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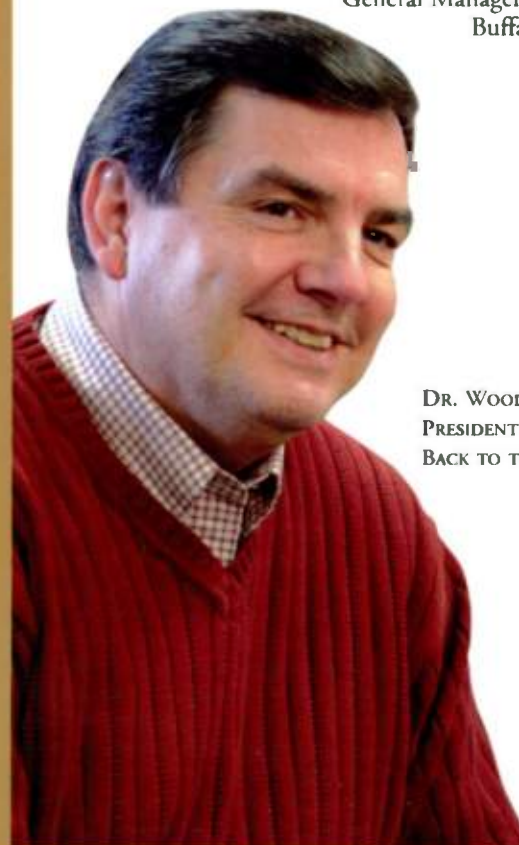
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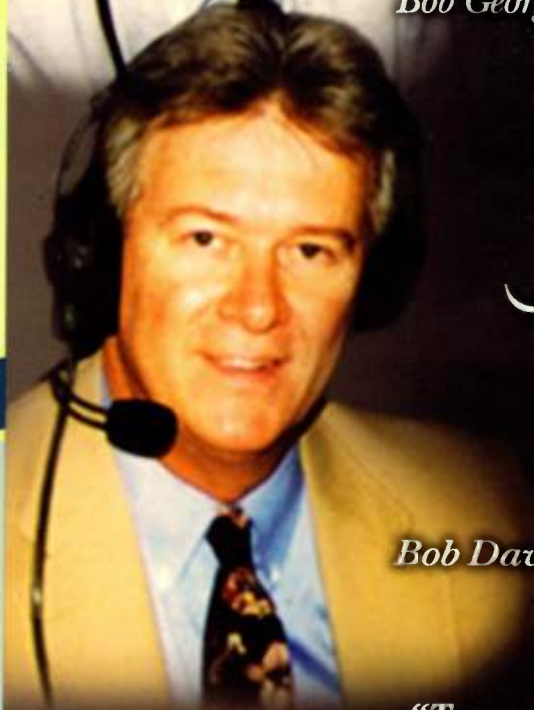
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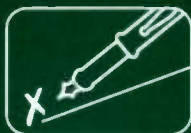
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■ February 11-16, 2005

NRB 2005; Anaheim, CA;
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■ April 24-27, 2005

Evangelical Press Association;
Chicago, IL, www.gospelcom.net/epa

■ February 17-22, 2006

NRB 2006, Dallas, TX; www.nrb.org

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Men and Women Filled With God

NRB's Executive Committee meets throughout the year to review the ongoing activities of our association and (under the authority of the Board of Directors) to shape the policies and priorities of NRB going forward. Three times a year those meetings are face to face, with many other meetings via conference call.

Most recently, we convened at the Gaylord Texan Hotel in Grapevine, Texas. This is the site of NRB 2006, so we combined the Executive Committee meeting with a site inspection. Rather than routine, this turned out to be a rather extraordinary meeting.

One of the noteworthy customs of these Executive Committee meetings is a time of sharing what God is doing in our individual hearts and lives, and a time of prayer for the NRB. At this particular meeting, our conversation eventually settled on our collective concern for revival in the church and the possible role of NRB in such a revival.

As we went around the room, each member of the Executive Committee agreed on the primacy of our need for personal and corporate revival. We were struck by a number of biblical passages, such as John 15:5, where Jesus says, "Apart from me you can do nothing." As well as the reminder from the Apostle Paul in Ephesians 2:5, that it was God who "made us alive with Christ even when we were dead in transgressions." In addition, that most familiar passage that begins: "If my people, who are called by my name..."

At the end of our time together, we agreed to covenant in prayer for revival within the NRB. "Lord bring revival, and let it begin with us," was the sentiment. So I come to you, the members of NRB, and ask that you join us in prayer for revival. If we truly want to reach the world for Christ in our generation, we must first acknowledge our own need for revival.

Great volumes have been written on revival, so I do not presume that my thoughts would be of any particular value to you. Yet so needful are we of revival that I have included in this space the thoughts of others to assist us as we pray.

In describing revival Charles Finney said, "Revival is the renewal of the first love of Christians resulting in the conversion of sinners to God. It presupposes that the church is backslidden, and revival means conviction of sin and searching of hearts among God's people. Revival is nothing less than a new beginning of obedience to God."

Robert Coleman called it "that sovereign work of God in which He visits His own people, restoring and releasing them into the fullness of

His blessing."

Stephen Olford characterized revival as "an invasion from heaven that brings a conscious awareness of God."

Relating the intimate nature of it, Vance Havner expresses revival as "the church falling in love with Jesus all over again."

D. Martyn Lloyd-Jones articulates revival simply but elegantly, "A revival means days of heaven on earth."

Consistent with its transformational nature, James Stewart defines revival as "the people of God living in the power of an ungrieved, unquenched Spirit."

According to Andrew Murray, "a true revival means nothing less than a revolution, casting out the spirit of worldliness, making God's love triumph in the heart."

In describing its essence, Charles Spurgeon observed that "genuine revival without joy in the Lord is as impossible as spring without flowers, or day-dawn without light."

"In revival," noted Brian Edwards, "the minds of people are concentrated upon things of eternity, and there is an awareness that nothing else really matters."

In speaking of our desire to see it come, G. Campbell Morgan said, "Revival cannot be organized, but we can set our sails to catch the wind from heaven when God chooses to blow upon His people once again."

While acknowledging our desire for it, Warren Wiersbe cautions us saying, "There are no shortcuts when it comes to revival. The church desperately needs revival, but it is not going to come by quick and easy methods. Evan Roberts prayed for eleven years before the Welsh Revival broke out, and his ministry during that remarkable time broke him physically. More than one hundred thousand people were converted to Christ during that mighty awakening, but it was not the result of manufactured meetings (they were spontaneous) or manmade promotions. True revival goes deeper than that."

Perhaps Howard Spring said it best, "The kingdom of God is not going to advance by our churches becoming filled with men, but by men in our churches becoming filled with God." As NRB seeks to advance the Kingdom of God through electronic media, may we too become men and women filled with God.



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



February/March 2005

Vol. 37, No. 2

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CMC Agents, Lawrenceville, GA

PRINTER

Atlantic & Hastings, LLC, Salisbury, MD

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

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

Advertising does not imply NRB endorsement or approval. Author views not necessarily those of NRB. Subscribers can change addresses via NRB's Web site at www.nrb.org.



POSTMASTER: Send change of address to:

9510 Technology Drive
Manassas, VA 20110

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El comité ejecutivo de la NRB se reúne durante el año para evaluar las actividades de nuestra asociación y (con la autorización de la junta directiva) determinar las políticas y el orden de prioridades de la NRB para el futuro. Tres veces al año esas reuniones son cara a cara y muchas otras veces son teleconferencias.

Recientemente nos reunimos en el Gaylord Texan Hotel en Grapevine, Texas, donde será la NRB 2006. Aprovechamos la oportunidad de estar todos juntos para inspeccionar las instalaciones. Y en lugar de algo rutinario, la reunión se convirtió en algo extraordinario.

En estas reuniones tenemos por costumbre contar lo que Dios está haciendo en cada una de nuestras vidas y orar por la NRB. En esa ocasión, nuestra conversación se tornó hacia la preocupación que todos teníamos en cuanto a la necesidad de un avivamiento en la iglesia y el posible papel de la NRB en tal avivamiento.

Todo el comité ejecutivo estuvo de acuerdo en que es primordial que haya un avivamiento tanto corporal como personal. Varios versículos bíblicos captaron nuestra atención, como Juan 15:5, donde Jesús dice: "separados de mí nada podéis hacer". También lo que el apóstol Pablo nos recuerda en Efesios 2:5, que Dios "aun estando nosotros muertos en pecados, nos dio vida juntamente con Cristo". Además, otro versículo muy conocido que empieza diciendo: "Si se humillare mi pueblo, sobre el cual mi nombre es invocado...".

Al concluir la reunión, nos comprometimos a orar para que haya avivamiento en la NRB. Todos tuvimos el mismo sentir: "Señor, envía un avivamiento, pero que empiece en nosotros". Así que, les pido a todos ustedes miembros de la NRB que se unan a nosotros en oración para que haya un avivamiento. Si en realidad queremos alcanzar a nuestra generación para Cristo, lo primero que debemos hacer es reconocer nuestra propia necesidad de avivamiento.

Se han escrito grandes cosas acerca del avivamiento; así que no quiero presumir de que mis ideas sean de algún valor para usted. Pero tal es la necesidad que tenemos de un avivamiento que me he tomado la libertad de citar lo que otros han dicho para que nos sirva de guía a la hora de orar.

Hablando del avivamiento, Charles Finney dijo: "El avivamiento es la renovación del primer amor de los creyentes, lo cual resulta en la conversión de los pecadores a Dios. El avivamiento implica que la iglesia se ha desviado, que hay necesidad de que el pueblo de Dios sea redarguido de su pecado y de que escudriñe su corazón. El avivamiento no es otra cosa que un nuevo comienzo en la obediencia a Dios".

Robert Coleman dijo que era "la obra soberana de Dios por medio de la cual Él visita

a su pueblo para restaurarlo a la plenitud de su bendición".

Stephen Olford lo caracteriza como "una invasión celestial que nos hace estar profundamente conscientes de Dios".

Desde un punto de vista íntimo, Vance Havner expresa que el avivamiento es "que la iglesia vuelva a enamorarse de Cristo".

D. Martín Lloyd-Jones lo expresa de una manera simple pero elegante: "El avivamiento es el cielo en la tierra por unos días".

En cuanto a la naturaleza transformadora del avivamiento, James Stewart dice que es "cuando el pueblo de Dios vive en el poder del Espíritu sin contristarlos ni apagarlos".

En las palabras de Andrew Murray: "el verdadero avivamiento no es otra cosa que una revolución que nos despoja del espíritu mundano y hace que el amor de Dios triunfe en nuestros corazones".

En cuanto a la esencia del avivamiento, Charles Spurgeon decía que "así como no puede haber primavera sin flores ni amanecer sin luz, tampoco puede haber avivamiento genuino sin gozo en el Señor".

"Cuando hay avivamiento —decía Brian Edwards—, la gente tiene su mente puesta en las cosas eternas y está consciente de que todo lo demás no tiene importancia".

En cuanto a nuestro deseo de ver un avivamiento, G. Campbell Morgan dijo: "No podemos organizar el avivamiento, pero podemos hacer que nuestras velas reciban el viento celestial cuando Dios decida soplar sobre su pueblo una vez más".

En cuanto a nuestro deseo de ver un avivamiento, Warren Wiersbe nos advierte que: "Cuando se trata de avivamiento, no hay atajos. La iglesia necesita urgentemente un avivamiento, pero no va a llegar por métodos fáciles y rápidos. Evan Roberts oró por once años antes de que se diera el avivamiento en Welsh, y su ministerio durante ese tiempo extraordinario lo desgastó físicamente. Más de cien mil personas se convirtieron a Cristo durante ese poderoso avivamiento, pero no fue el resultado de campañas fabricadas (fue algo espontáneo) ni de esfuerzos humanos. El verdadero avivamiento no tiene que ver nada con estas cosas".

Quizá Howar Spring lo expresó de la mejor manera: "El reino de Dios no va a avanzar con iglesias llenas de gente, sino con gente en nuestras iglesias que sea llena de Dios". Seamos también en la NRB hombres y mujeres llenos de Dios, y sigamos extendiendo su reino por todos los medios electrónicos.

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

“And how shall they hear without a preacher?”

Romans 10:14 (NKJV)

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Thru The Bible



Ravi Zacharias
*Just Thinking
 Let My People Think*



Jay Sekulow
Jay Sekulow Live



Hank Hanegraaff
Bible Answer Man



Steve Brown
Key Life



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PowerPoint



Chip Ingram
Living On The Edge



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 President

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and changes the hearts and lives of those who have ears to hear. Thank you to the many program ministries we broadcast. They share our purpose to get the Word of God into the people of God! It's the only way to effect real

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Farewell

As I conclude my three-year term as Chairman and CEO of NRB, many thoughts fill my mind. First and foremost, I am humbled and grateful to the Lord for the opportunity to serve you for these past few years. Thank you for your encouragement, support, and friendship. Accordingly, I would like to leave you with some parting thoughts.

Twenty-three years ago (1982), I attended my first NRB Convention. Little could I imagine the various changes that would (and would not) occur within the Christian broadcasting industry over the next two decades. At the time, Pat Robertson, Jim Bakker, and Paul Crouch each had a developing 24-hour cable television network. Unrelated to that, but at the same time, NRB was experiencing serious racial division within its membership despite the enormous popularity the association was experiencing in general, and certain Christian broadcasters were experiencing in particular.

At the same time, cable television was quickly, and quietly, becoming the electronic media (giant) of choice in America. As Chairman of NRB, I am obligated to sound a certain alarm of warning: The cable TV industry has not added one evangelical or family-friendly Christian TV network nationwide in these past 23 years! Since CBN, PTL, and TBN first began to be carried on cable over 25 years ago, NOT ONE of our networks have been given national carriage, despite the existence of over 25 different Christian TV networks programming 24 hours a day. Unless a Christian programmer owns an FCC license (in one individual local market) with "Must-Carry" status, they are not granted access even in a small local market.

For example, NRB member FamilyNet does an outstanding job of programming wonderful shows 24/7. Not unlike CNN, HBO, BET, MTV, TBS, TNT, VH1, Showtime, ESPN, The Weather Channel, The FOX News Channel, MSNBC, QVC, etc., FamilyNet is not a television network that owns FCC TV licenses. However, unlike its secular counterparts, FamilyNet (at the writing of this article) has not been able to gain access on cable in their own hometown cable systems of Dallas/Fort Worth, TX. Other than TBN, no other Christian network has access to 40 million cable homes 24/7. This number of "40

million cable subscribers" is the cable industry's number of critical mass necessary for a network to be successful.

The Christian television industry is like a small forest village within a country made up of many forest villages. The Christian television village is the one that possesses clean pure water. The many other villages throughout the country also possess water, but their water is contaminated. None of the villages, including the Christian village, have an effective way to distribute their water to the entire country. The cable industry is like a huge metroplex in the forest disguised as a village, which quietly became WaterCity: literally laying pipelines into every home of every village in the country, pumping contaminated water in and out daily. Despite the

We must gain greater access for the Gospel.

hundreds and thousands of pipelines installed, they refuse to provide even a few pipelines to carry clean pure water to people and feel that one small awkward pipe already installed is enough for all of the villages in their country to receive pure clean water.

As I depart the office of NRB Chairman, I implore you to make this an important agenda item for NRB to wrestle through and resolve. We must gain greater access for the Gospel. This past year, I began laying a foundation for NRB to build upon and attempt to do just that. I appointed a seven-member committee, which has since been formalized into a separate corporation called NRB Network. Owned by NRB and yet governed by a separate Board of Directors, the group's charge is to use the collective wisdom, influence, resources, and artistic creativity of the association to develop a brand new TV network (pipeline) that will have access on satellite and cable globally.

I have not allowed my name to stand for reelection to the Executive Committee in order to avoid conflicts of interest, and to gain freedom from the needs and obli-

gations of NRB as I pursue the development of my own TV network. With the help and grace of the Lord, (and a little help from some friends), I intend to build a major television force in America. Please pray for me as I journey into the forest — I'm told that there

are ferocious beasts out there, and that WaterCity (that huge place disguised as a village) is a tough place to navigate through. Remember, I'm just a village boy, but when this is all over, I intend to be the big city boy, who infiltrated WaterCity for the benefit and furtherance of the village of God. People throughout the country desperately need clean pure water ... too many are dying from contamination. One of the unique things about our water is that it has the power to actually heal the effects of water contamination! My journey is critically necessary, so, again, I ask you to please pray for me.

With my departure, Dr. Frank Wright becomes the first NRB President who will also be the CEO, a designate shifting from NRB Chairman to NRB President. Having also served as NRB President during my first year as Chairman, I know firsthand the vital importance of that position's responsibilities. Since I was involved in the process of hiring Frank and have worked very closely with him for the past two years, I can say that he is absolutely the "Wright" man for the job. Frank is a wonderful person, extremely capable, and an outstanding and godly executive. I am thrilled that God has His man serving as NRB President!

Thank you again for allowing me to serve you all. It has been the ride of a lifetime!



NRB Chairman/CEO Glenn R. Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at pastorplummer@aol.com or 248-559-4200.

CHAIRMAN

Despedida

Al concluir mi periodo de tres años como presidente de la junta y director ejecutivo de la NRB, muchas cosas me vienen a la mente. Primero que nada, doy gracias al Señor por la oportunidad de haberles servido a ustedes estos tres años. Muchas gracias por su ánimo, su apoyo y su amistad. He aquí algunas reflexiones que les dejo al partir.

Hace veintitrés años (1982) asistí por primera vez a la Convención NRB. No me imaginaba los cambios que se darían (y los que no se darían) en las comunicaciones cristianas en los dos decenios siguientes. En ese entonces, Pat Robertson, Jim Bakker y Paul Crouch estaban desarrollando su propia cadena de televisión por cable de 24 horas. Al mismo tiempo, pero sin relación a lo anterior, existía división racial entre los miembros de la NRB, a pesar de la gran popularidad que la organización estaba ganando en general, y algunos comunicadores cristianos en particular.

La televisión por cable estaba convirtiéndose rápidamente, y calladamente, en el medio electrónico (gigante) favorito de EE.UU. Como presidente de la junta de la NRB debo sonar una alarma: en los últimos 23 años la TV por cable no ha añadido a sus filas ninguna cadena de TV cristiana o enfocada a la familia. Desde que CBN, PTL y TBN empezaron a transmitirse por cable hace más de 25 años, NI UNA SOLA de nuestras cadenas recibe cobertura nacional, a pesar de que hay más de 25 cadenas de TV cristianas con programación las 24 horas del día. A menos que un programador cristiano tenga una licencia de la FCC (en un mercado local) que le dé el estatus de "Must-Carry", no le darán acceso ni siquiera en un mercado pequeño.

Por ejemplo, la FamilyNet tiene una programación excelente las 24/7. La FamilyNet no es una cadena de televisión que tiene licencias de TV de la FCC, como las tienen CNN, HBO, BET, MTV, TBS, TNT, VH1, ESPN, FOX News, MSNBC, QVC, etc. Y, a diferencia de sus homólogos seculares, la FamilyNet (hasta el presente) no ha podido conseguir acceso a los sistemas de cable de su localidad, en Dallas/Fort Worth, Tx. Aparte de TBN, no hay otra cadena cristiana que tenga acceso a 40 millones de hogares las 24/7. La cifra de "40 millones de abonados" es

la cifra de masa crítica que el sector de la TV por cable considera necesaria para que una cadena tenga éxito.

La televisión cristiana es como una pequeña aldea en un país compuesto de muchas aldeas. La aldea con televisión cristiana es la única que tiene agua pura. Las otras aldeas tienen también agua, solo que está contaminada. Ninguna aldea, ni siquiera la cristiana, tiene una manera eficiente de distribuir el agua a todo el país. Por otro lado, la televisión por cable es como una gran metrópoli disfrazada de aldea que calladamente llegó a ser la proveedora de agua de ese país: con tuberías que llegan a todas las casas de todas las aldeas para enviar y sacar diariamente agua contaminada. A pesar de los miles de tubos que tiene instalados,

Debemos conseguir un mayor acceso para el Evangelio.

rehúsa facilitar algunos cuantos para que lleven agua pura a la población y cree que el tubo pequeño y poco práctico que ya hay es suficiente para llevar agua pura a todas las aldeas.

Al dejar mi puesto como presidente de la junta de la NRB, les ruego que consideren esto un punto sumamente importante al que la NRB debe hallarle solución. Debemos conseguir un mayor acceso para el Evangelio. El año pasado comencé a poner las bases sobre las cuales la NRB pudiera edificar y tratara de ganar ese acceso. Nombré un comité de siete miembros que ahora es una entidad aparte que se llama la Red NRB. La función de este equipo, que pertenece a la NRB pero tiene otra junta directiva, es hacer uso de la sabiduría, la influencia, los recursos y la creatividad artística de la asociación para organizar una red de TV nueva a la que se podrá acceder por satélite y cable en todo el mundo.

Como voy a estar ocupado organizando mi propia red de TV, he pedido que no se me considere para ser reelegido a la junta directiva, pues quiero evitar el conflicto de intereses y poder hacer a un lado las

responsabilidades con la NRB. Con la ayuda y gracia del Señor (y de unos hermanos también), quiero levantar una gran red de TV en los EE.UU. Les ruego que oren por mí cuando vaya a esas aldeas; he oído que hay fieras ahí, y que la gran metrópoli (esa ciudad enorme disfrazada

de aldea) es muy difícil de cruzar. Tengan presente que solo soy un aldeano; pero cuando todo esto concluya, habré infiltrado la gran metrópoli para beneficio y desarrollo de la aldea de Dios. Hay mucha gente por todo el país que necesita urgentemente agua pura. Muchos están muriendo debido a la contaminación. Una de las particularidades del agua es que tiene la propiedad de sanar los estragos causados por el agua contaminada. Lo que estoy emprendiendo es muy necesario, por tanto, les ruego otra vez que oren por mí.

Al partir yo, el Dr. Frank Wright se convertirá en el primer presidente general de la NRB que sea también el director ejecutivo. Como también fui presidente general de la NRB durante mis primeros años como presidente de la junta, conozco muy bien la importancia que tiene este puesto. Como tomé parte en el proceso de contratar a Frank y he trabajado muy de cerca con él en los últimos dos años, puedo decir con toda confianza que él es el hombre indicado para este puesto. Frank es una magnífica persona, es sumamente capaz y es un ejecutivo piadoso y ejemplar. ¡Qué genial que Dios tiene al hombre indicado como presidente de la NRB!

Muchas gracias otra vez por haberme permitido servirles. Ha sido un viaje de toda una vida.



NRB Chairman/CEO
Glenn R. Plummer is president/CEO of Christian Television Network in Southfield, MI. Contact him at pastorplummer@aol.com or 248-559-4200.

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unbelievers will be
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"**Truth for Life** is an absolute favorite with our audience at KGNW. Every show is a matchless blend of rock solid bible teaching, vibrant analogies, and charming accounts of Scottish upbringing, all knitted compactly together with Alistair's distinctive humor and wit. Many of us have been encouraged and edified by the teaching ministry of **Truth for Life**, and look forward to each day's program. The KGNW family of Seattle, Washington want to wish Alistair, his family and the entire **Truth for Life** staff a very happy 10th anniversary, and may God continue to bless this very unique and much loved ministry."

— *David Fitts*
General Manager
Salem Radio Group
of Seattle
8:00 AM, M-F

"**Truth for Life** is one of our "anchor" programs on "The Light" Radio Network. I can honestly say that I turn the radio up at 9AM when Alistair comes on the teach. His insight into the scripture and his ability to contextualize the Word of God with our culture is actually "fun" to listen to.

"Congratulations to Alistair and the staff of **Truth for Life** for your faithfulness to stay the course these past ten years. It is the Word of God that changes lives. Thanks for being true to The Word."

— *Ric McClary, GM*
"The Light" Radio Network,
Vermont/New Hampshire, 9:00 AM, M-F

"We are so grateful to partner with a ministry that understands how important it is to communicate God's Word right into the heart of where people are living today. Great communication of the great Truth, always with practical application and insight.

Congratulations to you, Alistair, and the entire staff at **Truth for Life** on 10 very successful years. We look forward to the continued growth of **Truth for Life** and to your creative and dramatic words of hope to the coming generations, equipping them with truth, understanding and encouragement. It is a blessing to present Alistair and

Truth for Life to the central Texas community.

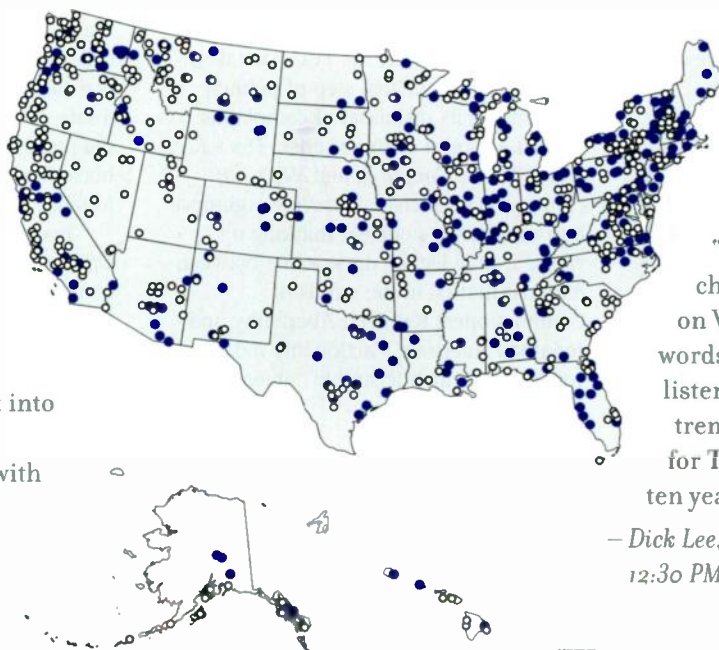
— *Gene Bender, GM,*
KIXL-AM, Austin, TX
12:30 PM, M-F

"Alistair adds his voice to the chorus of truth tellers heard on WCRF. His straight-forward words get the attention of our listeners. Congratulations on the tremendous growth and ministry for **Truth for Life** over these past ten years. To God be the Glory."

— *Dick Lee, SM, WCRF-FM, Cleveland*
12:30 PM, M-F

"When we consider Christian broadcasters, we are mindful that eternity is on the line. Under God's power, Alistair's colorful style of biblical preaching reveals his single-minded concern for a dying world. Along with thousands of our listeners, we couldn't imagine a morning without his voice. Congratulations on your 10th anniversary Alistair and the entire staff. The best is yet to come."

— *Gordon Marcy, General Manager, Salem Radio Group of Louisville, 8:00 AM, M-F*



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FCC Indecency Enforcement Draws Some Boundaries

As 2005 opens, it is unclear whether Congress will actively consider new broadcast indecency legislation this year—but the Federal Communications Commission's continuing enforcement of existing restraints means that the topic will remain visible for some time to come. Recent FCC decisions indicate that the agency is attempting to set some operational guidelines for licensees. However, the process is difficult, and the five Commissioners do not always agree on where the lines should be drawn.

Given the many high-profile indecency developments in recent weeks, it is not surprising that little public attention has been paid to the complaints that the agency dismissed. By the end of 2004, the Commission had negotiated its third major consent decree of the year to resolve pending indecency investigations. The latest,

aired the program, as well as Fox itself, should be fined.

Both Viacom and Fox have stated that they intend to take their cases to court if need be. However, the two proceedings are still in relatively early stages of administrative litigation before the Commission; it could be 2006 before either matter reaches an appellate bench.

In the meantime, the FCC has taken the somewhat unusual step of publicly announcing its dismissal of complaints against episodes of three series: Fox's *Keen Eddie*, NBC's *Coupling*, and WB's *Off Centre*. Those decisions provide a glimpse into the agency's current thinking on where it may legally draw a line between material that is, in the words of Commissioners Kathleen Abernathy and Jonathan Adelstein, "actionably indecent" versus that which is simply "objectionable

woman is at all times fully clothed, and is never seen touching or even approaching the horse."

That conclusion provoked a direct response from Commissioner Martin: "Despite my colleagues' assurance that there appears to be a safe distance between the prostitute and the horse, I remain uncomfortable."

Two episodes of *Off Centre* attracted complaints because of dialogue that mixed sexual content with, in one instance, "sustained and repeated references to excretory activities" and, in the other, jokes involving urological treatments. Although both presented "a close case", the Commission majority decided that material was not sufficiently explicit or graphic to be actionable, particularly because neither depicted sexual or excretory organs or activities.

In both cases, Commissioners Abernathy and Adelstein provided a joint "separate statement" to explain their reasoning. They noted that while, as parents, they would bar their own offspring from watching the programs but "whether a program is suitable for our children is not the standard that as Commissioners of this agency we must apply.... We are ... compelled by the Constitution not to overreach our limited authority and impose our taste and personal judgments on the rest of America."

NRB is engaged in monitoring indecency enforcement activity and recently expressed some concern over Chairman Michael Powell's public statements about the fall broadcast of *Saving Private Ryan*, a movie set on World War II battlefields that featured profanity-laced dialogue. Complaints concerning that broadcast remain pending at the agency.



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.

Recent FCC decisions indicate that the agency is attempting to set some operational guidelines for licensees. However, the process is difficult, and the five Commissioners do not always agree on where the lines should be drawn.

involving Viacom, ended probes into several broadcasts, including a now infamous *Opie & Anthony* radio program concerning a sexual stunt in St. Patrick's Cathedral. Under the terms of the settlement, Viacom agreed to make a voluntary payment of \$3.5 million to the U.S. Treasury and to institute new procedures to avoid future violations.

However, the Viacom consent decree specifically exempted the Super Bowl "wardrobe malfunction" incident from the settlement. The company is contesting the FCC's finding that the Super Bowl half-time show, which featured a brief glimpse of singer Janet Jackson's breast, was indecent. Fox, too, is contesting a recent agency finding that its broadcast of a *Married by America* episode violated the rules—and that 169 network affiliates that

or in bad taste."

Of the three cases, the five Commissioners unanimously agreed only on *Coupling*. The FCC determined that although the program focused primarily on sex and repeatedly employed dialogue full of sexual innuendo and double entendre, the material was not actionable because it lacked "explicit or graphic depiction[s] or description[s]."

The Commissioners split ranks on the other programs, with Michael Copps and Kevin Martin in dissent in both cases. The challenged *Keen Eddie* episode involved a prostitute used in connection with illegal trafficking in horse semen. The majority determined that the program, while likely offensive to some viewers, was not "sufficiently explicit or graphic" to be deemed indecent. The FCC noted that "[t]he



The wonder and beauty of God is that He has given each of us similar paths in life to propagate the gospel around the world. Son Broadcasting is honored to work along side broadcasters and ministries, who in a spirit of love and unity, have worked together to touch the world with the "Life-Changing" message of Jesus Christ.

Our prayer is that you will experience His fullness of joy and pleasures forever more. These are members of our family who have chosen to be part of the path of life!

In His service.

Belarmino Blackie Gonzalez

President-Son Broadcasting Network

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Photo by Joanna Browne Gonzalez

*"You will show me the path of life.
In Your presence is fullness of joy.
At Your right hand are pleasures forevermore."
Psalms 16:11*



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WASHINGTON

La FCC establece algunos límites

Ya empezó el 2005 y aún no se sabe si este año el Congreso considerará un nuevo proyecto de ley en cuanto a la inmoralidad en las comunicaciones. Como la Comisión Federal de Comunicaciones (FCC, por sus siglas en inglés) sigue haciendo que se respeten las restricciones vigentes, eso indica que el tema estará en boga por algún tiempo. Las decisiones recientes de la Comisión indican que ésta está tratando de establecer normas para los que tienen licencias. Pero el proceso no es fácil, y los cinco comisionados no siempre están de acuerdo en cuanto a los límites.

Dada la prominencia de los hechos inmorales de las recientes semanas, no es de extrañarse que se le haya dado poca atención a las quejas que el departamento no quiso considerar. Para finales del 2004, la Comisión había gestionado el tercer

La empresa Fox también está refutando la conclusión reciente de la Comisión de que uno de los episodios de *Married by America* incumplía con las normas, y que Fox y 169 afiliados que transmitieron el programa deberían ser multados.

Tanto Viacom como Fox han declarado que de ser necesario llevarán su caso hasta los tribunales. Pero los dos casos aún están en las primeras etapas de litigio administrativo ante la Comisión; es posible que sea hasta el 2006 antes de que alguno de los casos llegue a un tribunal de apelaciones.

Entre tanto, la FCC ha anunciado públicamente su rechazo de quejas contra episodios de tres series: *Keen Eddie*, de Fox; *Coupling*, de NBC, y *Off Centre*, de WB. Estas decisiones dan una idea de lo que la Comisión considera la posible división entre lo que, según las palabras de los comisionados Kathleen Abernathy y

“suficientemente explícito o gráfico” como para ser tildado de inmoral. La FCC dijo que “la mujer siempre está completamente vestida y nunca se ve tocando el caballo ni acercándose a este”.

Esta conclusión provocó una respuesta del comisionado Martin: “No estoy conforme, a pesar de la opinión firme de mis colegas de que parece haber una distancia razonable entre la prostituta y el caballo”.

Dos episodios de *Off Centre* suscitaron quejas porque en el diálogo se mezcla contenido sexual con, en un ejemplo, “referencias continuas y repetidas a hechos excretorios” y, en otro, bromas que tienen que ver con tratamientos urológicos. Aunque los dos eran un “posible caso”, la mayoría de la Comisión decidió que el contenido no era lo suficientemente explícito o gráfico para ser enjuiciable, en especial porque en ninguno se veían órganos ni hechos excretorios ni sexuales.

En ambos casos, los comisionados Abernathy y Adelstein dieron una “declaración aparte”. Dijeron que si bien como padres ellos no permitirían a sus hijos ver tal programa, pero “que un programa no sea apto para menores no es la norma que como comisionados de este departamento hemos de aplicar... Nos vemos... forzados por la Constitución a no excedernos en nuestra limitada autoridad e imponer nuestro gusto y juicio personales en los demás ciudadanos”.

La NRB da seguimiento al cumplimiento de las normas y recientemente expresó su inquietud en cuanto a las declaraciones del presidente Michael Powell sobre la emisión por TV de *Saving Private Ryan*, una película sobre la Segunda Guerra Mundial en la que abundan las blasfemias. Las quejas en cuanto a esta emisión aún están pendientes en la Comisión.



Richard E. Wiley, socio del bufete Wiley, Rein & Fielding, en Washington, DC, es presidente de la FCC y funge como asesor legal de la NRB en Washington. Rosemary C. Harold, socia del bufete, lo ayudó en la preparación de este artículo.

Las decisiones recientes de la Comisión indican que ésta está tratando de establecer normas para los que tienen licencias. Pero el proceso no es fácil, y los cinco comisionados no siempre están de acuerdo en cuanto a los límites.

decreto de consentimiento más importante del año para solucionar las investigaciones sobre inmoralidad pendientes. El más reciente -que involucraba a Viacom- finalizó las investigaciones de varios programas, entre los cuales figura el programa de radio *Opie & Anthony* sobre una treta publicitaria inmoral en la catedral de San Patricio. Según las condiciones del acuerdo, Viacom aceptó pagar \$3.5 millones al Tesoro de EE.UU. e iniciar procedimientos para evitar más incumplimientos en el futuro.

Sin embargo, el decreto de consentimiento de Viacom excluyó específicamente del acuerdo la “falla en el vestuario” durante el Super Bowl. La empresa está refutando la conclusión de la FCC de que la función del medio tiempo del Super Bowl, en la que se ve brevemente uno de los senos de Janet Jackson, fue algo inmoral.

Jonathan Adelstein, es “inmoralmente enjuiciable” y lo que es “censurable o de mal gusto”.

De los tres casos, la Comisión solo estuvo de acuerdo unánimemente en el de *Coupling*. La FCC determinó que si bien el programa era principalmente sobre sexualidad y tenía muchas insinuaciones inmorales y de doble sentido, no era enjuiciable porque carecía de “descripción [es] y representación [es] explícitas o gráficas”.

En cuanto a los otros programas, la Comisión quedó dividida al estar Michael Copps y Kevin Martin en desacuerdo en ambos casos. El episodio de *Keen Eddie* en cuestión presentaba a una prostituta participando en el tráfico ilegal de semen de caballo. La mayoría estuvo de acuerdo en que el programa, si bien podría ser ofensivo para algunos televidentes, no era lo

Come On ... Let's Go!

TRADE TALK

Life is too short,
Souls are too precious,
and the *Gospel* is too wonderful
for us to sleep through it all.

Adrian Rogers

"... for necessity is laid upon me:
yea, woe is unto me, if I
preach not the gospel!"

1 Corinthians 9:16

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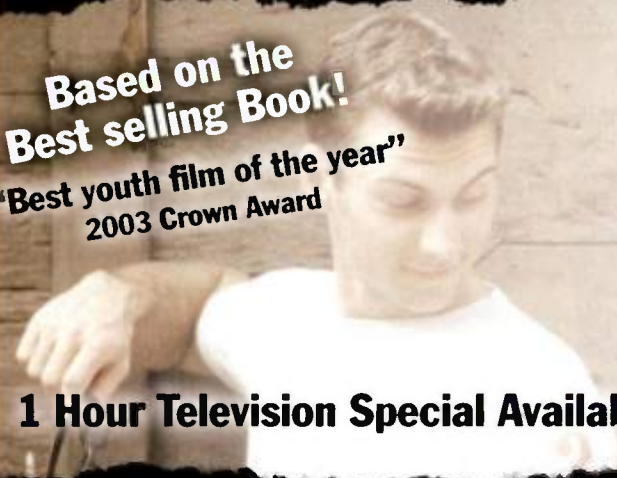
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RADIO

The Radio Committee: NRB's "Engineer"

Chairing the NRB Radio Committee has been a joy, and has made me very aware of the many changes in the field of radio. We've seen growth in the number of stations owned by a group, growth in the number of stations that program music exclusively, growth in the number of talk show hosts with biased viewpoints, and a growing emphasis on the programming strategy of including more news. However, the greatest growth of all has been in the area of technical development.

Every year in the Convention Exhibit Hall, there are wonderful new products on display. Did you know that there is a hand-carried transmitter that can be used in remote locations? What a marvelous technical achievement... and good news to penetrate the darkness! Moreover, in Anaheim, the new NRB Tech Lab track will have demonstrations of new equipment.

Radio Ink recently published its *Book of Lists*, a review of important people groups

and newsmakers. What pleased me most was a list of "Most Admired Engineers in Radio" as one of the categories. You see, it has always been my belief that the most important person at a radio station is the engineer... because that person's job is to keep the station on the air. The engineer is not the one recognized in news releases when the Arbitron report is released, but is the one who has to work with all of the station personalities, including different owners. The engineer is not the one who is through at the end of the work day, but is the one who is called in the middle of the night to fix something — even if it means tramping through the snow to the transmitter site. The engineer's job is to keep the station on the air, to do so within the compliance requirements of the FCC (regardless of the type of station: AM, FM, LPFM), and thus protect the station owner's license.

So, here's the segue: I see the NRB Radio Committee as the "engineer" for NRB member stations. We plan workshops

(including FCC) that provide information to serve your needs and to keep you current regarding the responsibilities of an owner, and we want you to go back to your radio station(s) and use what you have learned to serve your community of license in an even better way. We also provide information to the best of our ability when you contact us. We do it all, because we see our job as keeping you on the air with the good news of the Gospel.

Wednesday morning following NRB 2005, the Radio Committee will meet to begin planning for NRB 2006 in Dallas, TX. The goal will be the same... helping NRB stations to continue sending forth the strongest possible signal to proclaim the Good News that Jesus is Lord.

Signing off...



Sue Bahner,
CrossWay Consulting,
crosswaycn@aol.com

INTERNET

Removing the Unnecessary

Perhaps more than any other component, poor web site architecture will most likely lead to overall web ministry failure. The reason is simple: the site is designed for your target audience to interact with you in a particular way. Without a clear architecture, you risk confusing your audience, motivating the wrong actions, or simply turning your visitors away.

