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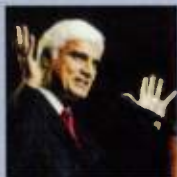
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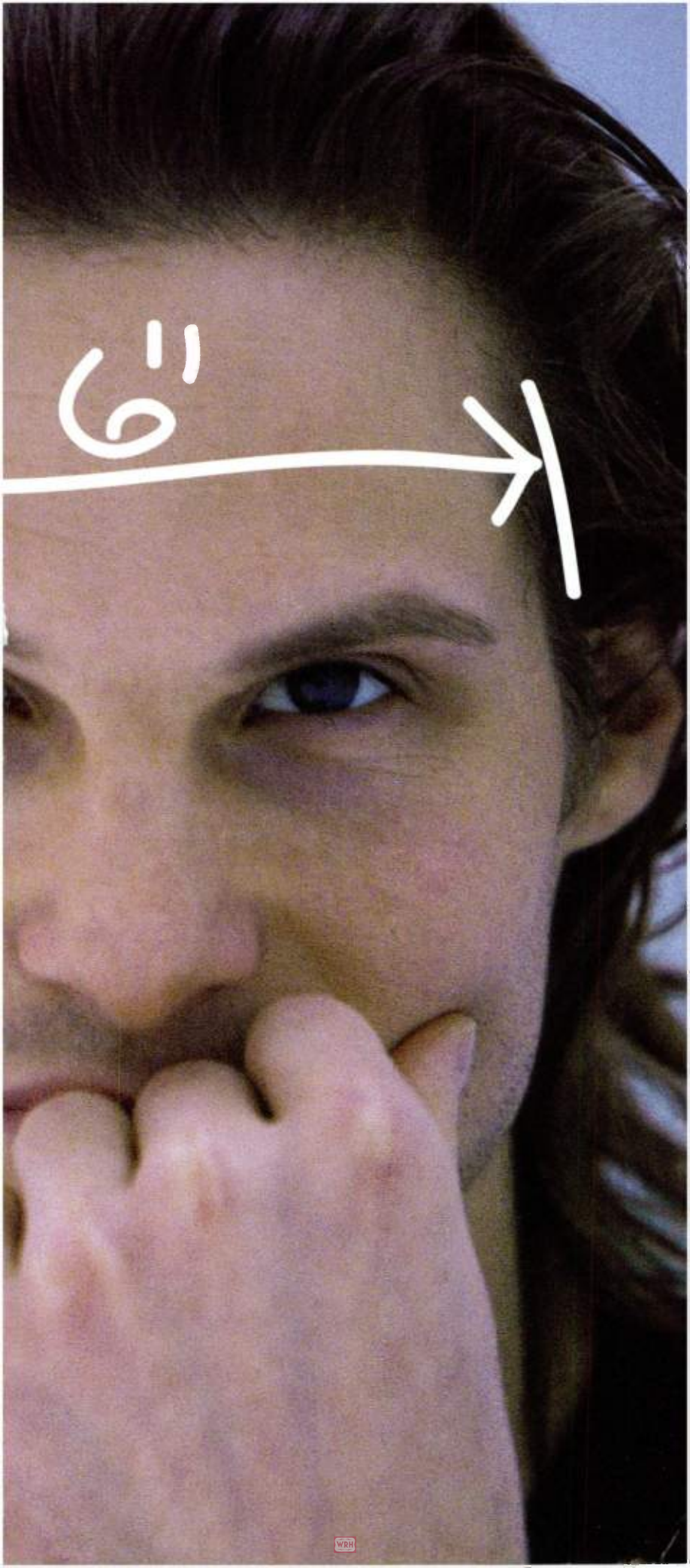
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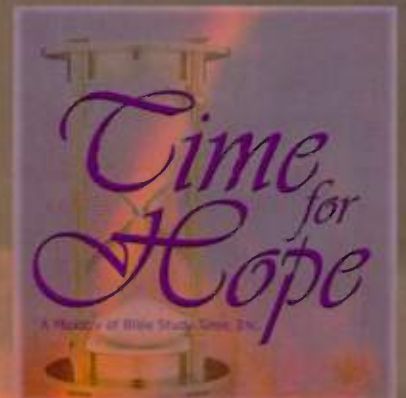
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February 17-22, 2006
nrb.org/convention

■ REACH 2006

Dallas/Forth Worth, TX
February 16-19, 2006
reachconference.org

■ Women in Christian Media

Dallas/Fort Worth, TX
February 17, 2006
womeninchristianmedia.org

■ GMA

Nashville, TN
April 1-5, 2006
gospelmusic.org

■ Evangelical Press Association

Orlando, FL
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epassoc.org

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Finding Water

Almost 95 years ago, President Woodrow Wilson considered the fabric of American society and said this:

A nation that does not remember what it was yesterday does not know what it is today, nor what it is trying to do. We are trying to do a futile thing if we do not know where we came from or what we have been about. Ours is a rich legacy. Rich but lost.

As a nation, ours is indeed a great and godly heritage. Yet if we fail to remember that heritage, we eventually fail to comprehend its purpose. And where does that lead us? Karl Marx said it well: *A people without a heritage are easily persuaded.*

This is no less true of the church of Jesus Christ. Ours is an incomparably rich and godly heritage. Yet, if we too fail to remember it, we eventually fail to comprehend its purpose. And without an unobstructed view of the purpose of the church, we cannot clearly see our own. This is a weakness we dare not neglect.

We see a marvelous picture of our need in the life of Isaac, recorded in Genesis chapter 26. Isaac has been so blessed by the Lord and become so prosperous that he and all his people are driven out by Abimelech, the King of the Philistines.

Then Abimelech said to Isaac, 'Move away from us; you have become too powerful for us.' So Isaac moved away from there and encamped in the Valley of Gerar and settled there. Isaac reopened the wells that had been dug in the time of his father Abraham, which the Philistines had stopped up after Abraham died, and he gave them the same names his father had given them.

In this account we see several things clearly. First, we know that when Isaac and his people were driven out, they needed water — probably desperately. Second, we note that Isaac did not look for new sources of water first. Instead he dug for water where his father had found water before him.

This passage has application to the church down through the ages and certainly in our day as well. Without fear of contradiction, I think we can say that the church today is desperately in need of renewal — maybe even reformation. It

is not too much to say that the church in our time faces a great crisis. That crisis can be seen in three dimensions: truth, virtue and meaning.

In our culture, the validity of truth is questioned, and the church too often has no answer. Yet without objective truth, the call to live a virtuous life lacks a proper foundation. Furthermore, assertions of meaning and personal purpose are mere speculation in a world without truth. The church must, therefore, defend truth or risk losing its prophetic voice in the culture.

But in the midst of its crisis, many in the church are casting about for man-centered solutions. In the realm of truth, new translations of the Scriptures are endorsed and marketed because they are considered more inclusive, irrespective of their lack of faithfulness to the original texts. In the realm of virtue, personal holiness is no longer rooted in the commands of Scripture but carefully tailored to fit the inclinations of sinful men and women, so that they feel accepted. In the realm of meaning, the church remains too often ensconced in its stained glass ghetto, isolated from a world perishing apart from Christ.

Yet there is water to be found. We will find it in the same place our fathers found water — in the living water offered by Jesus Christ to all who are thirsty!

As Christian broadcasters we must continue to draw water from that spring which is fed by the River of Life. We must proclaim truth as truth, calling men and women, boys and girls to personal holiness. We must exhort believers to bring the mind of Christ to the culture around them. And above all, we must continue to proclaim the transforming power of the Gospel of our Lord and Savior Jesus Christ. Only by faithfulness to the heritage entrusted to us can we see Christ exalted and see the world changed around us.



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The Global Impact of NRB

National Religious Broadcasters is a blessed and powerful association of God's servants. Many have often remarked on the words of Dr. Bill Bright, who told us not long before his death that he knew of no more powerful organization for proclaiming God's truth and impacting our world than NRB. As chairman, I am seeing that confirmed in many, many ways.

This past year I have visited with many of you who serve the Lord so faithfully, using the skills He has given you and the powerful tool of media communications. I have heard your heart and seen your zeal. I have felt your enthusiasm and your intensity to see lives changed by the power of the Gospel of Christ. I have also stood and wept with you over the loss of such servants as Bob Dobbs, Jon Campbell, Adrian Rogers, and others. Along with the powerful impact of NRB come people with hearts of love and compassion for one another. This is a unique association, exhibiting strong resolve in ministry and tender Christ-like compassion for each other.

The power of NRB was evident just a few weeks ago. At the invitation of the evangelical alliance in Romania, I was asked to come there to assist in various ways. Prior to arriving some issues surfaced in that former Communist country that would greatly infringe on religious and human rights. Some politicians were trying to sneak legislation through their parliament in a late night vote, but astute senators seceded in putting a hold on the action until later. It was a brief pause, and action was required.

Because of my position as chairman of such a prestigious organization as National Religious Broadcasters we were able to have a day of unbelievable appointments. It began with their equivalent of the FCC, the National Audiovisual Council. Several of them have attended NRB conventions, and one said she could not put in words the impact of the meetings in her life.

Later that day, in rather rapid succession our group met with the President of the House, the President of the Senate, vice-presidents of the Senate,

and several senators of key committees. Before the day was out calls had gone out that this bill had to be stopped and changed. God was at work, and He was using NRB to open doors and to assist in protecting religious freedom in other parts of the world.

