baptism by fire during the 108th Congress (2003-2004). While the session began relatively quietly, broadcast issues became red-hot by June of 2003 when the FCC issued its new media ownership guidelines. Suddenly, pundits, talk-show hosts and average people who had barely known the FCC even existed were all talking about the issue of media consolidation and how much was too much.

At the same time, Dr. Wright began meeting with key members of the House and Senate, sharing the vision of NRB and the distinctives of our broadcasters. His efforts were so bi-partisan that onlookers would say, "You got in to speak to who?!" Our philosophy is simple: If we take the message of the Gospel of Jesus Christ seriously, good bridges must be built with people in both major political parties.

That, of course, begs the question of why NRB must even be involved on Capitol Hill. Under the U.S. Constitution, Congress has federal legislative authority and like it or not, they have extended their authority to cover the airwaves. Likewise, Congress has vested the FCC with regulatory discretion regarding the airwaves. So in order to maintain our ability to freely broadcast the Gospel of Jesus Christ, NRB must be in a position to advocate for its members on issues that affect the broadcast industry. It's that simple.

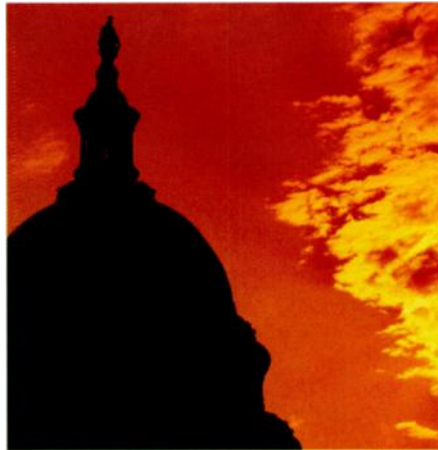
So what kind of issues have we focused on in the last two years? Here's a brief look at some of the more critical pieces of legislation we tracked, and the outcome of those bills.

One of the earliest bills to receive NRB's support was the Houses of Worship Free Speech Restoration Act (H.R. 235), sponsored by Rep. Walter Jones (R-NC). This legislation sought to amend the IRS Code of 1986 so that the religious free exercise and free speech rights of churches and other houses of worship would be protected. Since colonial days, ministers of the Gospel of Jesus Christ have played an important part in reminding their flocks that political issues are not divorced from Biblical principles. Fearing a potential IRS audit and the revocation of their 501(c)(3) tax statuses, pastors today are often afraid to exercise their God-given freedoms.

Jones' bill would help assuage the fears of those who are timid about recommending the Bible as a benchmark for

determining truth in public policy.

Unfortunately, Rep. Jones' bill got mired in committee. Its hopes of passage were dashed when Rep. Bill Thomas (R-CA), Chairman of the powerful House Ways and Means Committee, refused to allow the bill to pass through committee without untenable changes, and later



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refused to add the text of Rep. Jones' legislation to the Republican tax package. While the House Leadership publicly supported Rep. Jones' efforts, there was not enough momentum to get this bill to the House Floor. Likewise, there was never a Senate companion bill offered.

In January of 2004, Congress suddenly got very serious about anti-obscenity legislation when Janet Jackson had her unfortunate "wardrobe malfunction". By March, Subcommittee Chairman Fred Upton's Broadcast Decency Enforcement Act (H.R. 3717) had passed the full House by a vote

of 391 to 22. Among other things, this legislation would have mandated a ten-fold increase in penalties for obscenity violations by television and radio broadcasters. Senator Sam Brownback (R-KS) spearheaded the Senate version of this bill (S. 2056), which passed full Senate Commerce Committee in April 2004. However, it was never considered on the floor, so Sen. Brownback attached its text as an amendment to the FY05 Department of Defense (DOD) Authorization bill (S. 2400). When his amendment was stripped from the final version of that bill in October, hopes of passing this anti-obscenity legislation in the 108th Congress died.