Your site architecture is a blueprint, and there are four main things that it must do: categorize information; clarify the relationships between that information; provide the necessary functionality of each page; and supply the desired content types on each page.

Basic guidelines for removing the unnecessary:

It's not about you. More positively, it's about the psychology and interests of your audience. Obviously, what your ministry does and how it ministers to people is important, but try putting yourself in the shoes of your target audience and thinking

about how they will be using your site.

Use no more than seven main categories: reduce, consolidate and eliminate. Determine what categories you think your site visitors will want. Everything about your organization must fit into no more than seven categories, so pick them well.

Make main category names obvious to web site visitors. Ministries often use "organization-speak" on their sites. Because they are so accustomed to the internal names that they give things, they make the mistake of thinking that site visitors will be familiar with them as well.

Out of your site architecture, navigation will naturally follow. Navigation is simply a set of tools to help people find their way around a site. You should provide several types of navigation for your site visitors, including:

Main Navigation: allows navigation across major categories of your site. It can either be a left-navigation or top drop-down navigation, but it needs to be in the same place on every site page.

Sub-Navigation: allows navigation within sections of your site. If you have a larger site, you will want to provide a way for people to find information easily once they are within a particular category.

Breadcrumbs: a form of navigation that appears on the top of your site pages. It's named after the kids in fairy tales who would drop breadcrumbs to find their way home.

Site Map: helpful tools that provide a snapshot of your entire site. Research shows that this is the least valuable form of navigation, so don't over-prioritize it.

These practical site architecture and navigation tips will help you remove the unnecessary and focus on your core audience. I encourage you to search for examples of what other Christian and secular organizations are doing online.



J. Sebastian
Traeger,
Christianity.com
CEO, jtraeger@
christianity.com

TRADE TALK


AIRWAVE NEWS RADIO

AIRWAVE NEW TV

Chattanooga, TN – WMBW-FM aired live for one week from Focus on the Family studios in Colorado Springs, CO. The Moody Broadcasting Network-owned station interviewed 21 ministries with corporate offices based in Colorado Springs and provided an on-air opportunity to share with listeners what the ministries are doing in the area of domestic and world missions. WMBW-FM General Manager Leighton LeBoeuf and Program Director Andy Napier interviewed the ministry guests during morning and afternoon drive segments. The week of broadcasts was produced by the Focus on the Family production team headed by John Dale. (Leighton LeBoeuf, Leighton.LeBoeuf@moody.edu)



During a tour of the Compassion International office in Colorado Springs, from left: Tim Glenn, Producer of *Speak Up With Compassion*, Andy Napier, WMBW PD, Mandie Walmsley, Radio Marketing Project Specialist for Compassion International, and Leighton LeBoeuf, GM, WMBW

Roswell, GA – Salem's  SALEM COMMUNICATIONS KOSL-FM/Jackson, CA, part of Salem's recent multi-station exchange with Univision, began simulcasting the AC Christian-formatted The Fish KKFS-FM/Sacramento, CA. (PDAdvisor, 11/18/04)

Chicago, IL –

WMBI-FM's new afternoon show, *Prime Time Chicago*, hosted by



from left: Billy Davis Jr., Denise Pagano, Marilyn McCoo, Collin Lambert

Denise Pagano and Collin Lambert, welcomed its first guests into the studio: Marilyn McCoo and Billy Davis, Jr. Considered musical icons, the couple promoted their new book *Up, Up and Away*, published by Northfield Publishing. (Collin Lambert, Collin.Lambert@moody.edu)

Fort Worth, Texas –

FamilyNet Television joined the Comcast Digital line-up in the Dallas area on December 28, 2004, as a part of the Digital Classic package. FamilyNet airs on channel 296. (Andrea Sharples, asharples@FamilyNet.com)



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Oh to be a graduating college student again...

The field of church media has exploded in the past few years and the job opportunities are plentiful. It seems like each month I receive a notification that a church is looking for a media minister, technical director, or some similar position. Where 10, or even five years ago, full time positions in the field of church media were limited to churches with attendance in the 2500+ range, now it's not uncommon for churches that average 1000 or so each week to be hiring full time staff.

The leadership of the National Religious Broadcasters recognized a need a few years ago to come to the aid of this group of Christian servants who perform much of the behind the scenes work that make the broadcast ministries of local churches successful.

The Church Media Committee was formed at the Nashville convention in 2001 with the goal of helping local churches work toward a greater degree of excellence in the production presentation of their media ministries.

As the church media director, you must wear many hats. You may be responsible for

front of house sound, video director, facility computer support, web management, lighting, drama, bookstore... more than likely it's a combination of many of these!

However, of all the responsibilities, perhaps the most important task that the media director must excel in is that of recruiting, training, and motivating a volunteer crew. Without volunteers our media ministries will rapidly fall apart.

One of this year's education sessions features a tremendous seminar on ministering to your volunteers, which is led by the media director of one of the largest churches in the country. All of you should plan to attend this class.

In fact, the 2005 NRB Boot Camp and seminars represent the best collection yet of topics and speakers. If you go to NRB 2005, plan to attend each of these sessions. You'll learn from experts who will share the following:

- Communicating the gospel in the digital age
- Copyright and licensing issues for music, movies, and Internet material

- Marketing your ministry to your community
- Methods to improve directing your video projects
- Challenging your volunteer crew to worship
- Utilizing the latest high tech video and audio equipment for worship

If you're unable to attend, I encourage you to buy the audio recordings of these sessions. I think you'll find this information to be extremely valuable.

On a personal note, I'm concluding my three-year term as chairman of the Church Media Committee. I appreciate the encouragement that the NRB staff and leadership have provided as we set the foundation for this committee. If you're interested in working with our group, please contact me and I'll forward your name to the new chairman.



*Steve Cowart,
Director of Media
Ministry, First Baptist
Raytown, Kansas
City, MO, scowart@
firstbaptistraytown.
com*

The Year in Review

NRB 2004 marked the official launch of the TV Forum, which is sanctioned by NRB. The TV Forum will meet on Monday afternoon at NRB 2005, providing a gathering place for individuals involved or interested in Christian television to meet with their peers and learn from one another. NRB members who attend this meeting will also elect TV Committee members, who will in turn represent their interests before the NRB.

The TV Committee works throughout the year to plan workshops for the convention, develop the TV Showcase, coordinate the TV Reception, and prepare the TV Awards. Additionally, the TV Committee sponsored the inaugural meeting of the TV Forum in Los Angeles this past summer.

The TV Forum met for two days to discuss the issues facing Christian TV producers and broadcasters, and had the opportunity to tour several of the major studios. We had a day of very beneficial dialogue with over 40 people who came to the event. The TV Forum also helped plan the NRB

Convention workshops.

Consequently, we have expanded the variety of convention workshop offerings and brought in some highly qualified speakers to provide the best training possible. Additionally, the Boot Camp will address HDTV and the issues facing programmers and broadcasters alike. Be sure to check out the NRB 2005 Boot Camp schedule, workshops and, of course, the TV Forum Meeting.

The TV Committee has actively been involved in promoting the TV Showcase and preparing the TV Reception for the convention. Please take advantage of all these opportunities to build relationship with others who share your passion to reach the world with the Gospel through television.

The days ahead look bright for Christian television. More ministries are becoming involved in media outreach; more television ministries are improving the quality and effectiveness of their program(s); and more stations are effectively reaching people with the life-changing message of the Gospel of Jesus Christ.

The challenge is this: To find the most effective and relevant ways to communicate the authenticity and power of the Gospel of Christ to an increasingly post-modern culture. This means Christian television must change as the culture is changing and that we must try what we have never tried

before. We must reach outside of the Christian television ghetto and speak effectively to unchurched people who need to hear and see that Christ is the Answer for the problems they face everyday. As programmers and broadcasters discover ways to meet our culture head-on, we will discover the most significant season for television ministry lies ahead.

Television is the greatest communication tool we have at our disposal. Let us use it effectively for the Kingdom of God.



*Mark Dreistadt,
President, Infinity
Ministry Services,
mark@
infinityconcepts.net*

TRADE TALK

PEOPLE

Perry, GA – The station manager of a popular Christian radio station was killed in the early morning of August 27, 2004, in an auto acci-



Bill and Nelda Bruton

dent on the Interstate. Cecil William “Bill” Bruton, 61, station manager of WCOP-FM, died on the scene. Bruton, a Baptist minister, served in churches in North Carolina as a pastor and music minister before joining Toccoa Falls College in September 1984, owner of WCOP-FM. Bruton’s wife, Nelda, is the office manager for the station. (Becky Purser, bpurser@macontel.com)

Naples, FL – Robert W. Johnson, Sr., founder of the Sky Angel nation-



wide direct-to-home satellite television service, was honored posthumously with Christian WYSIWYG Networks’ 2004 Landmark Award. The San Francisco-based multimedia and film production company presents the award annually to an individual or individuals for being “trailblazers for all Christian filmmakers”. The award was announced during the fifth annual Christian WYSIWYG Film Festival held in late October, and was recently presented to Johnson’s family. Johnson devoted nearly 25 years of his life to building up the world’s first and only Christian-owned multi-channel, high-power direct broadcast satellite (DBS) television system with a mission to preach the Gospel of Jesus Christ around the world using high-power, direct-to-home satellite technology

and to provide families with a Christ-centered and family-safe television alternative in their homes. Truly a DBS pioneer and visionary, Johnson was part of the first round of high-power DBS license applicants in 1981—the second to apply—under the corporate name Video Satellite Systems, and his was one of only nine companies to receive a construction permit and launch authority from the Federal Communications Commission (FCC) for a high-power DBS service in 1984. Johnson went home to be with the Lord on August 5, 2004, but his God-given vision for Sky Angel continues to be carried forth under the leadership of his son, Robert W. Johnson, Jr. (Nancy Christopher, nancy.christopher@skyangel.com)

Black Mountain, NC –

Blue Ridge Broadcasting is pleased to announce the promotions of Rev. Thomas Atema to Executive Director of Blue Ridge Broadcasting, and Jim Kirkland to General Manager of WMIT-FM and WFGW-AM. Atema came to Blue Ridge Broadcasting as General Manager in January 2000 and has held that position for the past



Tom Atema



Jim Kirkland

five years. Kirkland has served as the stations’ Director of Operations and Programming since August 2001. (Tom Atema, 828-669-8477)



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PEOPLE, CONT

Nashville, TN – With **THOMAS:VASQUEZ** ENTERTAINMENT

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Gabriel Vasquez



Jonathan Thomas

Vasquez Entertainment, an artist management firm. Thomas and Vasquez were both formerly with Creative Trust, Inc., as Director of Live Events and Promotion and Director of Sales and Marketing/Sr. Brand Manager, respectively. (Stacie Vining, Stacie@theMcollective.com)

Florence, KY – After 11 years with Paragon Advertising & Communications, Inc., and serving most recently as the Executive Vice President, Robin Webster has been promoted to Executive Vice President/Chief Operating Officer

(EVP/COO) for Paragon. She has 15 years of cumulative experience in the media industry in both agency and station positions. (Patricia Burkhardt, tburkhardt@paragoncomm.com)

Roswell, GA – The following staff changes were made, as indicated: All Access Christian format editor, Mike Severson, departed to join Rounder Records as director of promotion. WAY-FM/WAYJ-FM/Ft. Myers station manager Jeff Taylor has returned to AM drive; as former AM host, Dave Senes has moved to Nashville for his

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TRADE TALK

new role as Network PD for WAY-FM and CHRSN. KSLT-FM/Rapid City has promoted Jennifer Walker to MD/PM drive host, replacing Joe Standish, who moves to PD/AM drive host for a CHR sister station scheduled to launch in early spring. Moody Broadcasting Network's National PD, Denny Nugent, has relocated to the Moody offices in Chicago from his temporary office in Cleveland, OH. Eileen Worcester has moved to WISG-FM/Indianapolis, IN, from sister station WGLD-FM/Indianapolis, joining Kurt Wallace on the morning show. (PDAdvisor, 12/02/04)

Cincinnati, OH –



Harris Corporation's

Broadcast Communications Division

announced that Tony Morelli has joined the Television Broadcast Systems business unit as senior manager, TV Business Programs. Morelli's position is designed to create business development and growth opportunities within the Television Broadcast Systems business unit, utilizing his skills in program and financial management to drive success. Based in Mason, Ohio, he reports to Dale Mowry, vice president and general manager of Harris' Television Broadcast Systems business. (Robin Hoffman, robinh@pipecomm.com)

Saint Paul, MN – Northwestern College & Radio announces three appointments to its academic and advancement departments. Dr. Timothy Kowalik, associate professor of communication, was named asso-

ciate dean of alternative education/director of FOCUS, effective December 1, 2004. David Danielson and Doug Gillquist have joined the Northwestern College



Dr. Timothy Kowalik

& Radio advancement department. An attorney with experience in estate planning, Danielson was named director of planned giving. Gillquist is assistant vice president for radio advancement. He spent 10 years with Focus on the Family, most recently as a senior director in the development area. (Janell Wojtowicz, jbw@nwc.edu)

Elkhart, IN – The Chairman of International Radio and Electronics Corporation, Leonard Isaacs, announced that Clyde W. Moore retired as president and CEO of IREC, effective December 27, 2004. Moore has held various positions within IREC and Crown International since 1951. (Kent Koselke, kkoselke@irec1.com)

Ventura, CA – Regal announced the hiring of Roger Thompson as its new Editorial Director. Beginning in this role on January 3, 2005, Thompson oversees all activities related to the publishing and marketing of Regal as well as Gospel Light curricula for



Roger Thompson



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



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PEOPLE, CONT.

youth and adults. Thompson came to Regal from Rockettown where he worked with Michael W. Smith as the Executive Director of this creative venue in Nashville. With a passion to develop ministries that connect faith with mainstream culture, Thompson co-founded Skate Street in Ventura, California, which is the largest indoor skate park in the U.S. (Marlene Baer, marlenebaer@regalbooks.com)

AIRWAVE ANNIVERSARIES

Chicago, IL – More than 120 years of cumulative service was celebrated for three Moody Broadcasting Network staff in late 2004.

Perry Straw, Moody



Perry Straw



Ruth Dinwiddie

Broadcasting Network development, with 40 years; Ruth Dinwiddie, Senior Announcer for WKES-FM/St. Petersburg, FL, with 44 years; and Jim

Wagner, Chief Engineer for WGNR-FM/Indianapolis, IN, with 41 years. (Robin Jones, robin.jones@moody.edu)



Jim Wagner

TRADE TALK

INTERNATIONAL

INTERNET

Colorado Springs,



HCJB WORLD RADIO

CO – HCJB World Radio is preparing to launch Digital Radio Mondial (DRM), digital shortwave radio. A new broadcasting technology, DRM has the same listening range as analog shortwave and AM, but improves the listener experience by broadcasting in “near FM” quality audio and providing enhanced program options such as data services. HCJB World Radio is developing DRM technology for its broadcast transmitters as well as for transmitters manufactured by other broadcast companies. In 2000, together with the DRM consortium (an organization of broadcasters, network operators, equipment manufacturers and regulatory bodies), HCJB World Radio successfully conducted transmission tests from its transmitter site in Pifo, Ecuador. Last summer missionary engineers in Pifo began installing equipment in anticipation of commencing digital shortwave broadcasting. HCJB World Radio is waiting for a frequency assignment from CONARTEL (the Ecuadorian agency that governs radio) to begin DRM broadcasting in the tropical shortwave band from Pifo. More than 60 radio stations worldwide are broadcasting in DRM, and HCJB World Radio hopes to begin limited digital broadcasting from its Pifo transmitter site in the near future, and will add full digital broadcasting from HCJB World Radio-Australia’s shortwave facility in Kununurra at a later date. (James Ferrier, jferrier@hcjb.org)

Los Angeles, CA – SpeakTank.com (www.Speaktank.com), a new and innovative celebrity speakers bureau representing some of the top pop cultural icons in the world, launched its service with an announcement of its line-up of speakers from the world of film, television, radio, journalism, music and political commentary. Billing itself as “your think tank for speakers”, Speaktank will partner with event coordinators around the globe to provide business groups, conventions, universities, arts and media conferences, and church groups with outstanding communicators. Speaktank’s line-up includes: Martha Williamson, executive producer of *Touched By An Angel*; film critic and radio host Michael Medved; former vice president of CBS Television Terry Botwick; political commentator Ann Coulter; publicist and author Michael Levine; veteran film producers Ralph Winter and Howard Kazanjian of *Star Wars* and *X-Men* fame; *Los Angeles Times* political cartoonist Michael Ramirez; Adam Christing, founder of Clean Comedians; and many others. (Evelyn Sen, info@speaktank.com)

Australia – Christian Family Bible Studies, based in Australia, shares the Gospel with children, family, and adults in Bible studies along with unique, themed family and children’s articles online (www.biblestories.stellaris.com.au). Articles include “Take Time to Relax”, “When the Wind Blows”, and “Fresh Alive Worms”. Articles for children include “Mary and Her Little Lamb”, “Safe

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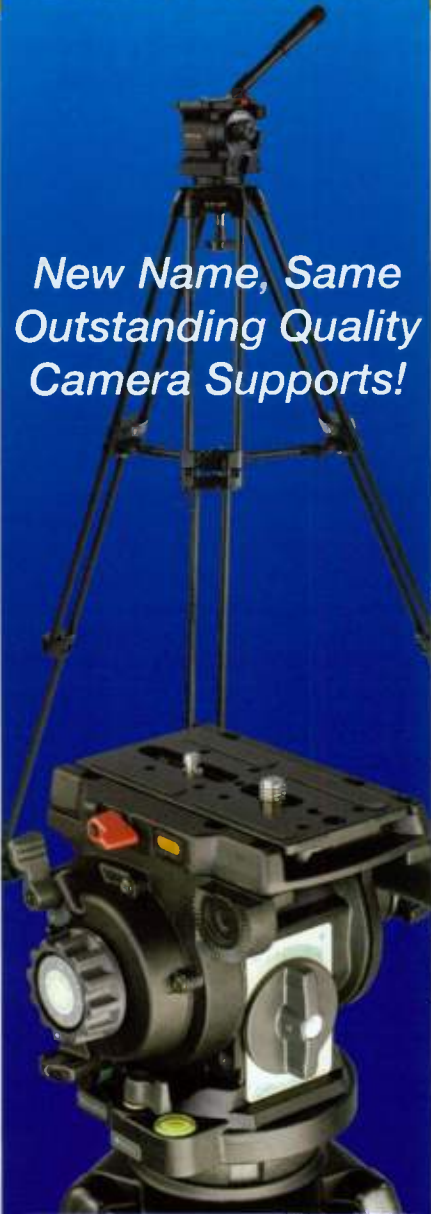
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TRADE TALK

INTERNET, CONT.

that Night”, and “Potatoes for God”. This extensive web site also links to the work of Australian photographer Peter Dobre in Oz Scapes: landscapes of coastal, tree and wildlife images; outback and rainforest photos; clouds and international images. This series illustrates well God’s creative handiwork. (*Internet for Christians*, 01/07/05)

Muskegon, MI – A

new study offers fresh details about church



Internet use. A study by Ellison Research (www.ellisonresearch.com) looked at 700 Protestant churches in the U.S. and turned up a lot of interesting (if not always surprising) facts about the ways and extent that different churches use technology. Among the finds are, that while nine out of ten pastors have Internet access, only about half of the churches studied have a

web site; and that larger churches are much more likely to make use of web sites, e-mail, and other technologies than are small churches. (*Internet For Christians*, 01/07/05)

Muskegon, MI – Chris Dillingham has started an online church. More than just a web site, InfiniteChurch.com (www.infinitechurch.com) is a blending of fellowship, prayer, service, worship, and Bible study within a virtual church building through a special program that can be downloaded at its site. The goal of InfiniteChurch.com is to have a live worship experience in which anyone around the world can participate and contribute. Further information can be found at www.gospelcom.net/guide/webevangeli mbulletin.html. (*Internet For Christians*, 12/30/04)

MUSIC

Moorhead City, NC –

Having released an EP in September 2004, Decyfer

(www.decyfer.org) will be heading back to the studios in February to finish their full-length album. Teaming once again with Jim Cooper and Tony Palacios, they will be in The Sound Kitchen for several weeks working on their freshman release. Decyfer’s video for the radio single “I’ll Breathe for



You” has been completed and is available on their debut DVD, which features live shows, interviews, behind the scenes footage, and more. The DVD will hit retailers in mid-March 2005. (Tim O’Neill, tim@decyfer.org)

Nashville, TN –

Though Mute Math claims the jazz and Cajun-infused city of New Orleans as home, it’s not washboards



TRADE TALK

MUSIC, CONT.

or accordions that you'll find on the band's upcoming debut EP, *Reset* (Teleprompt). The pop/rock threesome, comprised of lead singer/pianist Paul Meany, drummer Darren King and guitarist Greg Hill, emerged from the ashes of Meany's crumbling Earthsuit outfit. Just before Earthsuit disbanded, Meany, along with King, started on a batch of songs that were veering in another musical direction. Mute Math started the new year off playing shows as part of the 2005 Passion Conferences. (Word Records, 01/04/05, music-news@mail-mgr.com)

Nashville, TN –
Indieheaven.com



(www.indieheaven.com) has launched Broken Records (www.brokenrecords.com), a new online division for artists who are pursuing excellence in their artistry and ministry. Broken Records finds artists for its roster from its partner site Indieheaven and promotes, markets, and distributes releases from independent artists who retain complete control over their content and ownership of their songs. Fans and consumers can download songs via the new Weed format or purchase physical product on the Broken Records website. (Brian Mayes, brian@nashvillepublicity.com)

Indianapolis, IN – Tyscott Records (www.tyscot.com) will release *Gospel Next* on March 22, featuring the following new artists: Kevon Carter, Charles Laster II, Lucinda Moore, and The Turrentines. (Darryl Lassiter, 770-827-2468)



Nashville, TN –
sixsteps/Sparrow Records' Chris Tomlin, has been endorsed by

Avalon Guitars. Tomlin plays an Avalon S25 guitar. (CMSpin, 11/22/04)

Nashville, TN –

Four-time Grammy Award-nominated recording artist



Margaret Becker's latest album, *Faithfully Yours (Psalms)*, was nominated for a 2004 Worship Leader Praise Award in the "Best Scripture Song" category. Becker's song "Create in Me", which is available on the new album, was honored with the distinguished award nod. *Faithfully Yours (Psalms)*, which also features worship leader David M. Edwards, is the first in a series of albums that Becker plans to release. The project presents 11 songs inspired by the new Holman Christian Standard Bible from Broadman Holman Publishers. *Faithfully Yours (Psalms)* from Cross Driven Records, a division of Here To Him Music Group, LLC, is distributed by Provident-Integrity Distribution. (Lynn McCain, lynn@mccainpr.com)

Adventures in ODYSSEY.

Created for kids 8 to 12 (but equally loved by adults), this 30-minute drama combines the faith lessons parents appreciate with laugh-out-loud characters kids love! Available in both daily and weekly versions.

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MUSIC, CONT.

Nashville, TN –

Jeff Deyo
(www.jeffdeyo.com)



and his band made a very quick trip to Europe in December to lead worship at Christmas Rock Night in Germany and Winter Wonder Rock in Holland. Deyo and the band recently released their new record in New Zealand in January. In other Gotee news, Sarah Kelly (www.sarahkellymusic.com) was nominated for a 2005 Grammy Award in the “Best Rock Gospel Album” category

for *Take Me Away*. Kelly, the only new artist in the category, is joined by fellow nominees Skillet, Tait, Third Day, TobyMac, and the various artists’ project Holy Hip Hop “Taking The Gospel To The Streets”. She is also Gotee’s first new artist to receive a Grammy nomination. The 47th Annual Grammy Awards will be held on Sunday, Feb. 13, at Staples Center in Los Angeles, CA. (www.gotee.com)

Nashville, TN –

Liquid 8 Records
& Entertainment



released *A Gospel Experience: Live in Italy* on January 25, on CD and DVD. Featuring Dr. Bobby Jones and the Nashville Super Choir, Tonex, and James Gear & Company, the project is a live recording from the 2004 Umbria Jazz Festival in Perugia, Italy. Michael Catain, a former executive with United Artists and Motown Records, founded liquid 8 Records & Entertainment in 2002. (Lynn McCain, lynn@mccainpr.com)

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Director, Business Development
416.368.3194 ext. 506
pisaac@visiontv.ca

Monica Tang
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TRADE TALK

Nashville, TN – Sheridan Square Entertainment has acquired all of the music assets of Nashville's Compendia Music Group. Sheridan Square Entertainment is a New York based music holding company controlled by Redux Records, a company founded by Joe Bianco, and Anil Narang, founders of Alliance Entertainment, and Joe Pretlow, formerly a partner at Bain Capital. Sheridan Square's holdings include Artemis Records, Musicrama Distribution, Vanguard Classics, Triloka Records, and Ropeadope Records. Launched in January 2002, Compendia Music Group is a Nashville based independent music company. Through its Intersound, Light Records, and Compendia Records labels, Compendia markets and sells music in a variety of genres, including gospel, smooth jazz, country, classical, rock, and blues. (Darryl D. Lassiter, darryldlassiter@msn.com)

Nashville, TN – INO Records' Brooklyn Tabernacle Choir (www.brooklyntabernacle.org), received its ninth Grammy nomination in the Best Gospel Choir or Chorus Album category for *Live... This Is Your House*. This is the third Grammy nomination for INO Records with the choir. Founded in 1973, the Brooklyn Tabernacle Choir's 300-voice group has won five Grammy awards and two Dove Awards over the years, and performed all over the globe. Most recently, the choir sang to more than 15,000 people in "Be Glad... the Jamaican Worship Experience". (Stacie Vining, Stacie@theMcollective.com)



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Creative Director (All Resources). Tired of writing copy for car dealerships, mortgage companies, and widgets? How about writing and producing radio campaigns that can change the world? The Idea Agency, a division of Russ Reid Company, a growing radio advertising agency in Portland, OR, is seeking a Creative Director to work with the agency's non-profit clients, including many religious organizations. Responsibilities include assisting in strategic direction for agency client projects, establishing priorities for creative production, and ensuring the completion of final product. An ideal candidate will possess a knowledge and understanding of direct response marketing, fundraising strategies, and direct response radio. Ideal if experienced in direct mail, print, television, and e-media. Strong writing, presenting, and problem solving skills a must. Strong collaboration skills are essential. Please send resumes to David@theideaagency.org, or FAX to D. Harms, 503-682-7113. No phone calls or drop-ins please.

The Family Night Guy™

Host Jim Weidmann is the "Family Night Guy," a real-life clued-in dad who offers spiritual training tips for the family. In a single power-packed minute, you'll be on your way to building a lasting heritage of faith.

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TRADETALK

NRB 2005



February 11-16, 2005 • Visit www.nrb.org

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 first-hand and have the opportunity to participate in technically oriented seminars. See the latest from Panasonic, Sony, Grass Valley, Apple, Yamaha and many others.



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!

INNOVATION EXCHANGE *A problem solving dialogue*

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.

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

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

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

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

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

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

Internet 2 – The Basics and Beyond

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movie reviews

Play a leading role in your family's movie choices! Tune in to this vital short feature for a thorough synopsis of today's new movies. And learn what you should know before you go.



Teens can tune in, dial up and speak out every Saturday night! Hosted by youth experts Susie Shellenberger and Steve Russo, this teens-only talk show gets kids to think out loud, get something off their chests — and get real about faith.



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General Sessions

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



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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



Music: John Tesh & Friends



Music: Michael Card



MONDAY, FEBRUARY 14

12:00 NOON

International Luncheon – ticket 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

Last year, on average, two people made decisions for Jesus Christ every minute through the Billy Graham Evangelistic Association.

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Share the great news of how God is working around the world—and challenge your listeners to make their decision for eternity—with BGEA's 60-second radio program, *Decision Minute*. For more information or for sample programs, stop by our booth at NRB.

Decision Minute

A ministry of the Billy Graham Evangelistic Association



TRADE TALK

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



Learn Five in '05!

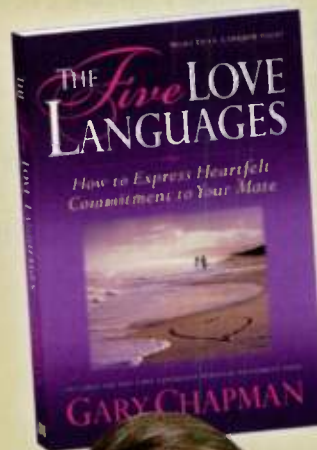
Everyone is hungry for better relationships!

With over 2.5 million now sold of *The Five Love Languages*, audiences are hungry for the message of how to get love from and give love to spouses, children, and friends.

Gary Chapman is no stranger to radio or public speaking. *A Growing Marriage* is aired on 100+ stations daily, and Dr. Chapman is featured at weekend retreats and seminars throughout the nation and abroad.

For Interviews/Guest Spots:

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janis.backing@moody.edu.



Gary Chapman



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Educational Sessions

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 F** 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



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For a 26 minute program demo contact Bob B. Blue at the NRB convention or New Life Ad Agency at: P.O. Box 4440, Diamond Bar, CA 91765 (909) 859-6510.

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** **R** 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
- I** INTERNET
- L** LEADERSHIP & MANAGEMENT
- R** RADIO STATIONS & NETWORKS
- T** TELEVISION STATIONS, NETWORKS, FILM & VIDEO

Acknowledgements

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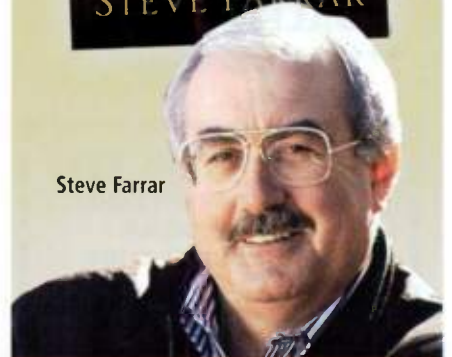
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TRADE TALK

NRB 2005

INNOVATION EXCHANGE

A problem solving dialogue

Tuesday, February 15 – Ballroom

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!

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

TRADE TALK

A WORD FROM THE WORD

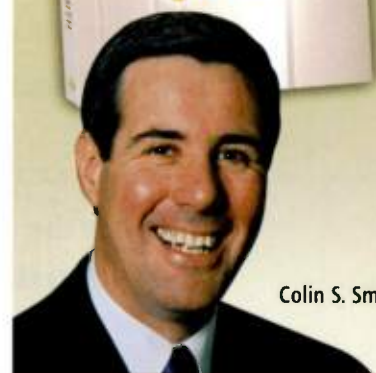
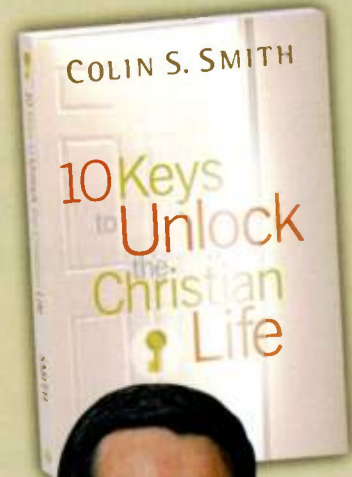
Ah, now I understand!

We need guidance to find our place in the kingdom.

Colin Smith, senior pastor of Arlington Heights EV Free Church, is known for his highly engaging manner and uncommon ability to bring light to the mysteries of Scripture – particularly to those post-moderns searching for meaning.

Colin is heard daily on *Unlocking the Bible*, aired in major Midwest markets. His Scottish "accent" has listeners hanging on every word. His audio and video study guides are bringing knowledge and belief to people around the globe.

For Interviews/Guest Spots:
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Colin S. Smith

- 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

Perfect Peace

Isaiah 26:3

PERFECT PEACE. Ha! Wouldn't that be nice! Well, keep reading and I will tell you how you

can get it. Isaiah 26:3 says, Thou wilt keep him in perfect peace, whose mind is stayed on thee (KJV).

Perfect peace — the Hebrew word is shalom, and it means "peace, or good health, or well-being". In the Hebrew text, we actually find a duplication of the word for emphasis: It's shalom shalom.

Now, if you get your theology from looking at other Christians, then you are probably in trouble here because most Christians worry about the same things as non-Christians. So, if you want to experience the peace that God is offering, then you must get your theology from the Bible, for what God will give you is not normally experienced in our world — even by most Christians. Listen, God is not offering you an aspirin for your headache or a security blanket, like Linus in Peanuts. He is offering you a priceless quality of life. He is offering you perfect peace, when your mind is stayed on Him.

So, keep your mind on Christ — think of Him, pray to Him, seek Him in all things. He promises perfect peace — shalom shalom. It is the peace that surpasses all peace!

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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Church Media & Technology Resources

By *KEN LUBECK*

Print and live events are just two ways that people learn and get information. A pastor has the attention of his congregation only one to three hours each week, while the average person consumes three to six hours of various types of content each day.

What is a pastor to do to cut through the noise?

Churches are now using new forms of technology to communicate with their leaders, members, and community.

New gadgets and gizmos are released in the market every day, but what does your church actually need? How do you lower costs, save time, and become more strategic with your church technology?

Pastors, we know you are very busy, so here is some advice for you. Start a Media-Tech Ministry and have its members go through the following information to develop a plan that best fits the needs of your church.

COMMUNICATIONS:

What type of communications solutions can help me run my church?

Word of Mouth

This method is good for getting “the word” out about your church and your events. In-person, verbal communication from the pulpit works, but most people only retain about 20% of what they hear. Often the message is altered and skewed as information is passed from one person to another.

Print

Creating your church bulletin and other paper materials is a good way to keep the message clear, and can help remind people if they read it and don't misplace it.

Telephone

Phone chains can work well and are a good way to reach someone quickly. However, if a large number of people need to be called, phone chains are very time consuming. (NOTE: Don't be afraid to turn your cell phone off!)

Fax

Sending and receiving faxes is time consuming, but also helpful if a person needs detailed information and doesn't have access to a computer.

E-mail

Email is a good communication tool for both inside and outside of the church. E-mail your leaders, your members, your visitors and seekers, as well as your local community. This is becoming one of the best ways to get the word out to your congregation. A combination of email and phone calls will always be needed since 10-20% of your congregation will never use email or the Internet. Assign a person to keep your congregation's contact information up-to-date and accurate. Data should be organized into groups: choir, leadership, or youth to enable quick reference and therefore quick contact with specific groups for specific reasons.

Web Site

Use a web site as a church informational brochure, a church bulletin, an information center and as an outreach tool.

Begin with an outline of what you want the web site to accomplish. Is it to

bring new people into the church? Then address the felt needs of seekers. Answer the questions that you think they may be asking, such as:

- Is this church friendly, active and interesting?
- What services do they offer for me and my family?
- What is the Sunday service like?
- Where are they located and when are the services? (17% of Americans have looked for local religious services in their area using the Internet. *Source: Pew Report, 2004*)

Once you have a basic, appealing web site continue to build it out for specific purposes.

Make sure you have some nice pictures and images on the site.

Testimonials with Photos

Have the person(s) who builds and maintains your church web site (web master) place a Title META tag and a META description tag into the HTML at the top of the page under the <HEAD> tag. This will help search engines find you.

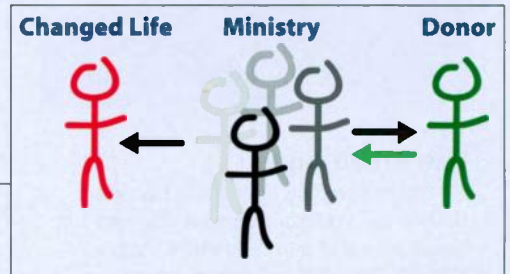
Is Your Message Getting Through?

Even the most important message will fail if no one hears it.

And unfortunately, the fundraising message of many ministries today is failing to involve the very people they want to talk to — their donors.

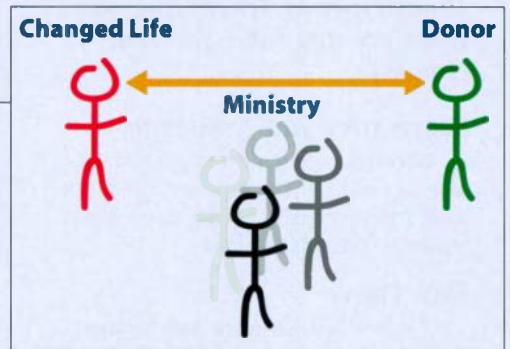
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Use META tags

Make sure you spend the necessary time to get your church web site listed in directories and search engines such as Google, Yahoo!, LookSmart. There are web sites in your area that people use to find local services and events. Search for your town in Google and Yahoo! and see what types of directories are listed.

SCHEDULING:

What types of scheduling solutions are available for your church?

Secretaries and Assistants

Managing church events and schedules face-to-face with a person can work well, but your assistant may want a better, more efficient solution.

Day Timer

Paper schedules work well for most people, but they are hard to share.

Outlook and PDA's

Schedules kept in an electronic format can be moved from one device to another and easily shared between two or more people.

Online Scheduling Solution

An online solution, such as the calendar in Yahoo! Groups, can work well if all people involved are online. Schedules (personal as well as event schedules), in-group messages, and many valuable calendar features can be shared among many people. It can even cut down on the number of meetings you have to schedule!

TRAINING and CONFERENCES: ***How can technology enhance my training and events?***

If your computer has enough hard drive space, church sermons, PDFs and other materials can be maintained and copied upon request.

A password-protected area of the church's web site can be used to store and distribute pastoral teachings in audio, video, and print forms.

Event scheduling, planning and promotion can all be done online via a group communication tool, by using e-mail, posting on your web site, using audio/video resources, distribution of print pieces, and by verbal communication from the pulpit.

You can even host a live training event or conference online!

Training materials can be stored via a digital library at your church.



*TECH TRENDS:

What are current technology trends?

Faith Online

64% of wired Americans have used the Internet for spiritual or religious purposes. Almost 70% of Americans and one billion people worldwide use the Internet, and 55% of all U.S. adult Internet users have broadband at home or work.

E-mail

More e-mails are sent each day than mail is processed through the postal service. Word-of-mouth information is now spread via e-mail as well.

Wireless

A growing number of homes and businesses maintain wireless networks.

The majority of Americans now have a cell phone, which has ever-expanding capabilities.

Electronics

DVDs/players are the fastest growing consumer electronic platform in history. Almost half of all U.S. homes have a DVD player.

Most new PCs have DVD/CD burners, pre-installed media software, and will continue to get smarter, more powerful, and capable of managing larger media files.

Devices are now being sold that are capable of recording, saving, and copying audio and video files from TV, radio, PC, CD, and DVD.

INTERNET USAGE TRENDS:

Four aspects

Content

Obtain information in text, graphics, audio, and video formats. Millions of audio/video files are viewed and downloaded daily.

Community

Participate in discussion groups, web logs, and instant messaging (IM).

Commerce

Shop via direct purchase, auctions, and B2B commerce.

Communications

Connect using e-mail, e-newsletters, and instant messaging (IM).

**(Sources for technology trends: ClickZ, Pew Internet & American Life, and Complete Guide to Internet Statistics and Research)*





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EFFICIENCY & EFFECTIVENESS:
With a view to hardware and software, how can technology be used to improve the efficiency and effectiveness of your church?

- Use simple, but effective, accounting software. (i.e., QuickBooks)
- Maintain a good database. (Name, address, skills/abilities/giftedness, interests, email address)
- A projector in the sanctuary can be used to show images, song text, and video to facilitate worship services.
- Upgrade equipment and software as you can: start small and grow.

MEDIA-TECH MINISTRY:
What is a church media-tech ministry and how will it help your church?

A media-tech ministry evaluates your hardware, software, and other electronic/technical equipment, plans for and maintains it; operates all A/V equipment, computer systems, builds and maintains the web site and networking equipment, and continually researches ways to improve technology use within your church. The purpose is to reach the lost and support the congregation using all available technology.