In the midst of that trip I felt the compassion of God's people as I learned of the death of my 89-year old mother. She had been ill, but no one expected her to go as quickly as she did into the presence of Jesus. In the midst of that situation, our president, Dr. Frank Wright, and I were able to visit and he expressed on your behalf the blessed hope we have when Christ is our Lord and His Heaven is our eternal destination.

Later that day, in rather rapid succession our group met with the President of the House, the President of the Senate, vice-presidents of the Senate, and several senators of key committees.

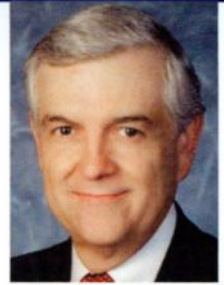
We battle the enemy on many fronts, an enemy who would like to take away that hope. While it seems expected that a former Communist country would still be fighting religious freedoms, it hits much closer to home. There are many in our land who continue trying to limit or eliminate our rights as believers to share God's Good News. Whether it is pamphlets handed out on sidewalks, or pastors' messages in the pulpit, there seems to be an unrelenting, systematic

attack on those who follow Christ in the area of free expression of our faith.

NRB has kept a watchful eye on events in this country and around the world. Workshops and key sessions at this year's convention highlight the dangers and the need to stand firm in our faith and the free expression of it in the marketplace. I hope you will seize the opportunity to learn all you can in this area and ask the Lord what you should do to help us maintain the foundation, the platform for proclaiming the Gospel message.

At the same time, we must be even more vigilant in maintaining our own personal relationship with our Lord. Satan is not bound by laws, courts, or Congress when it comes to distracting and diverting God's servants from their assignments. We must make sure we have a daily, personal relationship with the Lord so that when He speaks, we hear and follow. We cannot be driven by the culture or even our desire to do significant things for the Lord. We can get into battles and fail to listen for the commander's orders. We can find ourselves alone in that fight, without the covering or protection of the Lord. His way is perfect. He is God. We are servants who simply follow His commands. It is the daily time with our Lord that helps us recognize His voice and His direction for our lives and ministry.

We also must not fall into the trap of seeking success and using the world's standard as our measure. God's ways are not man's ways. Our only measure of success is obedience. We can easily look around and see other ministries, other broadcast outlets and other churches, and try to measure ourselves by that standard. God does not have a cookie-cutter plan for His people. We cannot simply see what others do and follow suit. We need time with our Father, in prayer and in His word, and we need to be humble before Him.



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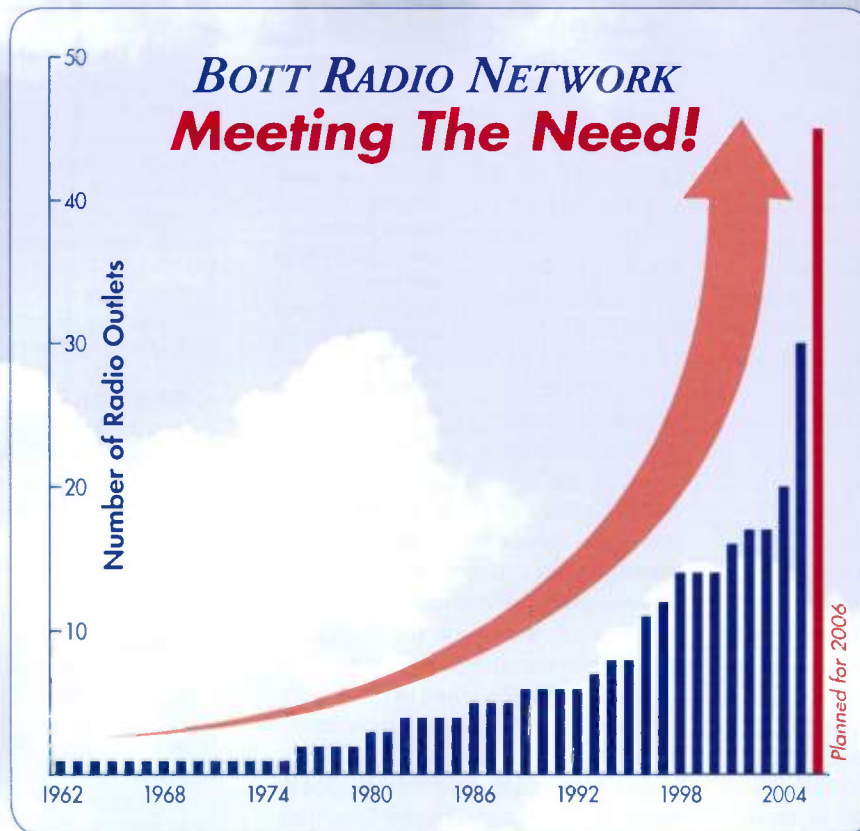
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WASHINGTON

New FCC Takes Shape

After months of speculation about who will fill the vacant Commissioner slots at the Federal Communications Commission, a new five-member panel finally is beginning to take shape. Kevin Martin is now in his ninth month as Chairman. Democratic Commissioner Jonathan Adelstein received a second term earlier in the year. By the time this article is published, Tennessee Regulatory Authority Director Deborah Taylor Tate should be installed in the Republican seat of former Chairman Powell, and sitting Democratic Commissioner Michael Copps should be confirmed for a second term. That leaves a third Republican seat to be filled to take the place of Commissioner Kathleen Abernathy who left the FCC in December. An appointment is expected soon.

Deborah Tate is a highly regarded and experienced state regulator. In addition to her seat on the Tennessee Regulatory Authority, she currently serves as chair of the Washington Action Committee of the National Association of Regulatory Utility Commissioners (NARUC). In December 2003, then-Chairman Powell asked her to head the FCC's Federal-State Joint Conference on Advanced Telecommunications Services. Earlier in her career, Ms. Tate served as a senior adviser to two Republican Tennessee governors—Don Sundquist and Lamar Alexander, who is now a U.S. Senator. She also has close ties to Tennessee's congressional delegation, including Senate Majority Leader Bill Frist, who strongly backed her nomination to the FCC.

Ms. Tate's experience as a state regulator could give her a unique perspective among the Commissioners. In particular, she may prove to be a strong advocate for the role of the states in regulating telecommunications services. For example, Ms. Tate recently emphasized that states must help guarantee "E911" emergency service.

Commissioner Copps, while differing with Kevin Martin on some broadcast-related issues, has maintained good personal relations with the Chairman.

Indeed, Martin praised the Copps' re-nomination, noting that he respected his "insight and thoughtfulness" and stating that Copps "has served admirably at the Commission for the past four years."

The addition of Ms. Tate to the FCC, along with another Republican in the immediate future, will give Chairman Martin the crucial working majority that he needs on some of the more contentious issues the agency likely will face in the coming months. In particular, the Chairman has been attempting to launch a rulemaking on the agency's broadcast ownership rules. Former Chairman Powell's effort to substantially relax the Commission's ownership restrictions in 2003 was largely invalidated by a federal appeals court one year later. Despite Chairman Martin's effective relationship with his two Democratic colleagues, they have not been able to come to an agreement on the scope or timing of the proceeding that the agency is required to conduct in order to put new rules in place.

In addition, a working majority could prove important in the Chairman's ongoing efforts to crack down on, and to systematize the agency's approach to, broadcast indecency. Once the full Commission is in place, Chairman Martin also will be able to move forward on a number of other important broadcast issues, including finalizing the transition to digital television, jumpstarting the transition to digital radio, and reexamining broadcasters' emergency preparedness and response procedures.



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. Martha E. Heller, a partner in the firm, assisted him in the preparation of this article.

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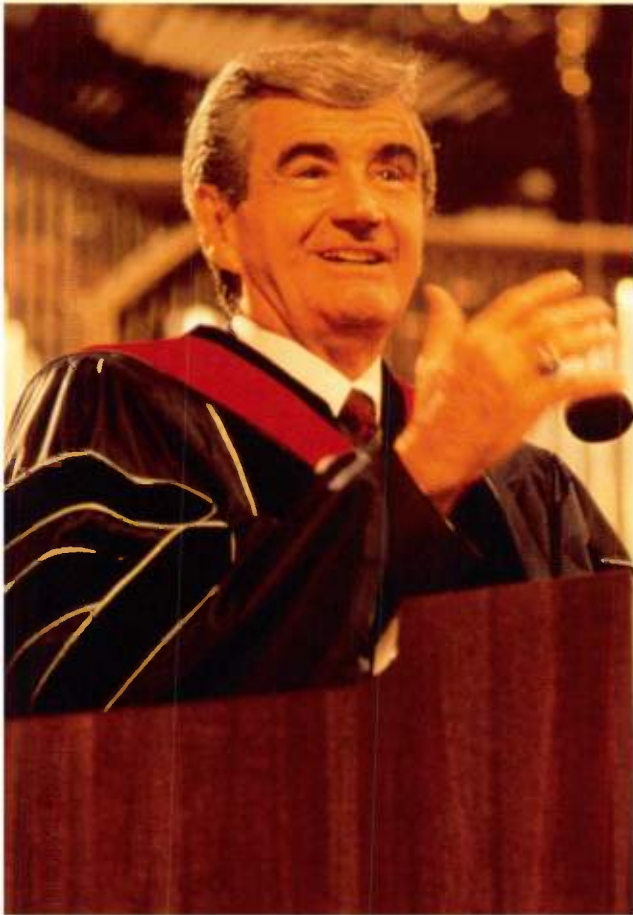
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RADIO

Stay True to The Mandate

Mandate: the authorization to go ahead and do something; the order to get a thing established; the directive to advance; the sanctioning of a specific cause, looking for a specific outcome.

