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CALENDAR

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Dallas/Fort Worth, TX
February 17-22, 2006

nrb.org/convention

■ REACH 2006

Dallas/Fort Worth, TX
February 16-19, 2006

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■ Women in Christian Media

February 17, 2006
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womeninchristianmedia.org

■ GMA

April 1-5, 2006
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gospelmusic.org

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An Open Mind

We live in a day where relativism seems to rule, where every notion is acceptable except the idea that truth exists. Ravi Zacharias, one of the foremost Christian apologists of our times, observes that the one thing almost every university student in America is taught is this: Everything is relative. In other words, there is no such thing as absolute truth.

This pervasive mindset has produced a curious couplet in our culture. You can believe almost anything you want – you just can't be passionate about it. For your passion implicitly argues that your belief is true. And truth is of course intolerable – at least according to the reigning orthodoxy of secular society.

Allan Bloom captures the spirit of the age when he writes:

"Openness – and the relativism that makes it the only plausible stance in the face of various claims to truth and various ways of life and kinds of human beings – is the great insight of our times. The true believer is the real danger. The study of history and of culture teaches that all the world was mad in the past; men always thought they were right and that led to wars, persecutions, slavery, xenophobia, racism and chauvinism. The point is not to correct the mistakes and really be right; rather it is not to think you are right at all."

Long before Allan Bloom, C. S. Lewis forcefully addressed this same thinking:

"An open mind, in questions that are not ultimate, is useful. But an open mind about ultimate foundations either of theoretical or practical reason is idiocy. If a man's mind is open on these things, let his mouth at least be shut."

And before Lewis, G.K. Chesterton called this relativistic tendency a misplaced humility when he wrote:

"What we suffer from today is humility in the wrong place. Modesty has moved from the organ of ambition. Modesty has settled upon the organ of conviction; where it was never meant to be. A man was meant to be doubtful about himself, but undoubting about the truth; this has been exactly reversed."

So we live these days in a world where truth claims are suspect, where ultimate foundations are questioned, and where a "modesty of conviction" is enforced by latter-day Apostles of Tolerance, who will

tolerate anything but truth. And it is into this cultural setting that we are charged to boldly proclaim Him who set his face as flint towards Jerusalem and said: "I am truth."

Lest we bemoan the enormity of the task before us, we must remember three things. First, be reminded that the Teacher declared there is nothing new under the sun. The strident relativism of our time is nothing more than a modern and more hostile version of what Paul found at Mars Hill, where every idea was worth listening to, unless it somehow precluded listening to the next new idea. In that setting, the Apostle wisely but confidently proclaimed Christ as God in human flesh. Our challenge today is the same: with wisdom, creativity and diligence we are to use every electronic medium available so that the world may hear *The Greatest Story Ever Told*.

Second, be reminded that the Gospel is powerful, sharper than any two-edged sword. The Apostle Paul characterized that power as explosive. And explosives have the habit of changing everything around them. Furthermore, it is God's honor at stake through His promise to prosper His word, not suffering to let it return void without first accomplishing His purpose. In short (and with apologies to Nike), just do it and God will surely bless it.

And third, be reminded that this is our central calling. The first recorded command of Jesus Christ was: "Follow me and I will make you fishers of men." His last recorded command was likewise: "You will be my witnesses in Jerusalem in all Judea and Samaria and to the ends of the earth." These two commands bookend the teachings of Jesus Christ and they reveal the very heartbeat of God.

Therefore, with a new year upon us and with new opportunities abounding, let us remember our high and holy calling and rededicate ourselves to reach the world for Christ in our generation!



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The Path of God

I stood there looking at the trail that stretched out before me. Though obscured in spots by trees and turns, I could see enough that a touch of (Ok, I'll admit it...) fear gripped me. First of all, I couldn't see the end of my destination. Secondly, the overgrowth and undulations gave the trail a higher degree of difficulty than I had sought. To be honest, what once seemed intriguing now just seemed daunting and demanding.

However, having made the commitment to myself and to others, there was nothing to do but begin my trek, and hope for the best.

Although this path before me is no Mt. Everest, it still has challenges that far exceed my skill level. In fact, if it weren't for the old guidebook given me, I would have never launched out on this adventure. Though worn and dog-eared, this book has proven itself invaluable to me. Surprisingly, what I thought at first glance to be a book of general instructions on trails became more and more specific for my trek... my trail. The guidebook has made all the difference in my adventurous journey.

You may have figured out by now that my trail wasn't in the Rocky Mountains, the Great Smokies, or even my beloved Texas Hill Country. It is the path of serving as your Chairman of National Religious Broadcasters. And this trail, while a joy and an honor, has been one of great adventure.

Looking down that path last February in Anaheim I could not have fully anticipated where God might take me on my journey. Reality checks came often, causing me to wonder about my role. Like Moses, I would have "Who am I?" moments. A wise friend pointed out that the person who is God centered doesn't say "Who am I?", but rather, "Who is God?" So, I would be driven back again and again to the guidebook, God's Word, to get clear instruction for my steps, my direction, from the One who is able. It was in that process that I saw again how God faithfully speaks in specific ways through His timeless testament.

It was in the pages of the Old Testament, first Nehemiah and then Ezekiel, that God gave His direction to my heart. I have sought to be faithful to His instructions, to lead NRB down a specific path - that not only accomplishes what He desires for us, but allows us to honor Him and proclaim the sovereignty of our God.

In Nehemiah, we are reminded of the need to rebuild the wall, that the people of God might be protected from the enemy without. God calls watchmen to keep an eye on the enemy, even while the work is going

on. Christian communicators often are called on to rally the troops to fight the evil around us.

In more recent days God has me camping out in Ezekiel. The pages of this ancient text also speak volumes about our world and our role in this world. As detailed in a previous article, I believe our Lord calls us in Christian media to be watchmen. While Nehemiah talks of a "watchman on the wall" warning of the danger of the enemy lurking outside the city, Ezekiel's role as watchman is different. Ezekiel is instructed to be a watchman to warn God's people of God's judgment on them for their sin.

Frankly, I would rather be a Nehemiah watchman. You get to point out the enemy and rally the troops to go fight this evil. That is a role that God assigns to some of us today. The job of an Ezekiel watchman doesn't have the same appeal. There is no joy in warning believers, reminding them that the God of love is also a God of righteousness and judgment.

At one point the elders of Ezekiel's day, people of influence and spiritual leaders, came before him to inquire about a word from the Lord. Through Ezekiel God pointed out that these leaders had built idols in their heart, and their sins were barriers between themselves and God. I wonder how we measure up today.

As spiritual leaders, we have to examine our own hearts. Have we built our own idols? Are we putting anything ahead of Christ in our allegiance, our time, our energy? Are we more interested in what the world calls success than what the Lord calls success - namely, obedience? Is there sin in our lives that becomes a stumbling block for God to speak to us? God's call in Ezekiel is clear. *"Return to me. Turn from your wicked ways. Quit following the path of the world. Set aside these worldly idols, and repent."*

Our guidebook, God's Holy Word, is specific for our journey. Ezekiel 33 spells out the role and the message for the watchman. Our responsibility is to read His directions, follow His path, and proclaim the righteousness and judgment of a loving, merciful God.



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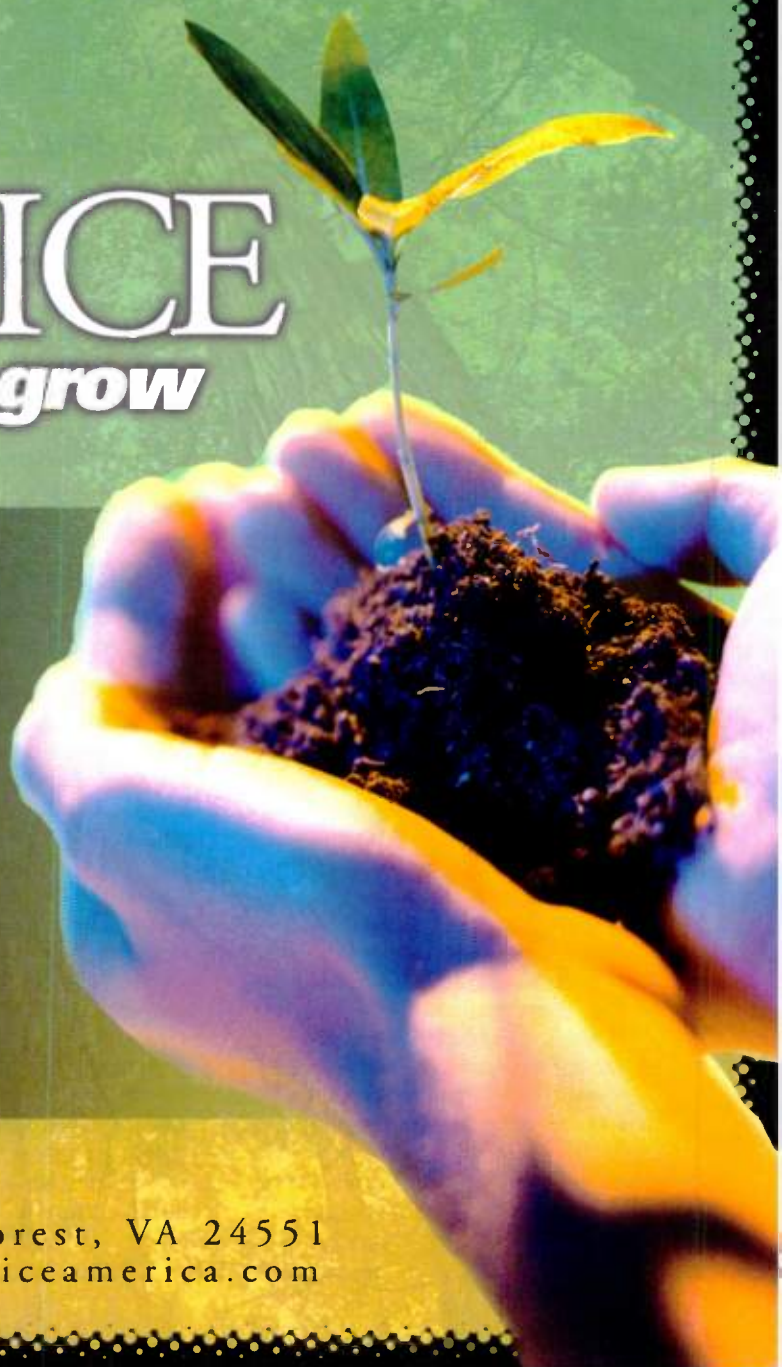
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WASHINGTON

FCC Closed Captioning Mandates to Increase

Television broadcasters—and, by extension, their program providers—are about to face strict obligations to provide closed captioning for virtually all of their “new” programming. As of January 1, 2006, TV licensees must provide textual additions to 100% of their English-language programs, with limited exceptions. Recent decisions by the Federal Communications Commission suggest that the new obligations could have a notable impact on locally produced programming, such as Sunday morning worship services.

The closed captioning rules themselves are not a recent development. Mandates have been in effect since 1998, when the Commission first implemented congressional directives to make video programming more accessible to the deaf and hearing impaired. Television licensees (and other regulated video distributors, such as cable operators) were not expected to caption all of their programming immediately. Instead, the FCC phased in its captioning requirements, mandating that TV stations meet successive benchmarks that ratcheted up the percentages of captioned programming over time.

The regulations divide content subject to captioning obligations into two categories: “new” and “pre-rule.” New programming is defined as any content that was first exhibited (whether on television, on a movie screen, or in some other manner) on or after January 1, 1998. Pre-rule programming is programming that was first exhibited before that date.

The 100% requirement applies only to new English-language programming. The standards for pre-rule material are somewhat more lenient. From today through 2007, television broadcasters must caption 30% of pre-rule programming. Beginning January 1, 2008, and thereafter, TV licensees must provide captioning for 75% percent of pre-rule programming.

There are some exemptions to the captioning requirements, but the agency has emphasized that it construes the exceptions very narrowly. They include, but are not limited to, the following: (1) locally produced non-news programming, such as parade and high school sports

coverage, that has no repeat value; (2) programs consisting primarily of music; (3) programming provided by content providers with annual gross revenues under \$3 million; (4) short public service announcements; (5) commercial advertisements; (6) late-night programming airing between 2:00 a.m. to 6:00 am; and (7) programming in languages other than English or Spanish.

