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\* Thom Rainer, dean of the Billy Graham School of Missions (in CBA Marketplace E-News, February 3, 2005)





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■ **SWNRB**  
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# Finishing the Race

John Stephen Akhwari is an Olympic legend. In the 1960s, he was an elite middle and long distance runner. He represented his native Tanzania in competitions all across Africa and was the favorite to win the 1968 Olympic Marathon in Mexico City.

The Olympic Marathon began in the afternoon of October 20, 1968. As Akhwari took his place for the start of the race, here was a disciplined runner in peak physical condition with enormous talent and great determination—qualities he would desperately need.

With the sharp report of the starter's pistol, the runners began their long journey in the warm Mexican sun and John Steven Akhwari moved deftly to the front of the pack.

Four hours later, there were only a few thousand spectators still milling about in Olympic Stadium. In the cool of the lengthening dusk, the last of the exhausted marathon runners were receiving treatment at first-aid stations or being carried off in stretchers. The winner of the race, an Ethiopian, had crossed the finish line more than an hour before.

Preparing to leave, the last spectators were startled by the sounds of police sirens approaching the stadium gate. As the gate opened, into the stadium came a solitary figure, the last man to finish the Olympic Marathon—John Stephen Akhwari.

Earlier in the race, Akhwari was severely injured in a collision and fall. Urged to quit and seek treatment, he refused. Bloodied and bandaged he continued on, with each step of his shuffling gait rewarding him with sharp pain.

Shaking and grimacing, he hobbled around the stadium track and finished the race. The remaining spectators rose and cheered him as though he had won.

Asked why he continued in spite of his injury and knowing that he had no hope of winning, John Stephen Akhwari replied, "My country did not send me 7,000 miles to start the race; they sent me 7,000 miles to finish it."

The writer of Hebrews uses the metaphor of a race to describe our journey as Christians in this world (Hebrews 12). The race in view there is certainly a marathon—a life-long exertion of faith.

Among the many nuggets impounded

within this metaphor, five should command our regular attention. The first is the directive to run. We often refer to our faith journey as our Christian "walk". However, here the exhortation is to run. Like any physical race, living out our faith requires great effort, a spiritual striving, discipline, exertion, and determination. It isn't always easy, but we must run nonetheless!

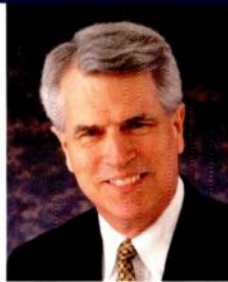
Second, we find great comfort in the writer's description that the race is "marked out for us." God has a plan for our lives. To discover it requires us to run the course before us today. We so often suffer from a restless search for God's future will for us and often ignore and neglect the very thing before us now. Run the race marked out for you!

Third is the admonition to persist. We are told to run the race "with perseverance". This is the essence of marathon running and the heart of the Christian life.

Fourth, we must maintain proper perspective. "Fix your eyes on Jesus." Remember why you are running the race and remember Whom it is that enables you to succeed. Consider Him so that you will not grow weary and lose heart!

Last, note the writer's emphasis on how many have run the race before us. Referred to as a "great cloud of witnesses", they are not just observers, but have walked where we have walked, run the same race, and have finished the course! NRB walks in the footsteps of faithful men and women who have gone before us, and if not for this heritage we could not even do the work we do today.

Rather than winning the Olympic Marathon, John Stephen Akhwari finished bloodied, bandaged and in last place—but he finished. Where are you in your journey of faith and service? Hopefully not bloodied and bandaged, but if so, take heart! God has called you to finish the race and will welcome you Himself with the everlasting arms of the Savior.



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



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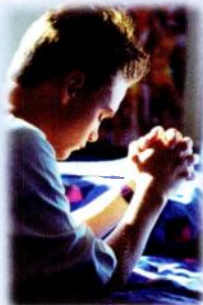


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# Tools in the Master's Hands

Screens in the sanctuary, cameras in the aisle, tapes at the end of the service, replays on the local cable channel... if that is what you know of church media, you are seeing only part of the picture. These enhancements and extensions of ministry in the local church are important elements in many of our congregations, but there is much more.

Church media is a fast growing area, gaining attention of hardware and software vendors and our schools of higher education. It is also an area of great growth and interest for NRB.

My first introduction to NRB was as a minister of media in my church. There weren't very many of us in that day and there were few workshops that related to what we were doing. That picture has changed dramatically.

For several years the National Religious Broadcasters convention has had educational tracts for church media, including

*Through prayer and through the experiences God gives us, we, too, can learn how to use the tools He puts in our hands for the greatest effect.*

Saturday boot camps. With the help of the NRB Church Media Committee, we are designing educational opportunities that will move our association and its members to see how God is using this tool to prepare and motivate His people.

Pray for the Lord's wisdom and direction on this segment of NRB that we might serve those who serve the Lord through church media.

## Impact of the Tool

In these early months as NRB Chairman, God has given me opportunity to represent NRB and to see how Christian broadcasters all over the world are impacting their nations. From a small Indonesian island to major European countries, God has His people.

In March, I had the privilege of encouraging and training new Christian broadcasters in Bali, Indonesia, Kupang, West Timor, and Rote Island in Indonesia.

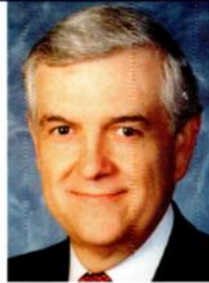
Christian stations are signing on across this vast, mostly Muslim, nation. Doors are opening even in hostile areas to use the air waves to proclaim God's Truth to a spiritually needy world.

Each April and May, I join a small group of broadcasters to observe the work of TWR in places like Serbia, Croatia, Albania, Italy and Austria. Christians in these countries are faced with challenges that range from outright opposition to extreme apathy.

How do we use this tool of radio to

meet needs? As a Texan, I have watched a western craftsman wield tools to create intricate designs in leather for fancy cowboy belts and ornate saddles. While he has many different instruments to produce different designs, he uses the same hammer to tap the tools for their needed effect. Sometimes he strikes a firm blow; other times it is a light tap. It all depends on which is needed for the moment, for the desired effect. That is the way it is in Christian broadcasting. While we see radio, TV, the Internet and church media as tools, we understand there are different ways to use these tools for different needs. Not all strokes are the same. It depends on the "design" being worked out.

Through prayer and through the experiences God gives us, we, too, can learn how to use the tools He puts in our hands for the greatest effect. When under His directions, the results can be both beautiful and effective.



*Dr. Ron Harris, executive vice president/GM, KCBI-FM, Dallas, TX (Criswell Communications), and NRB Executive Committee Chairman.*

## AT-A-GLANCE MEMBER GUIDE

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# New FCC Chairman Well Versed in Broadcasting Issues

By now, most broadcasters likely know that a new chairman has taken the helm of the Federal Communications Commission: Kevin Martin, a Republican who already held a seat as one of the agency's five commissioners. I hope that NRB members also will be pleased to learn that Chairman Martin himself is quite knowledgeable about the association—not simply from his most recent interactions with the organization, but dating back to work as a young associate with my firm.

Chairman Martin, 38, brings a strong resume and wide-ranging communications law experience to his new position. A North Carolina native, he earned a law degree and a master's in public policy at Harvard. Following a federal court clerkship, he entered private practice in Washington, D.C.

During his three years with Wiley Rein & Fielding, Mr. Martin worked largely for our media clients, including NRB. His practice included representing broadcasters and others in FCC rulemakings and appellate court proceedings. In addition, he assisted the firm's government affairs practice in tracking the legislation that became the Telecommunications Act of 1996—thereby absorbing detailed knowledge of the law that has served him well since.