Consider this: a good number of us at the NRB Convention & Exposition this month have been authorized by others to carry out their God-sized dreams. They dreamed the dream. They pushed and plowed and slogged through bona fide thorny years. They were the pioneers. They were the founders.

Some of us around NRB are spanking new upstarts. But, we should let this sink in and settle well into our thinking: NRB is jam-packed with ministries that have been around for decades. It all began with a dream that became a mandate that became a reality.

What kept many of them going? Resoluteness to their clear mandate.

Then others joined the endeavor. Frankly, and regrettably, some were attracted because of the “cool factor” of media and being in front of a crowd. Egotistic greatness was part of what they wanted—even if they didn’t realize that about themselves (Jeremiah 17:9).

Thankfully, more attached themselves to the work because the “spirit of the mandate” was alluring. They heard about what the pioneers were pioneering and

thought: “They are trying to do what?! The sheer audacity to think that can be done! If that’s what they’re hoping to do—and nothing less—then count me in!” (John 1:46).

Don’t you love servants who, well, serve well? They understand what is required and then do it. They don’t serve blindly, but they do serve loyally. Believe me, the founders and pioneers of the mandate prayed that those who came behind them would be found faithful.

That brings us to NRB 2006. Lord help us. We are the contemporary stewards of God-centered, Word-driven mandates birthed by passionate pioneers. Let’s review why we were authorized to get started in this.

Let’s make it personal. If you are part of a fledgling upstart—I bet you’re already doing this—just keep reviewing mandates from the past. Pioneer, but be faithful to The Mandate (Matthew 28:19).

If your ministry has been around for at least a decade, do two things before this convention is behind you:

First, review your mandate. Pull out the original founding documents of your organization. Ask God to show you if you’re faithful to your founders’ intent. Simply put, are you carrying out their mandate?

Secondly, find someone grayer than you here at the convention. Buy them



coffee. Ask a lot of questions. Listen. Ask them about the original objectives. And, learn.

Let’s be on top of convergence and reaching today’s cultures while being true-blue to Christian media’s pioneers.

Message to the founders: We are grateful that you had the nerve and were outrageously radical enough for Christ to swim upstream against a raging current. Pray for us.

Writing with Jon Campbell and Adrian Rogers on his mind, Wes Ward is striving to serve his founders’ intents as NRB Radio Committee Chairman and Director of Media at Revive Our Hearts. ward@reviveourhearts.com

iNRB

Get Ready for the Real World at the Convention



At the NRB Convention & Exposition, the iNRB has a full schedule of activities and opportunities for professional and personal growth for students and faculty. It starts with REACH 2006, a cutting edge conference helping broadcasters get in touch with the youth culture. REACH will teach you how to approach this sight and sound generation with the Gospel, and how to do it in a culturally relevant way with a sound Biblical worldview.

Saturday’s Boot Camp provides

training sessions with outstanding speakers that will challenge and encourage students in their endeavor to be professional broadcasters. On Sunday, students gather after lunch to meet with their peers from around the country. Immediately following, students are able to participate in the Job Fair, while the faculty meets to present papers and projects they have completed over the past year. Monday night is the Student Awards Banquet where the winners of the iNRB National Student Award Contest are

TELEVISION

A New Era in Television

The year 2006 may be the year of change for television at NRB. With the advent of new technology, the launching of the REACH Conference, the growing impact of Internet TV and handheld video devices, and the changes in leadership on the TV Committee, 2006 definitely promises to be the year of change.

Let's start with the basics. After four years as Chairman of the TV Committee, I will be stepping aside to allow new leadership to step forward. I have been involved with the TV Committee for more than a decade and have thoroughly enjoyed working with the many fine and talented people who have served with me on the committee over the years. While I plan to continue to work with the TV Committee, this is the year for a change in leadership.

In the past few years, we have seen the restructuring of the TV Committee: now made up of 12 members vs. 30 to comply with NRB guidelines. We have witnessed the birth of the TV Forum and the TV News Forum in the process. With that transition now complete, there will be changes in the way the TV Committee operates.

Through the TV News Forum, in cooperation with CBN, this year marked the first time video clips were delivered from TV News Forum participants

around the world via the Internet. Those involved with television at NRB are a dynamic, resourceful, and talented group of people. As a result, there has been a change in the way footage can be gathered from across the globe.

This is also the debut year of the REACH 2006 Innovative Media Conference, sponsored by NRB. This dynamic event is designed to inspire and motivate creative communicators to engage a sight and sound generation with the Gospel through innovative media. It's a change in the way we reach out to the world.

Technology is changing the world around us. Over-the-air broadcasting has given way first to cable, then to satellite, and now to the Internet. More and more people are converting to broadband for their Internet connection, making Internet TV more and more a reality. For the cost of streaming video, a ministry can now broadcast around the world. This is a change in the delivery options available to programmers and broadcasters.

Speaking of technology, if you haven't seen video on a handheld device, you need to check it out. More and more content is being delivered to cell phones, PDAs, and portable video players. The quality is excellent, and content options will continue to increase. This is a change

in the way content will be viewed.

So many changes, but much remains the same: new leadership... consistent passion; new structure... constant goals; new styles... the ageless Gospel; new technologies... timeless truth; new delivery systems... unchanging message; new viewing systems... same need for Jesus.

Let's embrace the changes and hold fast to the unchanging commitment that drives us to utilize all the creativity God has given us... that the world may know the power of the Gospel of Jesus Christ.

Mark Dreistadt is President of Infinity Concepts, LLC, and can be reached at mark@infinityconcepts.net.



presented with their awards. It is a wonderful evening of honoring the students who have excelled in television, radio, and Internet production.

When you add the educational sessions, exhibit floor, Aspire and other activities, the result is an eye-opening convention experience for students. Before attending, many of them usually have no idea the Christian broadcasting voice is so strong and professional. At the NRB Convention students' lives are challenged and changed.


The convention is important because as students attend and participate, they are more likely to become members when they leave school to become broadcasters. It provides prospects for future members and leadership within the NRB. Students have the opportunity to meet national Christian broadcasters and develop lasting friendships with colleagues in the industry. They can be part of the foremost Christian broadcasting organization — reaching millions with the Gospel and helping to shape our society with its work

in Washington, D.C. In addition to the yard stick of bubble gum they can get on the convention floor, NRB helps students realize there is a life after school.

Dan Waldrop is an Assistant Professor of Broadcasting & Film at Palm Beach Atlantic University and iNRB Committee Chairman, and can be reached at daniel_waldrop@pba.edu.

INTERNET

The Internet 2.0



Amarara's Law: We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.

Roy Amara of the Institute for the Future may not have been speaking about the Internet when he put forth this nugget of wisdom, but the Web is where we see this maxim on full display.

Following all the frenzied hype in the late 90's, the Internet is now a maturing medium that initially seemed to be overestimated... but was it? The width of the World Wide Web may have been exaggerated, but not its depth. While it may not 'change everything', the things that it does change are changed significantly.

Travel, communication, shopping and several other categories will never be the same, thanks to the Internet. Even those who don't purchase products via the Web use it for pre-purchase research. I recently read that 78% of all real estate transactions involve the Internet as the primary influencer in the purchase.

So, while perhaps not on the scale of Gutenberg's printing press, the Web has had a significant impact on our world. It's the fastest growing medium in history, but the real reason behind the revolution is summed up in two words: user control. And user control does change everything.

In the not-too-distant future, my grandkids will sit on my knee and say,

"Grandpa, tell us again about how you used to have to sit in front of the box on Tuesday nights to watch your favorite show." About a year ago, I became one of the 10 million Americans with a digital video recorder (DVR), and I can tell that watching only your favorite shows, only when it is convenient for you, commercial free, will forever alter the way you consume television programming. I can also tell you that there's no going back — at least not for anyone who has tried it.

The Internet is, at its core, media on demand — and it changes the way consumers feel about and use all media. Like the DVR, the Web trains us to feel resentful when we can't get what we want, when we want it.

Adjusting our schedule for a television show, radio broadcast, or an inspirational message will someday be as foreign to us as having only three television channels, no DVD player, or no e-mail would be to my children. Thanks to new media, everything is moving toward user control — and it's less about trying to guess what

the audience wants and more about giving them the ability to make their own choices.

So, should "old media" (or, as I prefer to call it, "established media") just close up shop and go home? As someone who has worked on both sides of the digital street for more than 20 years, I can assure you that many broadcast- and print-driven organizations are in position to succeed for decades to come. Traditional media is still where the largest audience is, and if we adapt to the changing environment, this is indeed a very exciting time. Translation: The opportunity is ours to lose.

If we don't adapt, we may go the way of the milkman: nostalgic, but no longer relevant.

Rick Killingsworth is Vice President of Salem Web Network and can be reached at rick@salemwebnetwork.com.