THE DIGITAL CHURCH:

What does it look like?

Uses multimedia in your Sunday service and other events:

- A one or two minute video clip illustrating a sermon point can speak volumes.
- Still photos of church events help build community
- Keeps a digital library of sermons, photos, video clips, outlines, teaching materials for reuse, and archives them based on felt needs: 10-12 sermons in audio can fit on one ten cent CD copied from a computer and can be quickly referenced and made available to those to which you minister.
- Uses interesting audio, video, and other technology to reach the church body and the community
- Runs after school technology based programs for students
- Offers in-house classes and tech support for the congregation
- Holds seminars using top speakers to train leaders
- Airs live events via simulcast
Hosts seeker events

SOFTWARE/HARDWARE:
What are your church hardware and software needs? What to buy and when to buy it — spending enough, but not too much.

Hardware

- Computers: Purchase a newer computer with a large hard drive and a DVD burner. Place it next to your soundboard and connect the two using a good audio card or box. This will allow you to save your sermons and teachings as MP3 files which can be posted on the web or burned onto a CD.
- Wireless Network: Install one. Once you have broadband technology available inside your church building, it is very inexpensive to install a wireless network.

- Set up a satellite system.
- Other equipment: Printers, projectors, DVD players and other devices, digital cameras, PDA's, etc.

Software

- Communication tools: ISP (Internet), Outlook, blog, chat, instant messaging (IM), VoIP
- Scheduling Software: Outlook, etc.
- Budgeting Software: QuickBooks, Peachtree, Blackbaud, etc.
- Word Processing: Word for Windows, Word Perfect, Word Pad
- Presentation/Worship Software: PowerPoint, Sunday + Plus, MediaShout, EasyWorship, etc.

Database Software

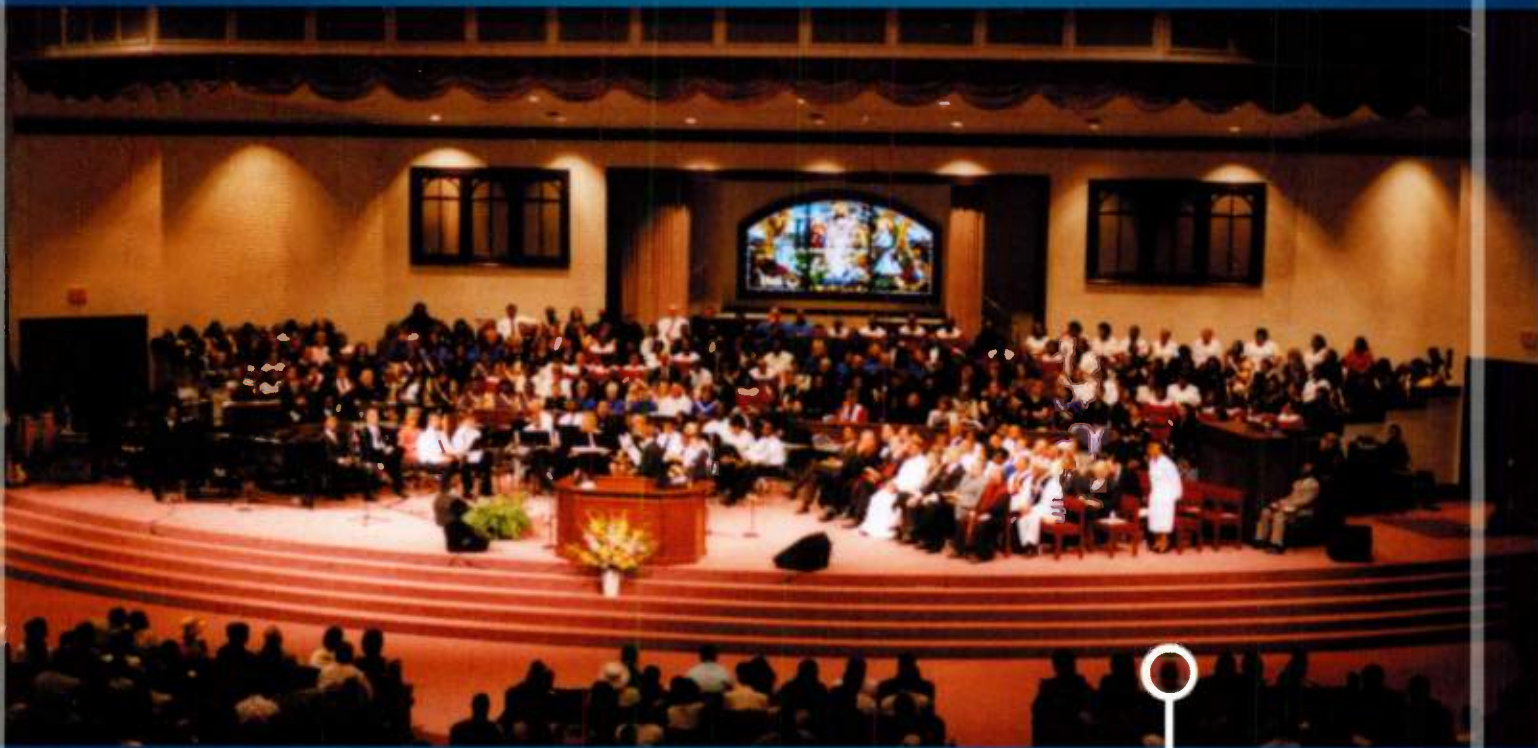
- Graphics Software: PhotoShop, PaintShop Pro, Flash, PowerPoint, FrontPage, In-Design, Illustrator, Corel Draw, Quark, etc.
- A/V Editing Software: ProTools, After Effects, Premier, Sonar, etc.

HELPFUL RESOURCES:

- Technologies for Worship Ministries; OXYGEN Multimedia Ministries
- Hardware reviews in such publications as CNET, PCWorld, etc.
- Companies that sell to churches at wholesale cost.

Ken Lubeck is Director of Technology & eMarketing for Church Communication Network (CCN), www.ccn.tv. He can be reached at ken@ccnonline.net.

CCN provides live training seminars via satellite to local churches.



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Copyright for Churches – beyond CCLI & CVLI

BY ANTHONY COPPEDGE

Most churches, it seems, know that they need the CCLI (Christian Copyright Licensing International) license when printing songs for bulletins and display, printing songbooks, or recording songs in their church worship services. However, many churches also assume that CCLI covers them for more than it does. These assumptions are not only dangerous, but they could be legally painful lessons waiting to be learned.

We asked the Copyright Queen's Royal Spokesperson, Susan Fontaine-Godwin, president of the Church Copyright Administration, what churches need to know about copyrights.

"The number one area of confusion has to do with the Internet," answers Susan. "Churches need to know what they can and cannot do in using copyrights on the Internet."

"The downloading of .mp3 files, playing of background music, displaying images (copyrighted), and videos are all so accessible now," she elaborates. "It's not uncommon to use many, various copyrights on a web site simultaneously, and people often don't think about getting permission before posting it to their church web site. It's also the biggest area of activity for which copyright owners are reticent to allow permission," she continues, "because of the question of protection and security of copyrights. Once it's on the web, it's far too easy to transfer. Many publishers are very concerned about it."

Other issues related to posting on the Internet include multiple types of exclusive rights of the copyright owner.

Reproduction, distribution, display sales, and broadcast of content each require the user to get specific permissions.

We also asked Susan about CCLI. Many churches use CCLI, but, as Susan explains, "It's important churches understand exactly what their CCLI license allows them to do. Many think it covers everything. That's the first misconception. The second is rehearsal tracks. Burning a CD of songs as recorded on an artist or group's CD for rehearsal purposes requires prior permission from the song copyright owner and the master recording owner. It is not covered by the CCLI license. Third is photocopying. The CCLI license grants permission to print songs in bulletins, liturgies, programs, and song sheets, and inbound and unbound songbooks compiled by the church. It does not permit photocopying."

This doesn't even begin to tackle the subject of using videos or images synchronized with music. CVLI, the sister company of CCLI, operated in conjunction with MPLC (Motion Pictures Licensing Corporation), addresses the use of video and film clips — up to a point. The CVLI

license grants churches permission to show videos, included in the CVLI program, for church activities. However, you still need to get permission to record videos or use them in multimedia presentations.

CCA exists to help churches with copyright areas, beyond what CCLI, CVLI, and MPLC allow, providing administration, consultation, and information for churches. Over 95% of clients use CCA for research and permissions, according to Susan Fontaine-Godwin, president of CCA. However, CCA does not give legal advice.

Anthony Coppedge provides consulting to churches for developing and growing a media ministry, building teams, casting vision, and even choosing the right equipment. He lives in Bedford, TX, with his wife and two daughters, and can be reached at anthony@anthonicoppedge.com. Reprinted with permission.



Ross Video Introduces 10 New Multi-Definition Synergy Switchers

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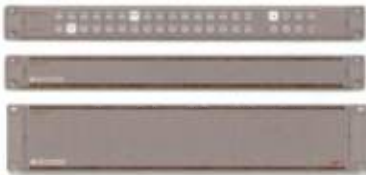
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Laying the Groundwork



Tips on cables and connectors for your audio installation

By JOSEPH C. DiBENEDETTO

The time has come. There's just no way around it and you've been putting it off for far too long. That's right, it's time to take the plunge and start preparations on the audio installation for your facility.

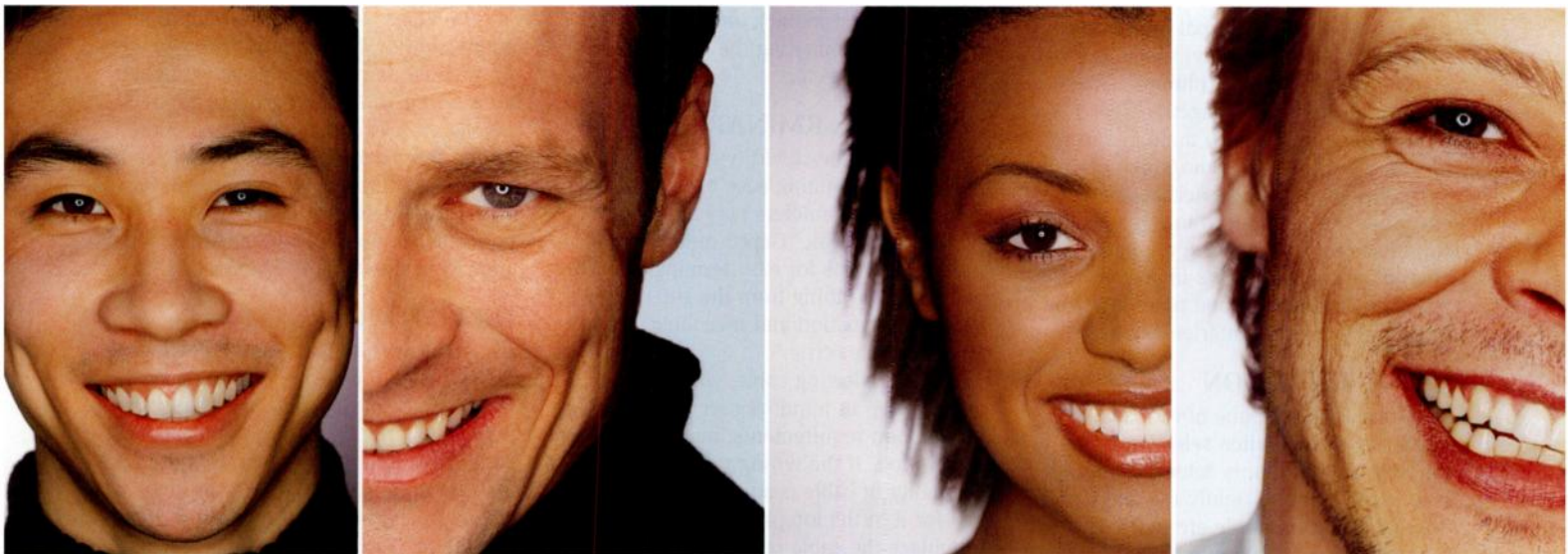
Whether it's a brand new installation or you're just revamping an older system, the tendency will be to focus most of your attention on the bells and whistles associated with an audio installation — microphones, speakers, consoles, amplifiers, etc. However, before you start frantically searching for the perfect speaker, here's a word to the wise — put as much thought into the cables and connectors you select, otherwise, that perfect speaker may wind up looking better than it sounds.

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CABLE

Cable is just cable, isn't it? No. Simply put, selecting the proper cable can be critical to audio performance by providing proper noise rejection and minimal signal loss in transmission from source to destination.

"Microphones create a very low-voltage signal, and because of that, they are very susceptible to external interference from RF [Radio Frequency] transmissions, power lines or even cell phones," stated Scott Fehl, Product Manager at Gepco International, a leader in manufacturing broadcast and studio audio/video cables. "The amplitude of the external interference that can be induced into the cable can be close in level to the original microphone signal, so it's important to use cables that have good noise rejection to keep the external interference out."

NOISE REJECTION

Noise rejection, one of the most important factors when selecting cable for your installation, is achieved through how consistent and tightly the two conductors inside the cable are twisted. Generally, you should purchase cable with fairly high twists-per-foot. The tighter the twist and the more consistent the twisting, the better the cable's noise rejection will be.

"You want to make sure that you keep the hum and RF out of the cable," Fehl continued, "so precision twisting and matched capacitance are important in achieving that. Cable manufacturers, like Gepco, have very strict and consistent quality standards and specifications that help meet these installation necessities."

Shielding works in conjunction with twisting to help improve noise rejection. While twisting offers a reasonable amount of rejection by itself, the shielding adds to and extends the frequency range of the noise rejection. Foil and braided shields both work well, but each has its pluses and minuses.

Braided shields have excellent rejection and flex-life (depending upon the construction and coverage), but they are also more expensive than the alternative. Cables with braided shields are ideal in applications that will see a fair amount of flexing and portable use, especially in single twisted-pair type cables (e.g. portable microphone cables).

Foil shields are cost effective and offer the best high-frequency rejection. Ideal for permanent installation, they also work well in multi-pair designs where the combined strength of the pairs and outer jacket increase the overall structural integrity of the cable. However, one of the greatest attributes of a foil-shielded cable is the ease of termination. Foil-shielded cables with a drain wire offer a quick and simplified method for terminating the shield of the cable to a connector.

EASE OF TERMINATION

Although the shield type is a primary factor in determining ease of termination, many other parameters play a role as well. According to Fehl, "Gepco optimizes all of its cable designs for easy termination. This includes everything from the shield type to jacket construction and mechanical properties of the dielectric."

When selecting cable, you should always keep in mind its user friendliness, termination requirements, budget and application. If the wrong type or an inferior quality of cable is specified, you will pay for it in the long run by either having to replace the cable or substantially adding to the labor cost and installation time.

CONDUCTOR TYPE

The longer the run, the more attenuation you will have in the cable. In order to limit attenuation, you'll want to be mindful of the gauge of the wire, or the size of the conductor. For long runs, 22 or 24 gauge is preferred. Twenty-two and 24 gauge wires have greater cross sectional areas than 26 gauge, so they have less DC resistance, which means there will be less loss through the wire. If you are soldering to a multi-pin connector or patchbay, 24 or 26 gauge is the best choice, since they are easier to manage in small spaces. If you are using a Neutrik XLR or similar type connector, there's no discernable difference in the level of soldering required, so you should stick with the gauge that provides lower attenuation.

CONNECTORS

While on the subject of connectors, how you connect the end product or connector can play a significant role on the success of the installation. "To help prevent cross-talk or inductive pickup in an audio or video connector, keep power and

signal connections separate and unless you have a connector specifically designed for this application, use a connector dedicated to signal and a separate connector dedicated to power," says Fred Besnoff, Product Applications Manager for Neutrik USA, manufacturers of connectors and accessories for the professional audio industry.

Problems associated with improper connection to the end product or connector include: hum or static caused by a poor termination; conductor or product overheating as a result of choosing the wrong size conductor and/or improperly matching it to the wrong size contact; and signal degradation or degradation in RF performance produced by mismatching your RF connectors or connections.

DIELECTRIC

Along with twisting and shielding, the dielectric is an instrumental factor in the performance of the cable. The dielectric in the cable is the insulation that coats each conductor, electrically separating the conductors from each other and the shield. When the signal travels down the copper conductor, it will actually be "absorbed" through the dielectric and into the shield. This occurs to a greater effect at higher frequencies. Typically, you should look for a dielectric with a low k constant.

"For the dielectric, you should choose a solid polyethylene, foam polyethylene or foam polypropylene compound," Fehl explained. "Stay away from PVC-type compounds because the dielectric constant is higher. The lower the dielectric constant, the lower the high-frequency attenuation."

It might only be cable and connectors, but putting some extra thought into which type you select might just be the first step to a successful installation.

Joseph C. DiBenedetto is an executive that specializes in providing communications counsel to many professional audio and video industry leaders.

Technologies for Worship, November/December 2004. Reprinted with permission.

Multimedia Presentations in the Sanctuary:

A powerful ministry tool in the proper context

By PATTY O'DEA

There's no question that incorporating multimedia into worship has proven an exciting, useful tool for many, but, particularly in churches, crossing the line between technology and distraction is an ever-present risk. With this in mind, here are some helpful ideas and guidelines from four Pacific Northwest churches for enhancing the Message with projection. It's a simple fact that multimedia has become the language of contemporary American society. High-tech equipment such as computers, digital light processing (DLP) and liquid crystal display (LCD) projectors, gas plasma displays, and video and audio systems are dramatically transforming the look, feel, and sound of worship services across America.

"As a church with a contemporary focus, our goal is to be technologically advanced enough to engage our worshippers while consistently reinforcing the sermon message," says Loran Lichty, production director at the Renton Assembly in Renton, WA. "Instead of constantly directing their attention to the written program - which breaks their connection with the pastor - we capture their eyes, ears, and hearts simultaneously."

Multimedia Projectors: A versatile communication tool

Many modern churches have already discovered the benefits of electronic presentation equipment for tasks such as projecting hymn lyrics, Scripture, and PowerPoint™ presentations; teaching Bible study classes; posting announcements; sharing inspirational images during offertory; and illustrating sermons with simple graphics.

At the Renton Assembly, Pastor Rick Ross uses PowerPoint™ and a "conference style" approach. Listeners fill-in-the-blanks on a special program insert to help with comprehension and memory during his sermons. Lichty, who coordinates the audiovisual aspects of the sermon each week, notes, "We have found that when people experience the message through more than one sensory avenue, they remember much more of it. We see more people taking sermon notes now and we have also noticed a significant increase in participation at our praise and worship services."

Moving beyond the basics, audiovisual specialists have recently begun to tap the multitude of creative worship and teaching possibilities available with the help of a multimedia projector. Lichty, for example, creates weekly one-minute "video announcements" to promote an upcoming sermon series or a special event. He selects images that relate to or symbolize the topic of the sermon, such as a table decked with breads and cheeses and a small chair for a sermon on the "Parable of the Lowest Seat at the Feast".

Simple animation of keywords or images can also be very effective when used to support a religious theme. At the Newberg Free Methodist Church in Newberg, Oregon, a recent objective was to illustrate a sermon on Christ's redemptive plan. To accomplish this, an image of urban decay was first projected on one side of the screen to illustrate the concept of "the fallen creature in a fallen world". A second image, signifying God's outstretched hand, suddenly appeared on the opposite side of the screen. As the pastor revealed Christ's redemptive plan

to the worshippers, an animated cross materialized in the center of the screen, symbolically bridging the two images.

A church's own identity and mission can be reinforced with the creation of an animated image. For example, a church with a mission of diversity might design a logo featuring two animated hands of different colors that clasp together over a rendition of the church building. According to Jim Endicott, presentation industry consultant and owner of Distinction Communications in Portland, OR, clever multimedia presentations can be particularly appropriate in reaching today's technology-savvy teens in youth ministries. For example, using digital technology, Endicott created an innovative Internet drama for the youth group at his church, the Newberg Free Methodist Church. Entitled *God On-line*, the piece featured a convincing simulation of Christian teens in a chat room having a conversation with God on significant issues. Another innovative use of technology at Endicott's church concerns their missionary field reports, which gain a degree of realism with the help of digital technology. A tape recording of the missionary's own words is digitized for storage on a computer file. The resulting voice-over is broadcast along with a photo of the person and maps of the region to simulate a live field report.

Every Picture Tells a Story

Symbolic still photography and graphics, video clips and animation can be very effective story telling and mnemonic devices. Moving images, in the form of animation or video, can help bring a sermon to life. At Bethany Christian Assembly in Everett, WA, Multimedia and Design Specialist Rick Doucette developed a spectacular 3-D interpretation of the story of creation for parishioners at the annual Easter service. Ominous cloud formations, bolts of lightning, claps of thunder and the stirrings of life filled the eyes and ears of onlookers while they were reminded that God has been with man since the beginning of time. "We try to involve people in the actual drama of the churches' teachings," Doucette says. "We pick an image or series of images that tie together the general theme of the sermon or represent a specific human need or problem that is being addressed."

HELPFUL TIPS

As these illustrations suggest, creative multimedia presentations can be a powerful ministry tool to enhance worship and share the gospel. If used in an inappropriate or heavy-handed manner, however, they can have just the opposite effect. Here are a few helpful tips for a church audiovisual professional.

Know Thy Audience

Context and appropriateness are essential considerations when developing a church presentation. Multimedia presentations can be popular with contemporary young Americans and families, but may ruffle the feathers of older, more traditional parishioners. Always consider the culture (traditional vs. contemporary), demographics, and teachings of your church. Some denominations may consider multimedia enhanced worship to be just an extension of pop culture or too impersonal.

Relevance and Purpose

Consider the relevance and purpose of the creative effect. Every image, sound, or atmospheric effect communicates a nonverbal message. Before creating a multimedia extravaganza, church audiovisual specialists must make sure that the selected visuals and audio are relevant and consistent with the overall message and purpose of the event.

Purity of Message/Purity of Image

Visual and auditory messages should be instantly grasped and go straight to the heart. In general, the simpler and more direct the visuals, the better. Hollywood sound effects and busy, complex, or rapidly sequenced images or animation can distract the audience. "Sometimes something as simple as building a concept on screen with plain boxes and text labels can be the most effective option," Endicott suggests.

Color and fonts can add dimension and meaning to the presentation, but readability and appropriateness are key. The use of yellow for Easter or green for Palm Sunday would be consistent with the themes of these holidays. However, neon colors and overly ornate fonts would invariably detract from a presentation. As Endicott suggests, a plain black background with white text can be a

simple yet dynamic background for text in the church.

Minimalism is the watchword with regard to the projection of text. Copious amounts of projected text will overwhelm and distract your audience and can inhibit the transfer of energy, emotion, and meaning from the presenter to the audience. A few carefully selected keywords are much more memorable and appropriate.

Strive for a Professional Appearance

Clean, elegant, professional-looking visuals reflect positively on the presenter and his or her message. Seek assistance from a qualified creative service organization or hire a skilled in-house audiovisual specialist for the job.

Don't Let Technology Become the Message

A little technology goes a long way. The creative use of it in the church can add an extra dimension to presentations, but make sure it remains in a supporting role. It should not be allowed to upstage the leader or become the message itself.

Using Color in Your Worship Service

Color is a creative tool. You can count on color to make an impression — good or bad — with your audience. To begin, limit your palette. Select two or three main colors for your presentation and stick to them. Whatever colors you choose, make sure your contrasts are strong, strong, strong — especially if your visual incorporates print. Clarity of message is key and it's important to consider aging audience members, and therefore, their aging eyes. Consider the size of the room, too, when making color choices. Primary colors and neon brights can be overwhelming in a small setting, while pastels and neutrals can bleach out in a large sanctuary.

Color Persuades

Presenters using color are 43% more effective at committing audience members to a "call to action", according to a 1988 study. Want your audience to respond? Add impact with color.

Color Enhances Perception

Research by Cal State University shows that the use of color in presenting educational materials cuts learning time in half, with 40% greater retention and a whopping 300% greater mastery of the subject. Want your audience to "get it?" Give it in color.

Color Saves Time

According to studies undertaken at Bethlehem Steel, Martin Marietta and Aetna Health, the use of color can slash training time by 2% to 50%. Want to get your audience up to speed, faster?

Accelerate With Color

"The subconscious is always at work out there," warns Scott West, president of Communication Visuals, Inc. "You need to learn to make it work for you. Color is a vital tool." States West, who developed the P.R.I.S.M. system to help clients take a more in-depth approach to developing their presentations, offers these suggestions:

The higher the level of decision makers you are addressing, the deeper you should take your colors. Shade the red toward burgundy, the blue toward indigo, the green toward forest.

Many industries have their own color codes, using various set colors to symbolize differing scenarios. Do your research, and if you're presenting in another country, check into their cultural biases to ensure positive reception of your message. One final caution: They don't call it a "riot of color" for nothing.

It's easy to get caught up in the fun of creating with color, but your audience should remember your message, not the vivid array of colors you used. Color is an effective support tool for any presentation, but... the Message reigns supreme.

Patty O'Dea is Creative Services Account Manager at BOXLIGHT Corporation in Poughkeepsie, NY, supplier of presentation equipment, services, and training. www.boxlight.com.

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MULTIMEDIA IMPROV

By LOU DOUROS FOR TECHNOLOGIES FOR WORSHIP MAGAZINE

Shots rang out. The smoke cleared and all eyes looked in the same direction. The music changed key, but nobody noticed. The handwriting was on the wall. It was over for the most beloved of this local community. Shot down in cold blood. It was murder, it seemed. Now, as if prompted by somewhere deep inside of them, they began to sing.

The one who pulled the trigger on this otherwise perfect Sunday morning was a pimply teenager with a mouse finger like the Sundance Kid. He sat astride his steed, Pentium. What died to this local community was the Hymnal. And if they weren't careful, others would fall in much the same way.

In this wild west of wicked fast data rates and multimedia and Internet technologies, it seems we run the risk of being consumed by our need to stay ahead of it all. The worship setting is a prime target for obsession with the "new".

While many church-going individuals bemoan the loss of paper-based worship aids, such as hymnals and prayer books, there are many more that either accept multimedia, or know no other experience. With the "seeker" movement in its late adolescence, computer-generated presentations have nurtured many moderns to the end that a visit to a church using hymnals is akin to gazing into the diorama at the natural history museum.

There is loss involved in making this shift. There are also some things to be gained. Beyond the usual reasons tied to more polished performance and the free-

dom of unencumbered hands, there is the ministry of inclusion.

I love my Sunday mornings amidst my Anglican trappings. The stained glass, the overturned boat-shaped ceiling, the chancel - they all do their jobs as "reminders of God". They, without fail, bring me home. But they are fixed. They are a far cry from today's sanctuary architectural style of a blank pallet. Today, the architect is not the only involved player even after he is dead and gone to dust. Somehow, we must permit the artists of today to interact with those who have gone before.

Today's worship team is largely made up of musicians. (I heard someone recently ask, "Is she one of the singers, or is she a musician?" Good question, I thought.) Oh certainly, we've begun to add theatre arts, and dance in small doses, but in many churches it has been the choir or the musical worship ensemble that has wagged the dog. Technicians have been viewed as "support" personnel.

For decades, even centuries, the choir has been a place for many misfits of the faith to find community and esteem through their gift. This is the day of electronic expression through the visual arts.

I was surprised one day last week. I noticed on the wall of one of our programmers, a large Monet-like painting matted and mounted in a custom frame. At the bottom was her signature. In response to my recognition of her effort, she informed me that she did it in Illustrator and had it digitally printed. "No messy paint to deal with," she said. There are digital "mess-free" artists yawning through your anthems who only need be approached. I propose the addition of a new member of your worship team. One who performs, for lack of better terms, "Multimedia Improv". Do your multimedia people attend your rehearsals? They should — especially as we developers continue to put out products that make multimedia simple. We are making software that places media elements (lyrics, scripture, sermon points, digital photos, digitally enhanced illustrations, motion video, Flash animation, audio, and more), at the fingertips of the multimedia operator. These two things combined create incredible opportunities for your local digital artists.

I, for example, have a collection of 5-10 second video clips. I keep them loaded into Prologue Worship Leader at times, along with scriptures, JPG graphics

of icons, stained glass, and international scenes. When the worship leader moves in a particular direction, I can move through the images as I sense where she is going. Multimedia Improv. The more I know through rehearsal, the better I can prepare and participate.

Involve your artists in the planning and creation of moments. Often you need only describe your vision for what you

Somehow, we must permit the artists of today to interact with those who have gone before.

want to say, and a good drip-less illustrator can emulate nearly any medium and mood. You may not have an "illustrator"; you surely have some hot web-surfers. Get them on a task of finding images via the web.

Just by asking, you'll elevate the multimedia artist to a level at least equal to the other members of your team. Help them to learn the tools to make it possible to lead from the tech table. Get them out of the linear software products and into non-linear, dual screen systems. A linear flow might work for business presentations, but with untamed worship, media access is the name of the game.

It is indeed the Wild West. Technologies only walk the street so long before a shootout inevitably happens. While we must continue to look sideways at our infatuation with newness for newness' sake, we must remain ready to involve artists in our communities for the sake of the Gospel.

Lou Douros is president of and lead developer for Grass Roots Software, makers of Prologue SundayPlus presentation software, and has a background in film and video production. He trains professional worship leaders to use electronic arts in the context of worship and has traveled the world. Dorous lives in Grass Valley, CA, with his wife and children (most adopted), and still sings out of a hymnal in his own church.

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—Dick Bott, Bott Radio Network

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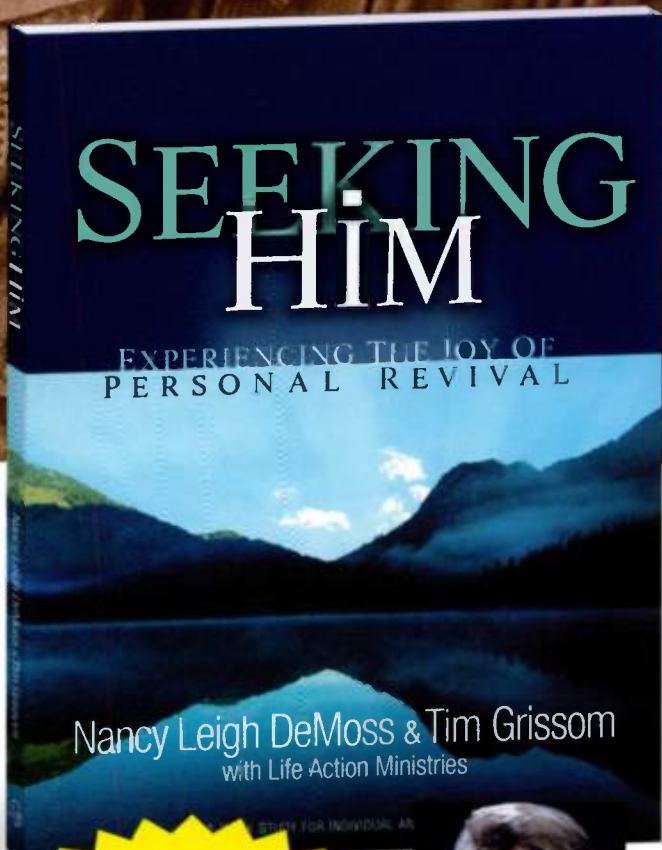
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—Dick Bott, Bott Radio Network

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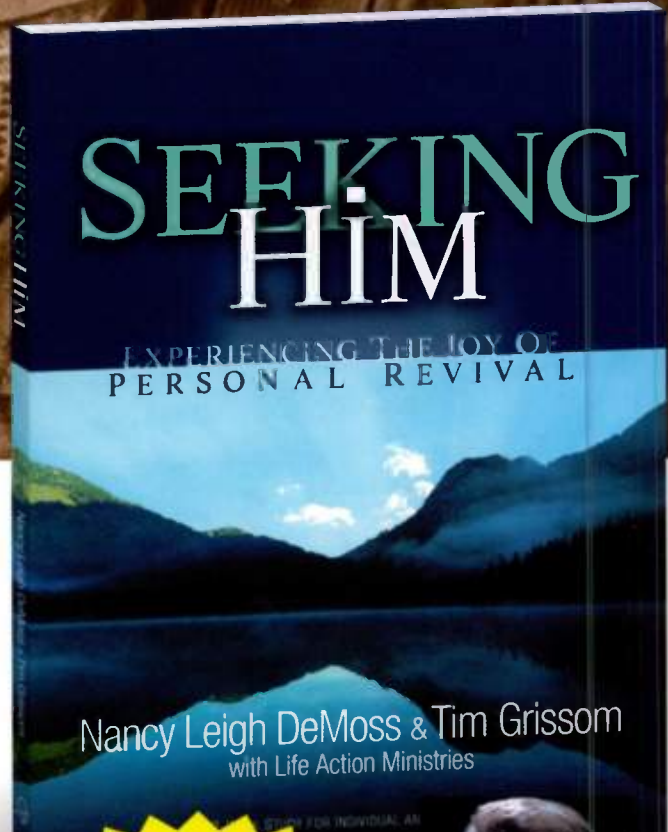
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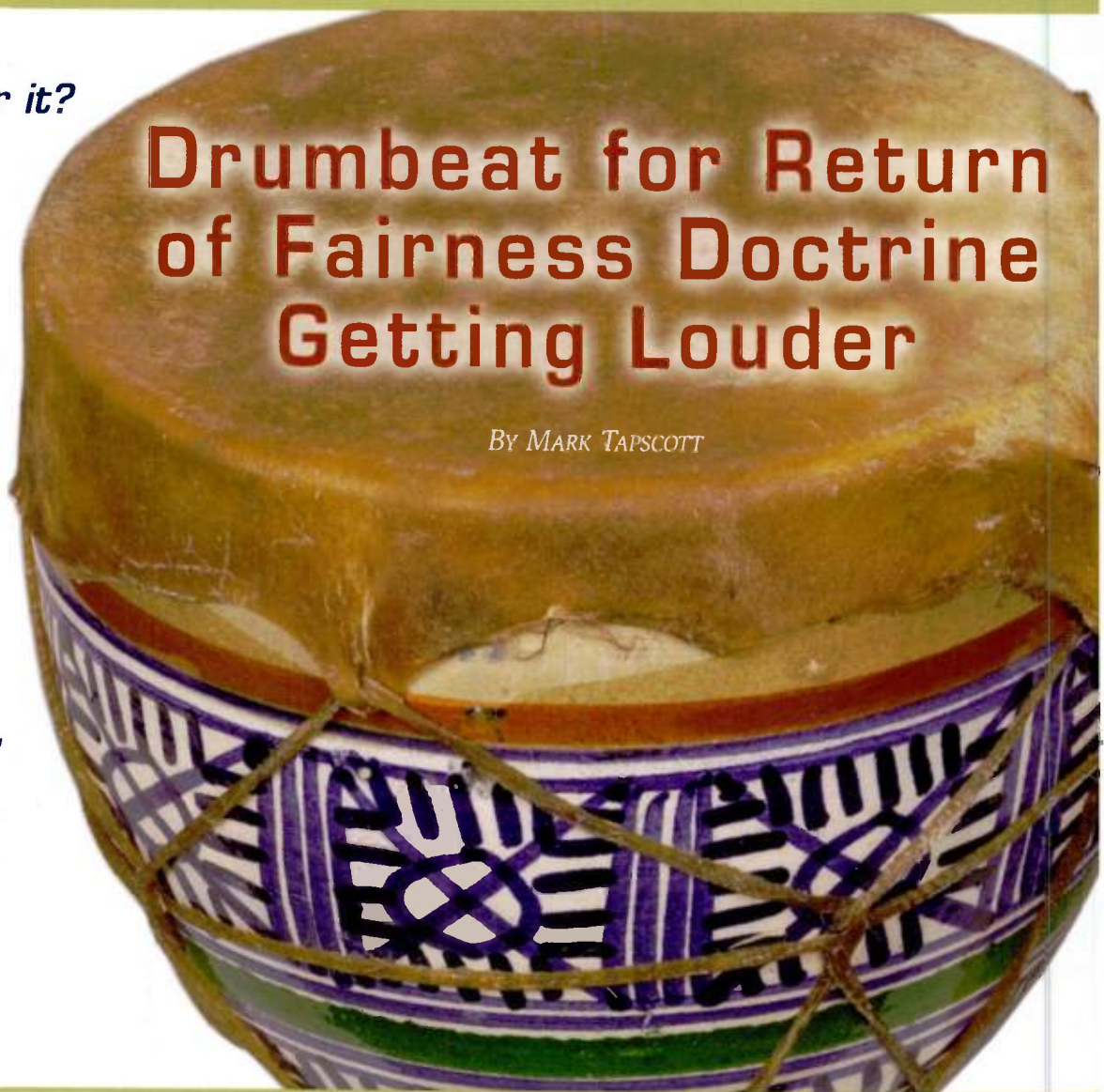
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"What is it?"

you ask.

Drumbeat for Return of Fairness Doctrine Getting Louder

By MARK TAPSCOTT



It's the drumbeat of the liberal agenda to bring back the Fairness Doctrine, to silence people like you and me who have differing views. It's time we wake up to see the writing on the wall.

Lest you think me a Chicken Little, let's review what influential liberals in the communications industry have been saying this past year, beginning with the University of Michigan's Susan Douglas, professor of communications and author of *Where the Girls Are: Growing Up Female with the Mass Media*.

Like legions of her fellow liberals, the day after President Bush's re-election campaign victory found Douglas, in her own words, "barely functional", "sickened" and in a "deep depression". Scarcely a month later, though, Douglas

regained her fighting form, shouting defiance in a disturbing article in the far left *In These Times* proclaiming, "This is our country, it is not a revival tent. We must continue to fight to save it."

One of the key planks in the Douglas platform for saving America is recognizing "how important media reform is, particularly the reinstatement of the Fairness Doctrine, which the Reagan administration abolished in 1987. We see the results of too much Rush and O'Reilly without any balance: voters who don't have the facts."

If they can silence Rush Limbaugh, the most popular radio personality in America, how much easier will it be to silence religious broadcasters who collectively represent a much bigger audience, but

who singly present irresistible targets by virtue of their often-modest legal resources?

Douglas is far from a lonesome liberal voice calling for the return of the Federal Communications Commission (FCC) regulatory policy that was so enthusiastically used by the Kennedy and Johnson administrations in the early 1960s to silence Christian broadcasters and others whose political views failed the liberal litmus test of the day. You can read the history of that oppressive era in former *CBS News* president Fred Friendly's landmark 1975 book, *The Good Guys, the Bad Guys and the First Amendment: Free Speech vs. Fairness in Broadcasting*.

Others have not been quite as blatant as Douglas in calling for a return of the

Fairness Doctrine. Usually their demands are behind the cloak of other issues like diversity and media concentration, thus calling for the doctrine's return in everything but the actual name. Consider these recent speeches by FCC Commissioners Jonathan Adelstein and Michael Copps.

Copps, a former Clinton administration appointee and long-time chief of staff for Sen. Ernest Hollings, wrote, in dissenting from the FCC's controversial media concentration regulations, "The Commission has allowed fundamental protections of the public interest to wither and die, requirements like ascertaining the needs of the local audience, the Fairness Doctrine, teeing up controversial issues, providing demonstrated diversity in programming, ensuring decent quality programming for our children, to name a few of the safeguards we had once but have abandoned."

In a March 2004 speech to the National Association of Broadcasters, Copps called on the industry to write voluntarily a "tough new code" of programming standards, like those of old that "affirmed broadcaster responsibilities toward children, community issues, and public affairs." As Friendly notes in his book, community issues and public affairs were precisely those the FCC cited in shutting down Christian broadcasters. This voluntary code would almost certainly be an interim step to make way for the return of the government regulation.

Similarly, speaking in Las Vegas last year during the "Public Interest, Public Airwaves Coalition" press conference, Commissioner Adelstein noted, "The FCC's specific public interest obligations have been so weakened that broadcasters have very little they are required to demonstrate. We are entering the digital age of broadcasting and it's time to restore these public interest obligations."