In 1997, Mr. Martin went to work with Kenneth Starr at the Office of Independent

Counsel. He moved to the Commission shortly thereafter to work as a legal assistant to then-Commissioner Harold Furchtgott-Roth, a Republican appointee under the Clinton Administration. During that stint, Mr. Martin specialized in telephony issues, adding to his experience with the regulated communications industry.

In 1999, Mr. Martin transferred to Texas to become Deputy General Counsel to the Bush-Cheney campaign. He returned to Washington in 2000 to work on the presidential transition and then to serve the Bush White House as a Special Assistant for Economic Policy. The President appointed him to the FCC in 2001.

Chairman Martin's appointment was hailed by many across the communications field. That response likely reflects, in part, his congenial personal style and aptitude for forging consensus, when possible, on difficult issues. In taking over from another Republican, Michael Powell, the new Chairman is expected to maintain a generally deregulatory policy course.

The agency will confront several significant broadcasting issues in the coming months. Among them is the fate of the controversial media ownership rules. In 2003, a majority of the commissioners, including Mr. Martin, voted to ease the existing restraints, but a court later invalidated most of the new regulations.

(Several parties have since sought Supreme Court review of that decision, but it is not yet clear whether the justices will hear the appeal.)

In 2004, then-Commissioner Martin expressed interest in opening a separate proceeding to expedite relaxation of one of the rules caught up in the litigation: the 30-year-old ban on common ownership of a daily newspaper and broadcast station in the same market. Yet he also has expressed some cautionary notes about excessive media consolidation.

Most NRB members know that Chairman Martin has been a prominent voice on indecency enforcement. While extending a sympathetic ear to local broadcasters' issues generally, the new Chairman likely will continue to hold licensees to acceptable standards and to encourage broadcasters to undertake more family-friendly initiatives.



*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.*

## It's Spring. Time to Re-Think Your Media Ministry!

If you're not taking a hard, critical look at your church media outreach at least once a year, then you're way behind the curve. Jesus Christ never changes, but technology, culture, trends, people and tastes do, and if you're not keeping up, then the effectiveness of your outreach is suffering. The message never changes, but the methods do. NRB and NAB are excellent places for training and making connections with people.

### Review Your Management Skills

Take a look at your relationship with the people you manage. Sadly, one of the most prevalent problems in churches across the country is poor management. Remember,

your people will do their best and most inspired work when you can clearly articulate your vision. Stop criticizing people and start patting them on the back - you'll be amazed at the difference it will make!

### Develop relationships with other Christian media professionals.

No one is an expert at everything. Watch other Christian programs and find out who does what you need, and don't be afraid to call and ask for advice.

### Be different!

Audiences are tired of worn-out set pieces, the same boring video effects, and trite phrases that litter typical Christian programs. Cut through the clutter and

make your program different from all the other programs out there to find an audience.

### Make a new commitment to creativity.

Start exercising your creative muscles and look at new options, ideas, and program segments. You don't have to re-vamp every aspect of your broadcast outreach overnight, but at least start experimenting in small steps.



*Phil Cooke, president and CEO of Cooke Pictures in Santa Monica, CA, [www.cookepictures.com](http://www.cookepictures.com)*

# TELEVISION

## Why Aren't We Laughing?

“Why isn't there more comedy on Christian television?” That's the question that stood out for me at the “Future of Christian Television” workshop at NRB 2005 in Anaheim.

Having worked in the comedy field for 30 years, I was excited to hear the lively discussion that followed this question. The spirited banter validated what I have been hearing in many Christian circles—the cry for more comedy!

After the workshop, I thought of three areas that may be affecting why we as Christians are missing golden opportunities to infuse more laughter into our programming.

### Comedy Writers Need To Work Too!

Christian comedy writers are out there, but is Christian television embracing them? The bulk of Christian programming follows the tried-and-true talking head or magazine-style interview format. Think about

the powerful complementary impact that comedy writers could make by injecting hilarious theme-based sketches in between segments featuring the speaker.

### Lighten Up!

Communicating the Gospel and the truth of God's Word is a serious business—and the results of our efforts will be measured in eternity. However, that doesn't mean we have to be so serious in our programming that we can't make people smile and even laugh.

By incorporating comedy programming, we can break down the stereotypical view of Christian TV and we'll find our audiences increasing and more souls being won to Christ.

### Head into the Danger Zone!

Christians, we too often sanitize our programs because we don't want to offend anyone. Am I saying we should be offensive? No! Our model is to speak the truth

in love. Comedy offers an invaluable platform for examining contemporary values in light of Christian truth. Comedians have the unique opportunity to offer cultural observations in a manner that is easily received by a wide audience.

I think it's time for Christian TV to embrace comedy in all of its various forms. If we do, I think we'll soon discover that few tools of communication

can draw people to Christian truth more effectively than comedy. A whole generation of writers and entertainers are ready and waiting.



*Dan Ruppel is president of Seriously Funny Productions and the Christian Comedy Association, and an adjunct professor at Biola University. [www.SeriouslyFunnyProductions.com](http://www.SeriouslyFunnyProductions.com)*

# INTERNET

## The Bigger Picture

Among NRB members a great deal of discussion over the past few years about the Internet has focused on such discussions as revenue models, broadband, email, spam laws, ad rates, etc.. While these topics are all important, the bigger picture of how to use the Internet to reach people for Christ is even more important.

Following are a couple of true stories to illustrate why, and perhaps how, the integration of the web into your broadcast mission is so important.

A wealthy Texas oilman heard about a new Christian Internet site with which his good friend was financially involved. As a youngster, the oilman gave his life to the Lord, but since then had fallen away from a daily walk with Him, and his life reflected it. While he found great financial success, he lost his wife and children to divorce and was caught in an unhealthy

way of life — and he knew it. While surfing through the website he was intrigued by the free e-mail devotionals offered, so he decided to sign up for one. A few weeks later, the oilman rededicated his life to the Lord as a result of reading scripture everyday via the devotions. Something as simple as a daily e-mail devotional was the one form of communication that reached this man when traditional church, radio, or television could not.

What our team of editors saw on September 11, 2001 and subsequent days proved to me how the Internet could be a powerful catalyst for connecting the world through prayer in real time. We held live prayer vigils online and invited those around the world to join us in private prayer, in our prayer forums, in our prayer chat rooms, or just by e-mailing us their prayer. Ultimately, we received e-mail prayers from over 120 countries around

the world. Our staff printed many of them and tacked them up on our office walls to become wallpaper—literally. At such a time, nothing is more important than prayer and I believe this story illustrates how integrating the Internet with your ministry can effectively become an invitation for more prayer, interaction, and personal experience with your organization.

These stories are just the beginning. Millions of lives are waiting to be touched—via the web.

*Scott Fehrenbacher, NRB Internet Committee Advisory Council member and president of Steward Fund Consulting, [scott@steward-fundconsulting.com](mailto:scott@steward-fundconsulting.com)*



# Comprehensive.



With every donation comes new tasks, but when you're trying to manage a database of donors who may number in the millions, ordinary technology won't do. You need a software that addresses every aspect of your ministry's operation.

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## I Miss My Friend... The Power of Radio

**I**t was Thursday afternoon, June 28, 1998. I had wrapped up my day at FamilyLife and had turned my car toward home on this very hot Thursday afternoon. Barely audible above the drone of my air conditioner, the car radio caught my attention as I heard the afternoon anchor of Little Rock's news/talk station finishing up a phone call by saying, "We're all going to miss him, he truly was a great man."