NRB magazine staff would like to thank the following committee chairs and column content coordinators for their contribution to our publication this past year:

Church Media: *Chair – Orlen Stauffer, Kempsville Presbyterian Church, Virginia Beach, VA*
Coordinator – Erik Ticen, Edifi Media Consulting & Production, East Aurora, NY

iNRB: *Chair & Coordinator – Daniel Waldrop, Palm Beach Atlantic University, West Palm Beach, FL*

Internet: *Chair – J. Sebastian Traeger, Silas Partners, Alexandria, VA*
Coordinator – Cathy Allen, Love Worth Finding, Memphis, TN

Radio: *Chair & Coordinator – Wes Ward, Revive Our Hearts, Niles, MI*

TV: *Chair – Mark Dreistadt, Infinity Concepts, LLC, Export, PA*
Coordinator – Jason Dreistadt, Infinity Concepts, LLC, Export, PA

CHURCH MEDIA

It's About Ministry

“Look Orlen, there are hundreds of people down there worshipping Jesus with all their hearts. Do we break that flow just because you don't like what's going on with the screens?” Those words from our marketing director jolted me back to reality. We were standing at the balcony railing, watching jagged lines pulsing to the rhythm of the bass guitar across video screens all around the sanctuary below. Somewhere an audio signal randomly began back-feeding into our video system. Three of our best technicians were unable to solve the problem from the control console. Only moments before his response I had exclaimed: “We've got to do something now to make it stop! Why not just unplug the bass? That's what's triggering most of the trouble.”

My friend's admonition awakened me to the much bigger picture. At that moment God was blessing His people and His people were entering into a very real experience with Him. Meanwhile, as the Director of Media Ministry, I was thinking that the most important issue in the room at that moment was half a dozen courtesy monitors distorting my cleverly wrought graphics. Looking back, I grimace at my skewed perspective on the role of visual media in a worship event. I had learned again that media ministry in a church is more about ministry than it is about media and that God will continue to bless His people even if technology fails.

I think we all agree that visual electronic media powerfully causes the message of Christ to go farther, last longer, and have greater impact on lives. There has been an explosion of resources and events that can help churches perfect media techniques and systems, and you'll discover many of them at this year's convention. The NRB Church Media Committee was formed five years ago to help churches succeed in broadcast and media ministries. Our stated mission is “to equip and train local churches to effectively use media to communicate the message of Jesus Christ.”

If you're attending the convention this year you'll find the Church Media educational sessions a bit more focused on mission and purpose than on techniques and technology. With so many churches shaping their ministry around media, the Church Media Committee is sensing the importance of churches shaping media to better serve the mission to which God has called them.

- At our Saturday Boot Camp, an industry leader will show us how to successfully get a story from the idea stage into a video form that can change a life.
- Our first session on Monday will show ways a church can successfully engage the culture by breaking out of traditional uses for media. We have assembled an outstanding panel that will challenge our old methods of using electronic visual media. Later sessions will follow suit by showing churches how they can stand out in the marketplace and maximize the life-changing impact of their special events.
- Tuesday's sessions will emphasize ministry relationships and forms of worship. We see a real need for sharing successful examples of pastors and worship leaders working together synergistically with their media

ministers. Emergent culture is breaking open new forms of worship expression. We in turn will be dealing with ways media ministries can creatively respond in order to connect emergent culture to Christ in new and meaningful ways.

- We conclude the convention just as we have for the two previous ones with our very popular Church Media “Show and Tell”. It's sure to inspire your resourcefulness and stir your creativity to see how others get it done. Media ministers rarely have the opportunity to go out and see what other churches are doing. Here, in one place, we'll see samplings of the work from a diversity of very creative ministries.

I look forward to meeting many of you at the convention.

What a pleasure it's been to serve this year as the NRB Church Media Committee Chairman. The NRB staff and leadership have been most helpful and encouraging. Anyone serving full-time in a church media ministry is encouraged to come aboard as part of the Advisory Council. If you're interested, please do not hesitate to get in touch with me, Orlen Stauffer, at orlen@kpc.org.





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My wife discovered Adrian Rogers on the radio and called me saying, "You've got to hear this man." We have been listening ever since. He is one of the finest Bible teachers I've ever heard. His messages are timeless. — Thomasville, GA

Through the messages of Dr. Rogers we found strength, hope, peace and a new energy to witness our faith to others. We know it goes far beyond the man – the message is timeless. — Orlando, FL

I am so happy to know that the ministry will go on. Adrian Rogers was my spiritual mentor! As much as we loved the messenger, the Message goes on and who better to do it than Adrian. — Canada

I am committed more than ever to do all we can to serve you and this wonderful ministry until Jesus comes again! — Russ Whitnah GM-WFIL Philadelphia

Thanks for helping us press toward the goal!

"... let us run with patience the race
that is set before us."

Hebrews 12:1

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Life On the Line fills a crucial gap in Christian programming today with pro-life news, commentary, and information your listeners eagerly seek.

Life On the Line launches in first-quarter 2006 and will initially air in 15 "Top 50" markets. Each fast-paced high-quality 28-minute broadcast is a weekend release, distributed via satellite. Be among the first stations in America to air this urgently needed new program!



"Frank Pavone is a man who is passionately committed to the defense of preborn children and to the sanctity of human life from conception to the grave. It has been my privilege to have Reverend Pavone as a guest on Focus on the Family, where he was warmly received by our listeners."

—JAMES DOBSON, PH.D.
Founder and President, Focus on the Family



"During my several broadcast interviews with Frank Pavone, I've been moved by the intensity of his love for the Lord and his complete commitment to support the Right to Life that is ours as a gift from God. . . . I highly recommend Life On the Line to every NRB

Broadcaster: It is a program that will stir your audience to a new appreciation for LIFE! Bott Radio Network is proud to offer this new and important broadcast to our audience."

—DICK BOTT, SR.
President, Bott Radio Network



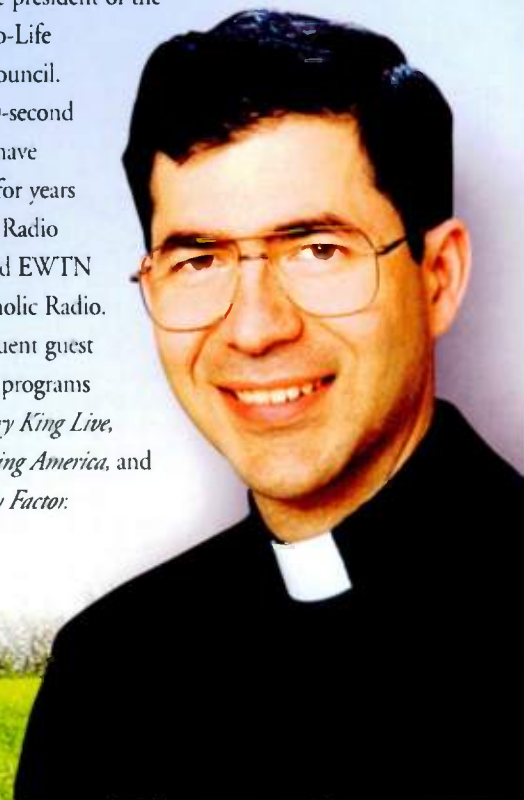
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Life on the line

your host

REVEREND FRANK PAVONE has been one of America's leading champions in the pro-life cause since 1976. His fight has taken him to five continents, across all 50 states, into the U.S. Congress, and to the bedside of Terri Schiavo during her final days. In 2001 he earned the National Right to Life Committee's highest honor, the Proudly Pro-Life Award.

Reverend Pavone serves on the board of Dr. James Dobson's Focus on the Family Institute. He is national director of Gospel of Life, a subsidiary of Priests for Life, and the president of the National Pro-Life Religious Council. His daily 60-second radio spots have been heard for years on the Bott Radio Network and EWTN Global Catholic Radio. He is a frequent guest on national programs such as *Larry King Live*, *Good Morning America*, and *The O'Reilly Factor*.



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AIRWAVE NEWS RADIO

Dayton, OH –

93.7 WFCJ's

Christian variety



program *Kaleidoscope* has been awarded the Silver Microphone Award, taking first place in the Religious category.

Kaleidoscope is a unique, once-a-month, 60-minute program that features a live band, live audience, music, and interviews with major Christian recording artists. Programs are recorded live from a public venue. The prize-winning installment was taped in May at the Mall at Fairfield Commons and featured guest artists Selah and Watermark.

Kaleidoscope, which was conceived by WFCJ Program Director and host Bill Nance, is in its seventh year of production and has previously garnered three Silver Microphone finalist awards. (Melody Morris, melody@wfcj.com)

Fort Wayne, IN –

The WBCL Radio Network has been



named as a national finalist for the 2005 Silver Microphone Award for excellence in spot production for three different entries. For Best Copywriting, Ross McCampbell was recognized for a spot

about WBCL's monthly Window Sticker Contest. For Best Media Production, Scott Tsuleff was recognized for writing a piece that was used on the air to promote the radio network. Jim Barron and Phil Reaser were recognized for their "Groundhog Day" promotional spot. The WBCL Radio Network is a listener-supported, not-for-profit Christian radio station, broadcasting 24/7 at 90.3 FM to Fort Wayne and northeast Indiana; at 89.5 FM to northwest Ohio and southern lower Michigan; at 88.1 FM to west central Ohio; at 106.1 FM to Muncie; at 97.7 FM to Adrian; and on the Internet at www.wbcl.org. The Silver Microphone Award competition was open to more than 40,000 advertising agencies, production studios, and radio stations across the country. Entries in 39 categories were judged for creativity, production quality, copywriting, talent, and overall effectiveness. The national winners and finalists are considered to be among the best radio commercials, promotional material, and audio programs that were created within the United States in the last year. (Jeremy Lawrence, jlawrence@wbcl.org)

Florence, KY – Peter Davidson of Davidson Media Group recently closed on KXLQ-AM/Des Moines, IA, from Dwaine Meyer, president of Warren Broadcasting, Inc. The purchase price was \$425,000. Broker Jamie Rasnick of John Pierce & Company, LLC, acted as the broker. (John Pierce, jrasnick@johnpierce.com)