In addition to these explicit exceptions, the Commission will consider granting an exemption for specific programming if supplying captions for that material would

There are some exemptions to the captioning requirements, but the agency has emphasized that it construes the exceptions very narrowly.

result in an “undue burden”—defined as “significant difficulty or expense”—for the station or its program provider. The process requires the submission of a formal petition with a considerable amount of financial data and other factual evidence. In evaluating such requests, the FCC looks at four factors: (1) the nature and cost of the closed captions for the programming; (2) the impact on the operation of the provider or program owner; (3) the financial resources of the provider or program owner; and (4) the type of operations of the provider or program owner.

Decisions issued by the agency staff reveal that the exemption-review standards are rigorous ones. Since October 2004, the Commission has rejected more than a dozen exemption requests filed by

churches or other religious programmers that provide content to broadcasters. In many of these cases, the FCC staff determined that the petitioner failed to provide enough detailed financial information to support the hardship claim. More recent cases indicate that the agency wishes to know whether the petitioner has sought sponsors or other third-party support for captioning costs.

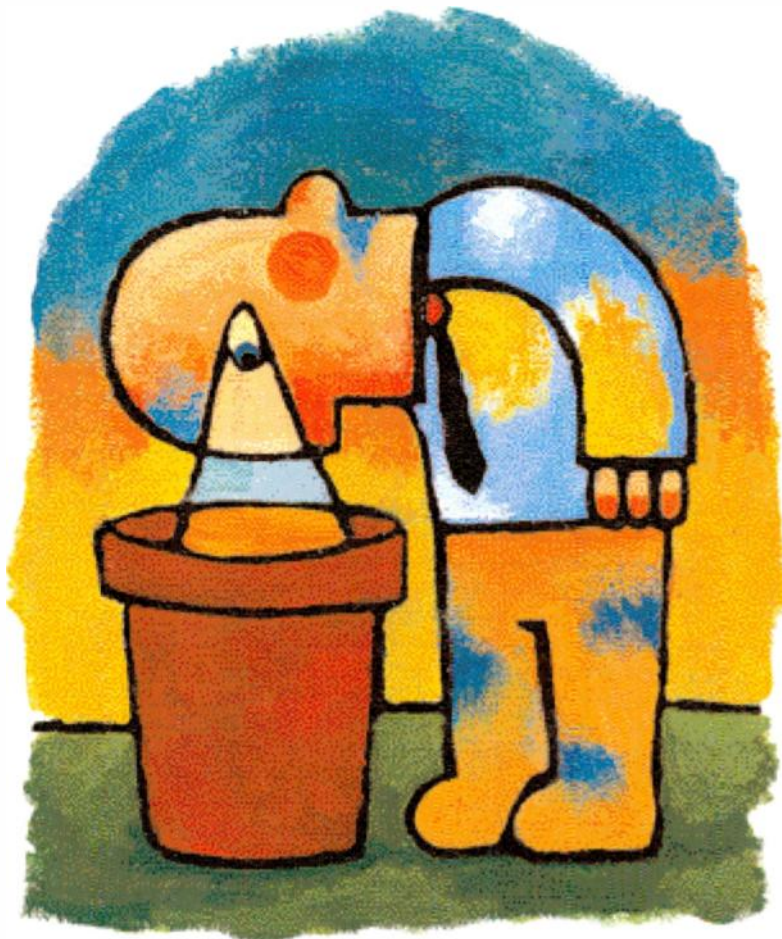
The agency also is pursuing action on two related fronts. The first is a new rulemaking that may lead to additional closed captioning mandates. In July 2005, the FCC called for comments on the effectiveness of its current captioning rules and the need to address a broad range of technical and non-technical issues, including quality standards, the frequency of errors, complaint procedures, and electronic filing of exemption requests. Commission action on the proposals is not expected for several months.

The second related front concerns strict enforcement of a corollary to the basic captioning obligations: mandates that emergency information be closed captioned or otherwise made accessible for the hearing impaired. The FCC’s Enforcement Bureau recently levied its third round of forfeitures in 2005 for failure to comply with the emergency accessibility rules. Two Florida television stations were fined \$24,000 each for their coverage of Hurricane Charley in 2004 because they did not visually present emergency information—such as road closures and evacuation orders—at substantially the same time that the information was presented aurally. The decisions follow sanctions imposed on three stations in Washington, D.C., for tornado coverage and three San Diego outlets for wildfire coverage.



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.

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Managing the Consultant Invasion

Remember the good old days when consultants kept to the business world and churches tackled every problem internally? Today you can't go to a Christian convention, like NRB, without bumping into an independent advisor or freelancer who specializes in helping churches and ministries. They come in every shape and size... church growth experts, capital campaign advisors, worship team coaches, and consultants specializing in children or youth ministry. Then there are the church media consultants - a wacky band of misfits of whom I happen to be a part of.

To their credit, church leaders have been warming up to the idea of hiring outside help. Like any healthy organization, churches and ministries undoubtedly benefit when they explore an outside-the-walls point of view. This is increasingly important in a rapidly changing ministry environment, where innovative ideas are pouring in and culture is transforming itself overnight. Even professional church media staffers find it difficult to maintain their busy responsibilities and stay abreast of where current media trends are heading. And gaining a different perspective can be healthy. In a comprehensive church growth study, Christian Shwarz credited the

willingness to seek outside help as a major factor for rapidly growing ministries. With all this in mind, what must a church consider before rolling out the welcome mat to an outside consultant, especially one involved in church media?

First of all, it is important to research and hire an advisor who is the right fit for you. The term *church media consultant* is a little ambiguous. Some are really experts in media technology. They can advise you in purchasing the right equipment, help you install it, and even train your people to use it effectively. Other consultants specialize in church marketing and public relations. They can analyze your communication strategy and give you ideas to improve your outreach effectiveness. There are also "church media consultants" who specialize in television production, internet ministry, or developing creative Sunday services. Although the title may be the same, a church would be wise to research the consultant's background, amount of experience, and past projects before jumping in.

Just as every consultant is unique, so is every church situation. Make sure your consultant has the ability to recognize this. One reason you hire a good consultant is for their extensive

list of contacts; but too often these contacts can bind a consultant from truly acting in your best interest. Agreements with specific vendors or a rigid "formula" for success can limit their ability to customize the best solution for you. During your interview be sure to ask these important questions and observe whether they are really listening to your unique needs.

Upon choosing a consultant, be sure you clearly tell him/her your objectives up front. The best consultants want to know exactly what is expected of them and how their value will be measured. At the same time, be sure to get a detailed proposal from the consultant with a specific strategy to achieve your goals. The relationship is set up to fail when parameters such as responsibilities, fees, and expectations are not clearly defined.

As the old saying goes, it is not about getting more advice... it's about getting the *right* advice. I challenge even healthy churches to keep sound advisors in their lives. But be sure that as the crowd of "experts" grows so will the importance of making the right choices on who you allow to speak into your life.

Erik Ticen, owner and senior producer of Edifi Media and NRB church Media Committee member, edifimedia.com.

RADIO Small Market Christian Radio

Each radio market has its own challenges and opportunities. However, small market Christian radio has its own unique challenges as national ministries use their funds to place programs into medium to large markets. While this is understandable, it leaves many small market broadcasters searching for ways to generate needed income to keep the Christian programming on the air.

It's been my privilege to spend more than 40 years in small market radio, the last 31 in the central Shenandoah Valley of Virginia.

We receive a limited amount of income from a few national programmers

who purchase time on WBTX-AM. In addition, some local churches purchase weekend programs also on WBTX. On the whole, shared income arrangements have been disappointing.

Here are some other sources of income that have made it possible for WBTX-AM and WLTK-FM to survive over the years. Each station is licensed to markets of less than 5,000 and combined have about 200,000 within the listenable coverage.

Local advertising has been the main source of income. However, here again, it has been difficult to attract major clients and agency business. This means that much of the advertising

comes from small businesses. Having two stations with different formats has broadened the appeal. WBTX-AM went on the air in 1972 and features Southern Gospel music. WLTK-FM was added in 1989 with Contemporary Christian music.

Here are a few suggestions in generating local sales.

1. *The programming needs to be consistent.* Pick the format you feel the Lord wants you to have and make it the best possible. To have a loyal audience and loyal advertisers, there must be a consistent sound.

2. *Get to know potential clients by being involved in the community.* Join

TELEVISION

TV News Partnership Circles the Globe

For the first time ever, Christian TV broadcasters from Canada to New Zealand have been airing timely news reports from hurricane-devastated areas of the U.S., thanks to a groundbreaking news partnership forged at the last NRB convention. The cost of obtaining these on-location TV reports: little more than the price of broadband access to the internet.

It began last February during the NRB convention in Anaheim, where several dozen TV broadcasters from around the world joined to form a TV News Co-op for sharing news stories with each other. This global alliance of TV news programs, producers and video-equipped ministries opened up a stream of reports to stations that couldn't afford to pay for more than local news coverage.

Two keys to this breakthrough: A willingness by news producers to share their material with other Christian broadcasters, and the ability to send and receive broadcast quality video through FTP internet files.

Using relatively inexpensive computer software and a fast web connection, producers can now send and receive high quality video. This means that breaking hurricane relief news in Louisiana and Texas can air in New Zealand, Taiwan or Canada within a matter of hours.

Last May 15, Pentecost Sunday, the potential of this news alliance became

evident. As the sun rose over Fiji, then the Philippines, Taiwan, Hong Kong, India, South Africa, England and the U.S., massive numbers of Christians gathered to pray for their countries in the first Global Day of Prayer. Thanks to GDOP coordinator Dr. Bob Bakke and News Co-op members, nearly a dozen reporters from Fiji to Dallas uploaded their local video reports to the News Co-op FTP site. Within 24 hours these GDOP news stories began airing on Christian TV stations around the world. That week's *Christian World News* program was produced entirely with these internet-delivered reports. It was a history-making moment in Christian television.

The entry point to the News Co-op is the TV News Forum, an email group which alerts members to available video reports and allows producers to coordinate special coverage of major news events. The Forum currently includes over 70 members.

Forum members are discovering that news is probably one of media's most common denominators, drawing viewers who every day sense a greater need to know what's going on in the world. For a local TV station, adding a news or public affairs program makes them a serious player in their own community. As they include local events and representatives on their channel, more people begin to watch it. The channel

becomes a place where the community can both deliver a message and receive useful information.

With the advent of FTP-delivered stories these same stations gain access to regional, national and world events, with news that hasn't been filtered through the secular grid.

NRB is studying ways to improve this fledgling TV News Co-op and Forum. As more TV stations take advantage of the service it could well develop into a kind of Christian Associated Press, encompassing an army of reporters worldwide. From journalism-minded volunteers to seasoned news professionals, these Christian journalists will create a daily stream of reports from all points of the globe, filling the gap of God-related stories long absent from secular news.

To participate in NRB's news-related activities, plan now to attend the TV News workshop and special meetings at the 2006 NRB Convention. These sessions are designed to increase news dissemination, improve quality, reduce costs, and otherwise assist Christian broadcasters. Schedule and registration info are available at www.nrb.org.

**Stan Jeter, Senior Producer,
Christian World News, Costa Rica,
Stan.jeter@cbn.org**

the Chamber, Rotary Club or Kiwanis. Help with the United Way or Heart Fund. These activities bring you in contact with key individuals, the decision-makers in businesses you want to advertise.

3. *Develop ideas that sell.* A good salesperson can sell against just about any format or audience size if he/she has an idea the advertiser is interested in. Yes, ideas sell!

4. *Be sensitive to the clients' needs.* A long term relationship is much more important than just getting a short term order.

5. *Service each account.* Good service will not only assure a

continued relationship but can be used to get more ad dollars from the satisfied client.

The final piece that has made it possible to survive in our small market operation has been SONshine Ministries, Inc., a parallel non-profit established in 1985 with its own board of directors. It's a very simple concept. SONshine contracts to sponsor programs and music on both WBTX and WLTK. As contributions come in, funds are used to pay for the contracted time. About 25% of what it takes to keep the stations on the air comes from SONshine contracts.