Among the purposes of that restoration would be, according to Adelstein, expanding "the diversity of viewpoints and voices available to a community over its airwaves" and "fostering a diversity of perspectives through independent production."

By the way, before his FCC appointment, Adelstein worked for many years for former Senate Minority Leader Tom Daschle (D-SD). Is it too far-fetched then to wonder if what Adelstein has in

mind is some sort of mandated "public interest programming" produced by independent producers such as ... Michael Moore?

The past year also saw back-door efforts by liberals in Congress to bring the Fairness Doctrine back from the grave. Fortunately, a bill introduced in the U.S. House of Representatives by Rep. Maurice Hinchey (D-NY) to do just that went nowhere, thanks to conservatives who properly saw it as an attempt to muzzle conservative and religious talk radio.

Over in the Senate, Tom Harkin (D-IA) took a more subtle approach, attaching an

The past year also saw back-door efforts by liberals in Congress to bring the Fairness Doctrine back from the grave.

obscure amendment to the massive Department of Defense budget authorization bill. Harkin's amendment would have required a reinstatement of the Fairness Doctrine to the Armed Forces Radio and Television Service.

Thanks to the eagle eye of folks like the National Religious Broadcasters, the Harkin mischief was stopped, but not before it reached a Senate-House conference committee. No wonder the *NRB* magazine recently observed, "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" in the 109th Congress that just convened in January.

What if the Fairness Doctrine is restored successfully? The presidential campaign produced a vivid answer to that question when Sinclair Broadcasting, an independent Baltimore-based firm with 62 stations, disclosed plans to air a documentary that was highly critical of

Sen. John Kerry's Vietnam War record. Up stepped Kerry aide Chad Clanton, a political operative and campaign talking head with a chilling message for journalists, publishers and broadcasters everywhere: "They better hope we don't win." Speaking to a national television audience on Fox News, Clanton clearly was threatening to use the coercive powers of the federal government, especially including the FCC, to punish Sinclair if it proceeded with its planned broadcast. One need not agree with the political views of Sinclair's owners or the critique of Kerry voiced in the *Stolen Honor* documentary that sparked Clanton's threat to recognize this thuggish remark for the danger it posed to the First Amendment. Kerry has never repudiated Clanton. It would be foolish, however, not to assume that what many liberals mean when talking about a new or restored Fairness Doctrine is using the FCC and other federal agencies to bludgeon into silence or otherwise control non-politically correct (PC) voices... and religious broadcasters are about as un-PC as you can get.

What should we expect in the months ahead? Spend some time on web sites of liberal groups like Democracy Radio, Media Matters for America and the Media Access Project. These groups are jointly and aggressively pushing an Internet-based petition drive to force restoration of the Fairness Doctrine or its modern equivalent. The boards and advisors of these three groups represent a virtual who's who of influential liberals from the worlds of media, public affairs, political activism, and non-profit philanthropy. They are united in a well-funded drive to bring back the bad old days when Washington decided who could say what on America's public airwaves. They have numerous allies in the mainstream media, which is losing audience and influence because of new media like talk radio, Christian broadcasters, and the Internet's blogosphere.

People from all viewpoints on the political and spiritual spectrum who love the First Amendment, the right of unfettered religious expression and an independent, free press, better take notice before it's too late.

Mark Tapscott is Director of The Heritage Foundation's Center for Media and Public Policy, and Editor of <http://tapscottcopydesk.blogspot.com>.

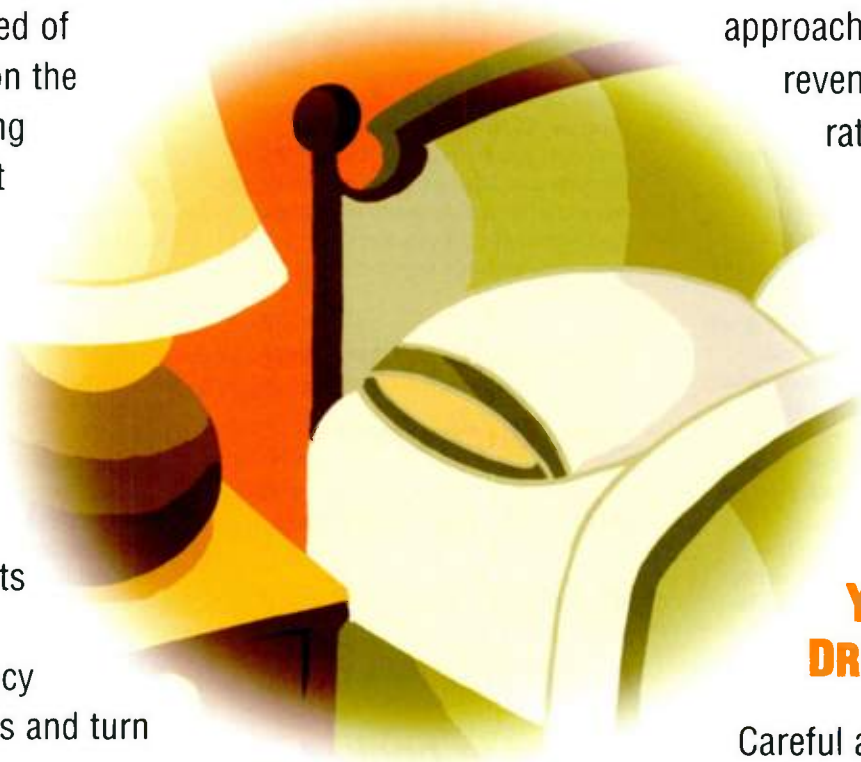
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SOME THINGS
THAT MATTER

Marriage: The Battle of Gettysburg in the Culture War

BY MATT DANIELS, J.D., PH.D.

History may well remember that the biggest winner in the last election was not a political candidate—but an institution woven into the fabric of reality from the dawn of time. The institution is marriage—the foundation of the family and human society. As the driving force behind the effort to protect marriage under the United States Constitution, the Alliance for Marriage (AFM) is one of many pro-family groups celebrating the fact that marriage was a pivotal issue in the 2004 elections.

The Alliance for Marriage drafted the Federal Marriage Amendment (now named the Marriage Protection Amendment) more than three years before the election. At the time, we stood alone in the wilderness of American politics when we introduced the amendment in Congress with bi-partisan sponsorship.

Nevertheless, we went on to win the support of the President for our cause. A pivotal moment came when I stood with my wife next to our President as he announced his support for the amendment, while surrounded by AFM leaders from the many different communities involved in our broad coalition. It was a beautiful picture of the power of mobilizing a movement as broad as public support for marriage—a timeless and irreplaceable institution that has been called “the common social currency of the human race”.

The Alliance for Marriage also won the early support of Senate leadership. We then went on to spearhead critical votes on the amendment in both the Senate and House—and thereby set the stage for marriage to be a pivotal and determining issue in the election.

Today, the Marriage Protection Amendment (MPA) has the crucial support and endorsement of virtually every major Evangelical organization in America. We have seen many other communities—ranging from major African-American denominations to the US Conference of Catholic Bishops—stand with AFM to declare their support.

Most importantly, the movement to protect marriage democratically under American law also enjoys wide and growing support from millions of ordinary Americans—including those whose votes for marriage on Election Day announced to the world that the protection of marriage has become one of the great populist causes of our time.

Now the real battle is about to begin—and it is a battle that we must not lose.

Pro-MPA Legislators Increase in Both Houses

The tidal wave of public support for state marriage amendments across the country helps to pave the way for the Marriage Protection Amendment in the next Congress, especially since the number of pro-MPA legislators increased in both the House and Senate.

In the Senate, a number of leading

legislators who opposed consideration of the Federal Marriage Amendment (as it was known then) will not be returning. This includes Sen. Fritz Hollings (SC), Sen. John Edwards (NC), Sen. John Breaux (LA), Sen. Bob Graham (FL), and Sen. Tom Daschle (SD). In fact, it is generally reported that Daschle’s opposition to the MPA was one of the issues that helped challenger John Thune win the election.

We have reached a moment in history when the legal status of marriage and the family in America is under direct attack. If we lose this foundation of our social infrastructure, it will become impossible to rebuild a culture of intact families.

In the House, a number of leading opponents will also not be returning, most notably Rep. Martin Frost (TX). In addition, a number of key MPA supporters from the Congressional Black Caucus—including Rep. Harold Ford (TN)—won re-election.

When the House and Senate again take up consideration of the exact language of the FMA under its new title—the Marriage Protection Amendment—the name change will reinforce that the growing national movement in support of the amendment is simply seeking to protect marriage from being destroyed by radical activists and courts.

Marriage Sweep in States Raises Chances for Passage

Eleven states approved state marriage amendments (SMAs) defining marriage as the union of a man and a woman in the 2004 general elections.

The SMAs won convincingly in every state that had a marriage amendment on the ballot, including states that went for Kerry (Michigan and Oregon) and one state (Ohio) that was widely regarded as the key to President Bush’s re-election.

In fact, given Bush’s razor thin majority in Ohio—where he got 16 percent of the black vote as compared to nine percent nationally—some observers believe that the Bush campaign’s efforts to emphasize this issue with African-American Ohio voters may have helped give Bush the margin of victory in this pivotal state.

The most important outcome of all may have been in the “Blue State” of Oregon. Amendment organizers there managed to win an impressive victory using language modeled after the MPA, despite the fact that the “gay marriage lobby” greatly outspent them—believing that Oregon represented their best chance of winning on Election Day.

The 11-for-11 general election sweep of state marriage amendments (SMAs) brings to 17 the total number of states that have adopted an amendment to their state constitution that defines marriage as the union of a man and a woman.

Another 22 states have legislative Defense of Marriage Acts (DOMAs) bringing the total states officially supporting marriage to 39—more than the 38 needed to pass a constitutional amendment.

State Marriage Victories Only a Prelude to Real Battle

The state DOMA victories are a prelude to the real battle. Immediately after their stunning defeat in every state, the media pressed Matt Foreman, executive director of the National Gay and Lesbian Task Force, for his reaction. He confirmed exactly what AFM has predicted for years.

Foreman profanely declared, “This issue is going to be resolved by the U.S. Supreme Court, and it’s not going to give a d*** what these state constitutions say.”

And so America will soon be hit by a wave of lawsuits intended to strike down marriage in different states across the country—even states like Ohio, Michigan,

and Arkansas where voters approved by wide margins state DOMA initiatives on Election Day.

In fact, a federal lawsuit has already been filed in U.S. District Court seeking to declare the federal DOMA unconstitutional. *Smelt v. Orange County* asks the Court to declare the federal Defense of Marriage Act and California marriage law to violate Due Process, Equal Protection, the Right to Privacy, and Full Faith and Credit under the U.S. Constitution. Anti-DOMA federal lawsuits are already pending in Oklahoma, Florida, and Nebraska, and the list is growing.

Looking Forward: An Historic Opportunity

We have already proven that we have strong democratic majorities in favor of protecting marriage in more than enough states to ratify the Marriage Protection Amendment.

Moreover, in the coming year, legislators in at least nine other states have announced plans to push for SMAs in their states: Alabama, Idaho, Massachusetts, South Carolina, Tennessee, Texas, Virginia, Washington, and Wisconsin. (Only Washington, Massachusetts, and Wisconsin have no DOMAs in place currently.)

Now the constitutional problem created by almost a decade of activist lawsuits to

destroy our marriage laws demands a constitutional fix.

We have reached a moment in history when the legal status of marriage and the family in America is under direct attack. If we lose this foundation of our social infrastructure, it will become impossible to rebuild a culture of intact families.

The prize in this historic battle is nothing less than our children and grandchildren—and the future of the society that they will inherit.

Ultimately, only passage of the Marriage Protection Amendment will safeguard marriage for future generations in America. It is the best hope of allowing the American People to defend themselves—and our tradition of self-government—from groups and courts that are hostile to the values of most Americans.

The Marriage Protection Amendment is also our best hope for passing the blessings of marriage and the family on to future generations. Finally, the Marriage Protection Amendment is our best hope for preventing the legal persecution that will be unleashed against all faith communities and faith-based charities should the institution of marriage be destroyed under American law.

Judge Robert Bork, who helped to draft the marriage amendment, describes this as the Battle of Gettysburg in the Culture War. In other words, the battle for the legal status of marriage will determine the trajectory of

our entire culture for generations.

At the same time, the outcome of the battle to save marriage and the family in America will also have a decisive impact on the Western world. America is the greatest nation in the West. As goes marriage in this country, so goes marriage in the West as a whole.

The good news is that our extraordinary successes over the past few years have given the American People a real chance to win. Moreover, our broad coalition is growing exponentially as Americans are drawn to our positive message of protecting marriage for the sake of future generations of children.

Nevertheless, we cannot hesitate. We cannot wait. We will have one opportunity—in the form of the Marriage Protection Amendment—to ensure that future generations do not face this same destructive threat. It is for our generation to finish the task.

By God's grace, if we continue to work together, we will win this historic struggle—for the sake of our children and grandchildren.

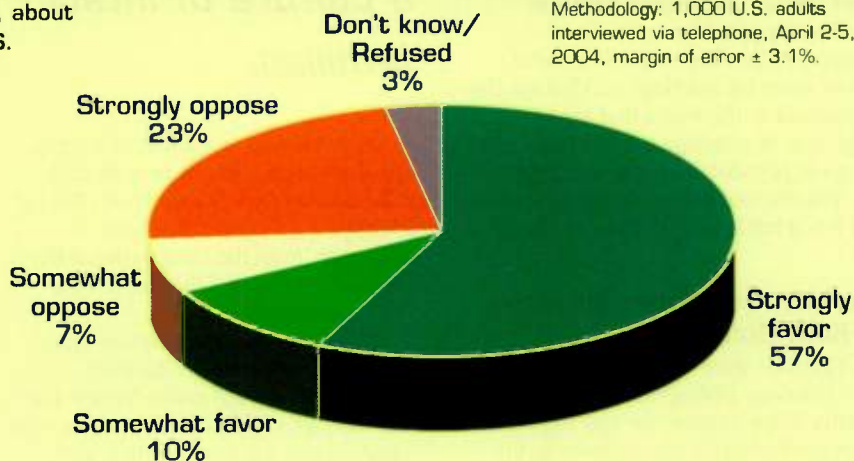
In so doing, we will shine a light for families and democracy that will be seen around the world.

Matt Daniels is President of Alliance for Marriage, www.allianceformarriage.org.

National Quorum™ Question Regarding AFM's Marriage Amendment

There has been some discussion, recently, about how marriage should be defined in the U.S. I am going to read you the wording of a possible amendment to the U.S. Constitution and then ask you for whether you would favor or oppose such an amendment. The amendment says... "Marriage in the United States shall consist only of the union of a man and a woman. Neither this constitution, nor the constitution of any state, shall be construed to require that marriage be conferred upon any union other than the union of a man and a woman."

Do you favor or oppose this amendment?
(And is that strongly favor / oppose or just somewhat favor / oppose?)



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A False Cry of Peace

INTERVIEW BY STAN GUTHRIE

Wilfred Mlay, World Vision's regional vice president for Africa, discusses the crisis facing black Muslims in Darfur.

With the ink barely dry on a peace agreement signed in late May between the Islamic government of Sudan and southern Christians and animists, an estimated 1-2 million largely black Muslim residents of the western Darfur region have been uprooted from their homes by rampaging Arab militias supported by the Arab-dominated government. Some 200,000 refugees have poured over Sudan's border with Chad, crowding a string of official and "spontaneous" refugee camps. Christianity Today associate news editor Stan Guthrie spoke with Wilfred Mlay, World Vision's regional vice president for Africa, about the crisis. Mlay, a native of Tanzania, was in Chad at the refugee camp in Farchana, about 70 to 100 kilometers from the border with Sudan.



... we fear that disease like pneumonia will strike and the kids will begin to die.

A peace accord has been signed, but the violence continues in Darfur. Why?

There are many factions that have been fighting the government for autonomy, for independence. The main faction that is known is the SPLA [Sudan People's Liberation Army]. Now with the prospects of peace between the government of Sudan

and the SPLA, the other rebel groups, I believe, have put pressure on the government so that they'll get some consideration out of the peace accord. And the people in Darfur have been wanting some level of autonomy. They don't want to be forgotten when the full peace accord is signed.

What is it like in the refugee camps in Chad?

The camp that we visited [June 24] is in a place called Farchana. This camp is managed by one of the local aid agencies supported by UNHCR [United Nations High Commissioner for Refugees] and MSF [Médecins Sans Frontières, Doctors Without Borders]. And therefore it's much better organized than some of the other camps, where people have just spontaneously settled. In these

spontaneous camps you have a lot of people sleeping on thornbush trees, without any covering or shelter, and yet depending, at the moment, on the mercies and support they can get from the local populations.

However, where the aid agencies have been able to provide support, like the camp I visited, [people] have shelter and medical assistance, water has been trucked in, and generally the kids are being taken [care of]. I saw hundreds of kids in classes. Teachers will come in across the border to provide some level of education and also to make sure that the kids have some provision for health care and also facilities [in which] to play.

But that is not the case in the spontaneous camps. In these spontaneous camps, the refugees are entirely dependent on the local populations, and they are in the open. Soon the rains are going to fall

in this area. It is very dry, it is semi-desert, it is open. And unless we can provide quick support in terms of shelter, food, water, and also assist with the kids so they have a friendly environment, we fear that disease like pneumonia will strike and the kids will begin to die. So we are working with the UNHCR here to try and establish these new camps as soon as possible before the rains start.

Are any local Christians helping them?

Unfortunately, not many. The only refugee organization that we saw today is a Catholic one, called FECADEV. It assists CRS [Catholic Relief Services]. That's the only Christian organization other than World Vision present in these areas.

What are the prospects for resettling them?

We've talked to some of the refugees, asking them whether they expect to be able to go back to Darfur soon. Most of them said the prospects are bleak because the fighting continues, and that unless they are sure that they will have security and can go back and rebuild their homes, they would rather stay in this area.

Resettlement would have to take into account negotiations with the Chadian government, with the U.N. At the moment, the big issue and the biggest need is to provide support for the refugees so they can be sheltered from the rains that are going to come soon, so that they can be provided with food.

And from the stories we heard today, the children may require some type of social support. One of the programs we are planning to start in the near future is child protection, [in which] we develop a child-friendly environment, ensuring that the kids have opportunities to continue with some form of education. They have playing facilities, their health needs are being attended to, and we also ensure that children are not being exploited or being recruited for things like fighting and so on.

How does this crisis compare with other crises in Africa?

Africa has many crises, but this is certainly one of the large ones. More than a million, and some people would say two million, people have been displaced in the Darfur region in a short span of time. There has been widespread looting, killing, and just razing of villages — and some cases of rape. The women that we talked to have described some horror stories. We understand that even the children at night would just cry out as they relive — I presume — the horrors of what happened to them as the Arab militia were going around just looting and killing people.

. . . the biggest need is to provide support for the refugees so they can be sheltered from the rains that are going to come soon, so that they can be provided with food.

What else can North American Christians do to help in this situation?

I think the biggest thing Christian organizations and churches can do at this time is to demonstrate to these people the love of Christ by responding to their humanitarian needs. From our experience in working in other regions where there is

a large Muslim population, which is the case here, our deeds have spoken louder, have been the first stage in even introducing the gospel — by way of showing them that God loves them and that we do not discriminate against any groups of people when it comes to meeting their human needs.

And then, secondly, Christian organizations need to join the voice of the others in advocating for justice and the return to peace in this particular region as well as in other places where they've been fighting for one reason or another. We need to lobby the U.N. and the international community to ensure there is justice and peace restored to Darfur and that these people can go back and rebuild their homes.

What is the long-term solution in Sudan?

The Western world really does not fully understand that the humanitarian crisis in Darfur, and in many places in this region, has a long history. It's not something that can be solved by just one peace accord being signed. Various groups of people need to be given the opportunity for self-determination. And in a country like Sudan, it's not really one country. You have the south, which is Bantu and largely Christian, as opposed to the north, which is Arab and largely Islamic. Some form of government that takes into account the needs of various groups of people is necessary for a long-term solution.

But whatever is decided, I think it is important that the needs of the local communities and their leaders are taken into account and that these peace accords are not just signed in the U.N. and elsewhere. The people and their communities, church groups, the civil society organizations that are reaching out, as well as those who work among those people, need to be involved in a comprehensive peace process.

Christianity Today, *posted September 9, 2004. Reprinted with permission.*

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Paving the Way for the Thought Police

By ALAN SEARS

Four people face nearly 50 years each in prison for allegedly inciting a riot. Their crime? Reading Scripture aloud at an event advocating homosexual behavior and purportedly offending some of the people who attended. But the advocates of homosexual behavior who shouted them down and personally harassed them aren't charged with anything.

If this sounds like an Orwellian nightmare to you, or like something out of an Aldous Huxley novel, rest assured, it's not. The four people who read Scripture were arrested Oct. 10 in Philadelphia; their felony counts of criminal conspiracy, ethnic intimidation, and riot could send them to prison for a combined 47 years each if convicted. Their appeals have been turned down by the Federal Court of Appeals for the 3rd Circuit, and their only hope of avoiding a criminal trial is having the U.S. Supreme Court agree to hear their First Amendment claims.

Whether we would endorse the particular way in which these four people delivered their message, this is an unnerving incident. But it is far from an isolated one if homosexual activists and their legislative allies in Congress succeed in passing "hate crime" legislation. Legislation bearing such a politically correct-sounding label has been a goal that Massachusetts Sen. Ted Kennedy has been working toward for more than a decade, and one that nearly became reality last

summer when the Senate slipped through a “hate crimes” bill as an amendment to a Department of Defense spending authorization, 65-33. After the House scrapped the amendment to a defense spending bill in negotiations, Kennedy, who has called religious objections to homosexual behavior “an insidious aspect of American life,”¹ dubbed the conservatives who thwarted his amendment “reprehensible” and declared, “We will be back again and again, and we will continue to bring this legislation up every opportunity we can until it’s signed into law.”²

That statement should send chills down the spine of every person reading this article because “hate crime” legislation isn’t really about the crimes that are committed—it’s about the perpetrators’ alleged thoughts and the selective discrimination in victim classes that is popular for the legislature this season. All crime against a victim—whether it’s petty larceny or simple assault, or something far worse like rape or murder—is inherently hateful. But giving special-victims status to a group selected by Congress, whether based on God-given differences or behavioral choices, is probably a violation of the premise of the U.S. Constitution’s 14th Amendment, which would guarantee equal protection under the law to all victims—regardless of the culture or subculture to which they belong.

“Hate crime” legislation doesn’t just stifle free speech—it may well criminalize much of it and could well give one group of people special power to punish those who disagree with them. And in a world where preaching and teaching an uncensored version of the Gospel is increasingly being labeled “homophobic” and “hateful,” it’s only a matter of time before the people who preach could well be jailed for speaking biblical truth not only on public streets and byways, but from their own pulpits to their own congregations. One only need to look north to Canada’s C-250 legislation to see where this could next be directed in the U.S. That measure, which criminalizes as “hate speech” any speech that is critical of homosexual behavior, has a feeble religious exemption, but it places the burden on individuals to prove they are exempt from prosecution.

“Hate crime” legislation is another vehicle that many in the radical left would

like to use to completely silence the Christian church—and religious broadcasters could be among the first to lose their voice.

Special-victims status

Let’s take a look at what we already know to be fact. The legislation Kennedy favors—a bill that Sen. Gordon Smith, R-Ore., sponsored last summer—would have created a new federal crime for people allegedly injuring others because of their “actual or perceived race, color, national origin, religion, gender, sexual orientation or disability” and allow the federal government to get involved in investigating such incidents.³ In other

All crime against a victim—whether it’s petty larceny or simple assault, or something far worse like rape or murder—is inherently hateful.

words, the Federal Bureau of Investigation could ultimately be called in to investigate a boundary line dispute between the local heterosexual Baptist pastor and the radical homosexual advocate engaged in a prohibited act at the house next door.

Although such a federal law has yet to pass, the Hate Crimes Reporting Act of 1990 mandated that the FBI include crimes perceived to be motivated by “hate”—including “intimidation”—in its annual statistics, which have yielded some interesting patterns over the years.⁴ The results from 2000 show the following:

- Of every 20,000 murders that year, only four were even reported to be “hate crimes” against people identified as engaging in homosexual behavior (.02 percent)

- Of every 20,000 robberies, only two were reported to be “hate crimes” against people identified as engaging in homosexual behavior (.01 percent)
- Of every 20,000 aggravated assaults, only four were reported to be “hate crimes” against people identified as engaging in homosexual behavior (.01 percent)
- Of every 80,000 rapes, less than one was reported to be a “hate crime” against a person identified as engaging in homosexual behavior (.00125 percent)

But here’s the interesting spin: nearly half of the “hate crimes” in the FBI’s figures are in the “intimidation” category—something that is purely speech, meaning no weapon was used, no bodily injury occurred, and the victim was not in fear for his life. Such a broad-brush definition changes things, and suddenly we see incredible numbers of so-called “hate crimes” happening. The passage of a “hate crimes” bill—with a definition that could be amended every time a new group gains enough political clout to do so—could actually mean that victims of violent crimes such as rape and murder (acts reported upon frequently by the mainstream media) wouldn’t receive as much protection as a 240-pound bodybuilder who engages in sodomy and was allegedly offended by someone—someone who had the audacity to say from the pulpit or over the airwaves that his destructive behavior is sinful.

Unfortunately, even without the passage of a “hate crimes” bill, we’ve already seen this principle in action. Few can forget the media sensation following the tragic 1998 murder of Matthew Shepard, the Wyoming college student who died five days after being severely beaten and left tied to a Wyoming fence by Russell Henderson and Aaron McKinney. Without knowing the full facts, some friends and acquaintances immediately began speculating that Shepard had been targeted because of his homosexual behavior. And when national advocates of such behavior got wind of it, they swooped down on Laramie, turning the attractive, 21-year-old into the poster boy for “hate crime” legislation and using his death as grist for a political agenda, including attacks on major ministry leaders and NRB members like Dr. James Dobson and Focus on the Family. The event captured the nation’s attention—and when Henderson and McKinney were sentenced, it was to a double-life sentence without the possibility of parole for each.

Interestingly, Henderson told ABC News' *20/20* in his first interview last November something that prosecutors had said all along: That he and McKinney had been bingeing on crystal meth for days and targeted Shepard because they thought he was wealthy. They wanted to rob him to buy more drugs—not because he was “gay.”⁵ What was the response from homosexual advocate groups like the Gay and Lesbian Alliance against Defamation? They dismissed the self-confessed and convicted murderer as someone whose credibility was “highly dubious” and slammed *20/20* for producing a piece of “reckless journalism.”⁶ But if “hate crime” legislation passes, these sorts of speculative conclusions are exactly what we can expect to see more of in the future but then with the power of an enhanced jail sentence as the punishment.

Silencing the critics

The one thing that the radical homosexual political and legal movement cannot tolerate is criticism. Complete public acceptance, even approval, of their behavior and the accompanying lifestyle is what is demanded—and they've been staging an organized campaign for the last 20 years to get it.

What we're seeing is an extremely well-orchestrated attempt to normalize personally and socially destructive behavior—to flip society on its ear and label the common-sense moral values that used to be commonplace as “religious extremism” in a homosexual mainstream. One of the most efficient ways the radical left has done that is by hijacking the cultural language. Perhaps you've noticed that when some media outlets report on abortion, they use the words “pro-choice” to describe people who support abortion and “anti-choice” to label those who don't. Once upon a time, the terms used were actually “pro-choice” and “pro-life”—but the radical left doesn't want their enemies ever portrayed as being *for* something positive but *against* it. The advocates of homosexual behavior have learned that lesson well, successfully using words such as “homophobic,” “hateful,” “intolerant,” and “bigot” to their advantage by using them to label those who do anything but applaud their behavior.⁷

It's been said that whoever controls the language controls the culture. It's the

first step in any disinformation campaign, and one the radical left has mastered. They've already gotten much of the mainstream media to adopt their lexicon—and with the media hammering it into American homes night after night, whether on the news or through primetime sitcoms and dramas, people actually begin to believe that if they think homosexual behavior is wrong, then they really must be intolerant, hateful bigots. Those are labels nobody wants to wear—labels that many people will change their long-held views to avoid.

What we must do

Two observations about the homosexual legal agenda are important to recognize. One is that, in their push for same-sex “marriage” last year, such activists may finally have overreached their grasp, with the result being that much of the American public has now finally caught on to their attempts to re-organize our society. And the public is pushing back: In addition to the four states that had already done so by the late 1990s, 13 states amended their constitutions to affirm marriage between one man and one woman this year, and as many as 20 more may take steps to do so in the next two years. That's about three-fourths of the country. Thirty-nine states have enacted defense of marriage statutes. If this hasn't sent a clear message to the U.S. Congress by the time the Federal Marriage Amendment is reintroduced, it's something that we can remind them of, over and over again. A strong majority of people in this country stand for traditional values, not radical homosexual extremism. And most Americans want equal protection under the law for all Americans, not the kind of preferential, special treatment that comes as a result of mind-reading, subjective “hate crime” legislation.

The second point is this: All the advocates of homosexual behavior in this country are not in complete agreement about every jot and tittle of public policy. But you'd never know it from listening to them, because they realized early on that they could not afford the luxury of much publicized in-fighting. Despite their differences, they're singing off the same song sheet on the things that truly matter to them, using homogenized talking points to move their agenda forward. That's the only way they've been able to accomplish

so much, despite the vast majority of public opinion being against them.⁸

The good news here is the vast majority of public opinion is with us, those who oppose redefining marriage and the family and creating special legal privileges for those who choose to engage in homosexual behavior. And if we learn to lay aside our private differences and present a united front, to speak boldly the Truth with which we've been entrusted, we can move the culture farther than any of us have ever dreamed possible.

This is our watch.

Alan Sears is President and CEO of the Alliance Defense Fund, America's largest legal alliance defending religious liberty through strategy, training, funding, and litigation.

¹ Adam Clymer, “Senate Panel Moves to Block Bias against Gays at Work,” *New York Times*, April 25, 2002.

² Helen Dewar, “Initiatives on Hate Crimes Scrapped,” *Washington Times*, October 8, 2004.

³ U.S. Senate Republican Policy Committee, “The Kennedy ‘Hate Crimes’ Bill: An Unwise Proposal,” July 15, 2003 (see http://rpc.senate.gov/_files/CRIMEcr071503.pdf).

⁴ Timothy J. Dailey, Ph.D., “‘Hate Crime’ Laws Mean Unequal Protection,” *In Focus*, Family Research Council, Issue 247 (see <http://www.frc.org/get.cfm?i=IF02F1>).

⁵ “New Details Emerge in Matthew Shepard Murder,” *ABC News*, November 26, 2004 (see <http://abcnews.go.com/2020/story?id=277685>).

⁶ “GLAAD: ABC's Hindsight on Matthew Shepard's Murder Far Less Than '20/20,’” *GLAAD*, November 26, 2004 (see http://www.glaad.org/media/release_detail.php?id=3756).

⁷ See Marshall Kirk and Hunter Madsen, *After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 90s* (New York, NY: Plume/Doubleday, 1990).

⁸ See Marshall Kirk and Hunter Madsen, *After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 90s* (New York, NY: Plume/Doubleday, 1990).



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A Christian Approach to Conflict Resolution

By JOHN EDMISTON

If you are like me, you don't like conflict and you think that if you skip learning conflict management skills then you might be spared having to deal with it. However, conflict is so inevitable for Christians that Paul told Timothy, "... all who desire to live godly in Christ Jesus will be persecuted." (2 Timothy 3:12). Many Christians regard being in conflict as being in sin. It is not seen as a normal part of the Christian life. Yet Jesus has taught us, at some length, how to manage conflict and Proverbs has whole sections on it. Conflict is inevitable for three reasons: a) Our knowledge is incomplete and imperfect so even sinless people in a perfect world will see the same situation differently through their own knowledge and perspectives. b) Satan engineers conflict whenever and wherever possible, especially amongst Christians. Satan sets us in conflict with ourselves, God, and one another. c) We knowingly enter into and initiate conflict with evil whenever we proclaim the gospel, preach holiness, protest against sin in our society, teach against cults or testify to Christ in the midst of a world that does not want to change. Thus conflict is here to stay and we must learn to manage it in a Christian "Kingdom way" until Christ returns to take us home to heaven where there will be no more crying or sickness or pain. This article will give you twelve handy hints on how to manage the conflict in your life in a Christian way.

Go before God until you get His perspective on the conflict. Do not act or speak out of rashness, anger or a sense of injustice. Moses had to learn this. His impetuous loss of temper in conflict situations cost him 40 years in the wilderness on one occasion and the loss of entry to the Promised Land on another. However, when Moses did get God's perspective on situations he was able to intercede with power and resolve even the most difficult of situations, such as national apostasy and idol worship, religious rebellion and "takeover bids".

Remember God is bigger than the problem. The God who created the heavens and the earth is able to deal with giants in the Promised Land, fortified cities, and huge warriors called Goliath. Pray through the problem until you are walking by faith, not sight, and you see

the problem as just like a small pebble in the hand of an Almighty God.

Act in the "opposite spirit". This actually does work ... It transforms both lives, too! Instead of returning evil for evil and causing the problem to escalate, you learn how to overcome evil with good. When combined with persistence in doing good, this is a powerful life-transforming weapon against evil. It can produce deep harmony out of raging conflict. (Matthew 5:38-48, Romans 12:17-21)

Read Proverbs until you know it backwards. There is so much wise advice on problem solving and human nature in this one book of the Bible that it is amazing. Proverbs is an invaluable source of wisdom that has proven itself over time. Derek Kidner's commentary in the Tyndale series is excellent.

Study how to say things: wording is

vitaly important. Whatever you say should be clear, kind, true and appropriate. There is a right time and a right way to say things that is learned by practice and the study of people. Never lie, never muddle about, never forget you are speaking to a fellow human being with feelings, and choose your time, place, and manner with care. (Proverbs 25:11-13)

Do not use emotional or forceful language, or "legal sounding" words. Phrases such as "cease and desist" just make you sound pompous and overbearing. Subjugate your desire to make your point to your desire to communicate in a clear and profitable way that will bring the results you want out of the negotiation. Never threaten legal action in a secular court against a fellow believer. (1 Corinthians 6:1-8)

Do not be too harsh or absolute. (Proverbs 15, 25:15; James 3:16-18)

Act soon and keep it small. Do not involve others unless they need to be involved. (Proverbs 17:14; Matthew 18)

Avoid angry and easily disturbed people. If possible, keep them out of the process. (Proverbs 15:18, 29:22)

Pay attention to the moral character of the people involved and only rely on humble people of integrity and faithfulness to help you in the peacemaking process. (Proverbs 11:12-13, 16:28-30, 28:25)

In Christian circles, many conflicts have the accuser of the brethren as the primary cause. "We wrestle not against flesh and blood but against powers and principalities in the heavenly realms..." The mocker who needs to be "driven out" may be Satan himself. (Matthew 16:21-23; Ephesians 6:10-21)

Be strong and courageous on the basis of God's word. Godly courage solves many giant sized problems. (Joshua 1:8-9)

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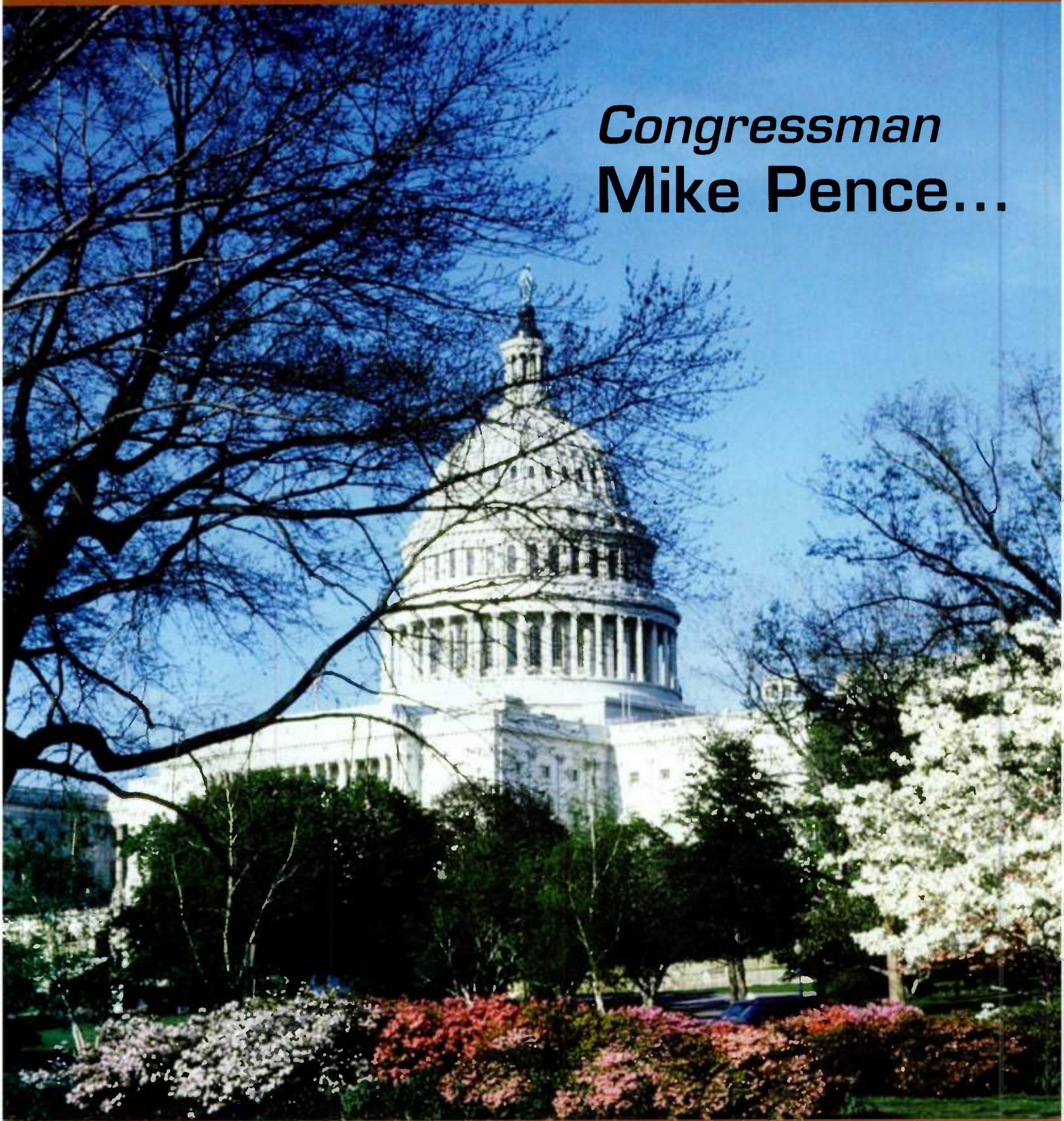
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After his disastrous defeat in a previous run for Congress, Congressman Mike Pence (R-IN) recounts how the Lord lifted him from rock bottom to build his life upon the Rock of Christ. As a Deputy Majority Whip and the newly elected Chairman of the House Republican Study Committee, this former radio program host understands that true godly leadership begins with a firm foundation built on scriptural principles. The following devotional message is excerpted from Rep. Pence's address to members of the NRB President's Council at the inaugural Capitol Hill Broadcast Summit in Washington, D.C.

I am a great admirer of NRB and the ministries represented in this room. Thank you for what you do — it's very humbling for me to be a part of this gathering. As broadcasters, you are in an enterprise, and although you spend a lot of time looking at numbers and balance sheets, I know that the treasures you're assembling are in heaven. When I began my career in radio, it was on a commercial Christian station, WBRI-FM/Indianapolis, IN, with a daily call-in talk radio format from 9:00 a.m. to noon. Of my 18 Indiana affiliates that carried the show, which was oriented toward the State of Indiana, two of them were commercial Christian stations. I often said to people, "I'm not in Christian broadcasting, but I'm a Christian in broadcasting."