I thought, "Oh my, who died?" In tribute after tribute, I came to learn on that drive home that KARN's Sports Director Jim Elder had suffered an apparent heart attack while walking his dog earlier that day and died. Elder was 73.

Just as it is when you hear of any friend who has suddenly departed for home, this news came as a shock. The remaining minutes of my drive home that hot afternoon were solemn moments. I remember reaching up to turn off the radio and silently prayed for Jim's wife

and daughter and thanked God for his life. Concluding my prayer, I turned back to the radio to catch the traffic and continued to hear the continuous stream of tributes that came from listeners as they shared how Jim Elder had touched their lives.

Later that evening, it occurred to me that I had never met Jim Elder. In fact, I had no idea what he even looked like. I had first heard his warm, casual voice on the radio about 8 months earlier when we moved to Little Rock to join the staff at FamilyLife. Without realizing it, Jim Elder had become part of my morning routine. I needed to be clearing the bathroom as soon as Jim's 7:25 a.m. sports report ended every morning or I would be late for work!

Jim Elder was a great broadcaster. He was a gifted communicator who offered no hype and no lost attempts at humor. I remember marveling at his natural, personable and friendly communication style. He was professional, playful and always sincere.

In retrospect, my shopping habits even changed to include his recommendations.

The sadness in my heart tells me I've lost a friend. At the same time, it affirms my belief in the power of radio. It's proof that radio is intimate and personal. I'm really glad God called me to invest my days at capturing radio's power for the proclamation of the Gospel - the most intimate and personal message for the world on the world's most intimate and personal medium. Isn't God good!

This morning, just like normal, I turned on the radio in my bathroom. Amidst the news, weather, stock reports and traffic, at 7:25 a.m. there is a new voice anchoring the sports report... I miss my friend, Jim.



**Mike Clowers,**  
Director  
Broadcasting,  
FamilyLife,  
mdclowers@familylife.com

## Tomorrow's NRB

**A** few weeks ago, I sat on a panel discussion about visual media and the church. The question was raised as to whether or not the church should use media as part of services. The panel was silent on the matter, so I ventured my opinion that the church needs to embrace visual media as part of the church experience. Not just PowerPoint versions of the church bulletin, but serious, scripturally based, high quality visual presentations that would be thought provoking and challenging to non-believers and believers alike.

One of my colleagues, however, insisted that the church should avoid visual media, because it degrades the quality of worship. I pointed out that by reducing sound, text and picture to a common digital format, technology has transformed modern culture from emphasis on words to emphasis on images. We can get any information we need from a screen. It won't replace the word, but competes strongly with it. He responded, "The church needs to be careful."

We were both in agreement, simply voicing the same fundamental concern from divergent perspectives. That concern could simply be defined as *responsibility*. Who's responsible to whom? At what point does the medium overshadow the message?

In my production classes, I raise this question on the first day of class. I stand in front of a group of fifteen or sixteen budding directors and writers and ask: "As creators of visual media, who are we responsible to?" The answers come back: "The audience!" "The producers!" "Your own vision." "Jesus."

Jesus? Yes, we are responsible for the Truth and the Truth will always point towards Christ. Now this is a profound statement because visual media only works because it physically tricks our brains into thinking things are moving, when they are only *images* projected in front of us. The image is not the thing. It is a representation, (by definition) an idol. Therefore, it could be argued that all visual media is deception. Yet we have not only discovered how to use

it as an instructional tool for God's glory, we are also making strides in using it to spread the gospel.

So what does my panel experience mean to us? It illustrates a principle. As organizations, we must join together under the NRB umbrella with students, teachers and broadcasters to expand this dialogue, and by doing so equip the next generation of writers, directors and producers to not just create media for the church play or Sunday service, but to thoughtfully and responsibly analyze its creation and use for the greater good. Start in the church, but don't finish it there. Doing so will result in ensuring a community of Christian visual artists has a place at the media table and a voice in the secular marketplace. It's all about responsibility and balance.



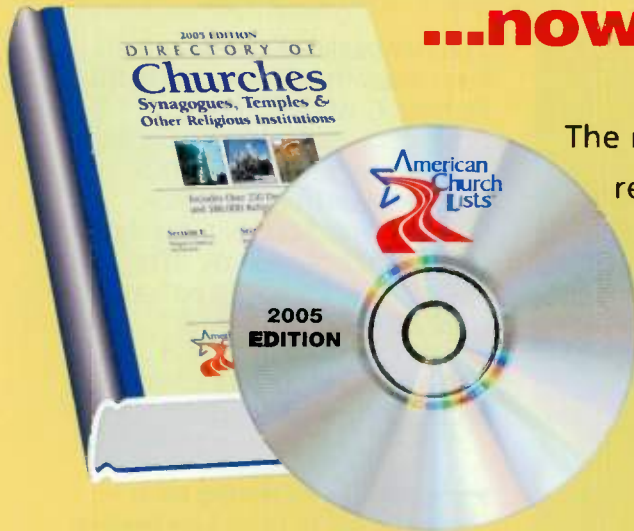
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## FCC Chairman Kevin Martin: In His Own Words

*THE HONORABLE KEVIN MARTIN WAS DESIGNATED CHAIRMAN OF THE FEDERAL COMMUNICATIONS COMMISSION BY PRESIDENT GEORGE W. BUSH ON MARCH 18, 2005. JUST THE MONTH PRIOR, THEN-COMMISSIONER MARTIN PARTICIPATED IN THE SUPER SESSION ON "THE WASHINGTON POLICY FRONT" AT THE NRB 2005 CONVENTION & EXHIBITION IN ANAHEIM, CA. THE FOLLOWING ARTICLE CONTAINS EXCERPTS FROM HIS REMARKS.*

**T**hank you for inviting me to be with you all today. I am humbled to have been asked to participate in today's panel because of the great respect and admiration I have for all the work that you're doing. I was anxious to get a chance to talk with you this afternoon about a few of the issues that are of concern to all of you.

### **Multi-Cast Must-Carry**

Many of you may know that the FCC Commission voted to deny multi-cast must-carry rights to broadcasters. I think that was certainly a real missed opportunity. Broadcasters who currently intend to have cable operators carry their digital signal will only be entitled to one signal being carried as a matter of right. Therefore, if you want to have a second broadcast signal that gets carried, which technology will easily allow in the digital context, that second signal will have to be carried only if the cable company desires it—you'll have to negotiate for that right. I dissented from that decision. The Commission made a policy judgment that the benefits of the broadcasters' programming were out-weighed by the burden on the cable operators. I disagreed, and as I said, I think it was a missed opportunity. I think the public would have benefited more from a larger quantity of free programming and consumers would have benefited from being able to receive the programming provided by broadcasters like all of you. Ultimately I think this decision will have the most adverse impact on many of the small and independent broadcasters.



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**COMING SOON**



## Second-Dish Satellite Carriage

There's been a pending issue for several years at the Commission: some of the satellite operators have tried to put some of the broadcast programming on a second dish, as opposed to including them all on one dish. I've continued to advocate that the Commission reverse that policy because I think that that was wrong when we did it. I think that all broadcasters should be carried on the same dish—and I know that's been a concern to some of you as well.