Survival in small market Christian radio takes a lot of prayer, vision, persistence and hard work. It can be done and be a real blessing!

**David Eshleman, President, Massanutten
Broadcasting Co., Harrisonburg, VA,
DMeshleman@aol.com**

Internet Continues to Grow as an Integral Part of Our Lives

The Internet continues to grow as a central part of our lives. This dynamic new medium doesn't show signs of becoming static anytime soon. Since last year's convention, three significant events have shaped the world of new media and have brought us closer to the ever-forecasted world of "convergence." For years prognosticators have been claiming that all forms of media – radio, TV, print, even telecommunications – would converge, leaving "A" form of media, rather than competing ones.

This past year provided more evidence that convergence is occurring. First, voice-over-IP (VOIP) is finally becoming mainstream. With EBay's purchase of Skype and Vonage's aggressive marketing efforts, LAN-based telecommunications services are poised to make a final descent into oblivion. Second, Google has set an aggressive course since their IPO, expanding into businesses as diverse as global mapping, classified ads and free wireless Internet service. Their investments and reliance on advertising revenue to pay for them mean the balance of power in the war for marketing dollars is shifting steadily towards new media. Third, iPod-mania continues to sweep the nation. With its ubiquitous device, Apple has transformed itself into an entertainment company and, in the meantime, threatens to make Pod-casting the next blogging. These

three events – milestones on the road to convergence – mean it's even more important for your ministry to be aware of the future of new media.

For your ministry, understanding these trends is the key to taking advantage of new media opportunities. This year's Internet Boot Camp and Workshops aim to expose your ministries to the technologies that are having the most profound impact in culture and to explain how you can take advantage of them to accomplish your mission. The theme for both the Boot Camp and the Workshops is "Extreme Makeover: Tips and Tools to enhance your Web Ministry." In our programming this year, the Internet Committee will apply its expertise to ministries in a "before/after" format, providing you with the high-level how-to as well as showing you how to get from point A to point B.

We will cover each topic twice. The Boot Camp will focus on high-level overviews across six topics, focusing on how these six areas are interrelated. Meanwhile, the Workshops will be more detailed, with the emphasis being placed on implementation. This format should allow both executives and staffs to gain the knowledge they need to make decisions in this rapidly changing environment.

Focusing on six essential elements of a Web Ministry, the Boot Camp and

Workshops are designed to give intermediate-level advice and detail to NRB professionals. Topics include:

Developing an Internet strategy, led by Duncan Rein and Sebastian Traeger of Silas Partners; 2) Designing a site that reflects your ministry, mission and goals, led by Jason Drake of the Billy Graham Evangelistic Association; 3) Making a site that attracts and retains an audience, led by Chris Carpenter of CBN; 4) Streaming services and how to incorporate them, led by John Carley of Trinet Internet Solutions; 5) e-mail Marketing Do's and Don'ts, led by Craig Despres of the Presidential Prayer Team; and 6) Staying ahead of the curve by looking to the future, led by John Carley and the rest of the Internet Committee.

These professionals are experts in their particular areas and have helped numerous organizations envision and implement the strategies that they will discuss. We look forward to sharing our insights with you during this convention and in learning how to leverage the power of the Internet to communicate the Gospel to a global audience, strengthen relationships with existing supporters, and establish relationships with new individuals.

J. Sebastian Traeger, Principal, Silas Partners, and Chairman, NRB Internet Committee, jstraeger@silaspartners.com

Times, They Are A Changin'

The first part of Proverbs 19 says it's not good for a person to be without knowledge. NRB 2006 convention looks like it will be exciting and will have ample opportunities to gain knowledge of new ways to enhance what we do. There are many areas offered for education – from the Boot Camps and Tech Lab to the REACH 2006.

A tag line for REACH 2006 is "Innovative Media for a New Generation." We all know, as Bob Dylan sang: "Times, they are a changin'." Life is just so ever-changing, always moving forward like a river. Bob would say "like a rollin' stone." This being the case, we need to move forward and innovatively share our message.

There are outstanding college students with exceptional talent that can serve you

and your organization as you progress towards your vision for the future. They have been taught by brilliant Christian professors, training them for such a time as this, to go out and change their world for Jesus Christ.

We live in a "sight and sound" world, and to reach this generation for Christ we must be culturally relevant with a strong biblical worldview. The iNRB college students know and understand this. Sure, they're young and have some rough edges, but they can be mentored, molded, and shaped into the next leaders of Christian broadcasting and the NRB. With their excitement and energy guided by your wisdom and experience, the world can be reached for Christ. At one time we all had someone believe in us and give us a start.

Here are some easy things you can do

at the convention to get to know students and faculty while building relationships for the future: 1) Talk to them. One of the most significant experiences for a student at the convention is to have a meaningful conversation with a seasoned broadcaster. 2) Talk to the professors. Building relationships with college professors will be a valuable benefit for you and your company. 3) Participate in the Job Fair. 4) Attend iNRB functions and meet iNRB Advisory Board members, faculty and students. 5) Visit the iNRB table at the Membership Booth.


Daniel Waldrop, Assistant Professor of Broadcasting & Film School of Communication and Media, Palm Beach Atlantic University, DANIEL_WALDROP@pba.edu



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NRB Government Relations Year In Review

BY BOB POWERS

This past year on Capitol Hill has once again proven to be a very pivotal one for Christian broadcasters. At the time of writing this article the 109th Congress is still in session and the book is yet to be closed, so to speak, on an active year of legislation. It is clear, however, that two issues — really the bedrock of this association — remain at the forefront for members of NRB: 1) Proclamation of the Gospel, which includes the ability to share the unimpeded full counsel of God, and; 2) Access to the airwaves. This is done through processes and concerted effort, which are highlighted in this article.

Since taking the helm of NRB — the world's largest Christian broadcasting association whose members reach hun-

dreds of millions of people daily around the globe — President/CEO Dr. Frank Wright began building and developing a government relations initiative. This plan includes developing relationships and

It is often apparent that God's favor is at work.

working with various levels of the federal government — such as: 1) the Federal Communications Commission (FCC), including its Chairman, commissioners,

and staff; 2) the White House staff; and 3) members of Congress — and working closely with their staff on legislative issues. NRB also stays in close contact with its Chief Legal Counsel and former FCC Commissioner Richard Wiley, of Wiley, Rein and Fielding located in Washington, D.C., as well as with the law firm of Gammon and Grange. Along with members and other outside organizations, NRB is active in a coalition that shares common objectives in achieving favorable legislation. This is all in an effort to further proclaim the Gospel of Jesus Christ, through preserving religious freedom and keeping the doors of electronic media open for the spread of the Gospel.

The association's sixty-two year history

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- Both programs streamed @ oneplace.com



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of broadcasting the Gospel has gone a long way in keeping relationships in Washington strong. Many in government continue to have a very positive view of the work that has been done over the many years and is being done through the NRB. It is often apparent that God's favor is at work.

This past year (2005) the world witnessed unfathomable disasters. NRB broadcast members, and its many humanitarian organizations, stepped forward in unprecedented ways to help those in need. NRB worked closely with the FCC and White House during these times. Shortly after the tsunami hit Southeast

the NRB-White House call takes place. It is on the record, open to all members of the Association, and hosted by Tim Goeglein, Deputy Director in the White House Office of Public Liaison. Goeglein candidly shares the latest news from the White House each month and opens the call up to questions. This call remains an excellent way for first-hand knowledge of the latest White House activity. It is also a good way for members to get a question or two answered by the White House and it allows NRB to keep its concerns in front of the administration.

NRB remains a non-partisan organization. Wright continues to make visits on the

added onto bills at the last minute. However, as NRB begins to add a greater presence on the Hill we expect to become more proactive to address these bills even earlier in the process.

There are two congressional committees, in both the House and Senate, to which NRB issues are most clearly linked. In the Senate it is the Commerce, Science and Transportation committee chaired by Sen. Ted Stevens (R-AK), and the Judiciary Committee chaired by Sen. Arlen Specter (R-PA). In the House, it is the Energy and Commerce Committee chaired by Rep. Joe Barton (R-TX), and the Judiciary Committee chaired by Rep. James Sensenbrenner (R-WI). The commerce committees, as far as NRB is concerned, deal with broadcast issues such as regulation of the industry, the DTV conversion, and indecency on the public airwaves. The judiciary committees on the other hand delve into items such as Hate Crimes legislation, judicial nominations, and music licensing.

Work on the Hill at times can be incredibly rewarding and other times extremely disappointing. The vastness and complexities of creating bills and passing legislation is forever intriguing and mind boggling. Rep. John Dingell (D-MI) aptly put it this way: "Legislation is like a chess game more than anything else. It is a seemingly endless series of moves, until ultimately somebody prevails through exhaustion, or brilliance, or because of overwhelming public sentiment for their side." While many a liberal or conservative would agree that this is well put, there is one element missing for NRB's success: That is PRAYER and heavenly guidance. All that is done through NRB is for the sake of the Gospel. Please continue to pray for NRB's leadership and efforts to this end in Washington, D.C. The work that you do as a Christian communicator, and the work that you support as a member of this association, carries eternal significance.

Bob Powers is Director of Government Relations in the Washington, D.C., office of the National Religious Broadcasters and can be reached at bpowers@nrb.org.

When there is a great need in America, or even the world, FCC officials know that NRB members are often the first to step up to the plate to help.

Asia, NRB and its members were able to contact the FCC for special NCE fundraising approval that was granted almost immediately. The same was done shortly after Hurricane Katrina and in preparation for Rita. When there is a great need in America, or even the world, FCC officials know that NRB members are often the first to step up to the plate to help. This thought was personally expressed by FCC Commissioner Michael Copps, who, at the Fall 2005 Capitol Hill Broadcast Summit congratulated NRB for such great work.

Mr. Copps and congressional staffers have also said that they are not concerned about NRB members meeting localism requirements. In other words, NRB fosters localism in providing valuable community information. Localism, it seems, can also be summed up in what Jesus called the second greatest commandment, "You shall love your neighbor as yourself." Sharing community needs and activities on air easily covers localism requirements.

On the first Monday of every month

Hill with both sides of the aisle. Key issues in 2005 were the digital television transition, hate crimes initiatives threatening religious freedom, issues of localism, and mentions of the Fairness Doctrine. In a soon coming issue we will highlight the 109th Congress. At the time of this article many legislative issues, including the ones just mentioned, have still not been voted on as the Congress is still in session. However, all of the above mentioned issues will likely remain at the forefront of 2006 and the second session of the 109th Congress.

The goal of growing NRB's government relations reach is to have working contacts, and friends, in many areas of government. We closely monitor legislation that is either beneficial or cause for concern. It helps to have as many friends on the Hill as possible to be the eyes and ears for many items of which we would otherwise be unaware. Legislation can pass through, quickly, catching many off guard, even with multiple contacts, when amendments get pushed through and

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Mission Advancement Committee

BY EVELYN GIBSON

If the NRB regional chapters were to be formed today—what would they look like?

That was the question posed as the five regional chapter chairs met in Dallas last spring: Jack Hibbard/Eastern; Tom Atema/Southeast; Pat Simmons/Southwest; Ray Hashley/Midwest, and Evelyn Gibson/Western. We came together, with no NRB staff present, in order to discuss our future direction.

The issue under discussion was our desire for direction about the chapters and their conventions in a greatly changing financial and attendance environment. At this initial meeting, we agreed the NRB regional chapters must become an integral part of the national organiza-

Our collective desire was to be an effective part of NRB's vision for the future.

tion in order to function effectively. And though we felt we had fulfilled our original regional mandate, we also acknowledged it may be time for a change. Our collective desire was to be an effective part of NRB's vision for the future.

We were equally convinced the chapters had exceeded expectation in providing relationship-building opportunities and spiritual refreshment for its members. It has, in fact, been our hallmark. And any recommendations and plans for future direction will include a continued expectation and implementation of those inherent values.

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Mission Advancement Committee (MAC) members serving this inaugural term are representatives from NRB's regional leadership.