AIRWAVE ANNIVERSARIES

Nashville, TN – 93.7 WFCJ in Dayton, OH, celebrated 45 years of broadcasting on January 7, 2006. WFCJ has been owned and operated by Miami Valley Christian Broadcasting Association, Incorporated, since its inception in 1961. The station has never changed call letters, frequency or format. WFCJ is one of a dwindling number of solely and independently owned stations. It was the first Christian station to go on the air in southwest Ohio and was the second Christian station to begin operations in the state, behind Moody Bible Institute's Cleveland station. Today, WFCJ operates debt-free, at 50,000 watts from a 569' tower, and reaches all of southwestern Ohio, as well as portions of eastern Indiana and northern Kentucky. The station is currently undergoing upgrades to prepare for the switch to high definition radio. With an Inspirational format, programming consists of 60 percent music and 40 percent Bible teaching, plus news, weather, sports, and traffic reports. (Melody Morris, melody@wfcj.com)

TRADE TALK

Nashville, TN – 94 FM The FISH (WFFI & WFFH) continued its two-year-old tradition of playing continuous Christmas music throughout the holiday season. The switch occurred on November 22, 2005 at 5 p.m. when The FISH aired live from the Entertainment Stage at Opry Mills Mall in Nashville, TN. Doug and Kim from the *Doug & Kim Family Friendly Morning Show* hosted the broadcast, which aired live from 5 p.m. to 7 p.m. inside Opry Mills. Featured guests included the world-famous Rockettes, Holly Thompson from News Channel 4, David Phelps, Erin O'Donnell, and special guests MC and Denise Jones from Point Of Grace. After the 7 p.m. switch, David Phelps, Erin O'Donnell, and everyone present sang Christmas carols, followed by a balloon drop. The grand finale of the season occurred at 12 p.m. on December 24, when 94 FM The FISH presented a "Festival of Christmas," which included 36 hours of commercial-free Christmas music, also heard on www.94fmtheFISH.net. (Dick Marsh, Dick@94fmthefish.net)

St. Paul, MN – In the fall of 2005, with the help of Maplewood Toyota and KTIS (the Twin Cities' #2 morning radio station), congregations across the St. Paul metro area got the chance to show their caregivers some love in return. When Maplewood Toyota, the largest Toyota



dealer in Minnesota, heard about KTIS' salute to pastors, they offered to give away a new 2006 Toyota Camry to a pastor for a year or 15,000 miles — whichever came first. Everything was taken care of by the dealership, including costs of the title, license, and taxes. Listeners immediately responded with an outpouring of nominations, and roughly

2,300 nominations were received. On October 31, Josh Underbakke was randomly selected as the winner of the new Toyota. Underbakke, a 2001 alumnus of Northwestern College, is the youth pastor at Hope Fellowship Church in Ramsey, MN. He and his wife Alison are thankful for the new Camry. Underbakke's youth group recently put the car through its initiation by cramming as many people into it as possible. Just for the record, a Toyota Camry will hold approximately 23 junior high youth

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AIRWAVE NEWS RADIO, CONT.

— but there's not a lot of legroom. (Neil Stavem, nlstavem@nwc.edu)

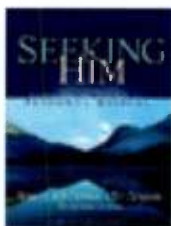
Plano, TX – KMA Direct Communications



announced it would produce and distribute a weekly half-hour radio program for Gospel of Life, an international pro-life ministry based in Staten Island, NY. The program *Life on the Line* will be hosted by Rev. Frank Pavone. Rev. Pavone is national director of Gospel of Life Ministries and president of the National Pro-Life Religious Council, a coalition of groups from a variety of denominations working to end abortion. He also serves on the board of Dr. James Dobson's Focus on the Family Institute. *Life on the Line* will inform and educate listeners on pro-life issues, such as abortion and euthanasia. It also will focus on current events in the right-to-life arena, providing timely commentary and calls to action. The program will be launched in the first quarter of 2006, airing weekends on commercial and non-commercial stations in 15 "Top 50" markets initially. (Michael Johnson, mjohnson@kma.com)

Buchanan, MI –

Seeking Him: Experiencing the Joy of Personal Revival (a 12-week, interactive study for groups,



pastors, and individuals by national radio host and author Nancy Leigh DeMoss and Tim Grissom, with Life Action Ministries) has earned endorsements from Christian leaders, including Henry Blackaby, Vonette Bright, Charles Colson, Tony Evans, James Kennedy, Joni Eareckson Tada, and the late Adrian Rogers. More than 110,000 copies of *Seeking Him* are now in print. The book was introduced by Moody Publishers in January 2005. In October 2005, the study moved up to seventh position on the Christian Book Distributor's "Top 20" list last October and was nominated by the Evangelical Christian Publishers Association for "Book of the Year." (Palmer Holt, pholt@inchristcommunications.com)

Boise, ID – In the fall of 2005, hundreds of KTSY



listeners gathered for free ice cream and helped build dreams by making contributions to Habitat for Humanity. KTSY teamed up with its church plant "The Experience" to dish out the free ice cream at Cold Stone Creamery in Meridian, ID. While there, KTSY listeners collected donations for the Boise chapter of Habitat for Humanity, raising more than \$1,500 dollars in four hours. Now that's a lot of ice cream! (Jerry Woods, jwoods@ktsy.org)

Chicago, IL – More than 50,000 pairs of shoes and more than 100,000 pairs of socks were collected by Moody Broadcasting Network (MBN) sta-



tions in partnership with the *Shoes for Orphan Souls* (SOS) campaign. Nine of MBN's owned and operated stations across the country teamed up with Buckner Orphan Care International (BOCI) to ask local listeners in each station's market to collect shoes for orphan children as part of the organization's annual shoe drive. BOCI's *Shoes for Orphan Souls* program seeks donations of new shoes, socks, and shoelaces from individuals, churches, and civic groups to distribute to orphaned and disadvantaged children in the United States and in more than 40 countries around the world. More than 100 Moody listeners and station representatives joined the SOS team to distribute the collected shoes to China, Guatemala, Kenya, Latvia, Peru, Romania, and Russia. (Tiffany Taylor, ttaylor@buckner.org)

AIRWAVE NEWS TV

Nashville, TN –

Effective December 21, 2005, the NRB Network began broadcasting on DIRECTV channel 378. DIRECTV (www.DIRECTV.com) has more than fifteen million subscribers, making it the nation's leading and fastest growing digital multi-channel satellite television service provider in both residential and commercial markets. The NRB Network will be included in DIRECTV's base package, TOTAL CHOICE, making it



available to all DIRECTV subscribers. DIRECTV currently has a fleet of eight satellites. The NRB Network is an opportunity to strengthen Christian programming in general and NRB members in particular. The NRB Network plans to bolster its position in the Christian Broadcasting arena by providing a unique programming lineup — being the first to offer genre blocks designed to meet the needs of the viewing audience at specific times of the day. Until now, there has been no Christian network seeking to compete with secular broad-

casters such as the Hallmark Channel, the Discovery Channel, Bravo, Fox News, PBS, and PBS kids. NRB Network enters the industry to answer the challenge — bringing a solid biblical worldview, coupled with a modern and more mainstream programming approach. This commitment places a great deal of responsibility on the NRB Network to surpass the standard in Christian broadcasting in the areas of content and quality. The NRB Network will use this methodology to expand into new untapped markets both inside the church

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AIRWAVE NEWS TV, CONT.

INTERNATIONAL

and in the public sector. The NRB Network product is ever-changing and setting the path for the future with the intent to facilitate a continuous segue of endless possibilities for Christian filmmakers and producers. The mission of the NRB Network is to expand media access for NRB members through a national/international satellite television network, with programming that: 1) presents a balanced Evangelical worldview representative of NRB membership; 2) serves a worldwide evangelical constituency; and 3) evokes a significant spiritual, moral, and ethical impact on the culture at large. (Troy Miller, 615-338-5826)

Century City, CA – From the best-selling spiritual thriller novel by renowned author Frank Peretti (*Hangman's Curse*) and the creative mind of producer Ralph Winter (*Fantastic Four, X-Men*), comes the terrifying supernatural thriller *The Visitation*, which will premiere on DVD February 28, from Fox Home Entertainment. *The Visitation* tells the compelling story of a mysterious stranger who arrives in the small town of Antioch and begins performing miracles. *The Visitation* features an all-star cast including Edward Furlong (*American History X, Terminator 2: Judgment Day*), Martin Donovan (*Insomnia, Saved!*), Kelly Lynch (*The Jacket, Charlie's Angels*), and country music superstar Randy Travis (*The Rainmaker, Texas Rangers*). (Elliott Wallach, 509-323-0111)

Nashville, TN – Bruce Koblisch, president of the Worship Network, announced that The Worship Network filmed at the newly-renovated Tennessee Theatre in Knoxville for a new *Classical Worship* program that aired during the holidays. Host Paul Williams added a historic and inspirational perspective to the video and music. *Classical Worship* could be seen during The Worship Network's broadcast programming or via live streaming on the network's website: www.worship.net. (Tricia Whitehead, Spinhouse@bellsouth.net)

Nashville, TN – In November, *The Logan Show* wel-



comed Canadian band Carried Away to the show. Carried Away is comprised of sisters Pam and Colleen Walker and cousin Christine Prankard. The band performed music from their debut album *Closer to You*, which has been well received in the United States since its August 9 release on Glide/Shelter Records. (Lynn McCain, lynn@mccainpr.com)