## Cable Choice

There has been much confusion around the notion of whether cable operators should give consumers more choice regarding which channels they purchase and receive from their multi-channel provider. Personally, I always think that more choice can be a good thing. Nevertheless, I think it's important that we all remember and understand that when people are talking about that, it won't end up applying to many of the broadcasters. Whether or not someone is talking about applying indecency regulations to basic packages like some people have proposed, or offering family-friendly packages like those that I've talked about, broadcasters who exercise their must-carry rights will always be entitled to be carried on those cable systems. Moreover, this is a statutory requirement, so even if consumers had more choice regarding their cable programming, it would be important to remember that the broadcasters would still have access to that basic channel package. For some time I have been advocating a version of cable choice in which cable operators voluntarily offer consumers a family-friendly package of programming channels as an alternative to the existing basic cable package. This would enable consumers, who are concerned about programming that they find inappropriate for their families, to avoid bringing it into their homes and also to avoid paying for it.

## Indecency

I certainly am concerned about the rise in indecent programming and programming that is otherwise unsuitable for the

mass audience. We've seen a general trend of increasing complaints over the last few years. In 2000, we had 111 complaints about indecent programs on television or radio. By 2003, we had 240,000 complaints. Furthermore, by 2004 we had over one million complaints. At the FCC we used to receive complaints in the hundreds, and now they come in by the hundreds of thousands on particular programs. Clearly, consumers are concerned, parents are concerned, and they're increasingly frustrated. Parents who want to watch television with their children too often feel that, despite the large number of viewing choices, they don't have enough to watch. I think the Commission needs to prohibit indecency on broadcast television and radio and I've advocated for strong enforcement of the law. We also need to encourage broadcasters to return to the family hour: devoting the first hour of prime time to programming that the family can all watch together. However, I don't think that broadcasters can be the end of the story. In a world in which over 85% of homes receive their television programming from cable or satellite, and an increasing number of consumers are receiving their radio signals from satellite, we need a comprehensive solution. That's one of the reasons why I've talked about the option of cable operators providing some additional tools to allow parents to make sure that their children are receiving family-friendly programming.

## Mandatory Broadcast Recordings

There have been several people who have proposed that we require all broadcasters to keep recordings of all their broadcasts. I know that most broadcasters actually don't come close to that indecency line, and I think that we need to recognize that in the ultimate rules that we adopt. We need to support a rule that says broadcasters don't have to have any kind of recording requirements or retain any tapes unless there's a pattern of violations that occur.

## Automatic License Revocations

I also have concerns about some aspects of proposals that have mandated some kind of automatic revocation of a

license—a "three strikes and you're out" kind of policy. I do think that the Commission needs to be strong on enforcement. I've actually said for the last few years that the Commission needs to be doing more. However, I've also said that I'm concerned about any kind of automatic revocation that could be too rigid. I think the Commission has the authority that it needs now in that regard.

## Fairness Doctrine

The fairness doctrine arose in a different era—when consumers relied primarily on three networks to receive their news. Even then, it was constitutionally questioned. Since then, there has been an explosion of outlets with more broadcast TV stations and networks, cable channels, Internet outlets, satellite radio, and niche television and radio stations. In part, this growth is due to the elimination of the fairness doctrine. The proliferation of these enhanced viewpoints and opportunities could be hampered in some way if we reverted to the fairness doctrine. Therefore, I want to be clear: while I am concerned about some aspects of indecency and the Commission being tough on enforcement, I don't think we need to have a revival of the fairness doctrine. I would not support that and I think it would hamper speech more than it would help. I also think it's really unlikely at any time in the near future that that would end up happening, but I recognize the reason why people would be so concerned about it.

## Digital Transition

I certainly think that the Commission needs to address the transition to digital broadcasting for all broadcasters in a comprehensive way. There have been some proposals, but I think the Commission needs to try to find a way to address all of the channels at the same time without trying to carve someone out.

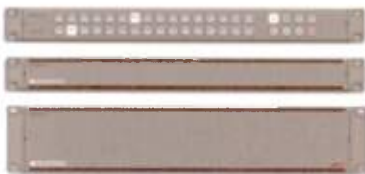
*For more information, please contact NRB Vice President of Communications Robert McFarland, at [rmcfarland@nrb.org](mailto:rmcfarland@nrb.org)*





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# FEATURE



## *Media in Worship Services— How Churches Are Adapting*



# MICHELLE IS NOT A NUMBER.

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



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Church media has evolved from a simple bulletin announcing events to a full-scale ministry. What was once thought of as small and unimportant is now rapidly being brought to the forefront. With this change, adjustments in schools of thought for media uses in worship services have had to take place among leaders and their congregations. Pastors and leaders have come to the real-

*It starts with a plan, a vision, and a structure.*

ization that, "If you do not change, you can become extinct." (Spencer Johnson, M.D., *Who Moved My Cheese?*) Many questions have been considered: How much is too much? Does this change the message? Is it acceptable to use the "world's" ideas for spreading the gospel? Is all of this necessary to reach people? These and many more questions have been asked and contemplated by us all. Our world is changing, and we are finding that if we do not change our methods we are going to miss reaching many people with our message. Webster defines adapting as "the adjusting to a new purpose or circumstance." Our purpose remains the same—to reach the lost and make disciples—but our circumstances of increased knowledge and technologies are passing the church world by. We need to adapt.

Media within the church can and does play a vital role. It is no accident that the NRB convention was in Anaheim, California, this year. Southern California has produced some of today's best and brightest talents—touching both the secular and Christian worlds. We should learn from the creative and talented people of this community. From image magnification



*Our world is changing, and we are finding that if we do not change our methods we are going to miss reaching many people with our message.*

(IMAG) to television production, radio/television advertising to Internet website development, streaming video/audio to print media, "outside of the box" thinking is beginning to bring about the adaptation of church media from traditional forms to cutting-edge concepts.

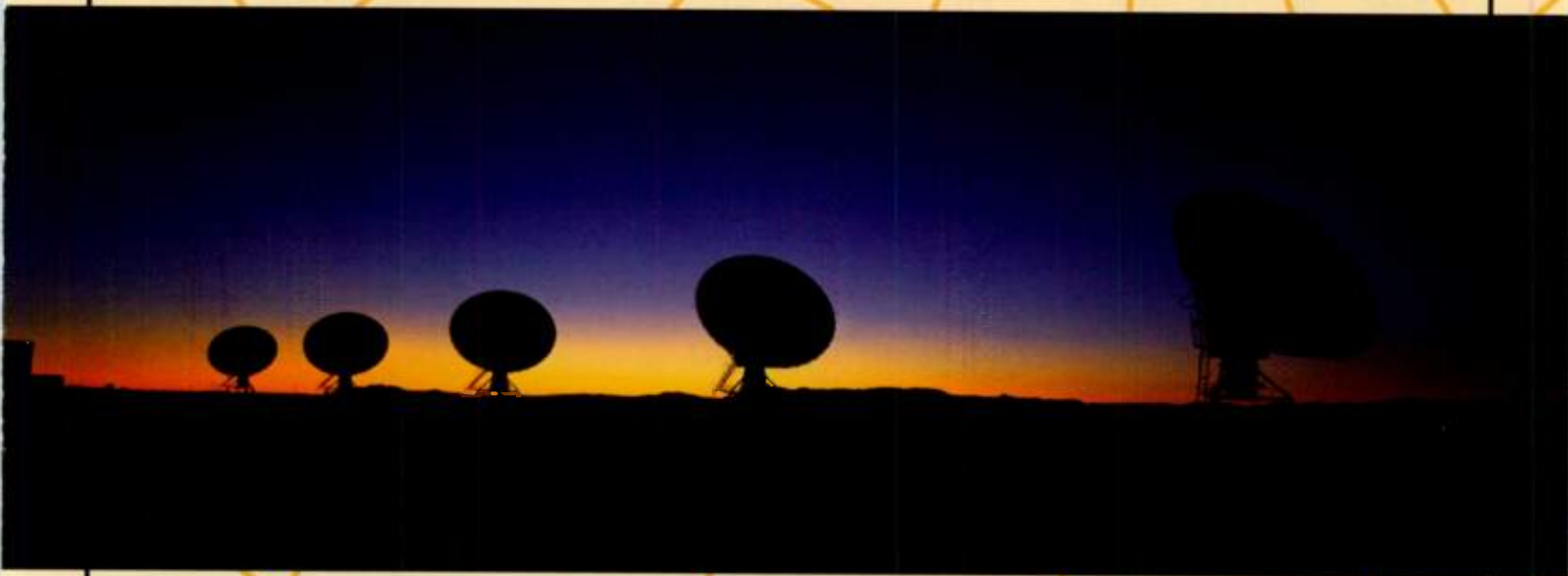
My question seems to be, why won't some adapt? I believe it is the age-old problem that has existed since the beginning of time—FEAR and misunderstanding. Some are so afraid that the influence of the