Earlier this year I had the privilege of traveling to Israel for the first time in my life. Standing there by the Mount of Beatitudes — where Jesus spoke the Sermon on the Mount — was such a transcendent moment for me. He [Jesus] spoke not of a theology so much as a lifestyle. He told a parable, in which He said, "Whoever hears these words of mine and puts them into practice is like a wise man who built his house on a rock. The rains came down, the winds blew, the flood waters rose and beat against that house,

but it did not fall because it was built on the rock." He said, "The foolish man is like a man who built his house on sand. The rains came down, the flood waters rose, the wind blew and beat against the house, and it fell with a great crash." Then the Scripture in Matthew records that, "He was finished teaching and all those who heard Him were amazed." It is a fascinating parable to me because it speaks about two men, it speaks about two days, and it serves as an exclamation point at the end of a central presentation of this new teaching that would become Christianity. It's meaningful to me because I've been both men, and in my short 45 years I've lived both days — both of them in September. I'd love to share with you this morning about those experiences.

The first day was in September 1990, when I was running for Congress (before I was in broadcasting) in a very rough campaign. I was such a chameleon or poser: amongst Christian people, I would act like them; and around more seedy political people, I would talk like they talked to show them that I was one of the guys. One particular morning I woke up and it was as if the roof had fallen in on the campaign. I saw horrible things being said about me on *The Today Show* and in television commercials — an awful thing

for a 30-year-old man to experience at the very beginning of his career. I'd love to tell you today that I "turned the other cheek", but my response was actually more like, "empty the silos on that guy!" And we did. In the aftermath of what one editorial writer called the most negative campaign in modern Indiana history, I lost. In fact, we both lost. Fewer people voted in that congressional election in our district than any mid-term election in the history of the district. "None of the above" seemed to almost carry the day, as voters seemed almost disgusted with what had happened... and rightfully so.

After it was all over, I curled up on a couch, wondering what to do with myself, and I began to think deeply about my life. God's great favor to me was that at the age of 30 I came to the end of my expectations and the end of my powers. I felt very much alone in the world. However, as grace will happen, there was someone else with me in the bottom of that barrel. His Holy Spirit penetrated my heart to say, in a gentle and loving way, the way only a father can say to a wounded child: "You want to try this My

It's the greatest privilege of my life to pray in a meaningful way for that brunette and those kids everyday.

way? I let you do it your way. Do you maybe want to try Mine?" I remember, with the help of my wife, picking myself up and reflecting on a question, which was simply this: "What if Jesus meant every word that He said in Scripture? Not as poetry to inspire us in a church service or study group, or when we turn on Christian radio, but as a practical guide to real living?" For me it was an extraordinary moment because I had come to what I thought was the end of my dreams. My political career was in ashes.

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After everything that had been said about me, I wasn't even sure where I was going to get a job.

In the midst of it all, I began opening the Book in a new way and what I found there was amazing—like the idea of

I discovered that the Bible says more about reading the Bible than probably any book ever written in history ever says about itself.

prayer! Prayer was not a big part of my life. I lost count of the times that I would say to people, "Hey, I'll pray about that," and I didn't write it down anywhere. I had the idea that if I had a day planner, maybe I ought to have a prayer planner! So, I opened up and searched the Book to see what should be in my prayer planner. It was really very clear: pray for those of your immediate household. It's the greatest privilege of my life to pray in a meaningful way for that brunette and those kids everyday.

When the Bible talks about those in your own household, that term actually means in your enterprise. So, I asked, "How about the people who work for me?" It is such an awesome thing to pray for them by name, to pray for their wives by name, and to pray for their children by name, just about everyday. I've seen the way it has blessed the hearts of people who work for me, for them to know that I'm praying for their children, by name, and praying them through the challenges that they're facing.

I've added a page for my personal favorite: "Enemies Page". It's very cluttered! When I pray for my enemies, it just melts the enmity that I feel. I've seen it disarm colleagues who can look me in

the eye and see that I'm not mad anymore. At the end of my prayer planner, I have a section for me. However, what's neat is how seldom I actually get around to praying about my stuff because it's at the end. I'm always reminded that Jesus said, "and you know your Father knows what you need."

I also evaluated my Scripture life. I discovered that the Bible says more about reading the Bible than probably any book ever written in history ever says about itself. I got one of those One Year Bibles, and about seven out the last eight years I've read through it. It helps me to be in that Book, and to not lose myself in the commentaries, but just to read it, to know it, and to bless it.

I told you there were two days. I've been both men and I've lived both days. In September 2001, at 10:00 in the morning on that second day, I found myself standing by the big elm tree on the Capitol grounds. Half of the sky behind the Capitol building was filled with mud brown columns of smoke rising from the Pentagon. There were F-14s patrolling the Capitol at treetop level. The Capitol building was literally hemorrhaging with people running in every direction. There were sirens everywhere and near total pandemonium. Yet, I stand before you today, with no purpose of elevating

I have wandered around on the deck of Christianity and then been in the storm and I have seen my house fall.

myself, to say, in that moment on that day in 2001—different from that other September in 1990, when all I had known was fear—I felt peace. In that moment, I have to tell you, I knew I was going to be okay and that my family was going to be okay. I was able to be there for my family,

for my kids, for my staff, and for my constituents with strength that had nothing to do with me—because of putting into practice over the ten years that preceded it what I just described to you.

I believe that one of the great lies of the modern era is that "adversity builds character". I believe that parable in the Sermon on the Mount articulates that adversity does not create character: adversity reveals character. I have done this Christian life both ways. I have wandered around on the deck of Christianity and then been in the storm, and I have seen my house fall. The past ten years of my life I've sought to strap myself to the main mast to make Jesus Christ the Mast and Keel of my life. I know that our ability to stand is dependent on the small moral choices we make to put into practice His Words in our daily life.

Thank you very much for everything you do; it is an honor to speak to you today. God bless you for your ministries to America.



Rep. Mike Pence represents the 6th district of Indiana in the U.S. House of Representatives.

There is Hope for Boards

BY OLAN HENDRIX

A leader in Seattle said, "This Carver model for boards puts awful responsibility on me as CEO!" He is right! But it also puts great responsibility upon the board. However, the spheres are totally different. The board's role is governance; the staff's role is management. Until these two areas of work are clearly differentiated there will be paralyzing confusion and conflict.

There is probably more management information available concerning boards than any single management subject. The problem is that almost all the literature deals with the traditional model for board work. To the best of my knowledge, only John Carver has devised a totally new model for board work in not-for-profit organizations. He describes this in his excellent book, *Boards That Make a Difference*.

Carver limits the work of boards to only four categories: ends, executive limitations, board/staff relationships, and Board Process.

These areas and only these areas comprise governance. Everything else is management, and thus belongs to the staff. Almost all board problems can be traced to the confusion of governance with management.

If the solution to so many of our board/staff difficulties is so obvious, then why are so many organizations so slow to adopt the Carver model? The answer is tradition.

The Robert's Rules of Order

parliamentary model has been with us for over 100 years. (Henry Martyn Robert was called on to preside at a meeting in 1860 while he was a cadet at West Point. Because he did not know how to conduct a meeting and did so poorly, he determined to put in writing what he subsequently learned. In essence, his writings were the adaptation of the rules of Congress to meet the needs of all types of organizations.)

A Baptist pastor in Texas defended the continued use of Robert's model because Robert was a Baptist! I don't think that's reason enough. We need a whole new model for board work.

Your board may well be made up of good people with good intentions and noble commitment to the organization. However, if the model for their work is flawed, their good qualities may well be nullified.

Likewise, your CEO and other staff may be good people who are expected to rise above the flaws of traditional board/staff structures. We all can remember instances of good staff people, especially CEOs, who have been destroyed by an ancient model that doesn't work.

There is hope for your board! In recent years I have presented this policy governance model to ministries all across the country with amazing results. While it certainly is not a panacea, it surely is the best hope I have come upon for the quagmire in which many boards are snared.

Peter Drucker says, "All nonprofit boards have one thing in common. They do not work."

He is right, but there is hope. The starting point for hope is to clearly separate governance from everything else in ministry.

The Pathology of Nonprofit Boards

Here are warning signs that a board may be improperly focusing on the management side versus governance issues:

- Micro-managing staff work
- Rubber-stamping staff decisions
- Consuming precious time with trivial matters
- Responding only to staff situations and initiatives — being reactive vs. proactive
- Not clarifying board/staff gray areas
- Assuming that either less or more involvement will solve board problems
- Failing to distinguish governance from management

- Expecting board committees to assist with staff work

Sorting out the Roles of Board & Staff

As I walked across the parking lot toward my rental car to head back to my hotel, my mind was filled with thoughts of déjà vu. I had just completed two days of interviews with senior and middle management staff and board members of a ministry that had come into existence soon after the end of World War II. I was struck, once again, with the fact that our problems in ministry are much more similar than dissimilar.

I cannot remember how many formal and informal management audits I have performed for ministries over the past 45 years, but one thing is sure — while no two ministries are exactly the same, to say the least, the problems that ministries face are easily predictable.

The ministry I had just left was characterized by serious and debilitating confusion with regard to board/staff relationships and roles, the role of the CEO in relation to other senior staff, and confusion with regard to the roles and authority of board committees. My mind went back over the long history of this ministry and I could not help being impressed with how God has used this work through the years. But, I kept wondering how much more effective they might have become had they addressed the management problems with objectivity, knowledge of management, and courage to act.

The Role of the Board is Governance

I suspect there is more information available with regard to nonprofit boards than any other single management subject, including fund raising. Unfortunately, all of the books, videos, audiotapes and seminars, including seminars I have taught for many years, merely provide tips on how to perform traditional board work. To the best of my knowledge only John Carver has come up with an all-new model for boardmanship in the nonprofit organization.

When I came upon John Carver's book, *Boards That Make a Difference*, I went to my files and threw away everything I had collected on the subject of boards. Carver not only reinforced

many of my beliefs concerning boards/staff relationships, he also provided a total framework for how boards might operate with a great reduction of friction and frustration. Carver calls his system Policy Governance or Governance by Design. His approach is absolutely revolutionary! Even a casual reading of Carver will convince one that this is not a series of tips on how to do traditional board work, but a total redesigning of the approach.

Simply put, boards have only four areas with which to deal: ends, board process, board/staff relationships, and executive limitations. Let's take a moment and look at these four categories in-depth.

The first is ends. Here the board deals simply with: What good? For whom? And at what cost?

This means that the board's primary focus is outside of the organization, addressing the needs that exist and what good will be brought about in the world as a result of the organization's ministry. Traditionally, organizations tend to look inside the organization more frequently than they look outside. The word ends is used to describe the task of boards rather than goals or objectives because the board will have its own goals and objectives, as will the staff. The goals for the board will be considerably different from the goals of the staff. However, the ends, which the board primarily addresses, are the results to which the staff's efforts are focused.

Second, board process is where the board states its own rules for how it will perform its work. Here the board determines how it will pursue consensus, how it will deal with renegade board members, how it will make decisions, and how it will structure itself as a board.

One of the things the board must deal with in board process is its utilization of committees. The operative rule is that the board should keep a minimum number of committees and be absolutely ruthless in determining whether there should be any committee structure at all. If the board finds that committees are needed, it should ensure that these committees assist the board in doing its work. Boards can and should govern, but there is no way boards can or should, as a board, help the staff do its work.

In board process, the board determines its structure. In traditional board work there are any number of board officers created, whether needed or not. Minimalism is the

rule of thumb for officers of a board. There should never be a board officer unless there is a need for that office to help the board do its own work.

The third area is board/staff relationships. This category considers how the board passes power to the staff, determines how it will assess staff performance, and how it will relate to the staff as a board.

Also, the board needs to be very specific in how it will assess the performance of the staff and particularly that of the CEO. The board should make it clear that, just as the board speaks with one voice or not at all, so the board hears officially from the staff through one person or not at all. Of course, this does not mean that the CEO cannot call upon a staff member to give a report of significance to the board.

The fourth area of board work is executive limitations. Carver explains that this means the board states negatively what it will not allow in staff performance.

Executive limitations are meant to place a fence around the very specific actions regarding ethics and prudence that the board will not allow.

Almost always, executive limitations deal with matters of ethics and prudence. Here is where the board articulates clearly what it will not allow in personnel relationships, budgeting, borrowing of money, putting assets at risk, relationships with vendors, and any other matters the board might specify. No single ingredient of this revolutionary way of doing board work gives greater freedom to the staff and reduces frustration more than this category of executive limitations.

As I have taught this principle over the past years, people sometimes suggest it

might be a mistake to state these conditions negatively. Not so! Executive limitations are meant to place a fence around the very specific actions regarding ethics and prudence that the board will not allow. When executive limitations are stated negatively, it has a very positive effect on staff performance, for it frees the staff to do the job they were hired to do.

Traditional board work is characterized by a confusion of board/staff roles, obsession with details at the expense of the big picture, focusing on the short term rather than the long term, and being overwhelmed with volumes of information resulting in frustration for both board and staff. When board and staff consider the Carver model, there are some legitimate questions that surface early on. Will the board lose control? Is it legal? Is it biblical and spiritual? What will people think? Will it help or hinder the staff? Why do we need to change the way we have been doing board work? A careful consideration of the Carver model will provide legitimate and satisfying answers to these kinds of questions.

Mind you, the Carver model will not compensate for an incompetent CEO, substitute for moral courage by the board, and indeed, it will not work if not implemented.

The Role of the CEO is Management

Alan Weiss said, in *Our Emperors Have No Clothes*, "The worst calamity in nonprofit management is a confusion (my kids would say clueless) about strategy and operational distinction. Sit in on any number of management meetings, and any size operation, and you will find no distinction between the 'what' of direction and 'how' of implementation. Yet in that simple difference is a profound tool for management."

The board's task is governance. The CEO's task is management. Confuse the two and you dilute both.

People don't manage effectively for only two reasons. Either they don't know how, or they lack the will.

Recently, I spent two days with a CEO and was hard pressed to suggest a management book that he had not read. And yet, his management work was a disaster and he was on the verge of being expelled from the organization. During my summary follow-up, I pointed out that he surely had the knowledge of management, but lacked the will and courage to act.

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Most organizations come into existence with the CEO as the visionary and the board as little more than a rubber stamp. In organizations that outlive the founder, boards often move to a position of micro-management.

Aristotle said that all of our difficulty comes from our failure to define terms. He may have been right! It is imperative to adequately define management and ensure that the board stays out of all management activities. The best definition I have found is from Lawrence A. Appley's little publication, *Management Made Simple*, in which he said, "Simply put, management is the work we do to get work done through other people."

The best description of management that I have come upon is from Louis A. Allen, who said that management consists of planning, leading, organizing and controlling.

"Planning is the work we do," says Allen, "to predetermine a course of action." Planning consists of forecasting, establishing objectives, programming, scheduling, budgeting, establishing procedures, and developing policies.

Organizing is the work we do to put people and tasks together in a structure. It consists of creating a structure, delegating responsibilities, developing job descriptions, and establishing and maintaining interpersonal human relationships.

Leading is the work we do that causes other people to take desired action. (John Maxwell's magnificent definition of leading is that it is simply influence.) Leading consists of making decisions, communicating, motivating, selecting the right people, and developing them.

Controlling is the work we do to ensure that performance conforms to plan. It involves establishing standards, measuring performance, and correcting one's course as needed.

Space does not permit us to delve into the age-old question of the relationship between leading and managing. Louis Allen, and many other writers on management theory, make the role of leading as an essential function of management. Suffice it to say here that leadership without management is merely hype and inspiration. On the other hand, management without leadership is sterile and ineffective. Once you see that

management involves a set of skills and a body of knowledge that can be acquired and implemented by almost anyone, there is hope for fulfilling the role of management.

Peter Drucker wrote, "An effective leader is not someone who is loved or admired. He or she is someone whose followers do the right things. Popularity is not leadership. Results are. Leaders are highly visible. They therefore set examples. Leadership is not rank, privileges, titles, or money. It is responsibility."

Board leadership is different in essence and outcome from executive leadership. Boards should lead leaders, while the executive must lead both leaders and administrators.

The Role of Senior Staff is Teamwork

"When a top executive is selecting his key associates, there are only two qualities for which he should be willing to pay almost any price: taste and judgment. Almost anything else can be bought by the yard." — John Gardner

I once did a management audit for an organization that had the chief financial officer, program director, and director of development reporting directly to the board. This created an impossible situation for the staff, the board, and not to mention, the CEO. You will not be surprised to hear that they had a long history of high turnover of both staff and board.

Senior staff is a part of the management process, not governance. They should report to the CEO. In turn, the CEO is held responsible by the board for the performance of the entire organization, including senior staff. Just as the board speaks to the organization through one person only, the CEO, so the board hears officially from the organization through only one person, the CEO.

The CEO may well invite senior staff to give reports to the board, answer the board's questions, and enjoy fellowship with the board, but they should never report to the board. Great care must be taken by the board in this process not to drift into the fatal error of giving orders to senior staff or appraising their work. That task belongs to the CEO alone.

It is very common for boards to divide into committees, have a board member chair the committee, and work with a

senior staff in his or her area. This approach to committee work almost never works. At best it creates hopeless bureaucracy, and at its worst it paralyzes staff and frustrates committee people.

If an organization is to have committees, they should be staff committees and never board committees. A staff person should chair the committee and should select his members based on their ability to contribute to a certain subject, and should never be made up of board members only. Indeed, a board member may well be selected to serve on a senior staff committee, but it should be because of his or her expertise and knowledge, and not because he or she is a board member.

There is every probability that the ministry you serve, as an executive or board member, faces very similar problems to the ones related here. It is my sincere hope that you might find the kernel of a few ideas that will help address these almost universal problems in Christian organizations.

Olan Hendrix is the CEO of Leadership Resource Group and can be reached at 800-7443-3933. Mr. Hendrix received his training at Tennessee Temple University, Temple Theological Seminary, The King's College, The University of Delaware, and The Policy Governance® Academy. He and his wife live in Columbus, OH.

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An Interview with FCC Commissioner Kevin Martin

*as conducted by
NRB President
Dr. Frank Wright*

Commissioner Kevin Martin serves as a member of the Federal Communications Commission for a five-year term expiring in June 2006. NRB President Dr. Frank Wright conducted a relaxed lunchtime interview with Commissioner Martin before members of the NRB President's Council at the inaugural Capitol Hill Broadcast Summit in Washington, D.C. The following article contains excerpts of their discussion, which ranged from First Amendment concerns to localism to the mandatory taping of programming content.

Frank Wright: *Sinclair Broadcasting received a great deal of criticism during the presidential election campaign for its plan to air the documentary **Stolen Honor**, which was reportedly about the service record of Sen. John Kerry. Some of the criticism called for a return of the Fairness Doctrine. What is your view of the Fairness Doctrine and what is the likelihood of its re-imposition?*

Kevin Martin: One of the things that has occurred in broadcasting over the last decade or so, since the elimination of [the Fairness Doctrine], has actually been the rise of broadcasters who have been able to target their message to particular audiences. That becomes much more difficult if part of their broadcasting requirement is that they have to give people who disagree with that message equal time. That becomes problematic, so

I think it's less likely that would end up ever re-imposed, certainly in the foreseeable future.

Frank Wright: *Christian broadcasters oppose the criminalization of so-called "hate speech" not because of any animus toward homosexuals, but because restrictions on religious free speech will prevent us from faithfully proclaiming biblical truth—specifically that homosexual practice is a sin. What is your view of "hate speech" limitations on our First Amendment protections of free speech and free exercise of religion?*

Kevin Martin: In general, the better way to combat what you disagree with is additional speech, and I think that will continue to end up being the best way to try to address people's legitimate concerns about hate speech. However, I think you've got to be very cautious when you start putting restrictions on what people are not allowed to say. I still think it's got to be very careful and cautious and the government should really be avoiding it.

Frank Wright: *Christian broadcasters have mixed views about the so-called "a la carte" channel choice for satellite and cable television operators. Some of our members see it as an effective way of using market-based forces to deal with indecent broadcasting; others fear it would marginalize religious broadcasting and reduce our overall access to broadcast platforms. The Commission has been studying "a la carte". What is your view of the concept, in general, and what do you think are its prospects in the Congress or at the Commission?*

Kevin Martin: I think the cable industry should be offering a family-friendly tier. They should be offering explicitly a tier of programming that would include the broadcast networks, which have to meet indecency obligations, and other cable networks that would provide programming that would meet the same kinds of obligations that the broadcasters have. I've really encouraged the cable industry to offer that as an alternative.

I think the cable industry would be well served by trying to find a way to address that in a more voluntary basis, so that we don't have to get into the issues of a pure "a la carte scheme". There are concerns that have been raised by a lot of the programmers about the impact that could end up having on them: Particularly

programming that is more targeted toward niche audiences, whether you're talking about some of the religious broadcasting, or other minority programming. I think that some of the religious broadcasters who have talked about a la carte would end up being exempt because they have mandatory "must carry" rights. However, I think it certainly would impact some of the cable religious networks.

Regardless, what would certainly be preferable is for the cable industry to find a way to address some of these families' concerns in a way that would allow them to feel good about the programming they are purchasing.

I think localism is really a key and central part of what broadcasters have traditionally provided their community.

Frank Wright: *In light of the new opportunities arising from digital multicasting, a number of organizations are calling for increasing the level of public interest requirements on commercial broadcasters. The FCC is already out front on this with its proposal to require multicasers to substantially increase their children's programming, but what of the general question of broadcasters operating in the public interest? How do you measure whether broadcasters are operating in the public interest?*

Kevin Martin: I think that certainly all the broadcasters end up having to operate in the public interest, and a strong component of that is trying to address the local needs and interest of their local communities. In the end, I think that is what has driven a lot of the benefits of broadcasting in the past and that it will continue to do so. That's at the core of its public interest obligations: trying to cover the issues and provide entertainment to the community that they're trying to serve, in a different way than cable networks that are

providing more nationalized programming.

Outside of the children's programming, there have been a lot of other groups asking the Commission to have some more explicit public interest obligations and quantitative obligations placed on broadcasters. What I have told people is that I get very nervous when we talk about explicit quantitative obligations. Because, first of all we have to keep track of exactly what kinds of programming satisfies those requirements, which always gets dicey for the government to review. And, I also think that too often, if we set certain kinds of public interest obligations they just as quickly become a ceiling as they do a floor.

Frank Wright: *What is your view of the importance of localism, in general?*

Kevin Martin: I think localism is really a key and central part of what broadcasters have traditionally provided their community. And I think that, in many ways, it's what differentiates your service and has been the broadcasters' strength to both attract an audience and be able to provide a unique service that other mediums can't end up competing with.

I actually think that broadcasters are not only serving well, but as I said, that's what really differentiates their product from other kinds of products that are out there to provide the same kind of news and information. I mean, if it's not going to be any further localized, then you can get the same kind of news from Headline News or one of the other national news networks. So, I think the localization or the localized content is really critical.

Frank Wright: *The FCC conducted extensive hearings on the question of localism in broadcasting. What is your view of the importance of localism and were the hearings helpful in assessing its value? Does Low Power FM have a role, in your view? How about low power television?*

Kevin Martin: I think that the potential benefits of low-power, whether you're talking about in the television or radio side are tremendous because it allows for a more highly localized service to be provided in areas where you might not be able to fit in a whole service channel. Now, I certainly think low-powered television has already targeted communities that otherwise wouldn't be getting that additional service. I mean, that's often what low-powered television is

doing. I've heard from a lot of the low-powered television stations: they actually come in and are anxious to try to make the digital transition and invest in equipment to be able to provide digital service. They're being held up by the Commission's not finalizing its rules on what they're allowed to do. Therefore, we've got to come up with a way of getting the digital channel finally assigned in a way that allows for the low-powers to get their channel allocations so that they can have the same opportunities.

I think that the Commission has got to be very careful that it doesn't end up interfering with the current broadcasters.

In low-power FM, I think it provides the same opportunities. I think that the Commission has got to be very careful that it doesn't end up interfering with the current broadcasters. There have been a lot of concerns raised about that because in the low-power FM context, we're talking about introducing a new service. With low-power TV, it's a service that's already there and we know is not interfering. The community is already getting the benefits of it. Therefore, I think we need to protect the low-power television stations; let them go on and get the same opportunity to transition digital; and we need to—wherever we can—introduce the same opportunity with low-power FM but recognize that the concerns about interference are legitimate. We need to make sure that we don't end up creating undo interference on the radio side.



Frank Wright: *The FCC responded to its mandate from Congress to re-assess the levels of media consolidation periodically only to see that work undone in Federal Court. Are you personally concerned about media consolidation?*

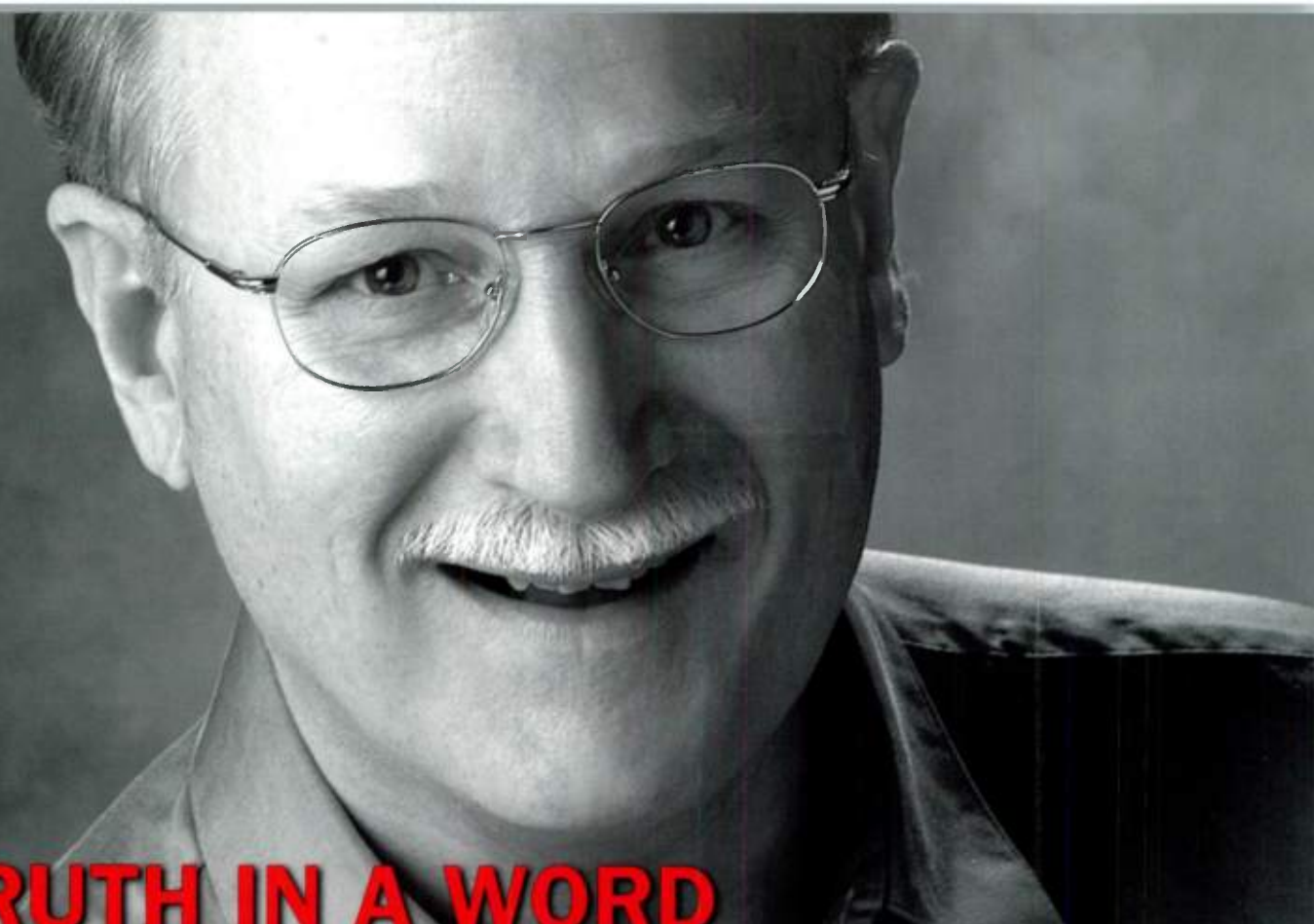
Kevin Martin: You know, I think the Commission should be concerned, in general, about media consolidation. I think that you have to balance that with the fact that the courts have told us that some of our restrictions were too tight, particularly in an era in which there were a lot of other choices. Many of our rules were put in place in a different time and the media landscape was very, very different. The Commission put in place a ban on newspaper broadcast ownership in the 1970s, before the proliferation of cable, before the additional television networks that are now available, and in an era when there were very severe constraints on cross-media ownership.

I think the Commission should be concerned about the kind of mistakes made in addressing this issue: we did every single media ownership rule all at once. What we probably should have done is try to take more gradual steps in addressing some of the issues first, and then see what the ramifications were for them. Certainly, we

should have started with the rules that haven't been updated yet at all. I think if we had done something in that area first, we could have gotten that through the courts and then tried to address some of the other issues.

Frank Wright: *If you had to make a prediction, what will be the Commission's likely course of action regarding mandated retention of program recordings?*

Kevin Martin: I guess that if I were going to make a prediction I think the Commission wouldn't require taping of all broadcast programming—in the absence of broadcasters having some history or violations that had occurred in the past. The idea of requiring some kind of taping either of particular programs or of particular broadcast stations, when there's been evidence of repeated violations, is potentially an important thing to end up doing. There have been some concerns that have been raised by people who want to file complaints for something that was on the air; the station doesn't have any record of it and they deny it was on the air. I think if there's a pattern that you see developing, I think that's a legitimate tool the Commission should consider.



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The Year of HDTV/DTV

By SAM B. WAGNER

2005 is the year for High Definition and NRB has scheduled significant events to help you plan for your future. It happens here in Anaheim, and it starts right now.

Two essential venues, the Saturday NRB TV Boot Camp and the first time ever NRB Tech Lab, will help separate the known from the supposed, the essential from the significant, and open a world of fascinating new ways to carry out the Great Commission.

So, as you follow the bouncing HDTV/DTV ball, keep your focus on the main thing. Our task is to present the Good News of Jesus Christ to a worldwide audience.

Television is moving into an entirely new era, especially broadcast, with high definition images: surround sound, multiple streams of digital channels, and new equipment systems.

Adding the H to DTV (digital television) is a slam-dunk to raise the budget. Standard definition or digital (SDTV) seems costly enough. Going High Definition (HD) will sweat the palms, raise hair and chill the spine.

So why, at this early stage of the game, become involved or bother to plan?

Most current choices seem to carry serious dollar tags, which will drop. Some things are going to disappear: computer driven stuff usually gets cheaper and faster, so, why should you care?

In the midst of a 720p, 1080i, 24p, 30i, 60i, 4:3, 16:9, 5.1, 7.1 and so forth world, there seems to be a consensus.

The year 2005 may well be pivotal for HD decisions. Moreover, you need to plan for it. This may be especially true for



those who reach a family oriented Christian audience.

HDTV is new, vibrant, filled with promise, and on its way. Driven by FCC mandate and sweetened by a broadcast potential to provide multiple channels within the licensed spectrum, more and more leaders are seeing that the HDTV glass is half full and filling rapidly.

Sports are having a field day with HD, pardon the pun, and select network programs have gone to HD to one-up their competitors. It's still a bonus product for most viewers, available for more than a slight additional charge, but it is available and those who subscribe to HD like it a lot.

Dick Dean is Chairman & CEO of WFMZ-TV69, Allentown, in the Philadelphia market and a member of the NRB Board. His was one of the first 50 television stations in the US to go HD. His remote trucks provide world-class facilities for such events as the World Series, the first HD pool feed from the U.S. Capitol Building; President George W. Bush's State of the Union address, and just a few weeks ago, the first HD pool feed of the U.S. Presidential Inauguration. Government officials appear most interested in HDTV.

Even though Dean was a pioneer in the HDTV arena, and Pennsylvania is particularly rich in HD offerings, he believes that for many viewers, HD is still a novelty. He likens it to some of the first stereo systems or even back to the early days of TV when black-and-white test patterns were something to experience.

Dean does like the potential for having HDTV and one SDTV channel operating at the same time. He also sees the advantages to having several SDTV channels operating simultaneously, providing opportunities for broadcast to better compete with multiple channel satellite and cable services.

While broadcasting HDTV and producing programming for HDTV is practical, doable and done, Dean feels that producing news in HD is still a stretch. Three of his seven remote trucks are equipped for HD, but none of his ENG trucks are HD capable, yet.

HD is rapidly increasing in its availability, particularly on satellite. Cable and broadcast are picking up the pace. And now it seems that this will be the year for a more convenient way to take HD home with you, HD DVD.

It has been announced that four major studios will be releasing titles on HD DVD by the end of the year, entering the arena

in competition with the high-definition Blu-ray Disc, which also has major studio backing. It is an expensive race between consumer formats. HD DVD claims more conventional physical characteristics and more enhanced content protection versus the Blu-ray's advantage of greater storage capacity.

More people are watching HDTV. Consumer sales of DTV products increased more than 40 percent over last year. Industry experts project 2005 sales for DTV monitors and sets will reach nearly 11 million units. Within three years, annual sales are expected to reach 27 million sets. Therefore, your audience for broadcast,

From a production point of view, HD will change everything. For instance, just the capacity for higher resolution and wider contrast ratio will change set and field lighting techniques.

cable, satellite and a variety of playable formats will be there. Will you be ready?

This year, NRB has several venues to help you make HDTV/DTV decisions essential to your organization. This is your year to soak it up and gather the information you need to survive.

Phil Cooke, NRB Board member and Los Angeles producer, has been creating and hosting information packed NRB Television Boot Camps from their beginning.

The 2005 NRB TV Boot Camp is all about HD, all about moving from an analog to a digital world, according to Cooke. These presentations are about

decision making, planning, and making pragmatic use of vibrant new formats.

"We'll have industry representatives with each major company showing us their HD equipment and edit systems," Cooke says. A couple of major TV ministries who are doing HD will also talk about why they made that decision.

The entire day will be devoted to answering such questions as:

- Why should I care?
- How is it likely to change the way viewers process information?
- What are the real and tangible benefits, challenges and fresh opportunities?
- What are the penalties for not going to HD now?

Cooke emphasizes that this is the direction the industry is moving. While there are many questions, the major TV networks have committed to HD and so have a number of major ministries. It will happen, with or without the rest of us.

From a production point of view, HD will change everything. For instance, just the capacity for higher resolution and wider contrast ratio will change set and field lighting techniques.

Cooke advises that prices will come down as the technology advances. It is not just a matter of a new camera or tape machine. Converting to HD means replacing your entire system — switcher, routing equipment, scopes — everything.

As a result, Cook has advised his clients not to switch yet. Nevertheless, as more ministries are moving toward HD, Cooke and others are looking into ways Christian stations and production companies can combine resources.

Steve Rosen is President & CEO of TV Magic, Inc. in San Diego, and is coordinating the Boot Camp activity with Cooke. He understands that major broadcast, cable and satellite networks moving toward HDTV will be hungry for HD content. Rosen believes that many will develop a loyalty to those who can provide good products early in the game and this may open the way for some of the smaller organizations to gain airtime and shelf space.

"Audio will be a big issue," says Rosen. HD provides beautiful surround sound in 5.1 and 7.1, but there is a need for syndication standard. There's a question for the Boot Camp.

The pressure for HD products is worldwide, going far beyond the US audience. Rosen mentions Europe and

Australia in particular, with many other areas beginning to move.

Here is another question for Rosen and Cooke at the Boot Camp. What is the potential for Christian broadcasters to band together to create greater purchasing power and gain lower prices from the marketplace? Some folks are already working on it.

The NRB Tech Lab is new this year and complements many workshops. The Tech Lab features four days of demonstrations and equipment displays. This cornucopia of expertise and equipment is a priceless opportunity to see side-by-side comparisons of individual pieces and working systems.

The Tech Lab is your opportunity to talk with the experts and put high tech into perspective. It will allow you to plan on a scale never before possible, and if you're looking for ways to stretch your budget, this may be your best opportunity. It is a rare occasion for smaller stations and production houses to talk with key players in the HD arena.

"As Christian broadcasters, we need to understand and adjust," says Jerry Rose, President of Total Living Network (TLN) and former NRB Chairman. "Satellite and cable diversity is driving the need to have diversity on broadcast," says Rose, "and this is where HDTV with the ability to transmit multiple SDTV channels in the HDTV bandwidth plays an essential role."

TLN was planning a studio upgrade to digital when the HD issue was considered. According to Rose, "We were doing a digital build-out anyway and the difference was not that much more."

The cameras at TLN are HD, so the acquisition is all state-of-the-art. However, not everything is being produced for high definition use, Rose indicated. The new facility also allows standard definition and analog production.

Rose stressed that the move was carefully planned to meet strategic objectives. It allows some HD programming and provides an upgrade path toward total HD.

Rose was adamant that planning is key. While the quality of production is important, he says, it is even more important to have program models allowing TLN to move Christian TV into the marketplace.

For a number of years, TLN has been working on such models. They are finding that opportunities exist and are available.

Some of the best are with the international community.

"The huge challenge for Christians," Rose says, "is producing Bible-based content that works in Christian, retail, and commercial marketplaces."

Rose's observations reflect what is happening right now. Current industry buzz has the major studios courting the Christian marketplace. It seems the 2004 elections indicated a significant shift toward strong moral and religious beliefs.

Hollywood has developed an incredible ability to follow the money. They are aggressively producing and moving products designed for a conservative

Hollywood has developed an incredible ability to follow the money. They are aggressively producing and moving products designed for a conservative American market.

American market. Hollywood has determined that this market is flexing considerable economic and political muscle.

Chris Bueno, in partnership with Larry Frenzel, is CEO of Carmel Entertainment Group near Los Angeles and has a second-generation association with NRB and the TV Committee. His father, Elmer, was one of the early members of the NRB TV Committee.

As a distributor and producer, Bueno urges programmers who are seriously concerned with extending the shelf life of their productions to consider shooting in

HD. Bueno says that for those anticipating any life for a project, HD is a must.

"I think we'll see an exponential increase in HD programming in the next couple years," Bueno says. "If your production is in HD it will only increase its value. HD is definitely worth the additional investment."