Tom Aterna, Blue Ridge Broadcasting



Tony Bolen, Crista Ministries



Chuck Burge, Coral Ridge Ministries



Mike Clowers, FamilyLife



Ron Evans, Covenant Educational Media, Inc.



Terry Fahy, KKLA

Our subsequent discussions and meetings focused on how we could best support the national organization's efforts with the board leadership expertise each chapter has attracted so successfully.

We scheduled a meeting in May 2005 with the leadership of NRB in Manassas to share our vision, to ask questions, and to discuss future organization of the chapters.

We determined we could best serve NRB by focusing our efforts on supporting the principal objectives of the association, and; that we would work with national leadership to articulate and define those objectives. Our regional teams would help to establish goals and develop the plans for achieving those goals.

Those articulated NRB goals include:

- Promoting professional development for individuals working for NRB member organizations
- Encouraging innovation, creativity and excellence among NRB media

professionals and organizations

- Helping to expand the size and scope of NRB membership
- Assisting the local church in extending its reach through electronic media

This past September, each chapter representative brought an additional regional leader to meet with NRB leadership in Manassas. We reviewed our objectives and recommended to the Executive Committee that the current regional chapters be formally dissolved to establish a "Mission Advancement Committee" as a standing committee of the Board of Directors. Its purpose would be to create and develop programs to fulfill the objectives of NRB. Drawing from the excellent leadership resource represented by those individuals serving on regional boards, the new committee will utilize advisory councils to assist in advancing the work of the standing committee.

The recommendations were unanimously approved in September 2005 at the fall meeting of the NRB Executive Committee.

The year ahead will be a year of not only assisting in the planning of national events, but of determining direction and emphasis for the new Mission Advancement Committee.

We look forward to serving together to be as effective as possible in helping to further the work of the Kingdom.

Evelyn Gibson is Vice President of Communications for Ambassador Advertising Agency, as well as Chair of the NRB Mission Advancement Committee. She can be reached at egibson@AmbassadorAdvertising.com



Evelyn Gibson, Ambassador Advertising, MAC Chair



Brian Harcey, WJLN



Ray Hashley, WGNR/WIWC/WHPL



Jack Hibbard, Walter Bennett Communications, MAC Vice Chair



Pat Simmons, Wings Media, Inc.



Dave Young, Blount Communications Group

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NRB Exposition

The Convention is only half of the attraction. NRB's award-winning Exposition is a vibrant marketplace of nearly 300 vendors. Browse 125,000 square feet of exhibit space and find the vital tools and services you need to expand your ministry.

BOOT CAMPS

Full Day Intensive Boot Camps

Have you ever attended a lecture and been frustrated because one hour is just not enough time to really understand a subject? Then NRB 2006 is the right place for you! Each year NRB hosts full day "Boot Camps" that dig deeply into the details of a subject that you need to know more about. Topics this year include:

- TV/Film: *Beyond Hollywood: Independent Filmmaking from a Faith Perspective*
- Church Media: *Documentaries - Storytelling - Faith Testimonies*
- Radio/CMB: *Shaping Your Station's Image*
- Internet: *Extreme Makeover: Tips and Tools To Enhance Your Web Ministry*
- Management/Leadership: *The Management Buckets Course*

Educational Sessions

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

- Ten Things Before You Launch A Media Ministry
- The Power Of Pitching: Making Your Dream Their Dream
- Christian Radio - The True Alternative
- Before You Roll Tape - The Brains Behind the Camera
- PR Makeover: Using Creative Techniques to Increase Your Visibility
- Branding Your Identity For Broadcast
- Management Buckets: The 20 Key "Buckets" That Guarantee Organizational Success
- Radio: Spreading the Word Without Busting Your Budget
- THIS IS NOT A TEST! When Disaster Strikes Your Market

Schedule of Events

Thursday, February 16

7:00pm **Reach 2006 Conference**

Friday, February 17

9:00am - 5:00pm **Reach 2006 Educational Sessions**
 9:00am - 9:30 pm **Women in Christian Media Conference**

Saturday, February 18

9:00am - 2:30pm **Boot Camps**
 12:00pm **Women's Luncheon**
 3:00pm **iNRB Group Meeting / Mixer**
 4:00pm **iNRB AI Sanders Paper Presentation**
 4:00pm - 5:00pm **First-Timers Orientation**
 5:00pm - 6:30pm **Industry Awards Reception**
 7:00pm **Opening General Session**
 9:00pm **Receptions: Radio, TV, International, Church Media, & HNRB**

Sunday, February 19

9:30am **Worship Service**
 12:00pm - 6:00pm **Exhibits Open**
 12:00pm - 6:00pm **NRB Tech Lab**
 1:00pm **TV Program Showcase**
 3:00pm - 5:00pm **Job Fair**
 6:30pm - 7:30pm **NRB Reception**
 7:30pm - 9:00pm **Aspire 2006**
 9:30pm **Numerous Affiliate Events**

Monday, February 20

9:00am - 6:00pm **Exhibits Open**
 9:00am - 6:00pm **NRB Tech Lab**
 9:00am - 10:15am **Educational Sessions**
 10:30am - 11:45am **Educational Sessions**
 12:00pm **Innovation Exchange**
 2:30pm - 3:45pm **Educational Sessions**
 4:00pm - 5:15pm **Super Session**
 6:00pm **Numerous Affiliate Events**
 7:00pm - 9:00pm **iNRB Student Awards Banquet**

Tuesday, February 21

9:00am - 4:00pm **Exhibits Open**
 9:00am - 4:00pm **NRB Tech Lab**
 9:00am - 10:15am **Educational Sessions**
 10:30am - 11:45am **Educational Sessions**
 12:00pm **Global Media Alliance Luncheon**
 2:30pm - 3:45pm **Educational Sessions**
 4:00pm - 5:15pm **Super Session**
 7:00pm **Banquet**

Wednesday, February 22

8:00am **Presidential Address**
 (President George W. Bush - Invited)

*Schedule is subject to change.



No one brings together equipment manufacturers for side-by-side demonstrations like you will see in the NRB TECH LAB! The new NRB Technology Committee in partnership with

noted systems integrator TV Magic brings you another year of Tech Lab with some great new features. Participate in three days of hands-on product demonstrations, industry specific labs and Q&A panel discussions with respected ministry leaders, plus get connected with other staff from some of the largest media ministries in the country.

See side-by-side comparisons of cameras, video editing suites, and other system components that will enhance your own facility and bring you up to par with today's demanding production requirements. From production to editing to new distribution models, discover what is new and how advances in technology may enhance what you are offering and improve your position in ministry.



An exciting new event co-located with the annual NRB Convention. It's

all about ENCOUNTER—bringing you face to face with the plans, projects, and people who are shaping the media world for the next generation. During an intense three days, we'll explore issues like culture change, innovation, production, international broadcasting, strategic thinking, perception, and developing media leaders for a post-modern culture. Reach 2006 requires its own separate registration, which can be done online at www.reachconference.org. However, this event can also be added to your Full NRB Convention Registration at a discounted price.



Women in Christian Media National Conference

Join together with other women who are also in Christian media for this exciting conference, which is

co-located with NRB 2006 and takes place on Friday, February 17. Keynote speakers include Kay Arthur, June Hunt, Lois Evans, Joni Eareckson Tada, and Shirley Rose. Register early and save! Go to www.nrb.org/conv.



This is a hotbed of lively discussion and innovative thinking! The peer-led session features dozens of small groups meeting around a spectrum of topics relative to some of the most pressing issues facing communicators and ministry leaders. It's brainstorming with a capital B, and you don't want to miss it. Come with a situation, leave with a solution!

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Exhibitor News

NRB Network (BOOTH 403)

The history of NRB has been a sustained effort to preserve and expand access to electronic media for the Gospel of Jesus Christ. By the grace of God, a wonderful new opportunity for reaching a broader audience with the Gospel has now arisen via the NRB Network. Carried on DIRECTV, the NRB Network is a 24/7 public access channel that is included in DIRECTV's entire programming lineup. This new platform is a channel of opportunity for NRB's television program producers, as well as those those considering an expansion into television. With genre programming blocks designed to meet the needs of the viewing audience at specific times of the day, the NRB Network offers exciting programming opportunities for Christian Ministries, Independent Producers, and other Media Organizations. Stop by booth 403 to learn about the unique lineup and programming opportunities available via the NRB Network!



Miller Camera (BOOTH 1829)

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Miller Camera Support Equipment has been designing and delivering professional fluid heads and tripods for film and television since 1954. As holder of the first patent for fluid head design for film cameras in 1946, Miller can proudly lay claim to the titles of leader and innovator in the field of contemporary camera support.

Miller camera support has been used continually by the world's leading camera operators. From the analogue ENG revolution to digital technology, Miller has always led by designing support products based on innovation, strength and reliability.

Kingdom, Inc. (BOOTH 603)

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UCB (BOOTH 1603)

'UCB' stands for United Christian Broadcasters and

that's what we do: unite as broadcasters. As a world wide group we are committed to help broadcasters get started, keep going, grow, and then together help the next group. In the last year we have added Madagascar and The Philippines to the UCB family, and aired another 30 repeater stations in Australia. Presently we are working with groups in Poland, Ireland, Indonesia, Portugal and France.

James Hunt, james@ucb.com, VP Corporate Development
Denis Delaney, denis@ucb.com, VP Television
Gary Hoogvliet, gary@ucb.com, VP Radio & Marketing
Web: www.ucb.com

CNL (BOOTH 1421)

CNL is a Christian television channel dedicated to broadcasting in the Russian language. With



offices in the USA, we are seeking to partner with English language based ministries to see their programs translated and broadcast for the benefit of Russian speaking people everywhere. From Russia in the East and USA in the West, CNL covers many countries through satellite and cable TV broadcast. With translation and editing handled in Kazakhstan and Russia, production costs are kept to a minimum. CNL comes to the NRB to find partners to reach the Russian-speaking world with the Gospel of Jesus Christ. Contact us at development@cnl.tv or visit our booth.



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(BOOTH 1619)

LIFE Today with James Robison, hosted by James and Betty Robison, is about real

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Constantly expanding its current audience of 200 million homes, *Life Today* is televised internationally in North America, Europe, and Australia.

The Miracle Channel

(BOOTH 803)

The Miracle Channel is the first and only 24-hour Christian television station in the nation of Canada. The ministry's vision is to change the spiritual climate of nations through 24-hour Spirit-filled television. Today, the Miracle Channel, founded by Dr. Dick and Joan Dewert, reaches a potential viewing audience of 10 million nationally and 1 billion internationally. Contact us to learn more about this "one-of-a-kind" television.

Web: www.miraclechannel.ca.



Kintera, Inc.

(BOOTH 840)



Kintera's innovative online software tools help organizations quickly and

easily share their message, increase volunteer involvement, and reduce fundraising costs. Nonprofits, missions agencies, broadcast ministries, churches, and universities use Kintera. By delivering the best possible giving experience, organizations can build stronger communities and increase support for good causes.

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(BOOTH 1415)



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E-mail: USN_CRD@usn.salvationarmy.org

Web: www.salvationarmyusa.org

Phone (703) 684-5526



Hope For The Heart

(BOOTH 829)

Hope For The Heart now shares "God's Truth for Today's Problems" in 26 countries and 14 languages! Providing practical solutions to the questions that real people are asking, *Hope For The Heart* meets listeners'

needs throughout the United States, Russia, China, India, Indonesia, North Korea, Mexico, the Caribbean Basin, and Latin America. Together, with partners like you, we are changing lives through the love, answers, and compassion of Jesus Christ. Soon a new format will be unveiled that has station owners, GMs, and program directors excited. Stay tuned!

Mike Murray, Affiliate Manager, GSF Media

Phone: 615-534-2000

Web: www.hopefortheheart.org

General Sessions

FRIDAY, FEBRUARY 17, 2006

2:00 PM - 6:00 PM

BOARD OF DIRECTORS' MEETING

Speaker: Woodrow Kroll, President, Back to the Bible, Lincoln, NE

Author of more than 50 books and a popular speaker, Woodrow Kroll is best known as the Bible teacher on the *Back to the Bible* broadcast, heard daily on hundreds of radio stations and translators around the world. In addition, Dr. Kroll is also the speaker on the daily radio short feature *The Bible Minute* and the weekly television program also called *Back to the Bible*. This international media ministry has 13 offices outside of the United States from which 60 different national Bible teachers broadcast non-English Gospel messages in 25 languages, including all 10 of the most frequently-spoken languages in the world.