media technology will change the message that they will not even try to utilize it for the gospel. Many do not understand that media can be positive or negative. How we design it to work is what it will accomplish—it is just a tool. Some have made the form of worship more important than the act of worship. This way of thinking will hinder adaptation. Media is used to prosper our businesses, treat our illnesses, and for our convenience. Media is also a powerful TOOL for worship!



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

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Now the question becomes, how do we adapt? Where do we go from here? It starts with a plan, a vision, and a structure. Pastors and leaders need to remember that people are their greatest resource and must begin to delegate this responsibility to those with experience or interest. Encourage your people to take their experience from the business world and bring it to the table of the media ministry. In George Barna's book, *A Fish Out of Water*, he quotes Stephen Case by saying, "Even if you have a sense of what's around the corner, if you don't have a team in place that can execute your plan, there's a big problem." Each ministry will find people that have either an interest or experience in this field—this is where you begin the process of adaptation.

Before you can adapt, you have to assess where you are. What are you currently doing? Our media ministry faced this same question. After examining our strengths and weaknesses in the use of media for our worship, we found the actual usages to be very limited. We had a website and a few sporadic television commercials that reached outside of our church, but there was nothing in place that enhanced our worship services. We were thinking too small. We knew we had to adapt. Our first order of business was to introduce video projection. After introducing video projection for sermon notes and song lyrics, we found many other uses for this form of media. We were also able to utilize video projection to enhance our pastor's sermons by giving videotaped recaps, video illustrations, and image magnification (IMAG). Ministry areas of the church wanted to promote their events and activities with words, graphics, video, and animation that were not available to them with a standard bulletin. We are able to highlight areas of ministry that may go unnoticed or are seldom seen by the congregation. The use of media before, during, and after our worship service engages the congregation in discussion, thought, and activity. Since we have embraced some non-traditional forms of media technology, we have seen

increased involvement in ministry by the congregation.

Media has many faces within the church. The ability to broadcast a service live over a local radio station, television station, or streaming audio/video has brought exposure to churches. From the small church to the mega-church, live broadcasts have opened up the doors for the gospel. This has caused leaders to rethink the flow of their services. In some

## ***The goal of church media is to use available technologies to enhance our worship services as well as draw in unbelievers.***

cases, a live broadcast or a taped broadcast can mean time constraints. Planning and forethought are necessary for the joining of a quality broadcast and a meaningful time of worship. The time requirements for producing, editing, and planning sometimes necessitate the hiring of part-time or full-time staff. While all of this can enhance the ministry, it takes adaptation. Communication between all ministry areas, pastoral staff, and the media ministry is important to the success of the worship services and in-house promotions. Sharing your ideas and thoughts in advance with your media ministry will allow for unity and success.

Take media technology and run to the prize of the high calling that is in Christ. Get the Word out to people everywhere. We have no problem embracing the use of cell phones, microwaves, computers, cable/satellite television, and many other forms of technology that help us every

day. Why are we having such a hard time embracing the technology that God has created for us to use in our churches? God gives us knowledge and wisdom. It is God who gives us creativity—we must use it for His glory and His honor.

The goal of church media is to use available technologies to enhance our worship services as well as draw in unbelievers. This does not happen overnight—it is a gradual process. Mindsets have to change and that takes time. Scripture points to the process and calls it "renewing" our mind. We do not want to conform to the world, but we do want to transform the way we think about media and its benefits. What I am trying to convey is that we cannot do church as usual. As my senior pastor continually reminds us, "If you continue to do what you have always done, you will always get the same results." It is up to us, to not only compel the lost to come to Jesus, but to also make disciples that can in turn bring others to the knowledge of God. Media is an effective tool of our generation—let us embrace it.

*Bill Lawson is the Media Ministry Leader for Trinity World Outreach Center in Louisville, KY, and a member of the NRB Church Media Committee. Reach him at [trinitymediaministry@yahoo.com](mailto:trinitymediaministry@yahoo.com).*

*A great benefit to the church community is for every church to network and become involved with the NRB. The NRB Church Media Committee is here to build up media ministries from churches around the world. They are dedicated to assisting churches in the development of their media ministry. From the novice to the experts, the committee is here as a resource for you. Contact Orlen Stauffer at 757-495-1913 for more information.*





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## AIRWAVE ANNIVERSARIES

**Glendale, CA** - Salem Communications' 99.5 KKLA-FM celebrates 20 years of broadcasting. KKLA began broadcasting out of a small studio in North Hollywood on October 15, 1985. The launch of an afternoon drive call-in talk show, *Live From L.A.*, in 1986 moved the station into position as the voice of the Southern California Christian community on local and national issues. KKLA was the first station in Los Angeles – and the second in the country – to stream programming live on the Internet, beginning in late 1995. In the late '90's, KKLA's success led parent company Salem Communications Corporation to acquire and develop other stations around it in a cluster, including News/Talk 870 KRLA-AM, 95.9



KFSH-FM (The Fish), News/Talk 590 KTIE-AM and 1190 KXMX-AM. Salem Los Angeles, as the cluster in known today,

encompasses nearly the entire 5th floor of its Glendale headquarters with 11 studios and production suites, and satellite offices in Orange County and the Inland Empire. (Mary Anderson-Harris, aharrism@pacbell.net)

**Cleveland, OH** - *Truth For Life*, a program ministry featuring the Bible teaching of Alistair Begg, turned 10 years old in February. *Truth For Life's* mission is to teach the Bible with clarity and relevance, so that: unbelievers will be converted, believers will be established, and local churches will be strengthened. On February 28, 1995, *Truth For Life Daily* began airing on 15 radio stations and today has grown to over 900 radio outlets across the United States, Canada, and the Caribbean. (Bob Butts, bob.butts@truthforlife.org)



**Nashville, TN** - Three-time Grammy Award winner and Gospel Music Hall of Fame legend The Mighty Clouds of Joy is celebrating 45 years of creating acclaimed gospel music with their new album, *In the House of the Lord: Live in Houston*, which released on April 12, 2005. The group recorded the project during a special concert at The Fountain of Praise Hillcroft Worship Center in Houston, TX, in December 2004. The new album, produced by Sanchez Harley, is the group's first project with EMI Gospel. Mighty Clouds of Joy is one of the longest-standing gospel groups with over 35 albums under its belt, and after 45 years of music making, the members are happy with the path in life that God has given to them. (Lynn McCain, lynn@mccainpr.com)