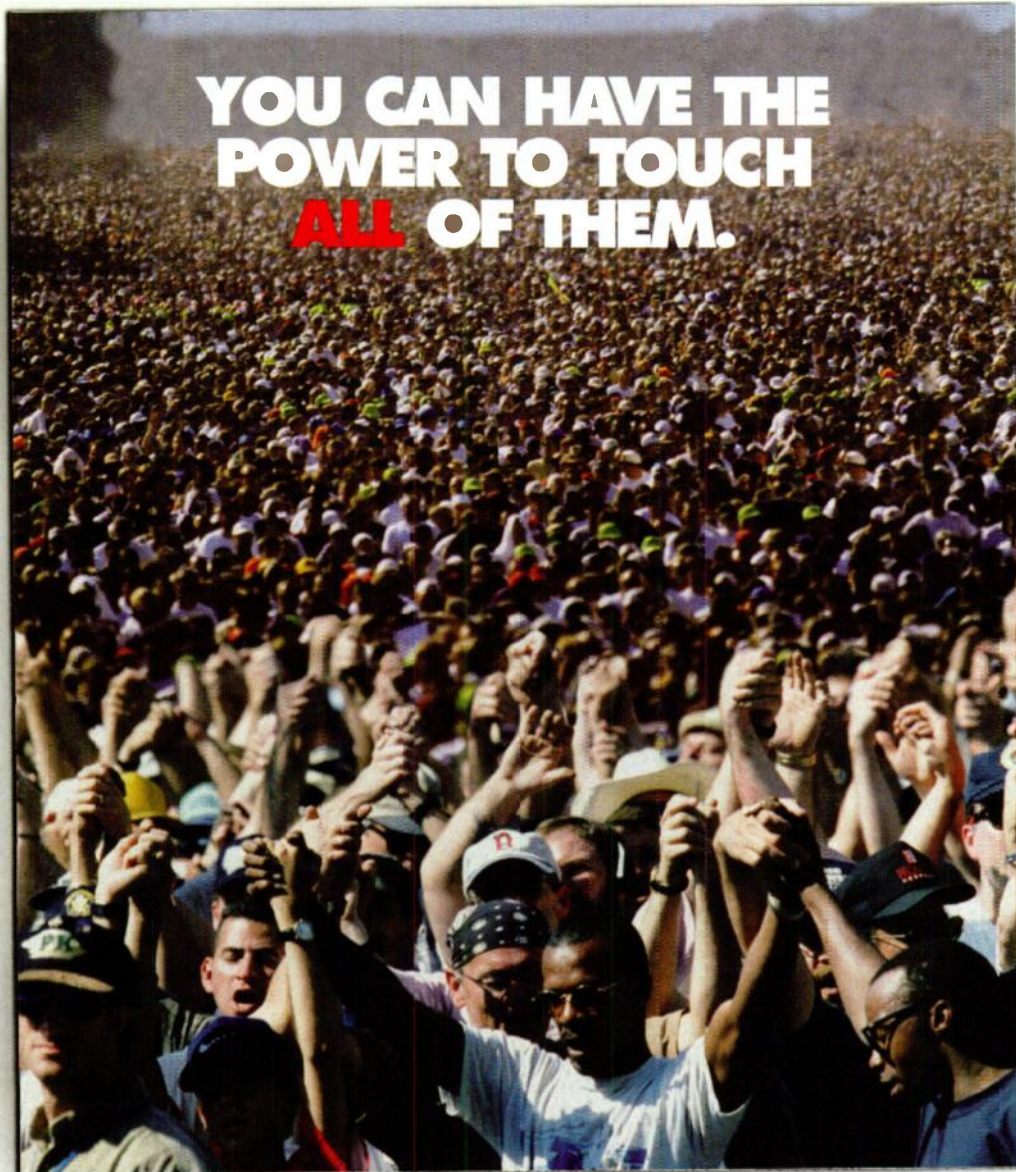
So, where does all this lead? The FCC mandate for HDTV is not likely to go away. Satellite will continue to add substantially to its offerings, driving and shaping HD use. Cable systems are beginning to move to catch up. Broadcasters will be looking for good HD fare.

There is a consensus about HDTV/DTV. 2005 is the year to find out about and plan for these formats. NRB has done a magnificent job of making this task easy.

Check the schedule, bring a pen, and start planning. It's your future. There is no one right way to go about it all, unless being well-informed is considered one of the ways.

Sam B. Wagner has served in a variety of capacities on the NRB Television Committee for nearly 25 years and works closely with the NRB TV Showcase and its awards. Wagner is President of Video I-D Teleproductions, Inc., is a television newsman, has taught at the university level, served as consultant for a variety of ministries, conducted international workshops, and written for publication. He currently lives with his wife Marlene in Washington, Illinois, and can be reached at sbw@videoid.com

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*5,635,190 is an estimate. It's probably closer to 5,635,274, but we didn't include the staff

Satellite Radio - Part 2

An Interview with Stuart Epperson,
Chairman, Salem Communications Corp.

By BOB POWERS

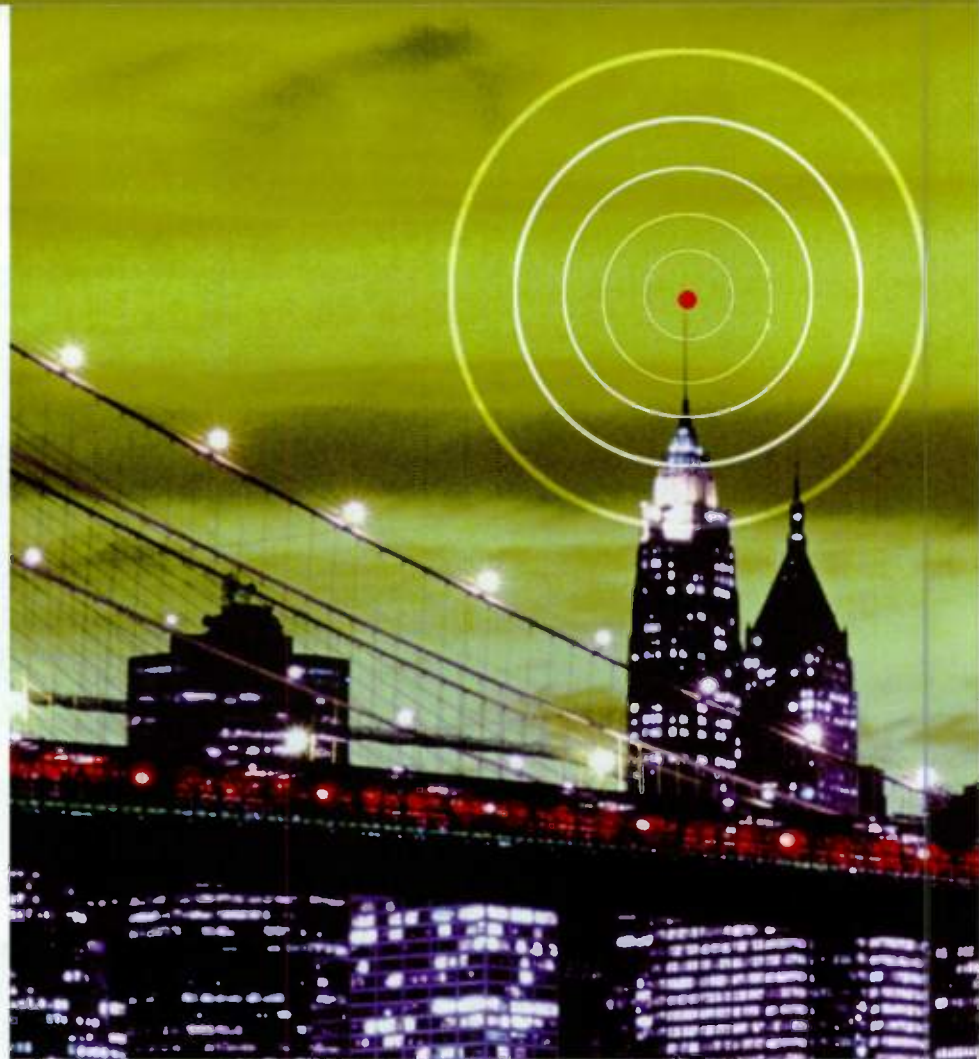
Inside: Is satellite radio a serious threat to terrestrial radio?

Epperson: About five years ago, Brandt Gustavson and I engaged in a long, somewhat heated conversation with an attorney who was active in persuading the FCC to license satellite radio. Brandt and I were concerned that satellite radio could replace local terrestrial radio and thereby eliminate or seriously limit access for Christian broadcasting. The attorney assured us there was nothing to be concerned about, stating, "Satellite radio will be history in a couple of years. If not, I will buy you the biggest steak in town!" I'm still waiting for that steak. With more than 200 channels each (and more on the way as technology provides), Sirius and XM are gaining new listeners every day. Their obvious goal is to become the exclusive radio provider in the United States.

Inside: Did the FCC foresee this exclusivity and its potential damage to local radio?

Epperson: Satellite radio was licensed by the FCC to operate as a national radio service, not a local radio service. In fact, in its order authorizing satellite radio, the FCC expressed its vision of a seamless nationwide service: "Motorists on the highways of America may soon be able to tune in to one of many satellite DARS channels offering a particular format without interruption or fading as they travel across the United States."

As for predictions of injury to local radio by the new nationwide service, the Commission in its order said it had not been shown that the "potential adverse impact [of nationwide satellite radio] on local radio service outweighs its benefits." The two satellite radio providers, Sirius and XM, also received licenses for hundreds of booster stations (in effect, radio stations) in most large cities, which they said were necessary to fulfill the Commission's vision of a nationwide service "without interruption



or fading ... across the United States." Now, in a show of bad faith, they are broadcasting local news and traffic with, no doubt, more local programs to follow.

Inside: What complications arise from Sirius and XM broadcasting local content?

Epperson: The two satellite broadcasters have broken faith with the Commission by broadcasting local content, thereby competing directly and possibly destroying local terrestrial radio. Four major problems come to mind:

- Two large corporations make all decisions on programming content, including all religious and public policy programs.
- Christian broadcasters have worked tirelessly to achieve access through radio station ownership and the purchase of broadcast time. We have more access than ever. This access will go away if local radio is replaced by satellite.

- Satellite radio is exempt from any requirements concerning indecency. Already, there are a number of X-rated channels.
- Two large corporations (Sirius and XM) control everything, which is the ultimate in consolidation. There is no diversification of ownership.

(Editor's Note: Last year there was a bill before Congress, H.R. 4026, the "Local Emergency Radio Service Act", which Epperson says would have protected local radio. He stated, "The success of Sirius and XM will be a serious blow to Christian broadcasting." As of this writing, it is unknown whether H.R. 4026 will be reintroduced during this Congress. For more information, log on to <http://thomas.loc.gov/> and enter the bill number in the search field.)

This article can also be found at www.nrb.org.

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Spanish Tropical is the most listened-to Spanish-language format in the Middle Atlantic and New England regions.

Spanish Variety is the most listened-to Spanish-language format in the West North Central region.

Spanish Contemporary is the most listened-to Spanish-language format in the South Atlantic region.

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Producing Television That Attracts a Secular Market

BY MONA HENNEIN AND DR. CALVIN BREMER

When the Christian Reformed Church decided to launch a new television series, the goals were clear. It wanted to present people's stories of faith and to compete in the secular market. It wanted to be salt — to present Christian truths effectively and with freshness. It wanted to produce programs that non-Christians would watch. The programs might be available to Christian stations as a ministry tool, but were designed to have a presence on the secular market.

It was a tall order. Initial research discovered that there were very few Christian programs that were successful in reaching into a secular market. It took some time to discover a formula that would attract those who may never be seen in church. *Primary Focus* covers stories to show that life is not about surviving with instinct, but about thriving through faith. We studied the television market, learned to produce compelling stories, and found one solution that allowed us to penetrate a whole new market. Here is how we did it.

Breaking the Rules

To do something new means we must break away from what has already been done. Most of today's Christian programs use their funding to buy time on various markets, and then appeal to their own audience by asking for support on the air. What we wanted was to use our funding not to purchase airtime, but rather to produce a hard-hitting series. We used our funds for production, with the idea of

attracting a non-Christian audience. It's a method rarely attempted by Christian ministries. To this day, *Primary Focus* has never asked for money on the air. We believe that if a program is of high quality, secular and Christian stations will air the series without our having to purchase time.

This approach is risky. We are not assured a slot in the market place every season. We must now depend on ratings, viewer appeal, and sponsors to survive. Finding a home on secular media means that the stories need to be strong to hold viewer interest.

To our surprise, we discovered that programmers, especially from public television stations, didn't mind our appeal to the Christian faith, as long as the programs were well produced and fair. Who better to provide moral, faith-based programming than Christians? Executives from Wiegel Broadcasting who own seven stations around the country have told us that they "feel good about offering a series like *Primary Focus*" because of its family friendly values.

Learn to be a Good Storyteller

Story telling doesn't always come naturally. Like any other craft, it takes time, energy, and practice. As reality television has demonstrated, nothing draws an audience more than watching other people work through their struggles. *Primary Focus* tells the stories of how faith shapes the person and his or her reactions within a variety of life situations.

Story telling was Jesus' favorite way of speaking to the masses. For example, both children and adults cherish the parable of the lost sheep. They relate to losing one we love and not resting until he or she comes back. It is through this dramatic and powerful parable that people learn that God loves them. This inductive learning is often best suited to those who are first coming to recognize the truth about themselves and God's world.

It is often said that Jesus told stories to entertain and to reveal truth. However, the truth is a little more complicated than that. Jesus himself said that he spoke in parables to hide spiritual truths from those who were not attuned to his messages. He chose this method of speaking to large groups, because His message was available to those who were seeking. *Primary Focus* assists those who are seeking.

Primary Focus staff members participate in workshops that study the components of good video story telling — such as leading with good sound bites, building the drama, and learning to interview. Every step is essential in capturing and keeping the viewers' attention. It is the power of a well-told story that provides truth to those who are seeking and entertainment for those wanting adventure. Moreover, certainly this format attracts viewers seeking meaningful programming.

Great production takes time, energy, and a commitment to excellence. If you want secular programmers to stay tuned, demand quality lighting, sound and editing. Nothing will get a programmer to throw out your message faster than a program that does not reflect high production values.

Find Themes Everyone Can Relate To

"Christian programming is repressive, politically right, and full of can't do this, can't do that theology." That is what one CBS executive said when asked, "What's

wrong with Christian television?"

Public television programmers have said that a common mistake Christians make is to limit their discussions on the airwaves to abortion and the gay agenda.

Finding a home on secular media means that the stories need to be strong to hold viewer interest.

These issues are important and Christians should be steadfast and strong when expressing their respective views, but the stories of Christians who have struggled with these issues and are victorious are more likely to be heard by non-Christians than are the propositions of a speaker. Non-Christians also want to know that there are also many other issues that are affected by faith in Jesus Christ. Everyone wants better relationships, everyone needs to handle stress, and to learn about handling money.

"Whatever you do, please don't tell us what to think," said another executive. "I think Christians come off too strong and turn people off."

However, *Primary Focus* has found that many people want to know what Christians think. People will in fact change their thinking after they have seen how truth has affected the motives and actions of Christians. The more we appeal to heart-felt needs on the airwaves, the more likely viewers will visit our website, where our Christian faith is clearly presented. Having a strong website has been a key element in our strategy. On the web site, seekers can learn more, ask questions, and get the help they are seeking.

Stories about issues that affect society in general generate programmer interest and response from a wider range of viewers. Often, a program may take on a life of its own. *Primary Focus* programs are used at adult group discussions in churches and as teaching tools at Christian high schools and youth groups. Police departments in Toronto, Canada, are using the program *Cops Don't Cry* in training officers about the stress they face in their job. A number of the programs have been

used by social service agencies in addressing specific societal problems.

Be True to Your Story

Being true to a story takes great courage. After almost every interview, producers come back and say, "That story didn't go the way I wanted." What they mean is that they found a "flaw" in the Christian testimony.

For example, one *Primary Focus* episode, *From Fury to Forgiveness*, told the story of Marietta Jaeger, a woman who learned to forgive her daughter's murderer. Frankly, it was not so simple. She admitted to being angry with God, wanting to kill the murderer, and she also admitted to her doubt in a good and kind God.

However, it was that very struggle, her doubt and anger, that made this episode so powerful. To show struggle and flaws demonstrates that living a Christian life is not easy. It never is. Jesus never claimed that his followers' lives would be without suffering. All humanity struggles, and almost all can understand why sometimes some of us fall before we are picked up by God.

Being true to a story means deciphering what elements of one's story should be left in, but also what elements should not be left out. Scars and nicks in a person's life add authenticity, interest, and credibility. Scripture does not leave out human failings. Jonah was not always a hero, because he didn't want to preach at Nineveh. David wasn't always faithful and Peter denied his Lord. These stories are great, not only because they are true, but also because they are real. We learn the most from those that struggle, sin and fail much like we do, but are restored by God's grace.

Respect All Views

Another key in appealing to a secular audience is to be willing to listen and accurately represent another point of view. Viewers are discerning, and when presented with clear, fair reporting, they can see the truth.

The most dramatic example of that occurred when *Primary Focus* covered witchcraft and its growth in North America. Interviewers spoke with witches to find out what was their draw and attraction to this pagan religion. They actually listened to what the witches believed. Because of the

respect shown to the Wiccans, one coven allowed a *Primary Focus* crew to videotape one of their ceremonies.

Taping the episode in no way condoned this dangerous practice. However, without condemning the women who opened their lives, *Primary Focus* demonstrated the flaws through the testimony of a former witch, now a believer, who spoke of witchcraft's dangers.

This approach takes courage, but because "All truth is God's truth," *Primary Focus* believes that truth eventually wins out. The Christian faith is based on fundamental truths that can penetrate any other belief system.

Be True to Your Vision

Primary Focus has been helping a Christian ministry based in Khartoum, Sudan. In working with a team of gifted, creative and talented people, it became apparent that the culture and their language are very different from North America, but the vision of producing programming relevant for a secular audience is the same.

The key the Khartoum team is using to reach Muslims is prayer. As a result, they receive numerous phone calls and letters from people of all faiths wanting to know more about Christianity.

Producing Christian programming is challenging at every step. Generating stories, interviewing, writing scripts, maintaining integrity and respect requires God's guidance. It is the only way to keep true to your vision, and to stay encouraged in the great work we have all been given to do.

Mona Hennein is Reporter/Senior Producer for Primary Focus, and has been reporting and producing for 20 years. She has received several awards, among them the 2004 and 2001 Clarion Awards and Four Aurora Awards for Primary Focus, and an EMMY for the 1998 documentary, Countdown to the Year 2000. She can be reached at 888-736-2870.

Dr. Calvin Bremer is Executive Director of Primary Focus as well as The Back To God Hour, and spent more than twenty years as the pastor of a large church. He and his wife, Janelle, have two adult children, and three grandchildren.

Hit a Home Run with your Web Ministry

By J. SEBASTIAN TRAEGER

The Home Run. Perhaps the most American of sports terms. You don't even need to follow sports or baseball to know that the home run is the pinnacle of hitting. Hitting a baseball is considered the most difficult thing to do in sports, as a 95 mile-per-hour pitch darts in-and-out and can reach the plate in just 0.4 seconds. Hitting a home run is, therefore, the quintessential sporting accomplishment, combining precision, power, and presence.



The home run also has the power to make heroes and goats. The Babe, perhaps the first “one-name” American celebrity, captured the imaginations and emotions of fans with his prolific power, transforming the game of baseball with his ability to put the ball over the fence. Bobby Thomson became an instant legend when his “Shot Heard Round the World” rallied the New York Giants over the Brooklyn Dodgers in the bottom of the ninth to send his team to the World Series. This past post-season saw the Red Sox overcoming a 3-0 deficit to the Yankees by using the drama and excitement of late inning homers.

While a home run seems like a one-time event, it is really the product of years of hard work, batting practice, patience at the plate and proper mechanics. The home run is the epitome of instant gratification, as all the hard work pays off in immediate results with a run and a game-changing event.

Your Web Ministry

Much like hitting a home run on the baseball field, hitting a home run with your web ministry requires hard work, discipline, practice, and proper techniques. Additionally, just like seeing a ball fly over the fence, you can also see the results of your efforts: your message goes out to more people; an increase in the number of e-mail subscribers; online donations grow; and an overall reduction in costs. I want to share with you four bases that you will need to cover if you want to hit a home run with your web ministry.

Strategic and Financial Plan

Your first base to cover is developing a strategic and financial plan. “Without vision the people will perish” and without a plan, your web presence will wilt. Has your ministry spent a substantial amount of time developing an “e-strategy”? In my opinion, ministries need to move past having an “e-strategy” toward developing and implementing an “integrated strategy”. Far from rendering traditional strategy obsolete, the Internet has dramatically increased the possibilities for organizations developing unique and creative strategies that leverage their core strengths in novel ways.

Many ministries are investing a lot of time and energy into their online presence, and many are doing a lot of good things, but in the absence of an integrated strategy, these efforts are much less effective. A clear strategic road map with an integration of

online initiatives with offline processes and functions is a necessary baseline for success on the Internet and for overall organizational success. In the absence of an integrated strategy, even though an organization may build a fine web site, it will be hampered in its efforts to build an effective and life-changing web ministry.

So what is an integrated plan? Simply, one that considers your current strengths, assets and communications tools, as well as how your constituents use the Internet.

During the early days of the Internet, conventional wisdom suggested that it had changed everything, and that the rules

A clear strategic road map with an integration of online initiatives with offline processes and functions is a necessary baseline for success on the Internet and for overall organizational success.

governing companies and competition in the “new economy” were fundamentally different from what they had been before. As upstart dot coms flooded the market, established companies rushed to establish their own “e-strategy” or “e-business”. Many established companies, believing that old approaches would not work in the new economy, set up their Internet units as stand-alone businesses. Perhaps the most vivid example is Barnes & Noble’s decision, in response to the competitive threat presented by Amazon.com, to set up barnesandnoble.com as a stand-alone business. This decision ultimately played into the hands of Amazon, as Barnes &

Noble failed to capitalize on the advantage provided by its network of physical stores.

With the benefit of hindsight, such decisions seem obviously foolish, and the example of Barnes & Noble can be contrasted with examples of companies who have integrated their online presence into their overall strategy and operations. For example, when the pharmacy chain Walgreens introduced the ability for people to order prescriptions online, they took into account the possibility that many people would still prefer to pick up their prescriptions at a nearby store. This is in fact what happened: 90% of customers placing orders over the Internet pick up their prescriptions at a physical location, as opposed to having them shipped. In this case, the Internet bolstered the value of Walgreens’ network of stores, helping it to maintain its competitive advantage over online pharmacies.

Take the time to invest in developing an Internet strategy. Think through the various aspects of your organization and align your strategy with operations.

Marketing and Constituent Segmentation

Once you have a strategic plan, you can head to second base by focusing on marketing and constituent segmentation. Every organization in the world has constituents — whether you call them donors, members, clients, leads, or listeners. A strong marketing focus will allow you to “segment” or differentiate between your various constituent groups and it will allow you to “target” or communicate with them in different ways. Segmentation allows you to move away from taking a one-size-fits-all approach to communication to a personalized, targeted one.

Ministries in particular need to think carefully about how they position themselves in a crowded marketplace of ideas (both Christian and secular) to a limited pool of potential donors and to an increasingly skeptical culture. Most importantly, they have a theological and Biblical need to be careful of what they say and how they say it. This is basically the advice Paul gave to his young protégé Timothy: “Watch your life and your doctrine closely. Persevere in them.” While I don’t want to reduce Paul’s teaching to marketing principles, I do think Christian organizations—by virtue of the message that we have been entrusted with—have a special obligation to consider how our

various audiences understand us.

When developing your marketing message, remember that it's not about you, or, more positively, it's about the psychology and interests of your audience. This might seem like an overplayed directive, but this is often the area where most organizations go wrong. Especially on the web, ministries use their marketing message as an opportunity to think through their organizational chart with each department inheriting a section on its site. Obviously, when you consider your site's messaging, what your ministry does and how it ministers to people is important. However, try putting yourself in the shoes of your target audience and thinking about how they will interact with your ministry and use your site, and what they are interested in discovering about you. "Why are people coming to my site? What are the primary things they will be looking for and what are the secondary things?" It sounds really easy, doesn't it? Nevertheless, it can often be surprisingly complicated.

Think through your constituents and have a slightly different message for each one. Talk to them with words that they will understand.

Creative Design

With a strategic plan and a marketing message in hand, you are almost home. The third base to cover is to have a creative design that grabs people's attention and reinforces your message with compelling images and graphics.

We live in a society where first impressions matter. Even if we strive not to judge based on appearances only, sometimes we find ourselves avoiding a restaurant because of the way it looks (or smells) from the sidewalk. We also know the importance of meeting the in-laws for the first time and how necessary it is not to speak poorly, criticize the food, or drool uncontrollably. Even the title of this article probably influenced your decision whether or not to read on.

While design is somewhat subjective, there are a couple of ways to ensure that your design is compelling.

First, make sure your visual identity is consistent. It is essential that you communicate one identity every time and in every way that you communicate. Whether you are a church or a ministry, everything from your logo, your signage,

business cards, to your web site should incorporate the same look and feel. Since you have so few opportunities to communicate with your constituents, it's vital that every time you do, you come across the same way. Multiple identities cause confusion, which leads to an appearance of disorganization or even distrust. Starbucks is the king of following this principle.

Secondly, your web design should match the personality of your organization and your audience. Not only should you be communicating the same message every time, but you should also communicate the right message about your organization. Your look should match the personality and the target audience that you are trying to reach. This is obvious in the physical world: If you go to a BBQ, you wear jeans. If you go to a wedding, you wear a suit. The same is true of good web design: there should be a clear personality and target audience in mind. Ask yourself, "With whom am I trying to speak? What are their likes & dislikes?" Ask the questions that expose their personality. After researching who your audience is, discover your church's or ministry's own personality. If you and your constituents are backyard BBQ people you should not be using swans or ice sculptures as imagery to set the tone (maybe steers and hay bales).

Strive for excellence in design and, just like after seeing a long blast from a home run hitter, see people gasp with excitement at your work.

Technology and Web Production

Once you've hit the ball out of the park and you're rounding the bases, your last 90 feet to home plate are the easy part. Similarly, the most difficult and important parts of your web ministry are the strategy, marketing and design. Technology is easy. That might sound strange to you as conventional wisdom tells us that success on the web is about using cutting-edge technology. Actually, these days, success on the web has little to do with technology. By that, I certainly don't mean that technology isn't necessary: it is essential. What I mean is that because the technology is essential, it has already been mastered. One benefit of the billions of dollars that were spent and wasted on the Internet during the dot com boom of the 90s is that we now have

incredible technology available at very low costs.

Just three years ago, a content management system (CMS) was still a novel technology, eliciting "oohs" and "ahhs" during demos. Today, most ministries don't even need a demo as they understand what a CMS is and what it does. This market maturation is normal and expected and it provides your ministry with an incredible opportunity: rather than focusing your resources on technology, you can instead direct them to strategic thinking, marketing messages, and creative design. In essence, you can "swing for the fences".

The NRB Convention should give you time to think as well as access the experts so that you can ask questions and learn more about taking your web ministry to the next level. Broadcasting Thomson's famous home run, announcer Russ Hodges said: "The Giants win the pennant and they're going crazy. They're going crazy, I don't believe it, I don't believe it, I will not believe it." Watching and cheering for sports and for home runs is certainly exciting and I think we've all experienced the joy of "going crazy" when our team wins. However, there is something so much more substantive for which we should be excited: We know that Jesus went to the cross because of the joy set before him. Let's cheer for our sports heroes, but let's commit our organizations to excellence because when we hit home runs and people repent of their sins and believe the good news of Jesus Christ, lives are changed and cheers are elicited from the angels in heaven.

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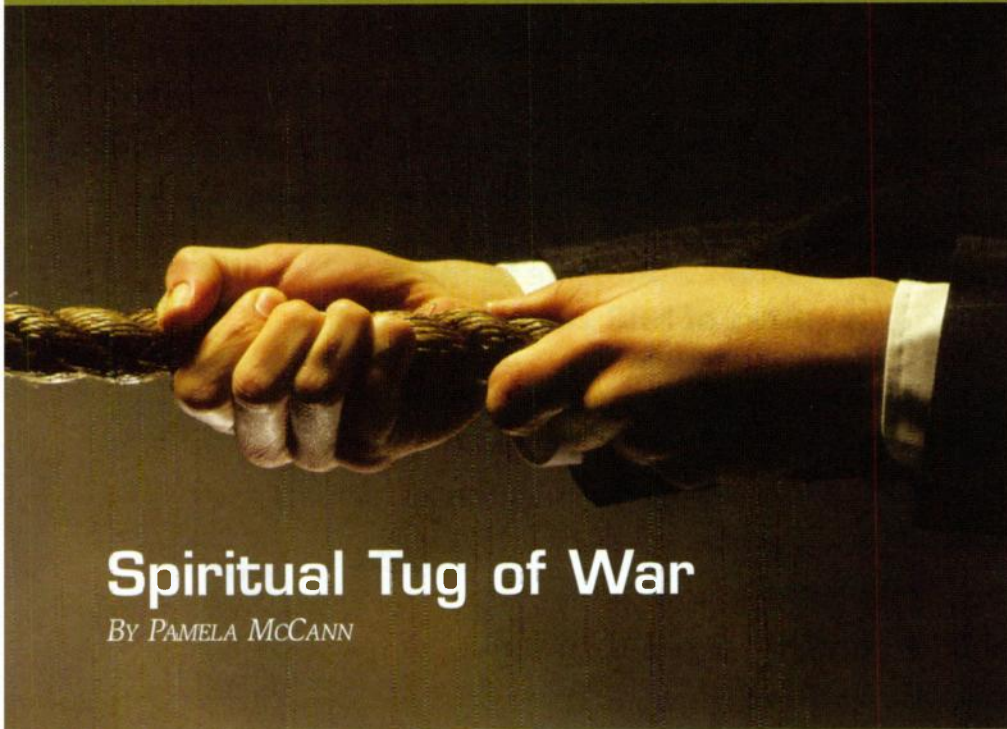
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Spiritual Tug of War

By PAMELA McCANN

Reading the market, understanding what's happening and, to some extent, predicting where it's going is called trending, and this year's was dramatically impacted by the election cycle. Issues take on an almost unrealistic importance in the heat of battle particularly around presidential campaigns, and especially in this campaign. Intentional or not, campaign issues have an impact on the programs that we produce, the advertising we create, and the fundraising tactics we use. Polarization along the lines that we saw in the campaign traditionally has been very beneficial for evangelical causes and ministries: It gets the support base vitalized and engaged.

As you look to the coming year, it's important to understand that the gains you might have made in the political season may not be replicable. Building on this success will mean looking beyond the issues from the 2004 election. There are some strong pointers for us as Christian broadcasters and ministry leaders, but I'll address just one.

One thing that is obvious in the aftermath of the election is that there is a definitive spiritual split in our culture. The strides that secularists have made to hem in our spiritual culture have seemed at times alarming and at others simply

annoying, but the split seems to be growing. This trend is of particular interest to anyone who's read the social and historical studies of Strauss and Howe. Simply put, they maintain that there are four generational groups that appear in the same succession over the course of U.S. history from 1584. Each group has a name, and Boomers happen to be in the category of "idealist" generations. According to Strauss and Howe's analysis, the "idealist" generation appears responsible for setting the spiritual and moral tone of the nation for the next 100 years.

The analysis also shows a definitive split along spiritual lines in the "boomer" generation (our current "idealist" cycle). In this idealist cycle (born 1943-1960) "early wave" boomers have been responsible for the spiritual awakening of the 70s — rooted largely in a wide concept of spiritualism and religion (new age type religious experiences, environmental spiritualism, the Jesus movement, etc.), and "late wave" boomers are credited with the mega church phenomena — with more of a focus on Biblical spiritual values as a rule. Of course you have those who are "early wave" (like our current President) who have the "late wave" characteristics — but for the most part the generation can be

seen as split into these two categories.

What we experienced in this election, was more than a battle over issues. It was in reality the bitter clash of these two groups for the literal future of our nation. In their 1991 study, Strauss and Howe predicted that "early wave" boomers might win this spiritual tug of war and that our next phase of development as a nation would be colored by a love of earth and the environment. That, indeed, our next war might be sending our young men and women to die in protection of the rain forest or some other environmental issue.

I don't know about the spiritual state of these two researchers, but, although this work is observational and analytical, their analysis is intriguing. Consider this; we might now be gearing up for the next great spiritual awakening in our nation. We are sure seeing the spiritual dynamics in play — a trend toward Biblical values on a national scale, and a new, intense interest in spiritual issues and in revival. As people in our nation seek God, we are in a particularly strong position to help them find Him. Let us commit as Christians to be the kind of people and have the kind of ministries that will point people to Him.

Henry Blackaby's book, *Holiness*, powerfully reminds us that we have to start with ourselves — our relationship with God has to be right. We know that when we get our lives on track, our work in ministry at any level takes on new meaning and we can engage with renewed energy knowing that there's significance to the calling we all have in ministry — no matter what our role may be.

May God grant us revival in the depths of our lives and may it spill out into our families, churches, communities, cities, and world.

Pamela McCann is President of McCann Group, and Executive Director of Women in Christian Media (www.womeninchristianmedia.org).

*Footnote: Source William Strauss and Neil Howe, *Generations the History of America's Future, 1584 to 2069*, William Morrow and Company publishers, 1991.*

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The succession of hurricanes that devastated Florida and neighboring states this past September was extraordinary. So were the ministry partners who assisted the disaster work of The Salvation Army. Many of those partners were the thousands of communications members associated with the NRB. The Salvation Army would like to express to the NRB and all of its broadcasting members a very sincere thank you. Especially, we would like to take this opportunity to acknowledge deep gratitude to the following organizations:



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Christian Broadcasting – The New Opportunity?

By J. PETER WILSON

A New Beginning

At the end of 2003, the regulatory landscape of broadcasting and communications in the UK changed as the new Office of Communications (Ofcom) took over the functions of all the five existing regulator bodies. Today we have a growing Christian broadcasting industry and with the new legislation — Communications Act 2003 — we now have the opportunity to obtain radio or TV licenses, including those for national and local DAB (Digital Audio Broadcasting) radio, terrestrial digital TV, AM/FM local radio, satellite/cable radio, and TV stations.

The Current Radio Broadcasters

Apart from religious programs on the BBC, including a Sunday morning Christian service every week, there is very little religious programming on ILR (Independent Local Radio) or community radio stations. The exceptions are two sta-

tions: one in London and one in Stoke-on-Trent. Premier Christian Radio (AM 1305/1332/1413) is the station for the Christian community of Greater London. This station first started broadcasting on June 10, 1995, and it has pioneered a local radio worship music and speech format. In Stoke-on-Trent Cross Rhythms City Radio (FM 101.8) has been broadcasting for two years as a trial LPFM community radio station. This station has to compete with three local stations, and takes a different approach to London's Premier Radio by playing Contemporary Christian Music. Premier Radio claims to be a "Christian lifestyle station for the whole community".

A few local mainstream commercial stations have a Christian program every Sunday morning and HCJB-UK broadcasts its award-winning program on Pulse Classic Gold.

Currently, the place to find real choice of Christian radio is DSAT (digital satellite). The name that many people equate

with Christian radio is UCB — United Christian Broadcasters. They first started broadcasting four hours each night to Great Britain from the Isle of Man, using the AM transmitters of Manx Radio, in 1987. Today, UCB has studios in Hanchurch in Staffordshire, and from there operates four radio station channels that are broadcast on Sky Digital: UCB Europe 875, UCB Inspirational 886, UCB Bible 890, and UCB Talk 891.

Trans World Radio (TWR) has been active in the UK since the 1960s, setting up its first office in Croydon, and today their offices and studios are in Bath. TWR currently broadcasts its DSAT radio service of music and speech programs on both Sky Digital 888 and Eutelsat Hotbird. Some of their satellite programs are also broadcast to the UK and other European countries using LW/AM/SW transmitters in Albania, Austria, Germany, Monte Carlo, Russia, and Ukraine.

Both Cross Rhythms and Premier Christian Radio simulcast their terrestrial programs on DSAT so that listeners outside of their transmission areas can hear them. Cross Rhythms is on Sky 876 and Premier is on Sky 873. U.S. satellite broadcaster CSN has set up a UK based operation, Calvary Chapel Radio, that broadcasts on Sky 906.

New Radio Opportunities

For Christian radio broadcasters there are new opportunities appearing in a number of fields. Premier Christian Radio took the opportunity to broadcast nationally by using one of the few audio channels available via Freeview's DTT (Digital Terrestrial Television) system.

Community radio is yet another way for Christians to broadcast to their local area. In the autumn of 2004, the UK regulator Ofcom received 192 applications for the first wave of LPFM community radio licenses. Some of these applicants are members of Christian Broadcasting Council (CBC), such as Hope FM in Bournemouth and Flame FM in Wirral. The areas covered by such stations will be small, with a radius of 5-10 kilometers. The advantage of community broadcasting is that the station can more closely relate to listeners than can a networked station.

Due to the small size of the UK, in many parts of the country there is a shortage of analogue spectrum, especially FM, and even with community radio stations there will still be limited opportunities for Christian broadcasters. The door

Community radio is yet another way for Christians to broadcast to their local area.

opened by the Communications Act 2003 to digital broadcasting is the way forward. DAB digital radio — national, regional & local — provides the opportunity for a far greater program choice and for Christian broadcasters.

In Birmingham and the West Midlands there are already forty-five radio stations broadcasting on DAB and we can look forward to the day when Christian formats, including Gospel Music and Contemporary Christian Music stations, will join the pro-

Prior to 1990, Christian TV programs were limited to the religious slots on both BBC and ITV or on cable TV

gram mix. The consequence of an earlier ban on religious broadcasters applying for DAB licenses is that in the major population areas of this country, there is little spare capacity on the existing local DAB multiplexes. The good news, however, is that more DAB frequencies are due to be released and on 15th December 2004 Ofcom announced proposals for allocating three more blocks of spectrum in VHF Band III to complete the coverage of DAB local digital radio throughout the UK. DAB/FM portable radios are now available at prices starting from \$60/£40. In addition, manufacturers such as Sony, Pure, Philips, Sharp, JVC and Sanyo provide a wide range of DAB products including hi-fi units and kitchen radios. Both Ford and Vauxhall (GM's UK brand) are among the carmakers offering DAB car radios as standard or as an option in most of their new models.

Already, some of the DSAT Christian broadcasters have applied for DAB licenses and, for example, UCB now has a DAB license that will give it the opportunity to broadcast nationally across the UK on the DAB system once the additional frequencies are available. Local Christian broadcasters are also looking at the opportunities DAB offers and spare capacity is available on some local multiplexes.

British Christian TV

Prior to 1990, Christian TV programs were limited to the religious slots on both BBC and ITV or on cable TV. Fran Wildish started the first Christian TV Channel —

Vision Channel — in the UK in 1986 broadcasting on Swindon's cable network. Today, Vision broadcasts on the general entertainment channel Life TV (Sky 160).

What happened with the passing of the 1990 Broadcasting Act was that religious TV broadcasters could easily obtain licenses to use DSAT to broadcast into homes that had a satellite dish. The difference between terrestrial analogue frequencies and DSAT is that the amount of available capacity on DSAT has very few capacity limitations.

The first UK-based Christian DSAT TV station came on air in 1995 when Rory & Wendy Alec, a South African couple who had moved to the UK in 1991, launched Christian Channel Europe which broadcast two hours a day in the early morning. In 1997 the station was renamed the GOD Channel and the broadcast time was extended to seven hours each morning. Two years later the GOD Channel extended to 24 hour broadcasting and a second Channel, GOD 2 was launched. Today, GOD TV broadcasts from uplink facilities in Jerusalem, maintains offices and stu-



dios in Britain, and has new offices in America, India, and South Africa.

In the Spring of 2002, Howard Condor, founder of REVELATION TV, went to the United States feeling discouraged about the state of television in the UK. While there, he found himself saying, "But England is still a huge mission field." On

...emphasis is on television programs that have been developed specifically for UK and Commonwealth audiences.

his return to the UK, he launched REVELATION TV on Sky 676. REVELATION TV has a studio in Central London, from where it broadcasts live nearly every evening with the aim of redefining British Christian Television.

During 2004 UCB TV launched on the Sky 677. Their program line-up includes material that has not been seen before on Christian television in the UK, and the emphasis is on television programs that have been developed specifically for UK and Commonwealth audiences.

Broadcasting law in the UK has certain content codes and regulations about appealing for money on-air. Not all

Christian programming on DSAT keeps to the same standard as UK-based Christian broadcasters: these stations up-link their programs from Spain and other countries, to avoid the UK regulations. CBC was asked by Ofcom to give its views on these matters and the new Broadcasting Code will be published in early 2005.

The Future

John Battle MP, the Prime Minister's adviser on religion, has said that, "We live in a very secular culture with a strongly pro-active secular media, so there isn't much space left for the truth and life of faith communities to be expressed and revealed. So we end up with a very tabloid view of what it means to be a Christian or a Muslim."

To help change things, we need to pray that within the next ten years every home in Britain will have access to full-time culturally relevant Christian TV, will be able to view many programs on mainstream channels made by independent

Christian producers, and that on radio there will be a range of Christian music and speech formats.

Please pray that Christians will come forward to work in and support the Independent Christian Broadcasting sector, so that the love of Jesus will be spread throughout this land.