SATURDAY, FEBRUARY 18, 2006

12:00 PM

WOMEN'S LUNCHEON (ticket required)

Sponsor: Total Living Network, Aurora, IL; Moody Publishing, Chicago, IL; Ambassador Advertising Agency, Fullerton, CA; Word Label Group, Nashville, TN



Emcee: Jennifer O'Neill, Jennifer O'Neill Ministries, Goodlettsville, TN

Born in Rio de Janeiro, Ms. O'Neill is an internationally acclaimed actress, film and television star, director, spokeswoman, author, artist, and inspirational speaker. Her career began at age 15 as a high fashion model in New York City. By age 21, she had already played opposite John Wayne in *Rio Lobo*. Jennifer O'Neill quickly became a household name, starring in scores of heralded films, not to mention her unprecedented 30-year spokesperson position for Cover Girl Cosmetics. Jennifer has made appearances on national radio and television shows such as *The O'Reilly Factor*, *Hannity and Colmes*, and *The View*. In addition, she regularly

testifies at the U.S. Senate and Congress in Washington D.C. Her current and greatest mission is ambassador for Christ, spreading God's Word of hope, healing, forgiveness, and grace in Jesus' name. Each year Ms. O'Neill reaches millions through her ministry, speaking engagements and books, as well as via her syndicated television series, *Living Forever... More*.

Speaker: Nancy Leigh DeMoss, Revive Our Hearts, Buchanan, MI

Nancy is the host and teacher for *Revive Our Hearts* and *Seeking Him*, two nationally syndicated radio programs, heard each weekday on approximately 700 outlets. Since 1980, Nancy has served on the staff of Life Action Ministries, a revival ministry, based in Niles, MI. Until 2001, she served as director of women's ministries and as the editor of *Spirit of Revival* magazine. A graduate of the University of Southern California, she is a compelling speaker and author of *A Place of Quiet Rest*; *Lies Women Believe*; *Walking in the Truth*; and others. She is the general editor of *Biblical Womanhood in the Home*. Her published books have sold over 750,000 copies. A compelling speaker, Nancy makes the Scriptures come alive and urges personal obedience to its truths. She communicates a love for the Word and for the Lord Jesus that is infectious!



Music: Nicole C. Mullen, Word Records

Nicole C. Mullen may have played out her vocation in such lofty venues as Carnegie Hall and the Royal Albert Hall, and she may have 20 Grammy and Dove Award nominations to her credit, but her passion for reaching out guides her work and her life. Whether she's tending to her own children, providing support to other kids in need of a parent figure, empathizing with a friend in emotional upheaval or working on behalf of the afflicted on the other side of the world, her stage is never a pedestal—only a platform to communicate her relentless message of hope. After touring with such acts as Amy Grant, Michael W. Smith and The Newsboys, she wrote Jaci Velasquez' "On My Knees," which brought Nicole her first Dove Award. She signed with Word Records, becoming a perennial awards presence and a voice with which to reckon. She has collected six Dove Awards, sold more than 1 million albums, and her music has hit #1 in a variety of formats.

7:00 PM

OPENING SESSION (badge required)

Sponsor: Back To The Bible, Lincoln, NE; The Voice Of the Martyrs, Bartlesville, OK; Christianity Today, Carol Stream, IL; Reel Loud Records, Nashville, TN

Emcee: Wayne Shepherd, Manager of Programming, Moody Broadcasting Network, Chicago, IL

As manager of programming for Moody Broadcasting, Wayne is the host of the 2005 NRB Radio Talk Show of the Year, *Open Line*. His voice is also recognized widely in Christian radio through the programs *Walk In the Word*, *In the Studio With Michael Card*, *The Winning Walk*, and a new broadcast with Joe Stowell, *Strength For the Journey*. Wayne is a graduate of Cedarville University and has been on the staff of Moody Broadcasting in Chicago since 1974, where he started as a staff announcer for WMBL.



Speaker: Tony Evans, President, The Urban Alternative, Dallas, TX



Dr. Evans serves as senior pastor of the 6,000 member Oak Cliff Bible Fellowship Church in Dallas, TX, and is founder and president of The Urban Alternative organization. The Urban Alternative radio broad-

cast, *The Alternative with Dr. Tony Evans*, can be heard on more than 500 stations daily throughout the U.S. and in more than 40 countries worldwide, and seen on several television stations. Dr. Evans has served as chaplain for the NFL's Dallas Cowboys, is currently chaplain for the NBA's Dallas Mavericks, and is in demand as a speaker worldwide. Dr. Evans was the first African-American to graduate with a doctoral degree from Dallas Theological Seminary, where he has served as an associate professor in the Pastoral Ministries Department teaching evangelism, homiletics, and black church studies.

Speaker: Jack Graham, PowerPoint Ministries, Plano, TX

Dr. Jack Graham is pastor of the 24,000 member Prestonwood Baptist Church and the host of *PowerPoint* radio and television broadcasts. This ministry now reaches 250,000 people weekly on 12 stations in 29 cities and 17 states through radio in the United States and 70 countries, including Great Britain, South Africa, Iraq, Israel, and more. In the more than ten years of *PowerPoint's* existence, countless listeners continue to respond enthusiastically to Dr. Graham's



straightforward message and powerful preaching style. He is committed to helping Christians experience the Kingdom of God and its power in every area of their lives.

Music: Denver and the Mile High Orchestra, Reel Loud Records Hermitage, TN

Formed by a group of friends at Nashville's Belmont University in



1999, this exceptional group of musicians is comprised of three trumpet players, three saxophone players, two trombone players, and a rhythm section. In the five years since its inception, the group has traveled around the globe, performing at churches, conferences, festivals and even at the Olympics, taking its electrifying horn-driven sound to the masses. The big band sound of the 30s and 40s long intrigued Denver Bierman, who played the trumpet for 16 years, so he assembled a group of musicians—friends to reinvent the style for the modern age. "I grew up listening to hip-hop, rock and pop, to all those genres," says Denver, who is also the group's lead vocalist and music arranger. "So, I wanted to take the best of today and the best of yesterday and mix 'em up. In an age when new bands come and go with the wind," bandleader Denver says: "The only way you can explain that a Christian 'big band' is still going strong after five years is that God must be up to something. Our job is just to keep moving forward and make sure He gets all the glory."

SUNDAY, FEBRUARY 19

9:30 AM

WORSHIP SERVICE (badge required)

Sponsor: WorldServe Ministries, Frisco, TX; Transformation Africa/Global Day of Prayer, Mooikloof, South Africa; Dunham + Company, Addison, TX; Vertical Vibe Records, Murfreesboro, TN

Emcee: Wayne Shepherd, Manager of Programming, Moody Broadcasting Network, Chicago, IL

Speaker: R.C. Sproul, Founder & Chairman, Ligonier Ministries, Orlando, FL

Dr. R.C. Sproul is the founder and chairman of Ligonier Ministries and can be heard teaching daily on the international radio broadcast of *Renewing Your Mind* via more than 300 radio outlets in the United States and throughout 60 countries, with an estimated listening audience in the U.S. of more than 2 million people. *Renewing Your Mind* is also



broadcast to more than 50 countries throughout the world by means of HCJB shortwave radio. Dr. Sproul has written more than 60 books and has authored scores of magazine articles for evangelical publications, as well as being editor of the *Reformation Study Bible*. Currently, Dr. Sproul serves as senior minister of preaching and teaching at Saint Andrew's Chapel in Sanford, FL. For 34 years, Ligonier has been producing Christian education materials designed to fill the gap between Sunday school and seminary. Beginning as a small study center in western Pennsylvania, and continuing since 1984 as a ministry staffed by more than 50 people in Orlando, FL, Ligonier has provided Christian laypeople with substantive educational materials on theology, history, Bible study, apologetics, and Christian ethics.

Drama: Max McLean, President, Fellowship For the Performing Arts, Morristown, NJ



Fellowship for the Performing Arts is a New York City theater production company and Max is the speaker on the radio program *Listen To the Bible*, heard daily on 640 radio facilities worldwide. Best known for his dramatic theater presentation of *Mark's Gospel* and *Genesis*, Max has presented the Bible on theatrical stages that cross religious and cultural boundaries, including churches and conferences of all denominations; colleges such as Brown, Duke and Smith; and theaters, including Stratford Festival Theater, Edinburgh Theater Festival, Chicago's Pegasus Theater, and Dallas Theater Center.

Music: National Christian Choir, Rockville, MD



Since its first concert in 1984, the National Christian Choir (NCC) continues to grow and now has a national following. They sing all around the Washington, DC, metropolitan area and release a new recording every year, which may be heard on Christian radio from coast to coast. The NCC also makes one annual national tour, which in the past has included such highlights as singing on *The Hour of Power* at the Crystal Cathedral twice, Focus on the Family headquarters in Colorado Springs, CO, and the Ligonier Ministries Conference in Orlando, FL. Internationally, the NCC has toured the Holy Land and Eastern Europe.

8:00 PM

Aspire
An Evening of Praise & Worship

(badge required)

Sponsor: Food For the Poor, Deerfield Beach, FL; Christianity Today, Carol Stream, IL

MONDAY, FEBRUARY 20

12:00 NOON

INNOVATION
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A problem solving dialogue

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Sponsor: Douglas Shaw & Associates, Chicago, IL; The Salvation Army, Atlanta, GA

Grab your lunch at a conveniently-placed COD line and find a seat at the Innovation Exchange. This will be a hotbed of lively discussion and innovative thinking! The peer-led session features dozens of small groups meeting around a spectrum of topics relative to some of the most pressing issues facing communicators and ministry leaders. Come with a situation, leave with a solution!

TUESDAY, FEBRUARY 21

12:00 NOON

GLOBAL MEDIA ALLIANCE LUNCHEON (ticket required)

Sponsor: Campus Crusade For Christ International, Orlando, FL; World Help, Forest, VA



Worship Leader: Russ Lee, Vertical Vibe Records, Nashville, TN

"I want to fulfill this calling that drives the longing in my heart to do something that matters for the glory of God," Russ Lee explains. With the release of his latest recording, the retrospective *Pictures on Mantles: The Best of*

Russ Lee, this husband and father of three, ordained minister, acclaimed singer/songwriter, and new record company president is getting one step closer to that destiny. A striking contrast to the drug dealer lost in a wilderness of rebellion during his youth, today Russ is a living testament to God's grace and mercy. He's a man on a mission to share that hope with the world. Both his greatest hits collection and Christmas recording are the debut releases from Vertical Vibe Records, Russ' newly formed company. Yet another milestone along his Christian music journey, as the label's president Russ hopes this endeavor will be a vehicle by which the heart of God is shown and ministry is fostered.



Speaker: David Tucker, President/CEO, Trans World Radio, Cary, NC

After working as director and CEO for a group of fuel distributor companies (British Petroleum subsidiaries) for 23 years, David Tucker resigned to assume the leadership role as director of Trans World

Radio's national partner in the United Kingdom. In 2002, he began his role as president/CEO of Trans World Radio (TWR). TWR is the most far-reaching Christian radio network in the world. Programs in more than 190 languages and dialects are aired from more than 2,700 broadcasting outlets around the globe, including 14 international transmitting sites, satellite, cable, Internet, and local AM and FM stations. Every day TWR broadcasts reach millions in more than 160 countries.

7:00 PM

ANNIVERSARY BANQUET (ticket required)

Sponsor: Ligonier Ministries, Lake Mary, FL; Back To the Bible, Lincoln, NE; Curb Records, Nashville, TN

Speaker: Kay Arthur, Co-founder and CEO, Precept Ministries, Chattanooga, TN



Precept Ministries International was founded by Jack and Kay Arthur 34 years ago, initially as a Bible study for teens, and it soon grew into a ministry for "everybody, everywhere, anytime, anyplace", with one message, the Bible, and one method, inductive. Today, working in 119 countries, with materials in 68 languages, the mission of Precept Ministries International is to establish people in God's Word. Kay Arthur has authored more than 150 books and Bible studies and been awarded four Gold Medallions. She is the host of daily radio and weekly television program *Precepts for Life*. Precept Ministries International conducts conferences and training workshops to equip men, women, couples, and teens in the Word of God.