**Fort Worth, TX** - On April 1, FamilyNet celebrated the five-year anniversary and 1,000th show for *At Home - Live!* with hosts Chuck and Jenni Borsellino! The program reminisced some hilarious moments with Chuck and Jenni in the studio and featured video highlights of special guests who have appeared in the 1,000 shows celebrated today. *At Home - Live!* with Chuck & Jenni Borsellino is a live, daily, one-hour family morning show produced by FamilyNet, featuring a variety of topics that relate to home, family and relationships. *At Home - Live!* is dedicated to preserving, strengthening and encouraging family life with practical information, timely advice and wise counsel. (Andrea Sharples, asharples@FamilyNet.com)



FamilyNet



**Atlanta, GA** - *Day 1*, formerly called *The Protestant Hour*, celebrates its 60th year of weekly broadcasts in 2005. As a voice of the Protestant church, *Day 1* presents preachers from several denominations. Its website features an extensive collection of lectionary-based sermons in text and audio, and other helpful information for lay persons and pastors alike. (www.day1.net)



**Woodbridge, VA** - Cecil D. Hylton Memorial Chapel will celebrate its 10th Anniversary with a Gospel concert on June

2, featuring Grammy Award winning artist Randy Travis. Hylton Memorial Chapel has been serving the D.C. area Christian community since 1995. Established as a non-denominational center for Christian events, Hylton Chapel has played host to local and national ministries holding conferences, concerts, and meetings in the 3,500 seat facility. (event.information@hyltonchapel.org)





# TRADE TALK

## AIRWAVE NEWS RADIO

### Sarasota, FL -

Reality TV hit The JOY FM in the first JOY FM Wedding. With the help of generous sponsors, The JOY FM gave away one \$25,000 wedding at Weddings on Water in Clearwater. Engaged couples were encouraged to submit their applications after completing three required pre-marital counseling sessions. Five randomly selected couples were chosen, and listeners were invited to vote for the winning couple and given one week in which to do so. The winning couple was announced when JOY FM staffers knocked on their door. The JOY FM listening family also voted on the wedding invitations, gown, bride's bouquet, wedding cake, etc. The wedding will take place at the only floating chapel in the country on May 14. After the ceremony, guests will be taken by boat to the reception at Island Way Grill. The honeymoon will be aboard the Music Boat Cruise, which is also being provided by the station. (Carmen Brown, carmen@thejoyfm.com)



**Saint Paul, MN** - In just four hours KTIS Radio listeners donated 6,600 gift-filled shoeboxes to tsunami victims as part of a special Samaritan's Purse Operation Christmas Child relief effort. KTIS partnered with Samaritan's Purse to collect the shoeboxes for children in regions devastated by the tsunami, which were filled with clothes, school supplies, hygiene items, and toys. The "Relief from the Roof" collection drive held Good Friday, March 25, included a live broadcast from the roof of the KTIS studios where DJs Dave Clutter and Paulette Kutzler rallied support from listeners. The event included a guest appearance from Christian artist Sara Groves who provided music for those dropping off shoeboxes. (Paulette Kutzler, pjknwc.edu)

**Overland Park, KS** - Bott Radio Network's (BRN) flagship station, KCCV-760 AM, began broadcasting 24/7 on Monday, April 11, 2005. Since its inception, KCCV-AM has been licensed as a daytime-only radio station, broadcasting from sunup to sundown. A new license recently approved by the Federal Communications Commission (FCC) allowed KCCV-AM to construct two new nighttime broadcasting towers and begin broadcasting 24/7. The station continues to feature the Bible teaching and Christian news and information programming format that Bott Radio Network pioneered more than 42 years ago. (Kelly Crane, kcrane@botttradionetwork.com)

### Nashville, TN -

Dr. James Dobson, founder of Focus On The Family, and author/son Ryan Dobson went head-to-head during a sponsored event of NRB 2005. The pair challenged broadcast execs from Back to the Bible, Moody Broadcasting, KLOVE, Bott Radio Network, and Salem Radio to a lively game of ping-pong. The antics of emcee Chuck Bolte of The Alliance Defense Fund helped drive the evening to its Rocky Theme conclusion. More than 300 attended the event, including 20 KKLA-FM listeners who won special tickets to the event. Sponsors included Multnomah Publishers, Parable Bookstores, GSF Media and CMB (Christian Music Broadcasters).



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**SOUTH AFRICA** - The Peculiar People Band debuted in March with rock/worship album, *Not Ashamed*. Already one of South Africa's most successful rock groups, The Peculiar People Band currently is spending seven months touring and promoting its new CD in the U.S. (*Christian Music Monthly* 03/23/05, zeebozine@juno.com)



**Mobile, AL** - Integrity Music Group entered into a long-term marketing and distribution agreement effective immediately with Galilee of the Nations, a leading producer of Messianic worship music. As part of the agreement, Galilee of the Nations founder and president Yochanan Ben Yehuda serves as a consultant to Integrity for the development, sales and marketing of all new Messianic projects. The first Galilee of the Nations (GOTN) album to be offered through the relationship is *The Road to Jerusalem*, a multi-artist special event album that features leading Messianic artists from around the world and will release June 7. (Shannon Walker, shannonw@integinc.com)

**Nashville, TN** - In its 27th year, Creation East will be held June 29-July 2 at the Agape Farm in Mount Union, PA. Creation West will hold its eighth annual event at the Gorge Amphitheater in George, WA, July 27-30. The largest outdoor Christian music and teaching festival of its kind, tens of thousands of people attend the Creation Festivals each year from all across the United States, as well as many international countries, including Iceland, Switzerland, Denmark, Mexico and France. The Festival has garnered media attention from top mainstream outlets, including CBS, PBS, VH1, GQ Magazine, The New York Times, and Details Magazine. (Anita Crawford, anita@springboardentertainment.com)



**Franklin, TN** - Rocketown Records recently announced the signing of Minneapolis-based singer/songwriter Michael Olson as the newest artist on the nine-year-old label's roster. His debut CD, *Long Arm of Love*, releases May 17. A worship leader for the college-age group in his home church, Olson is also known throughout Minneapolis as a rising producer. (April Hefner, april@rocketownrecords.com)

**Nashville, TN** - Devotion Music artist Kristina has been nominated for Best Female Vocalist for the 2005 SHAI Awards (formerly known as the Vibe Awards), Canada's equivalent of the GMA Music Awards. This year's awards, chosen by the general public, will be handed out on May 14th at Hershey Center in Mississauga, Ontario. Fans were able to vote online at [www.shaiawards.com](http://www.shaiawards.com). (Brian Mayes, brian@nashvillepublicity.com)



**Buffalo, NY** - Former Superdrag frontman John Davis traded alcohol for Jesus, and now the former rocker is making Christian pop music with an edge. His self-titled CD from Rambler Records hit stores March 8. (*Christian Music Monthly* 04/0705, zeebozine@juno.com)

**San Diego, CA** - Multi-platinum California rock act Switchfoot, named after a surfing technique, will host the Switchfoot Bro-Am, a surf contest/concert event at Moonlight Beach on May 14, to raise money for Care House, an organization serving homeless kids in the band's hometown. The Switchfoot Bro-Am is raising Care House funds via public awareness and surfing contest entry fees that include 12 tickets to an exclusive Switchfoot concert and Bro-Am awards ceremony. Throughout the day, the Switchfoot Bro-Am sponsors will give homeless kids a great day at the beach, providing free shoes and clothes, surf lessons and INT foam boards, Taylor guitars and guitar lessons, and a chance to dream. ([www.switchfoot.com](http://www.switchfoot.com))