That about wraps it up. God is strong, and He wants you strong. So take everything the Master has set out for you, well made weapons of the best materials, and put them to use so that you will be able to stand up to everything the Devil throws your way. Be prepared — you're up against far more than you can handle on your own. Take all the help you can get, and every weapon God has issued so that when it's all over, but the shouting, you'll still be on your feet. Ephesians 6:10, 11, 13 (*The Message*)

J. Peter Wilson was born in Yorkshire and has worked in publishing and broadcasting for over thirty years. From October 2001 to September 2003, he was the Evangelical Alliance's Broadcasting Consultant on the Communications Act, and he is currently General Secretary to the CBC Trustees. Wilson and his wife attend Wolverhampton's All Nations Christian Centre and have three adult children.

J. Peter Wilson © 2004

Explanation of a "multiplex"

A radio or TV multiplex service provides two or more digital sound or television program services for simultaneous broadcast on the same frequency. In the case of DAB digital radio there can be up to ten program services carried on each multiplex.

UK frequencies for DAB are in Band III (174 – 230 MHz) and there is an additional proposal to use L-Band (1452 – 1492 MHz), beginning in 2007. The Eureka 147 DAB system and has been adopted in Europe and many other parts of the world as the major standard for terrestrial digital radio broadcasting.

Details of CBC's response to Ofcom can be accessed at www.cbc.org.uk on the CBC & Ofcom page.

Interview published in the Church of England Newspaper, December 2001.

THE VISION OF MANMIN

Go into all the world and preach the good news to all creation [Mark 16:15]



Dr. Jaerock Lee

After meeting God through the miraculous healing of his seven year severe diseases in 1974, Dr. Jaerock Lee devoted himself to praying and to studying the Bible so that he could understand God's will clearly and put it in practice.

He was called to be the servant of God. Then, only thirteen church members including himself established Manmin Joong-Ang Church with just \$5 in 1982. As the members have obeyed God's word with fervent prayers, they have experienced wonderful works of God in their lives each day and have achieved the rapid growth of the church. Through Dr. Jaerock Lee's ministry, numerous people have witnessed healings and blessings, and have experienced lifechangings physically and spiritually. Serving more than 86,000 members, Dr. Jaerock Lee has been dedicating himself to fulfilling God-given missions with around 2,300 branch churches, about 70 missionaries and cooperations from other ministries around the world: to evangelize the whole world with Five Fold Gospel and to build Grand Sanctuary.

MANMIN TV

MANMIN TV is an evangelical Christian broadcast station sponsored by Manmin Joong-Ang Church and MWM (Manmin World Mission). ManminTV was established to fulfill the great Commission [Matt 28:18-20] and to glorify God, the Trinity by preaching the gospel of Jesus Christ with the tangible evidences and the power of the living God through the efficient and effective ways of digital revolution age in five specific fields:

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Christian Radio Poised to Influence Millions

BY DORIS FLECK

When two Hell's Angels began drinking beer and smoking dope in a Fredericton, N.B. hotel room, they probably weren't arguing about God's loving kindness. Then they turned on the bedside radio, which happened to be tuned to a new local station called JOY-FM.

Charles Stanley, an American preacher, was presenting a gospel message. The bikers listened and then "gave their lives to the Lord right there," according to Garth McCrea, the station's manager.

Shortly after, still wearing their Hell's Angels "colors", the duo showed up at a local rally for Christian bikers — scaring everyone for a few seconds until they blurted out their still-fresh conversion story.

"If it can happen to us," the new believers said, "it can happen to anybody. Thank God for JOY-FM."

The story of the two bikers is only the first of several that McCrea knows about salvations influenced by his station's local broadcast, which has been on-air only three years.

The effect of radio among local Christians is even bigger. "We are also seeing an interconnecting happening within the Christian community here that we've never seen before," McCrea says.

Seven years ago, when there were only

a handful of Christian stations in Canada, most Canadians would have dismissed such claims as self-promotion.

But now, as Canada boasts more than 30 stations, with new ones popping up almost every other month, such stories are happening simultaneously in province after province, city after city, town after town. They're getting harder to dismiss.

Skeptics will soon be faced with more such stories than they can count as a tidal wave of new Christian radio surges across Canada in the next five years. Reasons for explosive growth are manifold: a maturing of infrastructure, cooperation and technology, plus an increase in talent and money... Not to mention occasional opportunities to draw from the vibrant and enormous Christian radio industry in the United States. And, of course, pent-up demand from Canadian Christians.

WHY LISTEN?

Many Christians have objections to the

music, personalities, or political biases in mainstream radio. Others, enthusiastic about Christian music and talk broadcasts they hear on the Internet or when traveling in the United States, argue these should be available on the airwaves where they live.

Musicians who want to make explicitly Christian contemporary music face the frustration that few Canadian stations play it and that restricted audience size prevents developing their talents into a career, except if they move to Nashville, TN.

McCrea envisions a future of widespread Christian radio in Canada: "Finally, we will have a medium in Canada with a different perspective than the mainstream secular media."

Janet Epp Buckingham, director of law and public policy for the Evangelical Fellowship of Canada (EFC), says she hears from a lot of Christians frustrated with the slant CBC Radio-Canada has on current events. "To be able to hear news

and views from a Christian perspective is enormously encouraging.”

Buckingham has first-hand experience, since she tries to offer such a perspective in a monthly interview segment on CHRI-FM, Ottawa’s Christian station.

That perspective also translates into the kind of charities that Christian radio supports. Allan Hunsperger’s stations in Alberta — “The Light”, an Edmonton AM

Many Christians have objections to the music, personalities, or political biases in mainstream radio.

station, and SHINE-FM in Calgary — are a case in point. Both help raise funds for many local Christian ministries. The annual 2003 Christmas SHINE-A-THON for Calgary’s Mustard Seed Street Ministry raised \$217,000 in 12 hours. (Hunsperger is president of Touch Canada Broadcasting, which owns the stations.)

Demand from Canadians also comes in different musical flavors. Although many current stations focus on meeting the demand for rock and pop music with Christian lyrics, several new stations in the works intend to meet demands for a more distinctive format: Southern Gospel Music.

Hunsperger plans to convert his Edmonton AM station from the Adult Contemporary format to Southern Gospel. The switch will coincide with the launch of a new SHINE-FM in Edmonton, formatted to feature contemporary music.

There is a huge market for southern gospel music in Canada, Hunsperger says. “When Bill Gaither comes into town, he fills the Saddledome in Calgary and the Skyreach Centre in Edmonton. There’s not too many contemporary music groups that can do that.”

Over in Fredericton, Garth McCrea agrees. “There’s a tremendous demand for the Southern Gospel, Country Gospel and Inspirational Country Music,” he says.

JOY-FM in Fredericton has approached the CRTC (Canada’s broadcast regulator) about approval for a second station featuring the Southern Gospel sound. “God willing, if we’re granted approval, we could be up and running by the fall,” McCrea says.

But even as they get excited about bringing in the Southern Gospel format, radio managers are focused on a shared, spiritual goal. Hunsperger doesn’t mince words: “I think that as secular radio continues to get rotten to the core and continues to spew out vile pornography there will be an ongoing movement towards Christian radio — towards something more wholesome.”

Scott Jackson is general manager of Barrie, Ont.’s LIFE-FM. The primary goal of Christian radio, in his opinion, is to provide its listeners with information and music that will reflect their Christian lifestyle. “Our secondary goal is to reach non-Christians. Christian radio is commissioned to impact the community. God’s Word told us to go into the world, so we are commissioned to do that.”

Jackson’s five-year-old station is having unprecedented success with that secondary goal. “When the secular station in town changed their format, they lost all their teens,” Jackson explains. “We got all that [primarily non-Christian] audience.” Experts estimate that LIFE-FM’s 3.5 percent share of the market jumps up to 40 percent at night.

COOPERATION

LIFE-FM may have the highest ratings of any Christian radio station in Canada, but it’s not gloating. Jackson’s board of directors asked him to “tithe” his 25 years of experience and help fledgling stations get off the ground.

“So, on company time, I go to other stations, and in most cases LIFE-FM has paid my way to go,” Jackson says. He has assisted stations from Whitehorse to Medicine Hat and Lethbridge, and from Moncton to Fredericton and St. John’s.

LIFE-FM also takes 10 percent of its gross income and uses it to support other Christian radio stations and Christian artists in Canada with the intent of raising the quality of Christian radio and music across the country.

“We need better music; we need better announcers; and we need more visionaries,” Jackson says. “How are we going to change someone’s life for Christ with our

ministry if our ministry isn’t good?”

Jackson is answering his question with a monthly trade magazine, *More Radio*. He published the first issue in January 2004. His goal with it is to connect people in the industry, to pool information so managers can find out about other stations’ promotions, their philosophy, and the Canadian artists they are playing. With input from other stations, Jackson plans to develop a Top 20 chart for Canadian Christian artists.

Bob DuBroy, operations manager of CHRI-FM in Ottawa, is also encouraging other fledgling Christian broadcasters by writing a manual to help new stations get off the ground. The idea came during a Christian media roundtable discussion, sponsored by the EFC. DuBroy thought veteran broadcasters could share their best practices through a manual available to anyone.

Now the 50 page manuscript is almost complete. “It really helps educate the beginner on the regulatory system and format, buying the right equipment, guidelines on the budget, and flow charts. It’s an excellent primer,” says DuBroy. He is still looking for more input from other broadcasters and is willing to e-mail copies of the text to anyone interested in starting a Christian radio station.

When DuBroy began in Christian radio, he asked stations in the United States to take him on as an intern so he could learn how they operate.

“What disheartened me is that nobody would take me,” he recalls. “I vowed at that point that I would help anybody who would come here.”

CHRI recently hosted a Catholic nun from Kenya who spent a month learning their system. “She just blossomed here,” DuBroy says. “Had we said ‘No,’ we would have turned our back on the people who will benefit from this ministry in Africa.”

INTERNATIONAL FUNDING & EXPERTISE

As the young Christian radio industry shares its knowledge overseas, it also imports some. Scott Jackson gained much of his experience in Christian radio working in the United States.

Gary Hoogvliet is another example. He came from New Zealand two years ago to develop a Canadian radio network associated with United Christian Broadcasters (UCB) International.

New Zealand is a deregulated country with approximately 250 radio stations that service a population less than that of Toronto. Hoogvliet has 30 years experience in that competitive market. "To be able to survive they've had to technically move into new areas in order to be economically viable," he says. For example, in New Zealand Christian radio was the first to use satellite. They now have three satellite networks — youth, family, and inspirational — that cover 98 percent of the country.

When UCB was invited to come to Canada and set up a radio network here, it decided to focus all its energy and resources on one station and make it superb. With grant money from UCB International, Hoogvliet poured \$750,000 into a new, high-powered FM station in Belleville, Ont. That station launched October 18, 2003.

Now, for just \$20,000 any community can have a repeater featuring UCB's programming.

"Our vision is to cover Canada," Hoogvliet says. "We think that every Canadian has the right to freely listen to Canadian Christian radio." He argues that it's more cost effective to start up as a UCB repeater station "and from day one have high quality Christian broadcasting" rather than trying to create a local radio station from scratch.

Hoogvliet is quick to add that UCB is not interested in dominating. He compares its ministry to training wheels on a bicycle. A local community that opts for a UCB repeater can add their own, locally produced programming. Starting with just a few hours a day, eventually such a station could "take the training wheels off and stand free. That would be the ultimate ideal," says Hoogvliet.

UCB is also bringing three Internet stations to Canada. By the end of May, Canadians should have access to *UCB Bible*, where the Bible is read 24 hours a day; *UCB Talk*, which is completely spoken word programming; and *UCB Inspirational*, which provides softer music for an older audience. (Most of Canada's Christian stations can be heard by visiting www.christianity.ca/entertainment/features/radio.html.)

REPEATERS AND SATELLITE

As UCB promotes its franchise model of repeater stations, other Canadian sta-

tions are hard at work adding their own small repeaters.

DuBroy says CHRI-FM has applied for repeaters in Cornwall and Pembroke.

LIFE-FM already has a repeater station in Owen Sound and another in Peterborough.

Canada's oldest Christian station, Newfoundland's VOAR-AM, founded in 1929, has put up 12 new transmitter sites across the province in the last four years, and also added an Internet broadcast. By the end of November 2002 VOAR was also carried nationwide on satellite TV by Bell ExpressVu. Station manager Sherry Griffin has heard from people in Saudi Arabia who listen to VOAR via the Internet—a huge risk in that Muslim country.

Canadians everywhere are sure to find Christian music, talk, and news programs becoming easily available to them in the next few years.

Griffin and other Christian station managers are watching the numbers of Canadians who sign up for satellite and digital cable services, and it may prove to be this television technology that spreads Christian radio the fastest. Canada currently has two million satellite subscribers and 4.5 million digital cable subscribers. Industry experts multiply that figure by 2.35 persons per home, which totals 15.2 million users—and those numbers are growing quickly.

Paul Weigel isn't waiting for the numbers to rise. As reported in *Faith Today's* Jan/Feb 2004 issue, this year he's launching the Forerunner Radio Network (FRN) on digital cable and satellite TV, and later the National Youth Network (The Buzz).

"If we provide the kind of broadcast

programming that Canadians want, they don't care how they get it, they just want to get what they want," says Weigel.

He points to statistics from the United Kingdom that show radio on satellite TV being successful. "They have stations there that are pulling down 1.5 million listeners," he says.

Canada needs national Christian voices, Weigel maintains. The FRN intends to provide a voice for the entire faith community in Canada and help connect Christians with the issues facing the country as a whole.

Clearly, Christian radio has entered a new phase of maturity and growth in Canada (so has the Christian music industry, although that's another story). Infrastructure, cooperation, talent, and fundraising have all grown and continue to develop — to the point that some Christian stations are actually focusing on gaining audience from their mainstream rivals. It probably won't be long before most of Canada's cities follow the lead of Edmonton, Winnipeg, Sudbury, and Moncton, which already have two local Christian stations each—not to mention three or four more beaming in to satellite customers.

Canadians everywhere are sure to find Christian music, talk, and news programs becoming easily available to them in the next few years. The only questions that remain are: How many will become regular listeners? And how many will tune in "by accident", like the pair of Hell's Angels in Fredericton, only to have their lives changed? Pioneers like Scott Jackson, Gerry Hoogvliet, Allan Hunsperger, Paul Weigel, Bob DuBroy and Garth McCrea can't wait to find out.

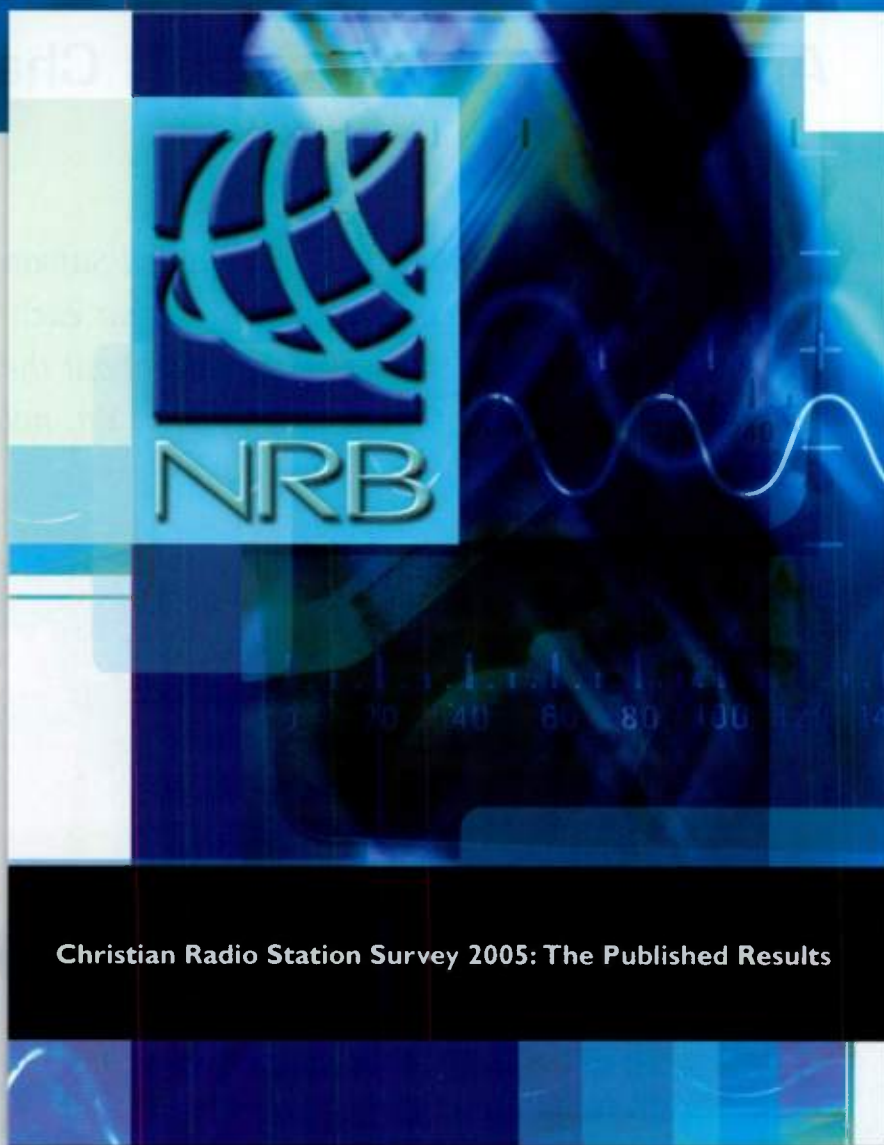
Doris Fleck is a freelance writer in Calgary, Alta.

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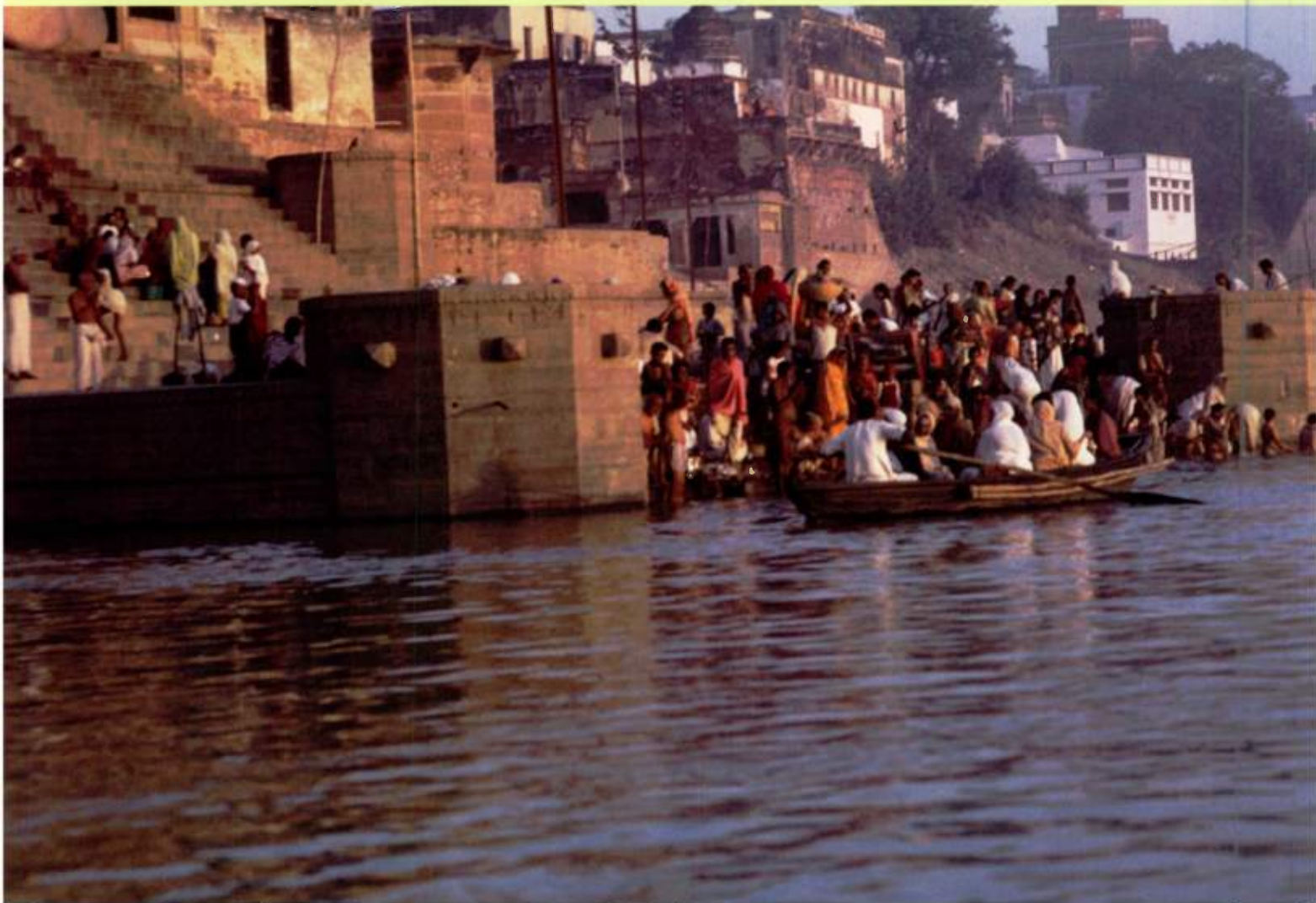
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International Radio: Answering Asia's Gospel Challenge

BY LARRY JERDEN

In a remote Indian village, a man named Safvan huddled over his radio early one morning, craning his ear to hear each word coming through the airwaves. He shuddered as he thought about the day his Muslim family members took the batteries out of his radio. Yet, not even their threats could thwart his hunger for the message of hope.



Somehow, Safvan managed to get what he needed to continue listening to the broadcast, and he could hardly wait to tune in each day. For him, the Christian radio broadcast is a ray of hope that shines into the daily struggles he faces in his hostile community.

Safvan wanted to write the kind man who gave him such encouragement. Yet for a long time, he had no money for the postage stamp. One day he had the opportunity to send a note with these words:

"I do not know much about you, but I listen to your radio messages regularly. I hope you will ask God to show me the path to victory and peace." Having received a prompt reply with follow-up materials, he then sent a second letter, expressing how happy he was to receive the personal note and booklets.

While mission organizations are moving as quickly as possible to put men and women on the ground to reach them, with more than 300,000 villages to cover, it is a daunting task. However, international Christian radio can make the difference!

"I will keep listening to the radio program," he wrote, *"and I will keep in touch with you."*

No one knows what the future holds in store for this isolated man, living in a remote area, surrounded by friends and family who are hostile to the Gospel. But, he is one of literally billions of men, women, and children for whom international Christian radio provides their best hope of ever hearing the Good News of Jesus.

Greatest Challenge

Dr. K.P. Yohannan, founder and president of Gospel for Asia and GFA Radio, recently hosted a leadership conference of World by Radio in GFA's Carrollton, Texas, headquarters. That meeting included Far East Broadcasting, GFA Radio, HCJB World Radio, SIM Radio, Trans World Radio, and Words of Hope, among others. As they dis-

cussed the challenges of covering the globe with Christian broadcasts, the challenges of Asia were seen as among the greatest in the world.

"Reaching Asia with the Gospel is an enormous undertaking," Dr. Yohannan explains. "Out of the world's six billion people, almost two-thirds live in Asia. India and China account for over two billion men, women, and children between them."

Yet, the missions opportunities for evangelism in India, for example, are tremendous, with a wide open door to some of the most unreached men and women on earth.

"In recent years, 700 million low-caste and outcast (Dalit) people have walked away from the caste system, and have been encouraged by their leadership to seek any other religion except Hinduism," says K.P. "They are receptive to the Gospel, and the

political and cultural doors are wide open as they may never be again."

While mission organizations are moving as quickly as possible to put men and women on the ground to reach them, with more than 300,000 villages to cover, it is a daunting task. However, international Christian radio can make the difference!

"Look at what is at stake," says Dr. Yohannan. "More than 700 million people—greater than the entire populations of North America and Europe combined—are waiting to hear the Good News. They are searching for a way to fill the void in their souls left by centuries of suffering under a religion that crushed them into near-slavery. All we have to do is reach them with the message of hope and life through Jesus Christ."

In order to successfully reach the more than 700 million people in Asia with the

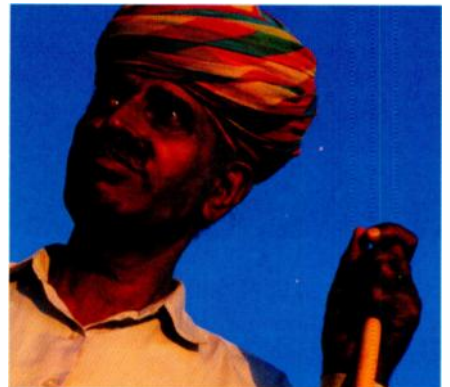
message of hope and life through Jesus Christ, we must face several issues, some of which may be uncomfortable for us to contemplate.

Re-examine Our Priorities

"If we, as religious broadcasters, are committed to sharing God's Good News with a lost world, we must seriously consider how we can re-allocate our resources to achieve that biblical commission. Today, our efforts are woefully out of balance.

Broadcasting Balance

"Only one-tenth of one percent of all Christian broadcasts are directed toward the people of the unevangelized world, what researcher David Barrett calls 'World A'," K.P. reports, "while 96 percent is directed toward listeners in the West,



where the Gospel has been proclaimed and preached for a thousand years.

"In the Dallas-Fort Worth radio market, where I live, we have 13 Christian radio stations broadcasting to some three million potential listeners—a large percentage of them Christians.

"Some will say, 'Praise the Lord for such a witness.' But, how do we justify this religious extravagance when we realize that in the nation of India, with a potential audience of more than one billion people—most of whom have never heard the Gospel message even one time—there is not a single Christian radio station in operation?

"In the West, most people have hundreds of opportunities to hear the Gospel, but in much of the 10/40 Window, there is no Christian radio except what is broadcast from outside. I believe we, as religious



broadcasters, need to do some serious praying about where we invest our financial and other resources!”

Overcoming Barriers

International Christian radio has demonstrated its ability to overcome many barriers to evangelism, but those barriers are still present in much of Asia. Among them are closed borders, cultural resistance, difficult geography, a multitude of languages, illiteracy, and overwhelming populations.

Not “all political borders are open,” K.P. notes. “Like countries in the Middle East, Asia’s totalitarian regimes often work to block the entry of missionaries—especially Western missionaries—and some even persecute Christians when they gather to worship.

“Yet, in spite of attempts to block broadcasts, radio has proven effective in reaching across political borders. It is heard by solitary seekers hiding from the authorities late at night, by faithful families huddled in their remote huts, and even by entire villages gathered around a

short-wave or medium-wave receiver.”

Cultural pressures can be as oppressive as political ones, making open evangelism difficult and attending a Christian gathering a life-threatening activity. In some areas of Asia, open hostility and persecution of Christians intimidate those who would receive the Gospel message. Stories of beatings, church burnings, and even murder abound. Even so, thousands of letters received by GFA and the other international radio ministries give living testimony to the many Muslims, Hindus, and Buddhists who yearn to learn more about Jesus and His promise to forgive sins and grant eternal life.

Like the secret notes from Savfan, time and again letters come from isolated listeners who have given their hearts to Christ while living in cultures hostile to the faith.

Geographical Barriers

Geography is yet another barrier to evangelism. In much of rural Asia, the terrain is difficult—from the Himalaya Mountains to deep jungles, and harsh deserts. Transportation systems are often

primitive, and native missionaries ride bicycles or walk vast distances to share the Gospel. Some ford wide rivers, others make difficult climbs just to reach a few families living on a mountainside. Their courage and dedication cannot be overstated—yet they cannot go everywhere.

But, radio knows no geographical boundaries, crossing mountains, deserts, and jungles with ease, penetrating them all to reach the most isolated village with the Good News of Jesus Christ.

Many Languages

Asia’s plethora of languages is enough to discourage almost any Western mission organization—except for the fact that Christian radio programs can be recorded and broadcast in dozens of languages from only a few locations, thus multiplying the effectiveness of the native-language speakers who can share the Good News in a personal way with their own people.

GFA Radio alone broadcasts in 92 languages across Asia—and it is not even the largest of the international Christian broadcasters. Yet, GFA is reaching a poten-

tial listening audience of over one billion people, and, combined with FEBC, TWR and the others, is helping blanket the globe with Christian broadcasts.

Illiteracy Abounds

Asia is probably the most literate—and illiterate—continent on earth. It is home to some of the most highly educated and skilled men and women on the planet. Indian scientists and engineers are making breakthroughs in many areas of science. China has launched a satellite and will soon have its own space station.

And yet, there are hundreds of millions of Asians who cannot read a simple sentence. Among some of the Dalits, in fact, illiteracy runs as high as 90 percent.

What this means to evangelism is that literature is simply not effective in reaching them. GFA's Bridge of Hope program is starting schools in these villages—a revolution for these children of India's "outcasts"—so there is hope for the future. And literacy efforts are part and parcel of many Christian missions. However, without effective Christian radio, millions will die and go to eternity without Christ before they ever have a chance to learn to read.

Christian radio broadcasts are understood by all levels of society. Even the



barely literate or illiterate man or woman can tune in and listen to God's Good News through the miracle of radio!

The Barrier of Numbers

Dr. Yohannan also notes that one of the greatest barriers to Asian evangelism is simply the huge numbers of people that need to be reached.

"Even if every border were open, everyone spoke the same language, all could read, and superhighways and high-speed rail connected every village in Asia, imagine how many missionaries, pastors, and teachers it would require to share the Gospel with more than 3.5 billion people," he said recently.

"International radio is the one medium that can realistically reach such huge numbers with God's message of grace, hope, and new life."

Content Change

If Christian radio is going to be effective, however, there must be a change in content as well as a shift in resources.

"In America, almost 100 percent of Christian radio broadcasts are aimed toward Christians," K.P. points out. "Some offer Bible study and discipleship, while others provide music and inspiration. But on GFA Radio, we broadcast 70 percent evangelistic messages and 30 percent discipleship training, because this is what is needed if we are to be effective in reaching Asia with the gospel."

Unfortunately, he says, some Christian broadcasters simply replay American material on their stations, believing that because a teaching is effective in Dallas or Des Moines, it will be equally effective in New Delhi or Kathmandu. This is not the case.

"What touches the heart of the laborer or housewife in India is the message of Jesus Christ, spoken in their own language, delivered in a way that 'fits' into their cultural context, and speaks of the lives they live every day," Dr. Yohannan says. "That is what we must broadcast... in hundreds of languages, spoken by native speakers."

International Effectiveness

"How will they hear?" asks the Bible. If they cannot read, sending literature is no answer. Moreover, if their village has not yet been reached on foot, it may be months or years before a native evangelist arrives in person. But, they can hear, learn,

and receive Christ through radio.

International Christian radio is effective, both because of its reach and because of its receptiveness. Almost every village in Asia—and there are millions of villages—has a radio! Many are battery powered. Sometimes there is just one. Sometimes there are more. Nevertheless, the reality is that people do listen, and they do respond.

GFA Radio is typical in that it receives more than one million letters of response every year from listeners wishing information or making a decision for Christ. Some are long, others are short and cryptic. One battered letter from Nepal said simply:

"Dear Sir: We listened to your radio program. If salvation is so easy by believing in Jesus, we all want to join you."

There were 12 signatures, signed by villagers from a remote region high in the Himalayas, all Hindus who had gathered around a small transistor radio to listen to a far-away broadcast in their native language.

What this kind of response means to missions is almost beyond measure. It is not uncommon for native missionaries—after their long walks or difficult climbs—to enter a remote village, thinking they are bringing the Gospel to a new area for the first time, only to be greeted by villagers who say, "What took you so long to come? We have been listening to your broadcasts for years, and we have placed our faith in Jesus Christ; we have been waiting for you to come baptize us!"

Like other forms of outreach, international Christian radio cannot solve every problem, nor will it reach every person on earth. But, as part of a global strategy to take the Gospel to every nation, it remains one of the most effective tools God has given us to use for His glory—if only we are willing to break away from our routine ways, our selfishness and our short-term vision, and invest our hearts and resources in broadcasting the Gospel where it is needed the most.

Larry Jerden is Publications Coordinator for Gospel for Asia. He can be reached at larry-jerden@gfa.org.

Asian Christians Ministering to Tsunami Victims

CWNews.org – As international relief agencies scramble to help the victims of the tsunami that has killed more than 100,000 people in 12 countries, Christians in the affected nations are mobilizing people and resources to help the devastated areas.

Christian organizations that support indigenous workers in some of those nations report that local believers are helping bring much needed relief supplies to hard-hit areas.

Virginia-Beach-based Operation Blessing International (OBI), with existing operations in Hyderabad, India, Jakarta, Indonesia, Chiang Mai, Thailand, Manila, Philippines and Singapore, responded immediately and its indigenous workers have been providing emergency aid to tsunami victims in Indonesia, Thailand and India.

In the northern Sumatra area of Indonesia where the epicenter of the earthquake occurred, OB Indonesia began transporting and distributing more than 10 tons of emergency relief supplies such as food, tents, plastic sheeting, and medical supplies.

OBI disaster response teams, comprised of indigenous medical professionals,

are responding to the overwhelming needs in the Sumatra area of Indonesia, Phuket Thailand, and the coastal Andhra Pradesh region of India.

Also in Indonesia, indigenous missionaries supported by Charlottesville, Virginia based Christian Aid (CAM) are helping victims by bringing tons of emergency relief.

Within hours of the earthquake that hit Indonesia, missionary teams were delivering loads of emergency relief to tidal wave victims in coastal areas of seven countries, said Bob Finley, President of CAM.

"They didn't wait for foreign assistance," Finley said. "[They] mobilized their meager resources immediately to aid the homeless victims — and now they need our help to carry on and finish the job of giving aid in the name of Christ."

Sarla Mahara, India Director for Christian Aid, said at least 62 indigenous missionary ministries are expected to be

involved. "The efforts will go on for months," she said, "because it will take that long to replace tens of thousands of homes and hundreds of churches that have been destroyed."

Christian Aid staff members are also assessing the damage in Thailand and Indonesia, where many of the 32 ministries supported by the organization are sending volunteers and aid to the most affected areas.

"Native missionaries need immediate help to purchase blankets, tents, bottled water, food, and medicine," says Dr. Finley. "But that is only the start. Long term, there will be a need to restore sanitation, dig new wells to replace those contaminated, and find homes for the orphans and widows that survive. In addition, hundreds of churches and missionary homes will have to be replaced in coastal areas where all buildings were completely destroyed."

Houston-based Gospel for Asia, which supports indigenous missionaries throughout Asia, says its 1.5 million-member Believers Church in India is rallying support and deploying people to minister to the suffering. "In times like these, we know that God opens the hearts of those

"Tens of thousands of people need help (with) food, shelter, blankets — (they've) lost everything."

who suffer, and we pray that as our workers demonstrate God's love to them, many of them will come to know for the first time that real security comes only through Him," said the ministry's director, K.P. Yohannon. GFA believers are reaching out to the millions of displaced people, Yohannon said. "Tens of thousands of people need help (with) food, shelter, blankets — (they've) lost everything. Our missionaries are working day and night to also share the Gospel with them. While it's so sad, I must tell you a lot of people are listening to the Gospel and opening their hearts."

Christian Communities Among the Suffering

The number of Christians among the victims of the violent wave is unknown, but ministries are reporting that whole villages of Christian believers were wiped out. Back to the Bible, a worldwide Christian ministry with an office in Sri Lanka, reports that many churches were destroyed by the wave.

"Most churches in the provinces are in coastal areas," said James Kanaganayagam, Sri Lanka's director for Back to the Bible. "And, this tidal wave occurred on Sunday morning while many were in church. Many have been killed within the church premises itself, mainly children, old people, and women."

John Robb, president of the

International Prayer Council, posted a report about the tsunami's impact on one Christian denomination in Sri Lanka on a Christian Internet site:

"My IPC colleague and friend, Pastor Leslie Keegel, who heads the Foursquare Church movement in Sri Lanka, writes about the tragic loss of life among his people: '12 families of our Batticaloa City Church were washed into the sea. The pastor's wife and his two children are lost. George's mom, his sister, and niece were also attending the worship service when disaster struck. George's mom and sister escaped, but his 13 year-old niece was carried away. Just an hour ago her body was recovered.'

"In two other villages two pastors lost their spouses and children. According to unconfirmed reports, over 100 of our people are feared dead or missing. In the southern province, we have no news of three pastors and their families. The areas where they are living are also disaster struck. The damage to human life is colossal, let alone the loss of property

... church members in Sri Lanka were spared because they were at church, located up in the mountains, when the wave swept away their village.

and devastation to infrastructure. I am sitting in my home praying, answering calls, and coordinating relief efforts. The situation is absolutely overwhelming. We'll have to conduct many funerals and help

people in refugee camps with food, clothing and water."

The Barnabas Fund, an organization providing assistance to the persecuted church, is reporting that the region of southeast India is an area where many Indian Christians live. One Barnabas Fund partner said that in the city of Nagappattinam alone, in Tamil Nadu State, about 800 Christian families have lost their homes and are living in the streets without food. In the Indonesian province of Aceh at the tip of Sumatra, the nearest land to the epicenter of the earthquake, the population is 99.9 percent Muslim. Yet, even here, the Barnabas Fund reported, its partners said that about 150 Christians were killed and 5,000 left homeless.

Grand-Rapids-based Mission India, which supports churches, indigenous missionaries and learning centers, says the tsunami hit areas where 40 percent of them are located. The ministry says it has lost at least one church and several literacy centers to the wave. Several students in the hardest-hit areas are missing.

Gospel for Asia (GFA) reports that church members in Sri Lanka were spared because they were at church, located up in the mountains, when the wave swept away their village. GFA's Yohannon said that many of its workers in the Andaman Islands were spared also. "We have 26 pastors and missionaries there. We thought all of them lost their lives because some 6,000 people died there, he said. "And, by the grace of God their lives were spared, but some believers are also among the dead."

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Educational Sessions

Open to Full Registrants Only

Sunday, February 13

12:00 pm **Keynote Presentation**

Presented by 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?**

Presented by 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**

Presented by 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**

Presented by Sony

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

4:00 pm **Lens Technologies**

Presented by Canon

Known for their domination of the lens market, Canon will walk you through the latest developments in lens technology.

Monday, February 14

10:00 am **Archiving Solutions**

Presented by 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**

Presented by Chris Andrus

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

12:00 pm **DVD Authoring Choices**

Presented by 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**

Presented by Panasonic

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

2:00 pm **P2 Tapeless Format**

Presented by Panasonic

A review of Panasonic's Solid State format.

3:00 pm **Display Technologies**

Presented by 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**

Presented by Pinnacle

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

Tuesday, February 15

10:00 am **Digital Audio Consoles**

Presented by Yamaha

An examination of new digital audio consoles.

11:00 am **Wireless Mic Techniques**

Presented by 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**

Presented by Dolby

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

1:00 pm **Standards Conversion**

Presented by Snell & Wilcox

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

2:00 pm **Digital vs. Analog Audio**

Presented by Audio Geer

Is digital ready and able to replace the smooth sounds of analog audio? Discover the strengths of both formats and why some still insist on digital/analog hybrid systems.