Hate crimes became an unexpected issue for NRB on June 15, 2004, when Senator Gordon Smith (R-OR) attached the text of Sen. Ted Kennedy's hate crimes bill (S. 966) to the aforementioned DOD Authorization bill. If passed, the Kennedy bill, called the Local Law Enforcement Enhancement Act of 2003, would have a debilitating effect upon persons, such as religious broadcasters or pastors, who publicly state that things like homosexual behavior are wrong. Such action by a pastor or broadcaster could be broadly construed as "hate speech" that might spawn a hate crime. Such potential for limiting first amendment speech is frightening, especially when the bill's language prohibits specified offenses involving "actual or perceived [emphasis added] race, color, religion, national origin, gender, sexual orientation, or disability." Fortunately, the hate crimes provision was removed from the final version of S. 2400. We are grateful to those NRB members who took the time to call Members of Congress about this important issue.

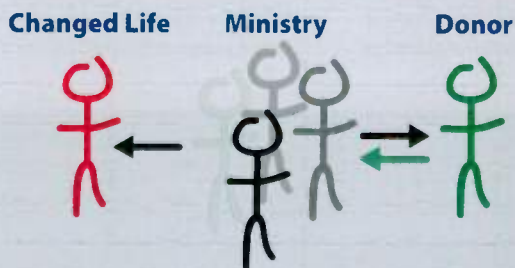
Last July was an exciting month for the marriage issue. On July 22, 2004, Rep. John Hostettler's Marriage Protection Act of 2003 (H.R. 3313) passed the House by a vote of 233 to 194. This legislation amended the federal judicial code to deny federal courts the jurisdiction to hear or determine questions related to the interpretation of the Defense of Marriage Act (DOMA). This was a huge victory for the law because it was an important constitutional check on the power of the judiciary. While there was no Senate companion bill, it was still a milestone for the House to recognize that the Constitution has vested Congress with the authority to check an out-of-control Judicial branch. NRB also joined with

Are You Talking to Yourself?

MANY MINISTRIES ARE.

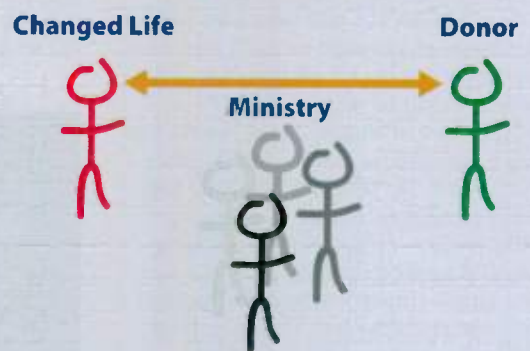
Unfortunately, many ministries today are unintentionally talking to themselves in their donor communication, failing to involve the very people they want to talk to — their donors. Chances are, your donor communication model looks like this:

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The battles to protect free religious expression are not rooted in public policy alone, but carry a spiritual dimension that can only be affected by prayer.

many of our members to support the Federal Marriage Amendment (FMA), which failed in both the Senate (July 14) and House (September 30).

Issues related to the carriage of broadcasters on a second satellite dish were nicknamed "SHVEA" during this Congress, in deference to the original law (17 USC 119) that governed such carriage. Dr. Wright testified before the Telecommunications and the Internet Subcommittee of the House Commerce Committee encouraging Congress to consistently enforce its "carry one carry all" requirements and end EchoStar's discriminatory practice of placing minority and religious broadcasters on a second dish. While there were many bills with variations on the theme of "satellite home viewer enhancement act", Congress approved the Satellite Home Viewer Improvement Act (SHVIA) during the lame-duck session, which required EchoStar to place all channels on one dish within 18 months.

The 109th Congress promises to be just as interesting as the last one. One of the big issues expected to surface is the concept of "a la carte" cable programming. In the 108th Congress, this issue was dealt with via hearings and FCC inquest. While the concept of allowing cable subscribers to pick their own programming sounds good on its face, it carries hidden pitfalls for religious broadcasters who would be more unlikely to be "picked" by consumers, and so would lose their financial base and thus their ability to broadcast. Dr. Wright has already submitted comments to the FCC regarding NRB's position on a la carte, explaining that NRB members cannot support a la carte unless current "must carry" provisions remain in the law. This is an issue NRB will continue to closely follow.

Another issue that we expect to surface again in some fashion is the "fairness doctrine". When it was part of U.S. law, the fairness doctrine required broadcasters to provide equal time to opposing viewpoints. While this unfair mandate was

eliminated in 1987, it reared its ugly head in a small fashion during the 108th Congress. Sen. Tom Harkin (D-IA) attached an amendment to the FY05 DOD Authorization bill that in effect would have re-instated the fairness doctrine for the Armed Forces Radio and Television Service. While that amendment was removed from the final bill, we expect that some Members of Congress and pundits will most likely begin calling for re-instatement of this collectivist tool in the wake of a brutal election season. Re-instatement of the fairness doctrine would be a deadly blow to religious broadcasters, and NRB will be tracking any such attempts.