**Wheaton, IL** - The president of the National Association of Evangelicals in the United States gave his endorsement to Internet Evangelism Day, April 24, 2005. IED (InternetEvangelismDay.com) was designed to help churches, ministries, and individuals discover the potential of the Internet for sharing the Gospel. The Internet Evangelism Coalition (IEC - [www.webevangelism.com](http://www.webevangelism.com)) endorsed IED, and many IEC Coalition members helped facilitate the development of IED resources. (Naomi Frizzell, naomi@lausanne.org)



**Buffalo, NY** - [Gospelmusicforum.com](http://Gospelmusicforum.com)  
Want to talk about Christian music? GospelMusicForum.Com is a place for music fans, musicians, worship leaders, producers, promoters and anyone interested in Christian music to come together and post messages, thoughts, opinions, news and more. (*Christian Music Monthly* 04/0705, zeebozine@juno.com)

**La Mirada, CA** - The Torrey Honors Institute of Biola University will hold the first ever GodBlog Convention ([www.GodBlogCon.com](http://www.GodBlogCon.com)) at Biola University on October 13 - 15, 2005. GodBlogCon is designed to establish and cultivate relationships within the Christian blogging community and to provide opportunities for Christian bloggers to think about their role within the broader blogging world. The Torrey Honors Institute is a classical education honors program at Biola University directed by Dr. John Mark Reynolds. (*Internet For Christians*, 04/08/05)



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

## AIRWAVE NEWS TELEVISION

**Burbank, CA** - NBC will be making Three Wishes come true in a new special/backdoor pilot starring five-time Grammy-winning artist Amy Grant in an unscripted format in which Grant will lead a team of experts to a small town to help make the hopes and dreams come true for deserving people. Production on the pilot has already begun. Three Wishes is executive produced by Andrew Glassman and NBC Universal Television Studio. (Matt Williams, matt@thewmg.net)

**Nashville, TN** - *Angel Wars*, the new animated, supernatural action-adventure video series about angels confronting fallen spirits from EMI CMG and Telestory Productions, is designed for 'tween' entertainment. *Angel Wars - Guardian Force 1*, released last November, features the Christian rock music of dc talk, Newsboys and Sanctus Real, and was created by Chris Waters. *Angel Wars* is designed to not only entertain but also empower kids. After the June 21 release of *Angel Wars - Guardian Force 2*, *Guardian Force 3*, and *Guardian Force 4* will release on November 8, with the series soundtracks hitting stores in March 2006. Recently, EMI CMG children's marketing expanded its relationship with Cartoon Pizza, creators of *HoopDogz*, the faith-based children's series that launched last fall. The next DVD in the *HoopDogz* series releases on May 24. (Tricia Whitehead, spinhouse@bellsouth.net)

**Nashville, TN** - The Total Living Network aired *A Wave of Love* in April on a special edition of Total Living with Jerry Rose. During the program, special guests Kevin Max, Festival Con Dios manager Van Hohe, and director of *A Wave of Love* Christopher Redner encouraged audiences to continue caring for people affected by the tsunami disaster in South Asia. This program featured *A Wave of Love: Christians Respond to the South Asia Crisis*, a special campaign that is bringing together Christian charities and artists to help Christians find effective ways to give and serve at this critical time. (Brian Mayes, brian@nashvillepublicity.com)

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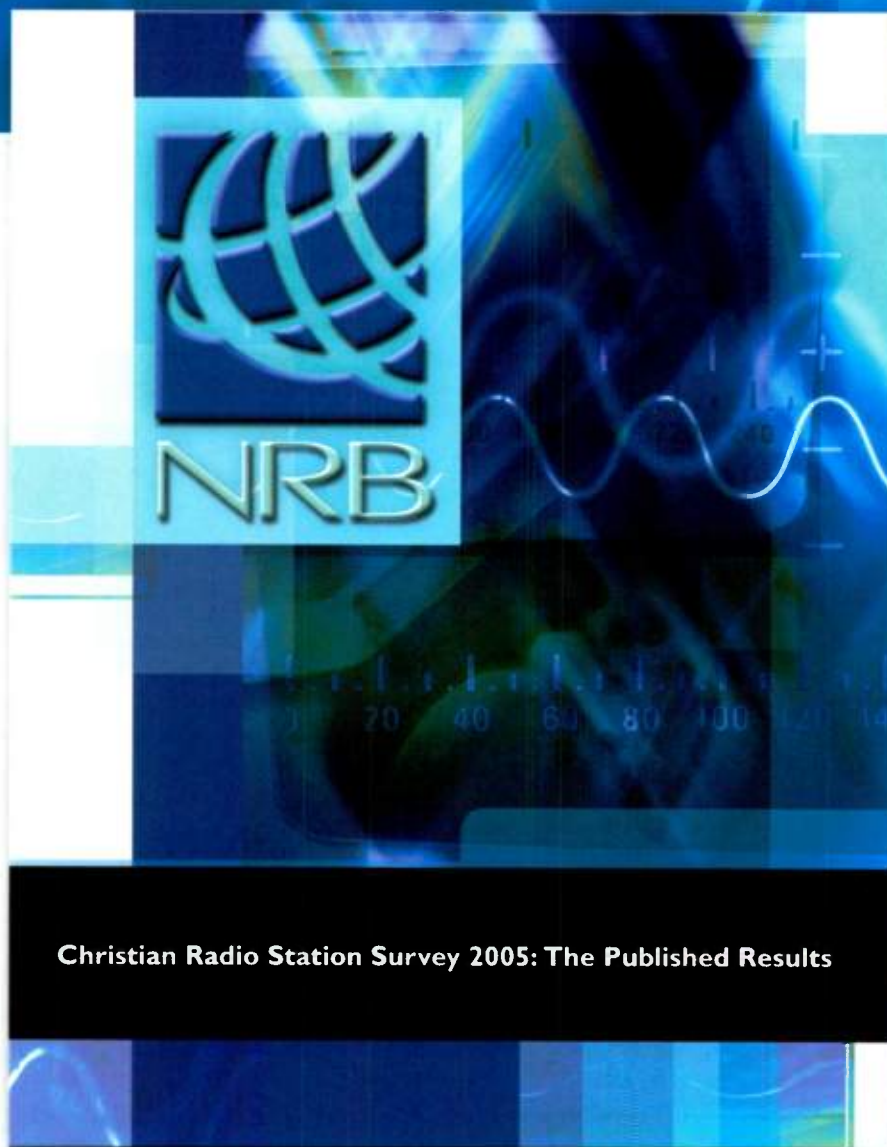
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**Chicago, IL** - Tom Church, audience research pioneer, founder of Radio Research Consortium (RRC) and an Edward R. Murrow Award recipient, died of cancer at the age of 61. Prior to RRC, non-commercial stations had little access to audience information. With the arrival of RRC, non-commercial Christian stations now had Cume, AQH, hour-by-hour, age and gender demographics, as well as analysis of listener behavior, listener loyalty, and P1, P2 and P3 breakouts. (Wayne Pederson, wmbi@moody.edu)