Chicago, IL – The Bible League (BibleLeague.org) hosted a recent trip to Nigeria for Christian radio personalities from across the United States, including those from Moody and Salem broadcast networks. As part of the "End the Bible Famine: God's Hope for Africa" radio campaign, the trip was designed to highlight the impact of God's Word in Africa, while explaining the extreme need to provide Bibles for millions of African Christians. Nigeria, Africa's most populous nation, was chosen for the Bible League's radio campaign because it faces a variety of hardships. It has the largest concentration of Muslims on the continent, exceeding even Egypt. About 50 percent of Nigeria's 137 million people practice Islam, and there have been ongoing conflicts between Christians and Muslims for decades. Poverty is also a significant problem. According to the World Bank, Nigeria is among the 20 poorest countries in the world, with about 70 percent of Nigerians living in poverty. And every day, about 900 Nigerians die of AIDS. As the radio campaign plays on 44 Christian stations across the United States, the Bible League hopes to raise enough money to place 300,000 Bibles into the hands of Africa's people. But that's just a fraction of the overall need; an estimated 200 million Africans are without God's Word. (Mike Dworak, MDworak@BibleLeague.org)

INTERNET

Nashville, TN – SheetMusicPlus.com, a company that offers sheet music, song-books, scores and other resource materials for Christian and Gospel music professionals, recently embarked on a campaign to expand to a broader audience. The company aims to be a resource for artists, musicians, worship leaders, choir directors, music instructors, and hobbyists. (Tricia Whitehead, Spinhouse@bellsouth.net)

Cincinnati, OH – Standard Publishing is



introducing a new ministry resource, www.PreachingStandard.com. The new site will help ministers and church leaders to prepare sermons and sharpen their preaching skills with input from a select group of outstanding ministry leaders. With new content every week, subscribers will be able to utilize a collection of fully searchable ministry tools, including completely manuscripted sermons, along with new illustrations each month. The site will also feature other extras, including book reviews and



news of interest to those in ministry. Subscribers will have access to fully scripted sermons from an elite group of dynamic speakers and well-established leaders, who also serve at some of the fastest growing churches in America. The site offers strong biblical content, dynamic preaching and thoughtful analysis, all expertly handled by our team of some of the most outstanding communicators in the church today. The site also offers free sample content as well as a free 30-day trial membership. (Ginny McCabe, McCabemedia1@aol)

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INTERNET, CONT.

Circleville, OH –

CROSSDOGS

(crossdogs.com), a new website that will allow artists to communicate with venues, book performances, and take advantage of opportunities within the Christian music industry was launched live on January 1. The site's goal is to provide venues and other participating organizations and companies with access to top-notch artists who are eager to fill their available opportunities. Founded by Gary LeMaster and Brant Christopher Menswar, CROSSDOGS was created to solve two major problems for Christian artists: to facilitate finding places for them to perform and to help them receive adequate reimbursement for their time and travel. (Anita Crawford, creationpress@comcast.net)



Nashville, TN –

IndieHeaven, an independent Christian artist organization, announced that Christian Indie Artist (CIA) SUMMIT 2006 (CIAsummit.com) will be held March 24-26, at The Factory in Franklin, TN. The Nashville-based company's annual event is specifically tailored to educate independent Christian artists and provide a balanced representation of the paths available to them. IndieHeaven has also announced the first annual IndieHeaven "Momentum" Awards, to be handed out at CIA Summit 2006. The award winners will be announced on March 25, with one artist being awarded

a scholarship for a 10-song album project, to be produced by Jim Cooper (who produced Building 429's debut album *Glory Defined*, Word Records). IndieHeaven is a web-based community dedicated to bringing together independent Christian artists from around the

globe, to enable, equip, affirm, and empower them to fulfill God's call on their lives. The website also provides independent artists with an advanced set of tools to promote, market, and distribute their music. (Brian Mayes, brian@nashvillepublicity.com)

MUSIC

Nashville, TN – The Gospel Music Association (GMA) announced on November 23, 2005, that when the Doves are handed out at the GMA Music Awards in April 2005, that it is not just Christian music VIPs, who will decide which artists receive Artist of the Year and other coveted Dove trophies. Christian music fans who joined the Gospel Music Association (GMA) as associate or student members by December 1, automatically became voting members for the top categories of the GMA Music Awards. The 37th GMA Music Awards will be held on April 5, at the Grand Ole Opry House in Nashville. (Tricia Whitehead, Spinhouse@bellsouth.net)

Nashville, TN – SRE Recordings announced the signing of North Carolina Christian rock band Decyfer Down



(srerecordings.com/decyferdown/). "Decipher" means "to interpret", and that's just what the band aims to do:

interpret truth based on God's Word while stripping it down from religious traditions and terms. In existence for only four years, the band has already received solid airplay in NC and also shared the stage in festivals and concerts with a diversity of national acts such as Skillet, Tree 63, Jars of Clay, Tait, Disciple, Seventh Day Slumber, Jeremy Camp, etc. Decyfer Down's debut project *End of Grey*, produced by Jim Cooper and Tony Palacio, will release on April 4, 2006. (Velvet Kelm, velvet@theMcollective.com)

Nashville, TN –

Modern rock band Fireflight (fireflightrock.com) has been signed by Flicker Records. Its national debut is slated for May 2006, and features production by James Paul Wisner (Underoath, Further Seems Forever, New Found Glory). The band is comprised of members: Dawn Richardson (lead vocals), Wendy Drennen (bass), Glenn Drennen (guitar), Justin Cox (guitar) and Phee Shorb



MUSIC

(drums). Fireflight formed five years ago in Orlando, FL. Fireflight is familiar to national music audiences. Its self-released EP, *On The Subject of Moving Forward*, also produced by James Paul Wisner, sold thousands of copies independently. Additionally, Fireflight was named "Band of the Year" in 2004 by Songwriters Showcases of America. The band has also performed alongside established rock acts Skillet, Emery, Anberlin, Disciple, Kids in the Way, and others. Fireflight will continue to tour throughout 2006, in support of its debut

release. The band has signed an exclusive booking agreement with The Jeff Roberts Agency. (Mandy Collinger, mandy@savvymediasolutions.com)

Nashville, TN – Hawk Nelson attended the movie screening and walked the red carpet in Hollywood for the Nickelodeon/Paramount film, *Yours, Mine, & Ours*, on November 20 in Los Angeles. In addition, the band was on hand at the premiere party, where they performed their song "Bring Em' Out," which Hawk Nelson also performs in the film, along

with an additional song that is featured in the movie "Things We Go Through," from their 2005 Tooth & Nail release *Letters to the President Special Edition*. (Lori Isaacs, lori@themcollective.com)

Nashville, TN –

Ginny Owens' Fingerprint Initiative (fingerprintinitiative.org) broke ground on November 17, on a Habitat house for the Gaines family in Covington, LA. Funded entirely by Fingerprint Initiative, the Gaines family home is the fifth in



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MUSIC, CONT.

"Hope Village," a community designed to provide hope and housing for low-income families throughout eastern Louisiana. The Fingerprint Initiative exists to aid humanitarian programs that seek to serve others in a godly manner. (Mandy Collinger, mandy@savvymedia-solutions.com)

Nashville, TN –
Spiritandsong.com recording artist Sarah Hart was recently honored with four 2005 Unity Awards: Song



of the Year top honors for "So We Will Worship," Songwriter of the Year for "So We Will Worship," Pop/Contemporary Album of the Year for *Into These Rooms*, and Producer of the Year for the Sarah Hart/Jeff Thomas release of *Into These Rooms*. (Lynn McCain, lynn@mccainpr.com)

Nashville, TN –

Delirious? (www.delirious.com.uk) returned with an all-new studio album, *The Mission Bell*, which released in the United States on December 26. The



band will support this major release with concert dates in the United Kingdom with Michael W. Smith this fall, and with a U.S. tour that is scheduled for March 2006. (Sparrow Records, sparrowrecords.com)



Austin, TX –

Chris Tomlin (christomlin.com) released his first live recording on



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December 26, *Live From Austin Music Hall*, on sixstepsrecords/Sparrow Records. (Rick Hoganson, Hoganson@comcast.net)

Nashville, TN – Mary Mary recently took home an award for Favorite Artist/Contemporary Inspirational Award from the American Music Awards. After more than 18 weeks on the Billboard charts, Mary Mary's self-titled effort has sold more than 300,000 albums. In addition, Mary Mary was also nominated for two Grammy Awards for Best Gospel Song, "Heaven", and for Best Contemporary Soul Gospel Album, *Mary Mary*. The 48th Annual GRAMMY Awards will be held on February 8, at Staples Center in Los Angeles. (Tricia Whitehead, Spinhouse@bellsouth.net)

Nashville, TN – More than just an audio or video product, *The Praise Baby Collection* (praisebabycollection.com) was created to be an interactive tool for families. Each of the *Praise Baby* products encourages interaction between parent and baby through singing to help build early language development. Based on some of the same principles as other successful children's edutainment products, *Praise Baby* built upon those concepts by creating music and video for both baby's mind and spirit. Creators Amy and Troy Vest thought about *The Praise Baby Collection* for several months, prior to meeting with the founding members of [Christian rock band]



Audio Adrenaline, who are the owners of Flicker Records. A plan was soon put together that would allow Vest, VP/general manager, to help run Flicker Records and start the children's imprint, Big House Kids. The third installment in *The Praise Baby Collection*, edutainment DVD/CD series is available now. (Mandy Collinger, mandy@savvymediasolutions.com)