3:00 pm **HDV – Where Does It Fit In?**

Presented by JVC

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

4:00 pm **Robotic Camera Systems**

Presented by 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, February 12

1:00 - 6:00 pm Open House

Sunday, February 13

1:00 pm Yamaha Consoles
2:00 pm DigiDesign Audio
3:00 pm Mackie Consoles
4:00 pm CDC/Asaca Archiving

Monday, February 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, February 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, February 12

1:00 - 6:00 pm Open House

Sunday, February 13

1:00 pm Ross Switchers
2:00 pm Sony Switchers
3:00 pm GVG Switchers
4:00 pm Pinnacle CG

Monday, February 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, February 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

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STEWARDSHIP

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**WESL-AM E. St. Louis, Missouri \$1.15 million,
M&R Enterprises sells to Simmons Media**

**WLBJ-AM Louisville, Kentucky \$1 million,
Mortenson Broadcasting sells to New Albany Broadcasting Company,
an Indiana Corporation**

**KXKS-AM Albuquerque, New Mexico \$775K,
Mortenson Broadcasting sells to Wild West Radio**

**KTLL-FM Wichita, Kansas \$2.95 million,
Adonia Radio Group sells to Educational Media Foundation**

**WKIC previously WQOP-FM Birmingham, Alabama \$1.15 million,
Queen of Peace sells to Crawford Broadcasting**

**KAEZ-FM Amarillo, Texas \$1.25 million,
Stephens Family LTD sells to Kanza Society**

**KOFR-FM Lubbock, Texas \$550K,
Stephens Family LTD sells to Educational Media Foundation**

**WHIR-FM Danville, Kentucky \$1 million,
Clear Channel sells to Baldwin Broadcasting**

**KRVA-AM Dallas, Texas \$3.5 million,
Entravision sells to Mortenson Broadcasting**

**WJXB-AM Knoxville, Tennessee \$550K,
South Central Communications sells to Progressive Media**

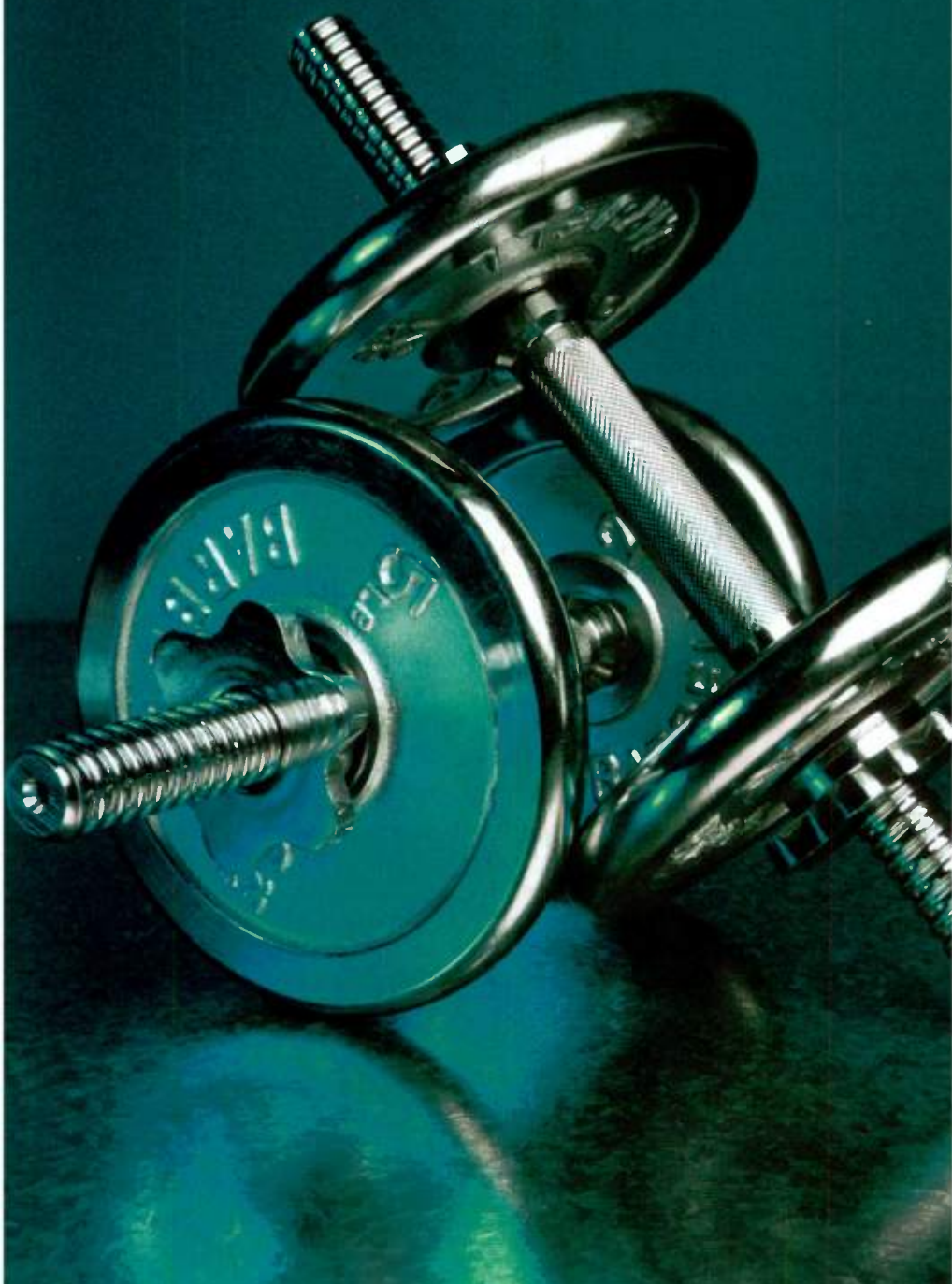
**KVTT-FM Dallas, Texas \$16.5 million,
Research Educational Foundation, Inc sells to Covenant Educational Media, Inc**

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Stewardship Exercises

By HOWARD D. VANDERWELL



Study your current “giving situation”. How carefully have you planned your giving practices?

- Visualize the ministries that you are sharing in. Try to picture in your mind specific people who are being helped because of the ministries you support.
- Take a look at or make a list of all that you possess. Then while you look at it all, say aloud, “God owns it all!”
- As part of your devotional time, write a paragraph on “I am, or am not, at peace with the way I manage my resources.” Explain why.
- Determine what percentage of your total income you gave last year. Was it a tithe? Less? More?
- Adopt as a personal or family policy that you will make no major purchase (over \$200, for example) without seeking God’s permission in prayer over a period of time.
- As part of your devotional time, write a couple of paragraphs about tithing and explain what you have experienced.
- Have a “tithing discussion” this week with your children, or with a few friends.
- Arrange to include a provision in your will that the church and other kingdom agencies will be included in the distribution of your estate.
- Write down two commitments that you will carry out to revise and improve your stewardship, either in the management of your finances or the manner of your giving.

After 40 years in the pastorate of the Christian Reformed Church, Howard D. Vanderwell is the Resource Development Specialist for Pastoral Leadership at the Calvin Institute of Christian Worship. He holds M.Div. and Th.M. degrees from Calvin Theological Seminary, and the D. Min. degree from Westminster Theological Seminary in Escondido, CA.

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Stewardship: Matching Belief with Action

BY RON NICOLA

Stewardship is a concept in which expressed belief is not always matched with commensurate action. The validity of this statement diminishes the quality of life of all Christians and cripples the Church's ability to fulfill its mission. This condition presents a genuine paradox that requires analysis, explanation, and remedy.

Individual definitions of stewardship may vary, but the concept always involves the proportional giving of time, talents, and resources to the protection and preservation of God's Kingdom here on earth. Once an awareness of stewardship is established among the faithful, there is virtually no controversy concerning its validity as a cornerstone of the Church. Strangely enough, attempts to translate this belief into action produce confusion, disagreement, and hostility. In what proportion must time, talents, and resources be given in order to fulfill the requirements of Christian stewardship? Answering this question holds the key to solving the paradox of stewardship: action not being equal to belief.

The Bible's very first book establishes that man is the steward of God's earthly kingdom (Genesis 2:15). The effort involved in fulfilling this responsibility is the giving prescribed by stewardship. This giving, according to God's Words, must be done regularly, proportionally, and sacrificially. In Saint Paul's letters to the Corinthians, he explained that giving must be done in a right spirit. *"On the first day of every week, each of you is to*

put something aside and store it up, as he may prosper, so that contributions need not be made when I come." (1 Cor. 16:2) *"The point is this: he who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully. Each one must do as he has made up his mind, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to provide you with every blessing in abundance, so that you may always have enough of everything and may provide in abundance for every good work."* (11 Cor. 9:6-8) The Old Testament reinforces the nature of Christian giving with these clear instructions. *"Honor the Lord with your substance and with the first fruits of all your produce; then your barns will be filled with plenty, and your vats will be bursting with wine."* (Proverbs 3:9-10)

These scriptural passages leave no doubt about the kind of giving prescribed by Christian stewardship. The fact that it must be regular, proportional, and sacrificial is unquestionable. Why, then, do so many who profess belief fail to adhere to these teachings? Ignorance, fear, and lack of commitment are certainly part of the answer, but the message is so clear

that no excuse carries any validity. This attempt to discuss the nature of Christian giving will focus on the offering of resources, since time and talents are generally given with less resistance. All three are important and will be mentioned, but somehow the offering of money to the church and to God is seen in a different light than helping cook a church dinner, planting the church garden, or balancing the church bank accounts. Money, that "most precious" of all possessions, is not parted with very easily. Christians are tested and challenged daily in the practice of their belief that our resources, time, and talents are not ours, but are gifts from God. Belief in this essential Christian teaching must be expressed by regular, proportional, and sacrificial giving.

Five Theological Assumptions

- Everything we have is a gift from God.
- All things material are of God's creation.
- The incarnation of God in Christ Jesus sanctified all matter, including man and his creations.
- All earthly matter is ours by God's design.
- All people are stewards of God's creations, which includes time, talents, and resources, as well as material goods.

Accepting the belief that all things material are of God's creation is an important first step toward practicing true Christian giving.

Accepting the belief that all things material are of God's creation is an important first step toward practicing true Christian giving. A popular misconception exists in our churches that there are things secular and things spiritual, and the separation must always be maintained. This leads directly to the "upstairs/downstairs" mentality. The priest takes care of the

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church and the parish council takes care of the hall. I attended a parish meeting once and heard a sincere, dedicated church member say, "Father, this is a business meeting. Let us handle these affairs."

Nothing could be further from the truth. There is no separation between secular and spiritual matters within the Church. All the faithful, clergy and laity, have a responsibility to be concerned with both realms. In Psalm 24:1, we are reminded that, "*The earth is the Lord's and the fullness thereof, the world and those who dwell therein.....*" Furthermore, the birth of our Lord and Savior Jesus Christ forever united heaven and earth.

No one denies that the Church has secular needs, not the least of which is money, as it is an institution in the modern world. There is no reason to believe that these needs are any different from any other aspect of Church life. Our material possessions must be offered to God regularly and cheerfully, in recognition of the fact that we are stewards of God's earthly kingdom, and all earthly things, financial resources included, are of God's creation.

The giving of time, talents, and resources must not only be done, it must be done in a right spirit. The scriptural passage cited earlier from Proverbs tells us to give of our first fruits. This means the church must be a top priority in the lives of Christian people. The whole practice of pledge drives in local churches, for example, would be unnecessary if people believed and acted as prescribed in the Bible. In giving, we acknowledge our gifts from God. What we offer is a reflection of our commitment to God and His Word. To make this offering after all other obligations have been met is an indication that God is not a priority in our lives.

When the faithful offer the first fruits of God's blessings, it must be done cheerfully, as was mentioned in II Corinthians. The Book of Matthew also guides Christians in their attitude toward giving. "*Beware of practicing your piety before men in order to be seen by them; for then you will have no reward from your Father who is heaven. Thus, when you give alms, sound no trumpet before you, as the hypocrites do in the synagogues and in the streets, that they may be praised by men. Truly, I say to you, they have their reward. But when you give alms, do not let your left hand know what your right hand is doing, so that your alms may be in secret;*

and your Father who sees in secret will reward you." (Matt. 6:1-4)

The importance of giving in a true Christian spirit is reinforced by this assessment of giving offered by author John Steinbeck. He was discussing philanthropic endeavors when he made

Christians are given the burden of deciding how much to give, realizing their free will is also a gift from God.

these observations. "Perhaps the most overrated virtue in our list of shoddy virtues is that of giving. Giving builds up the ego of the giver, makes him superior and higher and larger than the receiver. Nearly always, giving is a selfish pleasure, and in many cases is a downright destructive and evil thing. One has only to remember some of the wolfish financiers who spend two thirds of their lives clawing a fortune out of the guts of society and the latter third pushing it back. It is not enough to suppose that their philanthropy is a kind of frightened restitution, or that their natures change when they have enough. Such a nature never has enough and natures do not change that readily. I think that the impulse is the same in both cases. For giving can bring the same sense of superiority as getting does, and philanthropy may be another kind of spiritual avarice." We are reminded by this statement to follow the words in Matthew and give with a humble heart. It is also crucial to realize that the giving of our time, talents, and resources to the church is not the same as a charitable donation. All too often, this mistaken notion exists in the minds of well-intentioned Christians. A gift to a charity is indeed an offering of something that belongs to us as individuals. What we do for the church is to return a portion of that which is God's, and for which we are called upon to guard as His stewards.

Any discussion of giving eventually turns to the question of how much of our times, talents, and resources to offer. While the church holds a position of top priority in the lives of all Christians, it is not their only responsibility. Family, career, and community involvements also must be taken into consideration. Christians are given the burden of deciding how much to give, realizing their free will is also a gift from God.

"How much should I give to the church?" This common question would be much easier to answer if it were rephrased in accordance with Christian teachings. "How much have I been given?" The measure of this leads to a more appropriate decision as to the quantity of the gifts offered to the church. Even this, however, could be exceeded by a person who believes they have been blessed in great measure by God's infinite goodness. The fact that so few people approach this level of giving requires that a different formula be applied.

When a Christian begins the process of reexamining their understanding of stewardship, it is important for them to begin working toward more desirable levels of giving in terms of time, talent, and resources. God is not impressed by the size of our gifts, but by its cost to the giver. In the article, "Money and the Church", Fr. James Worth, suggests three possible formulas to guide the giving of financial resources.

- Set aside a percentage of weekly income. The percentage should periodically be increased.
- Offer one hour's wage to the church every week.
- Give one dollar per week for every \$1000 of annual income.

Notice that Fr. Worth speaks in terms of weekly contributions. The practice of paying a church pledge monthly, quarterly, or annually reinforces the idea that the church is a simple obligation that is satisfied along with the rent, telephone bill, and donation to the March of Dimes. ...

During the course of an Orthodox Burial Service, these words are spoken: "All mortal things are vanity and exist not after death. Riches endure not, neither doth glory accompany on the way: for when death cometh, all things vanish utterly."

These observations serve to wipe away any excuse for improper giving according to the teachings of Christian stewardship.

In the summer, 1982 issue of *On the Up Beat*, an article on stewardship listed and refuted these often heard excuses.

I Can't Afford To Give

A person may genuinely believe this, but an evaluation of how their money is being spent would reveal many wasteful tendencies. It is also true that a review of how time and talents are allocated would reveal more opportunities for practicing what they believe. *"And as for what fell among the thorns, they are those who hear, but as they go on their way are choked by the cares and riches and pleasures of life, and their fruit does not mature."* (Luke 8:14). Too much emphasis on things earthly is what leads to the "I can't afford it" notion.

I Don't Like the Way They Spend My Money

The money offered to the church is not being given to support any particular cause, program, or project. It is being returned to God in gratitude for the blessings He has bestowed upon the faithful. In addition, the notion of giving "my" money is wrong. People who have this attitude tend to believe they can exercise control over church affairs as a result of the dollars they contribute. The spirit of Christian stewardship, which guides the financial gift, also leads to the giving of time and talents.

I'll Give Later When I'm Established

Experience reveals that this type of procrastination leads nowhere. It is true that a person might give more when they are established, but the patterns of giving must be set early. When asked to exercise caution during the Civil Rights Movement, Martin Luther King was heard to reply, "... for the black man, wait always meant never." The time to give is now!

But I Give In Other Ways

Bravo to the person who gives in many ways, to many causes and organizations. This in no way, however, diminishes the need to give to the church according to stewardship's teachings. Giving is not only money, but it is also not time and talents instead of money. No one is asked to give in ways they truly cannot afford or are not able, but copouts and excuses are not appropriate substitutes.

Any parish/church community that works together to achieve the goals of true Christian stewardship will find success. This will come in the form of renewed commitment by parishioners, resulting in the giving of more time, talents, and resources. Churches that find themselves in this position become free to pursue the true goals of an organization that is Christ centered.

Specifically, when members give freely of their financial resources, the church is relieved of the burden imposed by fund

Discussing the form and shape of stewardship in action represents the essence of this vital concept.

raising activities. To be sure, moneymaking projects produce fellowship among those who labor, but imagine how fellowship and spiritual growth could flourish in an atmosphere where profit was not the primary concern. In any congregation, if the members gave in accordance with God's teachings, any project or program could be undertaken with success.

In a book, *How to Have a Giving Church*, Bartlett and Margaret Hess explain clearly the danger of reliance on moneymaking projects. "In the church they (money making projects) stultify spiritual growth. Anything that stultifies spiritual growth stunts giving. Money-raising by schemes sacrifices long-term for short-term gains. Putting up with them is pennywise and pound foolish." This point-of-view is reinforced by John 2:16.

The appeal of fund raising projects is an old, established thought in many churches. To advocate their elimination seems harsh. The qualities of fellowship and spirituality they contain should be preserved, but in activities that are planned without the pressures inherent in needing a \$1000.00 profit to balance the church budget. Any church project or goal, as

routine as repairing the roof to as grand as building a social hall, gymnasium, or school can be accomplished in large part through the contributions of faithful members who are filled with the Holy Spirit. Activities as traditional as church bazaars can be modified to stress fellowship, spirituality, and community service rather than simply fund raising. The temptation to sponsor schemes as counter-productive to true Christian giving as bingo and other games of chance can be totally removed by a movement within the parish to give as prescribed in God's Holy Word.

Discussing the form and shape of stewardship in action represents the essence of this vital concept. Understanding its meaning is necessary, but translating this into deeds is the ultimate goal. God has made the way clear through biblical stories, parables, and teachings. To deny this direction by lack of action is to diminish the quality of our faith as Christians. The challenge is great, but the rewards are ten-fold more magnificent. Changing attitudes and long established practices is not easy. Begin with small, manageable goals, but always progress toward higher ideals. This approach is stated simply and clearly in the closing pages of *How to Have a Giving Church*. "What we are trying to give you is not a mold into which any congregation can be poured. It's a set of biblical principles to be adapted to your situation. Just open yourself up, and ask God to show you. Then pick the brains of all who come your way who might help you. We've found God sends along people and books to teach us lessons He wants us to learn. Keep loose. Keep flexible. Start... where you are."

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STEWARDSHIP



STEWARDSHIP OF PEOPLE

By STEVE CAMPBELL

It's December 31, and Bob Morgan is sitting down with his accountant to review one last time how he can reduce his income tax bill for 2004 with some last minute strategic tax planning. Howard, his no-nonsense CPA, explains that he can contribute \$25,000 to his retirement plan and deduct 10% off of his taxable income. Howard further explains that this great financial move will save him over \$10,000 in taxes because of his high income tax bracket.

What a deal! Bob gets to put \$25,000 away for his retirement and it only costs him \$15,000 because of the tax savings. Then no-nonsense Howard explains a catch. If Bob contributes \$25,000 to his retirement account, he must also contribute another \$7,000 into his three employees' retirement accounts. "It's the law," Howard explains. ERISA, a Government Regulatory Agency, requires Bob to contribute the same percentage of his contribution on behalf of his employees. Even though Evie, Marcia, and Connie have each worked over 15 years for Bob's company and have little or no retirement, Bob protests. "Howard, you didn't explain that it would cost me another \$7,000 to get my tax deduction." The two men debate the pros and cons of this tax savings strategy for the next two hours. Bob asks for a list of other strategies that do not require that he invest in his three very loyal employees.

In the end, he decides to purchase a \$40,000 sport utility vehicle in the company name. The tax benefits are not as appealing, but now Bob rides in luxury while his employees worry and wonder if they will ever be able to retire. The sad truth in this story is that Bob is a Christian businessman. He is an active member of his local church.

Interestingly, Bob is not sold completely on the concept of tithing and giving. He argues that tithing was an Old Testament law and that he believes we are not under the law of the Old Testament.

Last year, Bob made in excess of \$250,000 and yet gave less than \$10,000 to his church. He may be right about the Biblical argument of Old Testament law and New Testament freedom to give as he has been blessed; however, I believe Bob may be missing out on God's promise and provision. In 2 Corinthians, we are told, "Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously." So what does 2 Corinthians have to do with Bob's decision not to add to his retirement account because he doesn't want to contribute to his employees' accounts? I believe that sowing and reaping also apply in the work place. I believe that if I am to give as I

have been blessed, then I have a spiritual responsibility to be a generous boss at work. As Christians we are called to a different standard of how we treat our valuable employees ... not just in the area of financial compensation, but also in every aspect of the employer-employee relationship.

Obviously, the Golden Rule should permeate everything we do: Treat others



I believe like the generous person who tithes and gives at church, that you will be rewarded with happy, productive employees.

(employees) as you would want to be treated. As the leader in my business, if I want my employees' respect, then I must give respect. If I want patience, then I must be patient with them. If I want loyalty, then I must be loyal to the people who work for me.

One of my heroes in life, Zig Ziglar, said it best: "You can get everything you want in life if you will help enough other people get what they want."

I cannot think of a better environment other than at home to implement this philosophy. For many, the work place represents family and home. Close and

lasting friendships are created at the workplace and it is a place where there must be trust, respect, patience, and loyalty.

As the leader of a small business, I believe I do have a spiritual obligation to be a good steward to the employees who labor for me.

For many who lead an organization, the sense of spiritual stewardship may well be a hard concept to grasp. Nevertheless, as a Christian businessman, I do believe I have a responsibility to create an environment whereby my employees feel needed, respected, and yes, well compensated.

If we can assume that as an employer you want to be a good steward of the people God has brought to your business, then how do we define and implement a successful environment for our employees?

First, find out what is important to each employee. For one, it may be just a larger salary. While another employee may value a flexible work schedule, yet another employee may require an attractive retirement program.

Next, make a conscious decision that as their employer you will be generous. Be generous with their salaries. Be generous with their benefits package. Be generous with time off for important family needs. Be generous with praise. Be generous with grace when needed.

I believe like the generous person who tithes and gives at church, that you will be rewarded with happy, productive employees. As you sow generously into their lives, you will be pleasing your Boss, Jesus Christ.

I am blessed in my business with outstanding employees. I know that they make my life so much better and so much easier. As their employer, it is important to me that I am found faithful to each of them, as well as my Boss, Jesus.

Stephen J Campbell is President of Campbell Financial Services in Fishersville, VA. He can be reached at cfs@cfw.com

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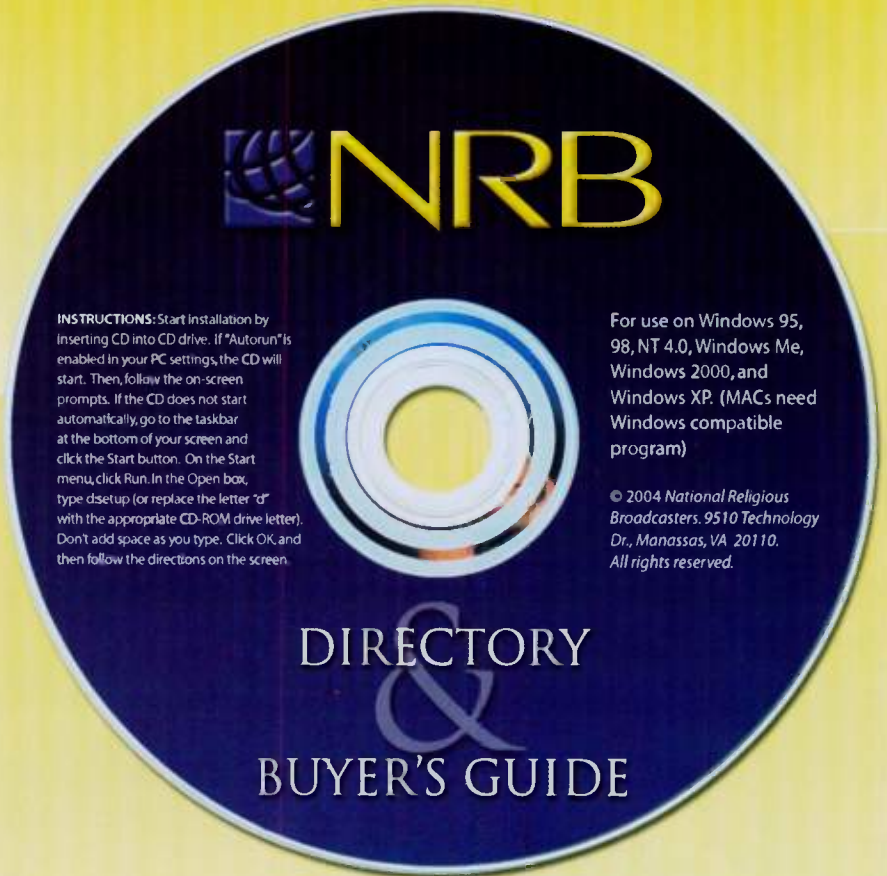
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STEWARDSHIP



Principles in Practice:



Improving
Our
Leisure
Time

Is leisure time important? Definitely. God gives it a high priority, and so should we.

Hard work is a virtue, but only when it is balanced by leisure. Leisure is part of God's agenda for us, part of our becoming what and who God wants us to be. That takes planning.

Without sufficient leisure time, we will miss out on much that God has for us. Are you missing out on "smelling the flowers"? Are your children growing up without you? Have you and your spouse grown apart without even realizing it? Do you have time for enjoying your relationship with your aging parents? Do you have the freedom to take time off periodically to just waste time at home or in the yard? Have you taken the opportunity to get to know yourself lately? If not, explore with me the wonderful world of planning for leisure—God's way.

First, we need to know what leisure is, and then we can learn how to plan for it. Put simply, leisure is fun. To develop your plan for leisure, consider activities that add variety to your life and to your relationships. You need to know what

represents a balance between your work life, your family life, and your devotional life. You need time to relax and recharge your batteries—so that you can be most productive in accomplishing the main mission.

Achieving Balance

How do you contend with all the pressures of life that tend to distract or prevent you from having sufficient time to relax and enjoy God's creation?

The key is a balanced devotional life. If you do not have a regular daily plan for spending time with God—in His word and in prayer—you are not likely to strike a Godly balance in other areas of your life—including leisure time.

You need to plan for short-range balance in your life, by beginning to incorporate leisure. How you do this will vary greatly depending on your marital status, your age, whether you have children and what their ages are, your social status and your interests. You will probably need to consider the recreational needs of those around you. Chances are that at least some of your leisure activities will involve other people.

By short-range, I really mean a beginning—what you can do now, and tomorrow and next week—to get started. If you are a workaholic, you may have to struggle with attitude before you can even approach decision-making. You can know intellectually that there should be time for leisure, and still not feel the need. God may have to convict you of your disobedience before you are willing to change your behavior. Here again, balance in your devotional life will likely be the difference between knowing what you should do, and actually doing it.

On the other hand, you may not be a workaholic, but the demands of your job may seem to leave no room for leisure time. You want to relax and spend time away from your job, but you do not know how to get away from it. If that is the case, you also need to change your attitude. You have not focused on the fact that God has a plan for you that includes balance. You may need to relinquish your job to Him. You may need to be willing to give your job up. He may or may not take it, but you need to be willing to let Him take it.

In either case, you need motivation. You need to be motivated to build leisure

time into your life. If you don't do it because God wants you to, you may be forced to do it through much more painful means. Broken marriages, rebellious children, illness, loss of health, depression, and suicide are often traceable to failure to find time to relax. Do not let that be your lot in life.

Planning Play

Just being willing to make leisure time a priority is more than half the battle. The rest is a matter of planning and discipline.

If you are married, seek the counsel of your spouse. If you have children, get their input. Not only will you discover some



Just being willing to make leisure time a priority is more than half the battle. The rest is a matter of planning and discipline.

unmet needs of theirs that are related to your leisure time, but you will likely get some insight into your own unmet needs.

Make a list of all the things you would like to do, or think you might like to do in your leisure time. Assume you have as much free time as you could possibly fill. Then fantasize.

Counting the Cost

I was probably very close to being a workaholic both as a lawyer and later as head of a Christian ministry. I so loved what I did that I had little desire to do anything else. I would work from early in the morning to late at night, absorbed in pursuing my vision for Christian Stewardship Ministries.

Then I began to notice little things my wife would say. Did we have to go out so often? When would I have time to get some things done around the house? Did I think our yard would ever be as nice as our neighbor's? But, in fact, I enjoyed going out, and I had no desire to work around the house or in the yard. But I did listen. And then I prayed. And then I listened to God. And then I saw my attitude changing. And then I began making lists. And you know what? I discovered that a lot of the things I thought I did not want to do were really things I just had no time for.

Now I actually enjoy cutting the grass and seeding and fertilizing and trimming. And I am at least willing to take a look at building a foundation for a new shed, and helping Pat paint—not overly enthusiastic, mind you, but willing.

Setting Aside Time

Do you know how to anticipate a date with your wife? Can you anticipate a fishing trip? Not without planning.

If you have a family, find out when you might spend some time with each member during the week. You might set aside Tuesday and Thursday evenings for time with the kids. They could decide how to spend it each week. Friday or Saturday night might be a good time to go out with your spouse. Husbands, this is a great way to strengthen your marriage, even if you do not go anywhere. If your wife knows it is her night, she will likely be a different person.

Now if all this time with family does not sound like leisure time, then maybe it will not be—for you. But it may very well be God's plan for leisure time for your



Now if all this time with family does not sound like leisure time, then maybe it will not be—for you. But it may very well be God's plan for leisure time for your family. They may need you in order to enjoy their leisure time.

family. They may need you in order to enjoy their leisure time.

You may need to plan your own leisure time, away from the family. Whether it is an evening out weekly, or a fishing trip a couple of times a year, you need to plan to do things that you can anticipate. You need to be able to look forward to things that will take the pressure off.

Develop a long-range plan to do the things you want to do. Plan trips and vacations far enough ahead of time that you can accumulate the money in advance. Pay all cash and see how much more fun it is to spend what you have saved than to worry about how you will pay for your fun after the fact.

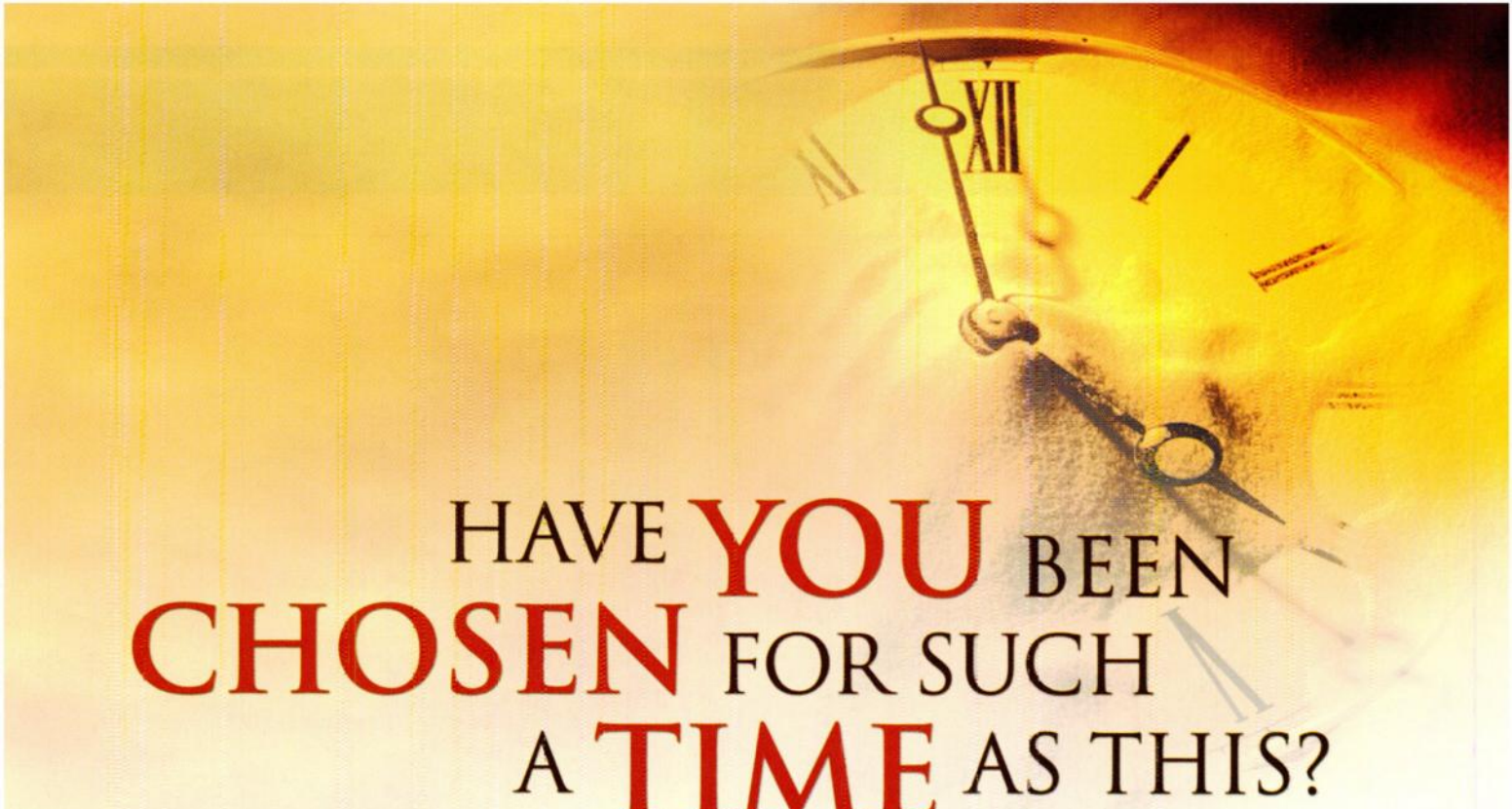
Do the things that you know God wants you to do, or that are consistent with His will. Avoid doing those things that you know or suspect are not consistent with

His will. Do not overly spiritualize your approach to planning leisure time. Certainly everything we do needs to be glorifying to God, but our leisure activities can also be lots of fun, too.

I actually wonder at times whether I have gotten lazy. I still work a lot, and I still love my job, but I have learned to enjoy things outside of my job. There is much more variety to my life than there used to be.

Of course, the older I get, the easier it is to make me happy. Leisure time for me this afternoon will be playing with my grandchildren.

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Statement of Ownership, Management, and Circulation

1. Publication Title: NRB Magazine 2. Publication Number: 1521-1754 3. Filing Date: 12/10/04
 4. Issue Frequency: Monthly, except combined issues Feb/Mar, July/Aug, Nov/Dec. 5. Number of Issues Published Annually: 9 6. Annual Subscription Price: \$24.00
 7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4): 9510 Technology Drive Manassas, VA 20110-4167 Contact Person: _____ Telephone: 703-330-7000

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):
National Religious Broadcasters (same as above)

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):
 Publisher (Name and complete mailing address): Dr. Frank Wright (same as above)
 Editor (Name and complete mailing address): Valerie Fraedrich, Acting Director of Publications/Editor (Same as above)
 Managing Editor (Name and complete mailing address): (n/a)

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name: National Religious Broadcasters (NRB) Complete Mailing Address: 9510 Technology Drive Manassas, VA 20110

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities. If none, check box None

Full Name: _____ Complete Mailing Address: _____

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

| 12. Publication Title | 14. Issue Date for Circulation Data Below | |
|---|--|---|
| <u>NRB</u> | <u>January 2005</u> | |
| 15. Extent and Nature of Circulation | Average No. Copies Each Issue During Preceding 12 Months | No. Copies of Single Issue Published Nearest to Filing Date |
| a. Total Number of Copies (Net press run) | <u>9828</u> | <u>9673</u> |
| (1) Paid and/or Requested Circulation | <u>8985</u> | <u>8955</u> |
| (2) Paid in-County Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies) | <u>0</u> | <u>0</u> |
| (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution | <u>0</u> | <u>0</u> |
| (4) Other Classes Mailed Through the USPS | <u>0</u> | <u>0</u> |
| b. Total Paid and/or Requested Circulation (Sum of 15b(1), (2), (3) and (4)) | <u>8985</u> | <u>8955</u> |
| c. Free Distribution by Mail | <u>95</u> | <u>84</u> |
| (1) Outside-County as Stated on Form 3541 | <u>0</u> | <u>0</u> |
| (2) In-County as Stated on Form 3541 | <u>0</u> | <u>0</u> |
| (3) Other Classes Mailed Through the USPS | <u>0</u> | <u>0</u> |
| d. Free Distribution Outside the Mail (Carriers or other means) | <u>809</u> | <u>600</u> |
| e. Total Free Distribution (Sum of 15c and 15d) | <u>904</u> | <u>684</u> |
| f. Total Distribution (Sum of 15b and 15e) | <u>9794</u> | <u>9639</u> |
| g. Copies not Distributed | <u>34</u> | <u>34</u> |
| h. Total (Sum of 15g and h) | <u>9828</u> | <u>9673</u> |
| i. Percent Paid and/or Requested Circulation (15b divided by 15g times 100) | <u>92</u> | <u>93</u> |

16. Publication of Statement of Ownership
 Publication required. Will be printed in the February 2005 issue of this publication. Publication not required.
 17. Signature and Title of Editor, Publisher, Business Manager, or Owner: Valerie Fraedrich Acting Dir. of Pub./Editor 12/10/04

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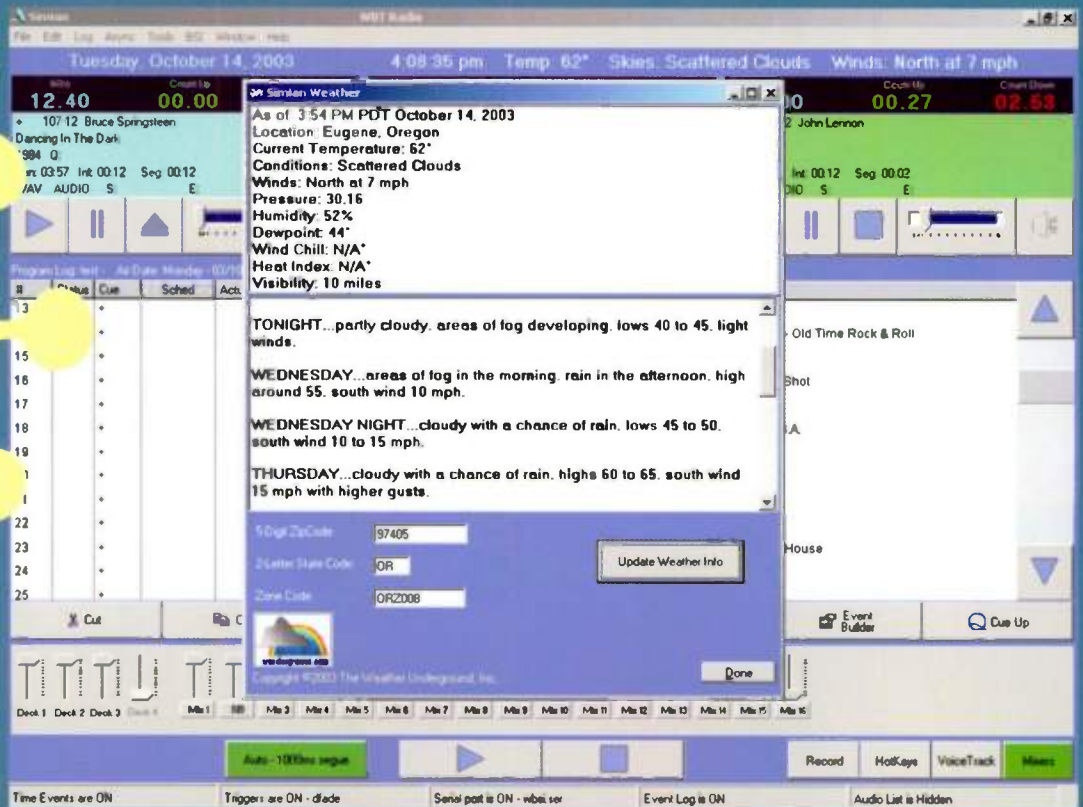
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