**Stowe, OH** - George Younce, the legendary bass voice of the Cathedrals, died at the age of 75 on April 11. George Wilson Younce was born near Lenoir, NC, February 22, 1930, George Washington's birthday. As early as age five, Younce would sing and dance on a local storehouse porch. Younce experienced his first taste of quartet singing right after World War II at the age of 16 when hearing the Blue Ridge Quartet on the radio, which was the beginning of his desire to sing professional Gospel Music. Younce attended a Stamps-Baxter School of Music and sang lead with a local group called the Spiritualaires, until his voice changed. After serving in WWII, Younce returned home and to singing Southern Gospel Music, joining the Watchmen in 1954, the Blue Ridge Quartet in 1957, and finally the Cathedral Quartet in 1964. The Cathedrals was one of the most awarded Southern Gospel groups in history, and Younce was inducted into the Southern Gospel Music Hall Of Fame in 1998. Following the retirement of the Cathedrals in 1999, Younce continued to fulfill a limited appearance schedule, often singing as a soloist and most recently, with the Old Friends Quartet. Younce was associated with Bill Gaither for many years and often appeared on the Gaither's Homecoming video series of Gospel music concerts. George Younce is survived by his wife of 49 years, Clara; four daughters, Gina, Dana, Lisa and Tara; one son, George Lane; three grandchildren. (Michael Ireland, danjuma1@aol.com)

**Cleveland, OH** - The Moody Bible Institute (MBI) Communications Department hosted a dedication ceremony for WCRF-FM listeners and staff of the "smart classroom" in honor of WCRF's Bob Devine. Funds were raised from the WCRF listening audience to honor Devine's service of over 40 years as morning show host and provide MBI a significant tool in training the next generation of Christian broadcasters. (Dick.Lee@moody.edu)

(l-r) Dick Epps,  
Paul Butler,  
Curt Wilkinson,  
Paul Carter,  
Alice Andrews



**San Francisco, CA** - Caitlin Estudillo is the newest addition to KFAQ-AM (www.KFAQ.com). Caitlin is the new host of the KFAQ Kids Korner, which airs every Saturday featuring *Adventures In Odyssey* and *Paws and Tales*. The show also offers fun opportunities for kids to win special prizes, spotlighted on their birthdays, and more! Caitlin has acted alongside Richard Gere in a film project, been featured in a TV pilot with Danny Glover, and has also been a member of the Golden State Warriors Jr. Jam Squad hip-hop dance team for three seasons, yet this local middle schooler had never worked in radio before her debut on Saturday, April 2. (Jason Lorenz, JasonL@SalemSF.com)



**Oldsmar, FL** - Wacky World Studios, the design and animation studio that created the kids' video series *The Roach Approach*, announced the addition of Emmy-Award winning Joe Barruso to the Wacky World production team. Barruso, most recently a producer at Universal Studios, serves as producer for Wacky World's 3-D animated video/DVD series *The Roach Approach*. Barruso is an Emmy-Award winning animation producer and director who has produced more than one hundred television shows and direct-to videos for Disney, Warner Brothers, Universal Studios, Fox, and Cartoon Network (Tricia Whitehead, spinhouse@bellsouth.net)

**Chicago, IL** - After many years of faithful service on Moody Broadcasting Network's *Music for Sunday*, Phil Shappard is stepping away from this assignment to spend more concentrated time on special projects in MBN's broadcast stations division. Wayne Pederson, station manager of MBN's flagship WMBI AM-FM, is the new host of this 5-hour Sunday music block, effective April 3. (www.mbn.org)

**San Luis Obispo, CA** - Logos Broadcasting Corporation has promoted Matt Williams to the position of program director for all of its K-LIFE stations. Williams has been with Logos for three years, most recently as production manager and assistant program director. He has been in broadcasting since 1979, with management, talent, and production roles in radio and television. Williams has received Emmy and Telly awards for his creative work, and has been the on-camera spokesman for companies such as Chrysler, Safeway, and Intel. (Jon Fugler, jon.fugler@klife.org)

**Nashville, TN** - John Butler was promoted to vice president of Christian promotions by Curb Records EVP/GM Dennis Hannon. Before joining Curb in September 2001, Butler was head of promotions at Squint Entertainment. Prior to Squint, he was head of promotions at Arista-Austin as well as National Director of Promotion at Zomba's Silvertone Label in NY and began his career at TVT Records. (Liz Cavanaugh, lca-vanaugh@curb.com)

**Atlanta, GA** - Peter Wallace was appointed as the new on-air host of *Day 1*, formerly called *The Protestant Hour*, effective April 3. Wallace, whose voice has been heard on the program occasionally over the past several years, brings 25 years' experience in ministry and communications to the new role. He has been executive producer of the program since March 2001, and is vice president of the Episcopal Media Center/Day 1. (Nan Ross, nross@episcopalmedia.org)





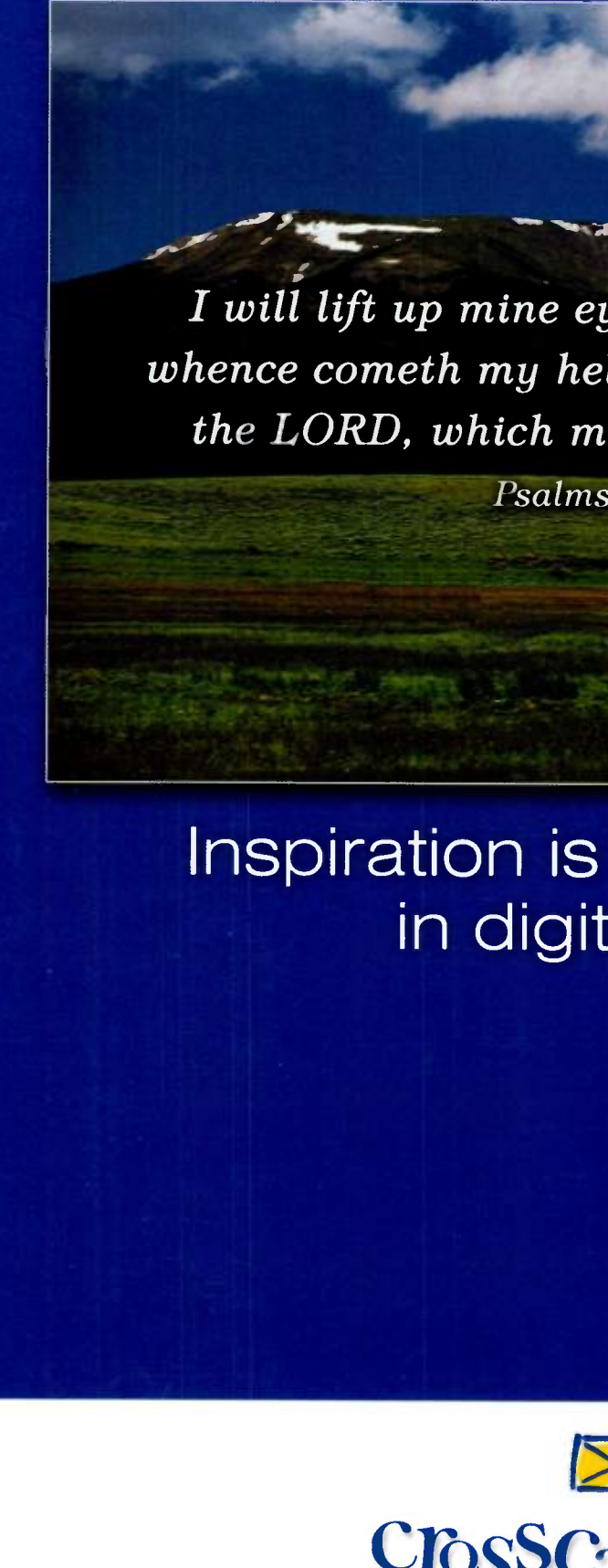
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*To find out more of the responsibilities and rewards of membership in the President's Council, contact the NRB office at 703-330-7000.*



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*Psalms 121:1&2*

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