Speaker: M.G. "Pat" Robertson, Founder and Chairman, The Christian Broadcasting Network, Virginia Beach, VA

Pat has achieved national and international recognition as a religious broadcaster, philanthropist, educator, religious leader, businessman, and author. He is the founder and chairman of the Christian Broadcasting Network (CBN) Inc., and founder of International Family Entertainment Inc., Regent University,

Operation Blessing International Relief and Development Corporation, American Center for Law and Justice, The Flying Hospital, Inc., and several other organizations and broadcast entities. Founded in 1960, CBN was the first Christian television network established in the United States. Today, CBN is one of the world's largest television ministries and produces programming seen in 200 nations and heard in 70 languages, including Russian, Arabic, Spanish, French, and Chinese. CBN's flagship program, *The 700 Club*, which Mr. Robertson hosts, is one of the longest running religious television shows and reaches an average of one million American viewers daily.



Music: Selah, Curb Records, Nashville, TN

Since their debut in 1999, Selah has helped introduce hymns and classic songs of the faith to a new generation of listeners, while rekindling

the power of these prolific compositions for people of all ages. Over the course of five albums, Selah has garnered four Dove Awards, including three for Inspirational Album of the Year, three #1 Christian radio singles, and six Top 10 hits. The trio's 2004 release, *Hiding Place*, featured the multi-format #1, "You Raise Me Up," which has quickly become the group's signature song. Selah's latest outing and first best-of collection, *Greatest Hymns*, features 15 cuts spanning the group's career. Whether on record or on stage, Selah's unique repertoire of timeless hymns, inspirational classics, worship songs, and African-influenced selections continues to endear them to countless listeners.

WEDNESDAY, FEBRUARY 22

8:00 AM

PRESIDENTIAL ADDRESS (badge required)



Speaker: President George W. Bush (Invited)

George W. Bush is the 43rd President of the United States. He was sworn into office on January 20, 2001, re-elected on November 2, 2004, and sworn in for a second term on January 20, 2005. Prior to his presidency, President Bush served for six years as the 46th governor of Texas, where he earned a reputation for bipartisanship and for being a compassionate conservative who shaped public policy based on the principles of limited government, personal responsibility, strong families, and local control.

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FEATURE



Reach 2006 Innovative Media Conference

Some key organizers of REACH 2006 were asked about the future of Christian media, and this is what they had to say.

QUESTION #1: *What will make the REACH Conference different from the typical NRB Conference?*

Phil Cooke: The first generation of Christian media professionals were pioneers — men and women who often began as pastors or evangelists and seized the media as a tool to proclaim the message to a wider audience. Those individuals created the world of Christian radio and television, developed networks and major ministries, and had an incredible impact on the birth and initial development of Christian media. NRB was born out of that era. Their strength was their passion for the gospel, but their weakness was often production techniques. They knew the content, but in most cases didn't know much about how to package that content for a relevant, contemporary media world.

Today, a second generation of media professionals is approaching the industry from a different perspective. While they are still motivated by the message of the gospel, they are driven in different ways. In most cases they have been trained in media production, marketing, or entertainment. They know the power of teams. They are more often “producers” instead of “preachers”, and they are more creative in their techniques for production, marketing, and distribution. They have the passion for the gospel, but know more about expressing that message in a creative and compelling way.

Both generations are critical to our ultimate goal, but each is driven in different ways.

The goal of REACH 2006 is to impact second generation media leaders — to create an atmosphere where they can be nurtured, developed, and trained to reach into both the worlds of Christian and secular media. NRB will always continue to unite Christian broadcasters, but REACH is an innovative effort to also reach the leaders of new media — the digital generation, where content is still king, but production values and creativity are essential.

Norm Mintle: Our greatest hope is that the new REACH conference reaches out to a young, up-and-coming generation of Christians who desire to enter media industries, but don't see themselves using ‘traditional’ formats to tell their stories.

Phil Bransom: I use a term called ‘laser-guided leads’ in reaching prospects. Just like ‘laser guided bombs’ directly hit their target, the idea is to pinpoint focus your target — everything else is out of focus. REACH is a ‘laser-guided conference’. The best of the best will be focusing on media in its many forms at REACH.

QUESTION #2: *Why is it so critical that we understand how to reach this culture? Is it so different from any other time in our history?*

Phil Cooke: The message of the gospel never changes, but culture, styles, trends, and people change. Some great novels, movies, art, and even television programs can transcend generations, but for the most part, each generation must find it's own voice. As Christian media professionals, we must tap into each generation so they can embrace our message of hope.

Norm Mintle: Whereas the basics of our human condition haven't changed since Adam and Eve, this new postmodern generation is different from their modern predecessors from virtually every angle. I call them ‘mediavores’. They grew up in a media-saturated world — but not the traditional TV, radio, and print media. Every day, it seems, new technologies are announced and these postmoderns seem inherently wired to understand and utilize the latest technologies with ease. If we continue to use our safe media delivery systems, we'll miss an entire global tribe of young people who need Jesus as desperately as any generation in history.

Phil Bransom: If you remember the Challenger disaster or John Lennon's shooting, your set of values is substantially different than today's culture. Today's twenty something crowd grew up with new definitions for sex and general family values, and their perspective on the church is different. We need to continually integrate young minds into our planning and strategic sessions.

QUESTION #3: *Why are we focusing on the words “Future, Creative, and Strategy”?*

Phil Cooke: Three words that have been typically left out of the Christian media conversation are creativity, strategy, and future. How can we use creativity to reach a wider audience? How can strategy help us focus our message more effectively? How do we prepare for the media changes that digital technology is bringing?

Norm Mintle: Futurists are not those who create the future, but they do envision it. Our target audiences are, in many cases, living a decade ahead of us. We must be focused on what seems futuristic to many of us, but in truth is a daily reality for a

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generation of media-savvy seekers. We focus on creativity and strategy as means to this vital end. Not one of us is smart enough, hip enough, prescient enough to know all the answers. But, in our God-driven collectivity, we find common expressions to our passionate desire to see Jesus known among the postmodern tribe. Here's another way to look at it: we're no longer a conglomeration of soloists; we're members of a God-breathed choir.

Phil Bransom: Future, Creative and Strategy create the foundation for all media ideas. It begins with future thinking and being pro-active in our ideas.

QUESTION #4: Why is understanding emerging technologies so critical?

Phil Cooke: In a world where we can watch a movie on a cell phone or carry on an online conversation with multiple people throughout the world, the development, production, and distribution of media programming will be dramatically changed.

Norm Mintle: Technology drives our lives. I'm writing from a laptop in an airport enroute to another continent. How could that have happened just a few years ago without the massive technological tectonic shifts we've experienced? However, what to us is a constancy of change is to this younger generation a "given" — technology and its ever-spiraling changes is the currency and life-blood of our target markets.

Phil Bransom: Produce once, use often. It is important to know what platforms your audience uses to ingest its information. If you are producing programming for television, those same programs can be integrated into today's emerging technologies.

QUESTION #5: Is it really possible to create programming that reaches both a Christian and non-Christian audience?

Phil Cooke: It all depends on the message we're trying to communicate. Certainly, there is a place for explicitly Christian programming focused on that particular audience, and I naturally want that to expand. However, I also worry that in the process we've created a "Christian ghetto" of religious radio and TV, publishing, retail stores,

record companies, and more. I worry that we're creating our own Christian world and we've lost our ability to impact the larger culture with the media.

Norm Mintle: We are called to live in but not be of our world. I take that to mean that Jesus knew the lives we'd be living in the 21st century, and recognized that while we would partake of the same fast food fare and consume the same mediated culture as those around us, we could super-live above and beyond the mundane. Of course it's possible to create programming that reaches everyone. It's a simple matter of excellence, and that begins at the basics level — storytelling. Great stories well told will always have an audience — Christian and/or 'non' Christian.

Phil Bransom: Christian and non-Christian alike enjoy being informed, entertained, and inspired. The key is for Christian producers, directors, and other media specialists to assimilate into the culture and be Jesus with skin on.

QUESTION #6: What is your single greatest concern about Christians and media over the next 10 years?

Phil Cooke: Our success. I had a conversation with a Russian believer recently, and he remarked that during Communism the church was incredibly vibrant! At that time, being a believer had life and death consequences. No one became a Christian without seriously considering the stakes. There is something about danger that has always kept the church energized. While I want to have larger budgets and more access for Christian media, I hope we never allow our success to make us lose our edge.

Norm Mintle: Going beyond talk to action.

Phil Bransom: First of all, how Christians are perceived by the world. We need to be known for more than condemnation. As I'm writing this, a CBS special called *Category 7* is showing a television ministry conning their viewers. Secondly, from 1995 to 2005 we have seen exponential changes in technology. Churches have moved from single screen overhead projectors to dual-screen 16x9 widescreen digital IMAG. We can never stop learning. We

should always be pursuing excellence, not perfection, in our media outreaches.

QUESTION #7: What would you say to encourage someone to attend the conference?

Phil Cooke: If you've never quite felt at home at the NRB conference, this might be the place for you. At REACH, we're actively seeking people who pace the floor in the middle of the night watching, listening or reading Christian media, thinking there must be something better. We're looking for the men and women who are never satisfied, and who believe we've only scratched the surface. Finally, we're not going to tell you what you can't do, we're here to explore the possibilities. REACH is a place where all ideas are welcome, and we're open to whatever direction God might lead us.

Norm Mintle: The REACH conference shouldn't pretend we'll have all the answers — goodness, we don't even know half the questions — but this is a start, and that's far better than anything else we've seen yet. Come and engage the process. Ask questions. Seek truth. Find friends who have a common heart — one burning with a passion to see our world come to know Jesus.

Phil Bransom: People involved with church media can often be an island unto themselves. NRB 2006 and REACH very well might be the only time they will network with others in the industry during the year. If there is one major conference to place on your calendar, REACH is it.

Phil Cooke is President/CEO of Cooke Pictures and can be reached at info@cookepictures.com

Norman C. Mintle, Ph.D., is Associate Dean for Administration and Director of Doctoral Committee/Chair, Cinema-Television Department at Regent University. He can be reached at normin@regent.edu

Phil Bransom is Producer/Director of Phil Bransom Productions and can be reached at phil@philbransom.com

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Pro-Life Perspectives and Perspectives on Life from National Right to Life

Overland Park, KS – Bott Radio Network (BRN) announced the acquisition of a major 50,000-watt superstation at 1160 AM in Nashville, TN, the thirtieth signal in its network. BRN expects to begin broadcasting 24 hours a day from the Nashville facility in January 2006. (Kelly Crane, kcrane@bottradiationetwork.com)



Buffalo, NY – As part of its new programming lineup SIRIUS Satellite



Radio (SSR) is introducing a new music channel called Revolution, which is devoted to Christian rock music. Located at Channel 67, Revolution joins SIRIUS' other Christian music channels: Spirit Channel 66 (Christian Hits) and Praise Channel 68 (Gospel). (Mark Weber, christianmusicmonthly.com)

Buffalo, NY – The inaugural event for Rock The Sound 2005 (rockthesound.com) was held November 5, featuring Christian rock bands Audio Adrenaline, Newsboys and Hawk Nelson, along with hip-hop sounds from rapper KJ-52. Rock The Sound came about after Joel Stier, an energy trader for Morgan Stanley, attended the 2001 Luis Palau event in Bridgeport, CT, and decided to become a concert promoter in order to bring contemporary Christian music to the Connecticut/New York region. Having assembled a team of more than 100 volunteers, Stier's ultimate goal is to start a Christian FM rock radio station in his area. One of the more unusual things about Rock The Sound 2005 is how Audio Adrenaline came to be part of the lineup. Stier "won them" from an e-Bay auction online. Proceeds from Rock The Sound benefited the Audio Adrenaline-affiliated Hands and Feet project, which is building a children's village for Haitian orphans. (Mark Weber, christianmusicmonthly.com)

Florence, KY – Effective September 26, 2005, John Pierce, president of John Pierce &