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PEOPLE

Memphis, TN –

Dr. Adrian Rogers (adrianrogers.org), beloved by tens of thousands throughout the world and adored by his many friends at NRB, passed away on November 15, 2005. He was 74. After battling cancer, which was diagnosed soon after his March 2005 retirement as a 32-year pastor for Bellevue Baptist Church in Memphis, Dr. Rogers succumbed to pneumonia. It was just two years ago, at NRB 2003 in Nashville, that Dr. Rogers was inducted into the NRB Hall of Fame. As a pastor and Bible teacher, Adrian Rogers was already a veteran of radio and television broadcasting when *Love Worth Finding* debuted in 1987 as a one-hour television broadcast on 17 stations and a 30-minute radio broadcast on 19 stations. *Love Worth Finding* quickly grew and is now seen weekly on more than 12,000 television outlets and heard daily on nearly 2,000 radio stations and translators world wide. The scope of Dr. Rogers' message extends to more than 150 countries around the world. At the request of Dr. Rogers, *Love Worth Finding* promises to continue on strong, broadcasting his messages around the world for many years to come. Dr. Rogers was not only a spiritual leader, but a true Christian statesman. He was active in national



leadership, and personally consulted and prayed with five U.S. Presidents. He recently shared the platform with President George W. Bush in the White House on the National Day of Prayer for America. He was also a distinguished leader in the Southern Baptist Convention, the world's largest Protestant denomination. He was elected president of the Convention three times, and held the distinction of being the only man to be elected three times to this office under the present bylaws. Dr. Rogers leaves behind his childhood sweetheart and wife of 54 years, Joyce Louise Gentry Rogers; their four children — Stephen, Gayle, David, and Janice; nine grandchildren; and one great-grandchild born November 14, 2005. (*Inside NRB*, 703-330-7000)

Manassas, VA –

NRB President and CEO Dr. Frank Wright announced on November 28, that Bob Powers accepted an appointment as NRB's Director of Government Relations. Powers assumed his new role on December 1, and as of January 3, he started working full-time out of NRB's Capitol Hill office. Wright said that Powers has made a significant contribution to NRB in his previous role as Director of Media Relations. His excellent



work on *Inside NRB* was consistently praised by NRB members. (Dr. Frank Wright, 703-330-7000)

Nashville, TN –

Word Distribution announced the recent promotions of key executive members within its general market, customer service, and executive departments. David Chaudhry, former Director/General Markets, was promoted to Senior Director/General Markets and International. Having worked for Word Distribution for over seven years, Chaudhry's new responsibilities include management of the sales and marketing of new releases and catalog titles for the general market national accounts through WEA distribution. Ricky Widmer, former Customer Service Manager, was named Director of Operations and Customer Service. Widmer has worked for Word Distribution for more than 20 years. Heather Johnson, former Credit Administrator, was promoted to Department Manager. Johnson's key responsibilities include providing sup-



David Chaudhry



Ricky Widmer

port to the President of Word Distribution and the Vice President of CBA Sales. (Rick Hoganson, Hoganson@comcast.net)

Nashville, TN –

John W. Styll, President of the Christian Music Trade Association (CMTA) and the Gospel Music Association



(GMA), announced the promotion of Michelle Nipp to new Systems Manager

of CMTA, which is a sister organization of the GMA and is the contemporary Christian and Gospel music label trade organization responsible for maximizing Christian music sales and impact on culture. Nipp will oversee Christian SoundScan, which tracks sales of gospel music at Christian and general market retailers, along with Christian BDS and Insight. Nipp replaces Ben Cooper who has taken a new position at EMI CMG. (Tricia Whitehead, Spinhouse@bellsouth.net)

Memphis, TN – Bill Skelton was elected President and CEO of Love Worth Finding Ministries, effective December 1, 2005, filling a vacancy created when Dr. Adrian Rogers was called into God's glorious presence. In July of 1991, Rogers asked Skelton to join the staff of Love Worth Finding Ministries as Executive Vice-President. Prior to that, he served as a senior staff member under



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Rogers' leadership at Bellevue Baptist Church. Under the leadership of Skelton at *Love Worth Finding*, the ministry has grown from airing on three TV and radio networks to reaching nearly 14,000 broadcast and cable television outlets, and is on nearly 2,000 radio stations and translators and in more than 150 countries around the world. Broadcasts can be found on the Internet at www.lwf.org. (The world-wide broadcast has received the NRB Outstanding Television Program and NRB Outstanding Radio Program of the Year awards, and Adrian Rogers was inducted into the NRB Hall of Fame.) Skelton also lends leadership as a member of the NRB Executive Committee and has been active in birthing the NRB Network, which launched in December, 2005. (Cathy Allen, 901-382-7900)

A WORD FROM THE WORD

Strength—Psalm 46:1

Have you ever tried to unscrew a lid on something and found it to be too tight? No matter how much you tried it wouldn't budge. Then, you gave it to someone else who had a stronger grip and they were able to turn it loose. Well, that's the idea behind our word today: "strength."

In Psalm 46:1 we are told, "God is our refuge and strength, a very present help in trouble." God is our... strength: He ministers to us in our weakness.

The word "strength" is a Hebrew word that means "power or might." But it can also have the idea of "firmness or boldness." It comes from a root verb that means "to be stout."

So the thought is that God is someone who is stout. He stands strong and firm on our behalf. He prevails for us with strength and power when we are weak and impotent.

The apostle Paul was someone whom we generally consider to be a man of great personal strength. Yet, his opinion of himself is quite different. He refers to himself as the chief of sinners (1 Tim. 1:15) and less than the least of all saints (Eph. 3:8). On one occasion in 2 Cor. 12,

he tells of a "thorn in the flesh"—probably some physical infirmity that caused him to be weak. Then he rejoices in God's strength on his behalf. God said to him, "My grace is sufficient for thee; for my strength is made perfect in weakness" (v. 9).



Dan Hayden

The word "strength" is a Hebrew word that means "power or might." But it can also have the idea of "firmness or boldness." It comes from a root verb that means "to be stout."

Well, if the truth be known, all of us are weak. As we face the trials and responsibilities of life our strength falters and our courage languishes. That's when we recognize the need for God's strength—His strong arm to lift us up and carry us through. How encouraging to know that "God is our strength"!

Say, having trouble opening the lid? Give it to someone stronger than you—give it to God!

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

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- 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!



“LET YOUR LIGHT

Partnering with hundreds of ministries,

SHINE BEFORE MEN

IN SUCH A WAY THAT

Bible teachers and expositors to shine the light

THEY MAY SEE

YOUR GOOD WORKS,

of truth on air, online and in print.

AND GLORIFY YOUR

FATHER

It's more than our mission. It's our calling.

WHO IS IN HEAVEN.”

MATTHEW 5:16



THE INSPIRATION NETWORKS

Impacting Lives for Christ – Worldwide – Through Media
 Three Networks – Three Unique Ways to Impact Lives



**INSP - The Inspiration Network:
 America's Inspirational Network**



- INSP is your best media buy
- INSP complements ministry partners with high rated original programs
- A great neighborhood for your ministry – more than 70 churches and ministries
- INSP reaches more than 22 million basic cable homes
- Ministries and advertisers say INSP ranks number one in viewer response
- 8.7 million people watch INSP every week (Simmons)
- Most distinctive and diverse Christian network



**Inspirational Life Television (i-Lifetv):
 The First Christian Lifestyle Network,
 A Lifestyle You Can Trust!**

- Carried by more than 2,500 cable systems in all 50 States
- The established leader in Christian digital programming for the cable industry
- Presents unprecedented opportunities for ministries that want to enter the fast-paced world of digital cable
- Now seen in more than 8.5 million homes, and growing
- Largest and fastest growing inspirational digital cable network



**Inspiration Network International (INI):
 The New International Standard**



- Reaches over 50.3 million households in more than 38 nations
- A distinct, uniquely-formatted network, not a simulcast of INSP
- Delivered by dual Satellite uplink for maximum pan-European HH reach
- Uplinked outside the U.K. to provide maximize fundraising opportunities
- Features locally-originating programs and European ministry programmers

INSPIRATION Today!

Call us today! We'll show you how our networks can help you impact more lives for Christ through the media. Or see us at the San Antonio 3 Hospitality Suite at the Gaylord Texan Hotel

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Christian Communicators Impacting the World

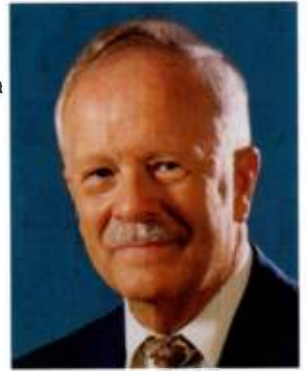
*The 2006
Annual
Media
Awards*

Hall of Fame Award

The National Religious Broadcasters Hall of Fame stands as a witness for current communicators, a showcase of warriors for Christ who live exemplary lives of valor and compassion, blazing trails and leaving paths for succeeding generations to follow. NRB's most prestigious award is presented to an individual for invaluable contribution to the field of Christian communications, exhibition of the highest standards, and evidence of faithfulness in Christ. (The award may be presented posthumously.)