On another front, we hope to see a renewed effort to increase fines for television or radio broadcasters of obscene, indecent, or profane language. An interesting twist is that satellite radio broadcasts are not covered by current anti-obscenity regulations. This provides a unique double standard in radio markets, and one that Congress may very well attempt to address.

We also expect to see further attempts to mainstream hate crimes legislation, whether as "stand alone" legislation, or as amendments to other bills. Hate crimes issues are one of the most pernicious things facing Congress since they appear full of social justice and moral righteous-

ness, yet would be used to genuinely persecute ministers and broadcasters who "dare" to speak the truths of Scripture to a lost and dying world. We have only to look at countries like Canada and Sweden to see where the path of "hate crimes" legislation leads.

NRB has a rich sixty-year history of proclaiming the good news of eternal life through faith in Jesus Christ. What an honor to represent individuals and ministries who take Jesus' call to share the Good News and make disciples seriously. Yet your ability to broadcast truth cannot be taken for granted. While we find our rights to free religious expression enshrined in the Constitution, we live in a culture that is being increasingly defined as "post-Christian". In that context, spreading a message that clearly upholds Jesus as the Way, the Truth, and the Life will become increasingly unpopular.

Therefore, we appeal to you as members of the National Religious Broadcasters, to pray for each other and for those individuals at NRB headquarters who represent you on the front lines before Congress. The battles to protect free religious expression are not rooted in public policy alone, but carry a spiritual dimension that can only be affected by prayer. Talking to Members of Congress is pointless if we are not sustained by prayer, guided by the Word, and characterized by grace and humility.

Laurel A. MacLeod, Special Assistant to the [NRB] President and Adjunct Instructor of Government at Patrick Henry College

If you personally want to track various pieces of legislation when you receive NRB Capitol Hill Alerts, the easiest way is to tap into the Library of Congress via: Thomas.loc.gov. Simply type in the bill number you are tracking, or even just the key words you may remember, to get a complete list of bills introduced and their recent activity. However, please note that this website is not kept "up to the minute", and usually has a lag-time of several days.

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Did You KNOW?

NON-SMOKING CANDY



PEZ candy was invented in 1927 by Austrian baker Eduard Haas III. Originally marketed as a compressed peppermint candy intended to help people quit smoking, the name PEZ was derived from the German word for peppermint... PfeffErminZ. The PEZ dispenser, invented in 1948, was designed to look like a cigarette lighter. (www.triviaspot.com)



Sardine Can on Wheels

The first Jeep had no doors, and its only extras were a side-mounted shovel and ax.

(www.triviaspot.com)

Presidential Race

The first woman to run for president of the United States was early feminist and social reformer Victoria Woodhull, who ran against Ulysses Grant as a candidate of the Equal Rights Party in 1872. She and her sister also founded the first stock brokerage firm owned by women, near Wall Street in New York City.

(www.triviaspot.com)



Sic 'Em FiFi!

French poodles did not originate in France, but were originally used as hunting dogs in Europe. The dogs' thick coats were a hindrance in water and thick brush, so hunters sheared the hindquarters, with cuffs left around the ankles and hips to protect against rheumatism.

Each hunter marked his dogs' heads with a ribbon of his own color, allowing groups of hunters to tell their dogs apart.

(www.i-pets.com)



Dental phobia indeed!

The electric chair was invented by a dentist.

(www.coolquiz.com)



That's Entertainment

The first motion picture theater opened in Los Angeles on April 2, 1902.

(www.50states.com)



Snow Job

On average, one inch of rain is equivalent to 10 inches of snow.

(www.erh.noaa.gov)





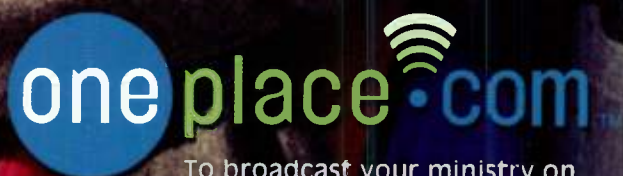
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