Company, LLC (johnpierceco.com), and General Capital Partners, LLC (generalcapitalpartners.com) have been engaged by Stop 26 Riverbend, Inc. and its affiliated entities, and have received an order from the United States Bankruptcy Court Southern District of Ohio to refinance or sell radio stations WVKO-AM-FM/ Columbus, OH and WRBP-FM, WASN-AM and WGFT-AM/Warren/Youngstown, OH. John Pierce also brokered the following transactions: Davidson Media Group (DMG) agreed to buy the assets of Willis' Broadcasting WSRC for \$1.2 million. DMG previously owned 50kw daytimer WFTK, which was spun off earlier this year to Stuart Epperson Jr.'s Truth Broadcasting for several AMs in Greensboro-Winston Salem, NC. John Pierce brought together the Kansas City Catholic Network, Inc. (KCCN) and Stan Tacker's KAHS-AM/El Dorado (Wichita), KS. The group now owns KEXS 1090 in Excelsior Springs (Kansas City), MO. Purchase price was \$525K. Educational Media Foundation (EMF) agreed to purchase WWJS-FM/Watertown, NY, from Liberty Communications Family Broadcasting Network for \$300K. EMF also purchased WCVJ-FM/Jefferson, OH, from Agape School, Inc. for \$650K. Bob Wilkins recently closed on WQXA-AM/York, PA, from Citadel Broadcasting Company for \$250K. (John Pierce, jrasnick@johnpierce.com)

Fort Wayne, IN – The Indiana Broadcasters Association recognized



WBCL Radio Network (wbcl.org) in three different categories for excellence in broadcasting at the 2005 Spectrum Awards. Top honors went to WBCL in recognition of Rise & Shine for the Best Morning Show. Honorable mention went to WBCL News Director Larry Bower in two categories, "Best News Story" for *The 201st Returns*, and "Outstanding News Operation". The Spectrum Award from the Indiana Broadcasters Association has become a coveted distinction among Hoosier broadcasters and is considered the organization's highest honor. (Jeremy Lawrence, jlawrence@wbcl.org)

Fort Worth, TX – Mrs. Lynne Cheney, prolific writer and wife of Vice President Dick Cheney, appeared as a guest on *Janet Parshall's America*. Cheney discussed her new book *A Time for Freedom*, which recounts the compelling story of American history in an easy-to-follow chronology, accented with little-known facts about the country. The book is filled with summaries of historical events and centers on the importance of striving for and preserving freedom. In addition to airing on FamilyNet Television each Monday through Friday from Washington, DC, *Janet Parshall's America* is nationally syndicated on radio. (Chip Turner, cturner@familynet.com)



New York, NY – At midnight on September 1, 2005, the Global Christian Network launched its first 24-hour transmission via low power WEBR-Channel 17 in New York City from the top of the Empire State Building. The Global Christian Network (GCN) incorporated in 2004 and was founded by a diverse group of international broadcast professionals, including station and network owners, program producers, and media ministry representatives from Russia, New Zealand, England, Spain, Korea, Australia, Guatemala, Honduras, Chile, and the United States. GCN purposes to produce, distribute and broadcast high quality international, Christian and family-value programming to local and regional affiliate stations and networks around the world,

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AIRWAVE NEWS TV, CONT.

first in English and eventually in as many as five different languages. In addition to transmission via WEBR, the network is currently airing three hours of daily programming via La Familia Cosmovision, a national cable network reaching more than 14 million households in 300 cities across the country. Néstor Colombo is the president and executive director of GCN. (Lolly Colombo, 770-913-8035)

Franklin, TN – The

Worship Network (worship.net) has relocated its corporate headquarters to Music City as part of the company's vision to broaden corporate objectives, according to newly



appointed President and CEO Bruce Koblisch. The Worship Network's executive and creative staff has moved into offices at the Dover Centre at Cool Springs in Franklin, TN, just south of Nashville. The company will maintain a small office in its former corporate home in Clearwater, FL for at least a year, staffed by development and viewer relations. The new offices of The Worship Network include more than 5,000 square feet to feature three state-of-the-art editing suites when its build-out is complete in the coming months. (Tricia Whitehead, Spinhouse@bellsouth.net)

Fort Worth, TX – Leadership by the Book, a 12-part series hosted by Ken Blanchard, co-author of *The One-Minute Manager*, began air-

ing on FamilyNet Television (familynet.com) on October 31, 2005. Each of these episodes features a successful, Christian corporate leader who addresses aspects of "servant leadership" in business and acknowledges Jesus Christ as the ultimate model for leadership. Blanchard's interviews include various experiences of Christians within the business world. Leaders being interviewed include (but are not limited to) Bob Buford, Charlie Jones, C. William Pollard, Linda Stirling, Rosey Grier, Estean Lenyoun, Wally Armstrong, Tom Muccio, Bobby Ukrop, Laurie Beth Jones, Ken Jennings, Don Soderquist, and Dan Cathy. *Leadership by the Book* was produced by Pacific Media Ministry of San Diego, CA. (R. Chip Turner, ctturner@familynet.com)

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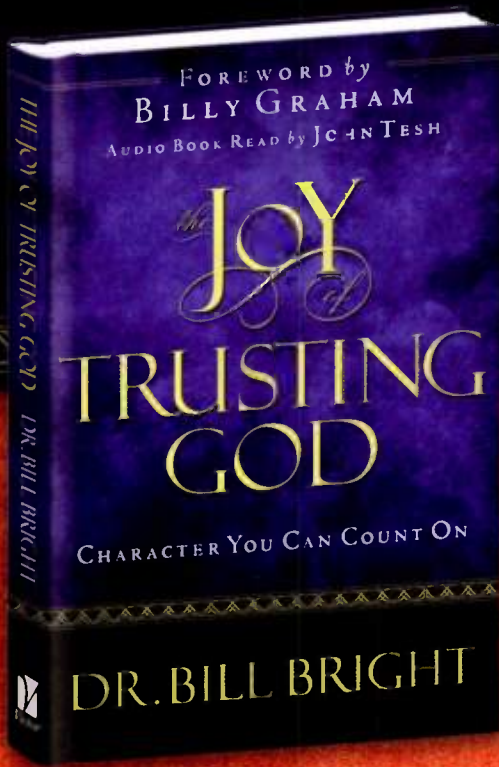


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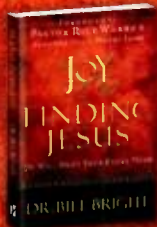
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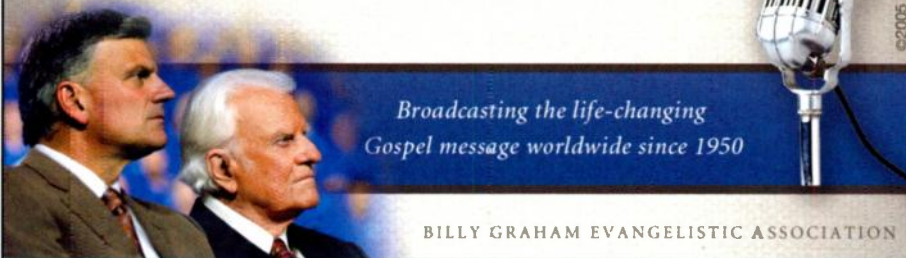
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Columbus, GA –

Hopegivers International President Dr. Samuel Thomas announced Michael Glenn's appointment as the organization's new executive director and COO.

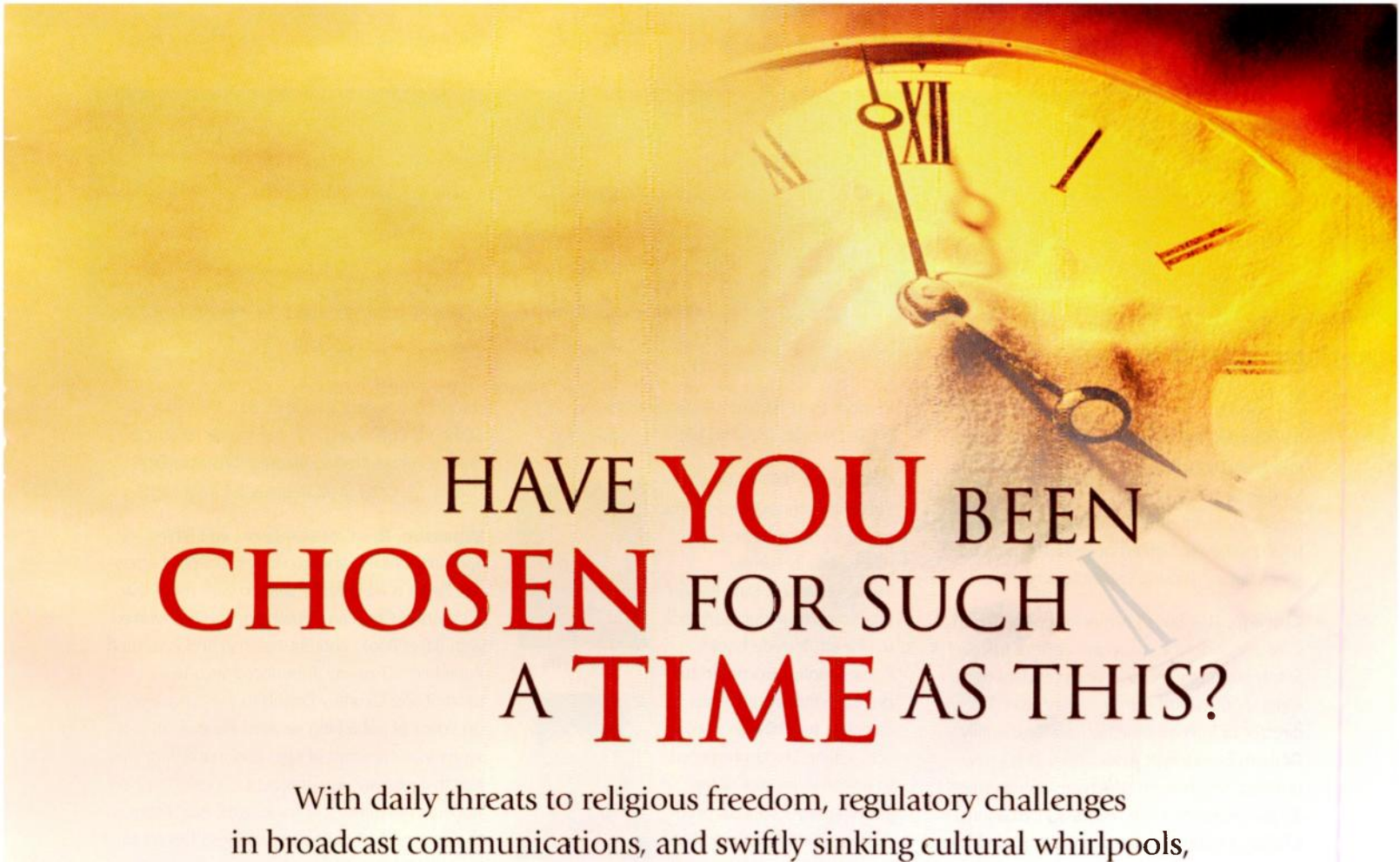


Glenn, 50, is former executive vice president of National Religious Broadcasters and brings more than 25 years of non-profit experience to Hopegivers International. Hopegivers International is a fast growing humanitarian outreach that is on the cusp of explosive growth. Glenn served with NRB for more than 22 years. Since 2003 he has consulted for Infinity Concepts, a Christian agency, and the Church Video Association. He has also provided executive coaching for churches and ministries across the country, overseen public relations and marketing campaigns, managed logistics and day-to-day operations and also served as a consultant to various non-profit organizations. Glenn also serves as chairman of the board for the Fauquier County (VA) Fellowship of Christian Athletes and with numerous other Christian non-profit organizations. (Cheryl Shelton, cshelton@tbbmedia.com)

Atlanta, GA – In Touch

Ministries' Eric Brown, former director of the Charles Stanley Institute for Christian Living and the interactive media department, has assumed a new role as VP of training outreach for the ministry. Brown has seen his share of start-ups at In Touch during his 17-year tenure. A founding member of the marketing department in 1989, Brown helped initiate the ministry's online presence with the launch of intouch.org in 1994, followed by the 2002 establishment of the groundbreaking online institute. In his new role as VP, Brown will oversee In Touch's train-





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TRADE TALK

PEOPLE, CONT.

ing outreach division, which is composed of the Charles Stanley Institute, product development, and international departments. As a long-time member of the NRB, Brown has served as an Internet Committee member, contributing writer, conference moderator, and speaker. (Eric Brown, eric@intouch.org)

Chicago, IL – Bible League President Robert W. Cole announced the appointment of Michael A. Southworth as executive vice president of ministries. Southworth most recently served as director of international festivals for the Billy Graham Evangelistic Association. In his new position, Southworth supervises approximately 30 people in the Bible League's International Ministry Center in suburban Chicago and hundreds of other ministry partners and volunteers

in more than 50 countries around the world. (Mike Dworak, MDworak@BibleLeague.org)

Cincinnati, OH – Standard Publishing announced several promotions and one new hire within its Family Resources team: Dale Reeves promoted to acquisitions editor for adult trade books; Robin Stanley promoted to project editor/acquisitions associate for children's products; Diane Stortz promoted to editorial director of the entire family resources product line; Lynn Pratt promoted to project editor of the family

resources product line, and; Bob Irvin joined Standard Publishing and the family resources team as project editor/acquisitions associate. (Ginny McCabe, McCabemedia1@aol.com)

Wheaton, IL – Crossway Books and Bibles appointed Allan Fisher to vice president of editorial. Fisher is an industry veteran with more than 30 years in Christian publishing, and has worked with Baker Books and Presbyterian and Reformed Publishers. Crossway announced six other promotions: Geoffrey Dennis to executive vice president of publishing services; Randall Jahns to senior vice president of sales and marketing; Dan Kok to Crossway vice president of operations; Bill Anderson to director of trade sales; Paul Thomas to vice president of finance; and Josh Dennis to creative director. (crossway.com)



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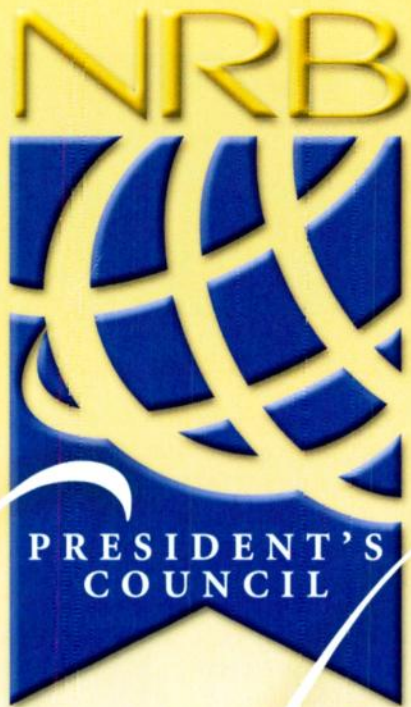
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We seek to draw upon the breadth of experience from the NRB membership to lay a firm foundation for the future of Christian broadcasting. If you feel called to stand with us as a member of the President's Council, please contact Robert McFarland, Vice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

PEOPLE, CONT.

MUSIC

Nashville, TN – Curt Harding recently joined the Thomas Nelson publicity team. Harding is the former news anchor of WSGW-AM 790 CBS Radio, producer of WOOD-TV NBC, and executive producer of WNEM-TV CBS. Harding has served as the creative production manager at the headquarters of Family Christian Stores in Grand Rapids, MI. (Heather Adams, hadams@thomasnelson.com)

Santa Monica, CA –

Cooke Pictures named Matthew Phillips as new director of digital media to bridge the gap between traditional media and the Internet. Phillips is also an inventor. His TV and Internet series are patent pending. (matt@cookepictures.com)



Los Angeles, CA – Sharon Bills is the new associate creative director/copy for the Grizzard Agency. Bills oversees the development of copy for Grizzard Communication Group's cooperative fundraising campaigns for clients such as The Salvation Army and local Rescue Missions and for fully-customized multichannel programs for Grizzard Signature Group clients, including Junior Blind of America, Prostate Cancer Foundation, and Lutheran Hour Ministries. (Michael Shepherd, michael@theshepherdgroup.com)

Plano, TX –

Michael Johnson, a seasoned executive with more than 25 years of marketing, advertising and development experience, has joined KMA Direct Communications as senior vice president and chief marketing officer. Johnson's agency experience includes serving as senior vice president/chief marketing officer at Euro RSCG, vice president/management supervisor at Grey Advertising, vice president/account supervisor at Bloom Advertising, and account executive at Saatchi



& Saatchi Advertising. Johnson also served as vice president of advancement for the Slavic Gospel Association (SGA), a Christian non-profit ministry whose focus is the Commonwealth of Independent States and Eastern Europe. (Palmer Holt, 704-663-3303)

Nashville, TN – Gospel Music Association (GMA)

President John W. Styll announced the promotions of Jennifer Womble and Justin Fratt. Jennifer Womble has been promoted to marketing manager with responsibility for advertising and marketing for GMA events and programs. This is the third promotion Womble has received since joining GMA in 2002. Justin Fratt was promoted to programming coordinator, assisting in the planning of GMA events such as GMA Music Week, Music in the Rockies, GMA Academy, and others. (Tricia Whitehead, Spinhouse@bellsouth.net)



Jennifer Womble



Justin Fratt

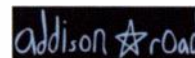
Iroquois, ON, Canada –

Ross Video announced the following appointments: Barry Singer to regional sales manager for the New York Metropolitan Region; Brian Stumpf to regional sales manager for the North Central U.S. Region, and; Steve Romain to the new position of national and strategic accounts manager for North America. (Jennifer Nicolaassen Barrie, jbarrie@rossvideo.com)



Franklin, TN –

Texas-based indie band Addison Road has inked a distribution agreement with Deep Music Distribution for their latest CD release *Always Loved You* (EP). A tribute to Wes King, who is battling lymphoma, the CD will feature some of today's most popular artists performing their favorite Wes King songs, including Phil Keaggy, downhere, Kim Hill, Scott Krippayne, and The Kry. All of the proceeds from the sale of this CD will go directly to King and his family. (Brian Mayes, Brian@NashvillePublicity.com)



Nashville, TN – Focusing on worship offerings, the recently relaunched Myrrh Records announced its first label signing of Texas-based worship band Pocket Full of Rocks, with their debut album to release in March 2006. Pocket Full of Rocks is supported by Creative Artists Agency and True Artists Agency, and has a web site at pocketfullofrocks.com. (Rich Guider, rich.guider@wbr.com)



Nashville, TN –

Jaime Jamgochian is the flagship artist for Seattle-based Centricity Records and recently released her debut CD *Reason To Live*, produced by John Mays. Leading worship has been a big part of Jamgochian's life and has been central in her recent appearances with Point Of Grace on their Girls Of Grace tour. (Janet Bozeman, bozemanmedia@comcast.net)



Nashville, TN – Lamar Campbell released his latest gospel effort *From the Heart*. Campbell recently signed a new record deal with Nashville-based Alliant Music Group (alliantmusicgroup.com) for his seventh album, hoping to bring a new perspective on the purpose and lifestyle of worship. (Kia Jones-Glenn, kjonesglenn@alliantmusicgroup.com)

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A WORD FROM THE WORD

Empty—Isaiah 55:10-11

I don't like to waste my time doing things that are unprofitable, and you don't like empty returns on your time either, do you? Well, that's our word for today - *empty*.

God is not a person to waste His time. God does nothing without divine purpose and nothing God ever does has a wasted result. This is what God says in Isaiah 55, verses 10 and 11:

For as the rain and the snow come down from heaven, and do not return there without watering the earth, and making it bear and sprout, and furnishing seed to the sower and bread to the eater;

So shall My word be which goes forth from My mouth; it shall not return to Me empty, without accomplishing what I desire, and without succeeding in the matter for which I sent it (NASB, bold emphasis added).

So you see, when speaking of the effectiveness of His Word which comes down from heaven, God says, "It shall not return to me empty."

The word "empty" is a Hebrew adverb

that basically means, "without cause or effect." It's a word to describe a vain attempt that has no good result—the consequences are empty and profitless.

Well, God says that His Word is not like that; for just as the rain and snow produce wonderful effects on the earth, so God's Word is also very effective.

God sent it down from heaven to bless people on the earth. It shows us our desperate need as sinners and points us to Christ as our Savior. And then it nourishes our soul so that we can enjoy spiritually prosperous lives. That is the purpose for which God sent His Word, and it will succeed in the matter for which He sent it.

So—just share the Word and God will do the rest. There's a wonderful effectiveness in God's Word. It will not return to Him empty.

Now you know the real meaning of the word.

Say, a great man once said that God's Word is like a lion: You don't have to defend it—just turn it loose!



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(1) Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies)	8800	8803
(2) Paid In-County Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies)	0	0
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(4) Other Classes Mailed Through the USPS	0	0
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h. Copies not Distributed	234	234
i. Total (Sum of 15g. and h.)	9975	9781
j. Percent Paid and/or Requested Circulation (15c. divided by 15g. times 100)	90	92

16. Publication of Statement of Ownership
 Publication required. Will be printed in the **January 2006** issue of this publication. Publication not required.

17. Signature and Title of Editor, Publisher, Business Manager, or Owner
Valerie Fraedrich, Director of Publications & Editor Date **10-19-05**

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

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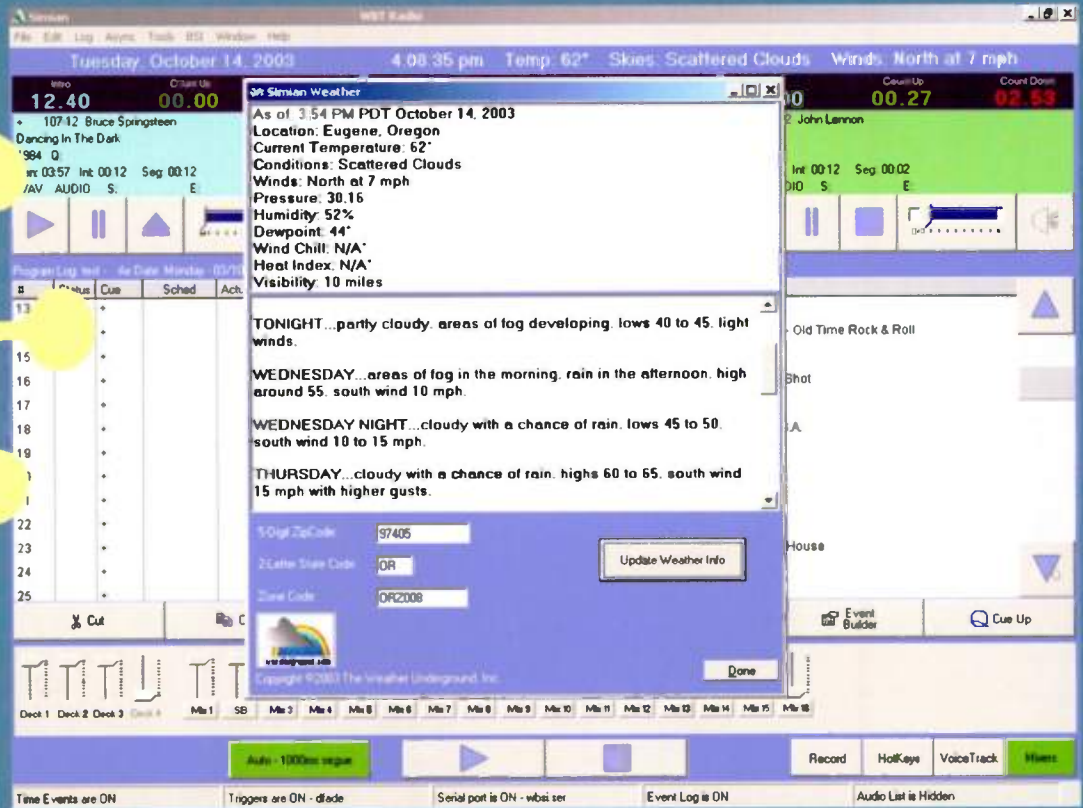
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