Don Cole

Pastor Cole began as the Radio Pastor at Moody Bible Institute in 1971 after serving as a missionary in Africa for nearly 20 years and has continued in that role as a host on Moody Broadcasting *Open Line* for more than two decades. He was the featured host on the program's predecessor *Dial the Pastor* on WMBI and continues to answer questions for MBI's monthly devotional *Today in the Word*. The program *What Do You Say?* questioned people about different topics, giving Pastor Cole the opportunity to respond on the air with solid biblical answers. He has provided Christian perspectives on current events and issues since before anyone else on *Christian Perspectives on the News* as well as the 5-minute *Perspectives*, and continues today on the *MBN Commentary*. He provided verse-by-verse studies of the Bible on *The Living Word*, on which his wife, Naomi, joined him during the last five years of its recorded run. In 1998, he was awarded the NRB Distinguished Service Award.



William Ward Ayer Distinguished Service Award

Pioneer broadcaster and pastor, William Ward Ayer was NRB's first president. Instrumental in the formation of the Association, Ayer drafted the Code of Ethics that formed the basis of evangelical response to the radio networks' threat against religious broadcasting in the 1940s. This award is presented to a Christian individual or organization of excellence and integrity, and recognizes outstanding and significant contribution to the field of Christian communications.

Jon Campbell

Trained in Christian education, his lifework was redirected when Jon Campbell went to work for Ambassador Advertising Agency in 1972, after graduation from Biola University. Having served in all areas of agency work, he was appointed president in 1989. Jon was enthusiastic about Christian radio and also his involvement with NRB—active with the Western Chapter (president 1987-1989) as well as participating with the national organization's Board and Executive Committee. In January 2005, Jon was diagnosed with esophageal cancer. Through the ensuing six months, he lived out his commitment to "finish well," continuing to inspire co-workers, family, and friends with the servant's heart that was his hallmark. He wrote and believed: "When all is said and done, the ministry we do is not about any one of us—it's about our heavenly Father and those to whom He wishes us to minister."



Board of Directors Award

The Board of Directors award honors a Christian who demonstrates integrity, displays creativity, and makes a significant impact on society. In recognition that broadcasting is not the only way to witness to the power of the Gospel, the award winner may or may not be in the field of electronic communications.

Vonette Bright

Vonette Bright is co-founder of Campus Crusade for Christ along with her late husband, Dr. William R. Bright. She earned a degree in home economics from Texas Women's University and did graduate work in the field of education at the University of Southern California. Vonette taught in Los Angeles City Schools before joining Bill full-time at Campus Crusade. Bill and Vonette have two married sons and four grandchildren. Vonette's commitment is to help others develop a heart for God. She founded the Great Commission Prayer Crusade and the National Prayer Committee, which helped to establish a National Day of Prayer in the U.S. with a permanent date on the first Thursday in May. She presently serves as chairperson for The Bright Media Foundation and maintains an amazing schedule from her home in Orlando, FL. Vonette's desire is to see women of faith connecting, serving, and supporting each other.

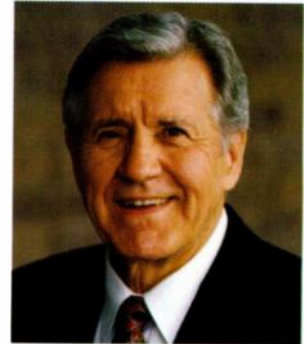


Milestone Awards

Longevity in any field is becoming a rarity, and exemplary service in Christian broadcasting for 50 years – or more – is a feat worthy of recognition and applause. NRB desires to honor the industry pioneers who brought Christian communications to the place of respect and achievement it enjoys today. (Must be an active or retired NRB member.)

Cliff Barrows

Radio and television program director and music director for Billy Graham Crusades, Cliff Barrows states: “The Christian faith is a singing faith, and a good way to express it and share it with others is in community singing.” Mr. Barrows has led congregational singing and crusade choirs around the world. Music has played a significant role in the programming of the Billy Graham crusades, for which he has been responsible since their beginning in Los Angeles in 1949. Together, he and Mr. Graham have shared the Gospel around the globe. Mr. Barrows has also hosted the weekly *Hour of Decision* radio program since its inception in 1950. For significant contributions to Gospel music, Mr. Barrows was inducted into the Nashville Gospel Music Hall of Fame in April 1988, and into the NRB Hall of Fame in February, 1996.



Ruth Luttrell

Ruth Luttrell’s ministry has involved every aspect of isolated missionary broadcasting and management. Ohio-born, Ruth Tidik moved to Puerto Rico with husband Donald Luttrell in 1952. In 1955, they founded Calvary Evangelistic Mission on Vieques Island to win, train, and challenge people to live for Jesus. Despite limited radio experience, God led them to establish WIVV in 1956 – the first fulltime Christian radio station in the Caribbean. WBMJ/San Juan (1985) and WCCB/Ponce (2004) complete “The Rock” Radio Network. CEM’s Bible Correspondence School complements WIVV’s outreach.

After her husband’s death in 1987, Ruth became CEM’s president and CEO through 2005. Ever God’s faithful servant, she co-produces a network program daily, is an active president emeritus on CEM’s Board and serves on NRB’s Board of Directors.



Dr. William J. Roberts

Bill Roberts embarked upon his life of 70 years of continuous Christian broadcasting in 1935 with the program *Gospel and Song* on KFWB/Hollywood, CA, joining Bob Bowman, Freddy Lindblad, and Einer Waermo. *Family Bible Hour* with Dr. Roberts and his family was introduced on KGER/Long Beach, CA in 1945. This was followed in 1960 by *Bible Fellowship Hour*, featuring Dr. Roberts and Celia Webb (wife of T. Myron Webb), and from 1965 to the present he has ministered on *World Scope Ministries*, heard on KWRM-KWRN/Inland Empire, CA.

Dr. Roberts, who was born in a covered wagon in 1903, co-founded the Far East Broadcasting Co. in 1945, and is now president of World Scope Ministries and co-owner of Major Market Stations, Inland Empire, CA.



Radio Station of the Year (Talk Format)

With programs paramount, the station's programming should reflect a broad spectrum of viewpoints that fit within the NRB Statement of Faith, thus providing opportunity for listeners to enjoy programs that meet their needs. Serves the community of license through innovative locally focused programming and events.

WFIL-FM

Since its debut in 1922, WFIL has been Philadelphia's standard-bearing radio station. Some 71 years later, the city's beloved "Wiffle" became its Christian broadcasting leader. Appreciating the awesome legacy they inherited, VP/GM Russ Whitnah and his crew have worked together since 1994 to write a new chapter in the station's remarkable story. Once revered as the top-40 legend that "rocked the cradle of liberty," WFIL now sets the bar even higher — encouraging the faithful of PA's Delaware Valley to "Change Your Station — Change Your Life." Now streaming its programming worldwide at wfil.com, the award-winning Salem Communications station enters its second decade on a mission "to inspire, encourage, equip, edify, and entertain the body of Christ; to come alongside the local church in



Radio Station of the Year (Music Format)

With music paramount, the station's programming should provide music that clearly presents the Gospel message. Serves the community of license through innovative, locally focused programming and events.

WMIT-FM

WMIT 106.9 the Light is dedicated to ministering to adults through inspirational music and solid, relevant Bible teaching. Specifically targeting 35-49 year-old females, the music features the latest songs from artists such as Point of Grace, Selah, Steven Curtis Chapman and Avalon, with programming hosted by local personalities who are passionate about sharing the Good News of the Gospel. Teaching programs feature commentary and insight from today's leading ministers: Greg Laurie, David Jeremiah, Chip Ingram and Dr. James Dobson, just to name a few. WMIT encourages partnership through various mission projects and reaches out to listeners with fun, family-oriented events.



Best Radio News Format

Should display a commitment to serve listeners with local community news, news of unique interest to the Christian radio audience, and typical network news programming.

SRN News

SRN News is a national radio news network based in Washington, D.C., delivering newscasts around-the-clock that are specifically created for Christian formatted radio stations. With broadcast facilities in the nation's capital and full-time correspondents on Capitol Hill and at the White House, SRN News offers timely, on-the-spot coverage of breaking news. In addition to the day's top stories, SRN News covers issues of particular interest to the Christian radio listener: religion, cultural trends, and stories that intersect faith and public policy. Serving local affiliates, SRN News routinely provides "live" coverage of special events and customized reporting for their fund-raising efforts.



Best Radio Teaching Program

Should present the Gospel with clarity, avoiding personal comment about other broadcasters. Should have relevance for the listener and sound doctrinal teaching, presented in a way that is creative.

Turning Point

For more than twenty years, *Turning Point's* mission has been to reach the world with God's Word. God has blessed this vision in that *Turning Point's* English radio program, featuring Dr. David Jeremiah, is now carried on more than 1,300 stations, broadcasting more than 2,000 times daily and is heard in the United States, Canada, the Caribbean, Central America, the South Pacific, Europe and Africa. Likewise, *Turning Point's* Spanish radio program is heard more than 600 times a day on more than 500 stations around the globe. *Turning Point* is not underwritten by any church or organization, but is supported solely by listeners and viewers.



Best Radio Talk Show

Should present stimulating topics that will engender audience response. Subjects chosen should be ones that are of general interest, but maintain an overall Christian viewpoint when the topics are of a religious nature. Also must express an ability to put the listening audience at ease while interviewing guests who may have differing opinions from the host.

Focus on the Family

The *Focus on the Family* daily radio broadcast, under the leadership of Dr. James Dobson, continues to be the flagship outreach of the Colorado Springs-based ministry. Each broadcast is designed to accomplish three essential objectives: make an emotional connection with the listener, deliver tangible "take-away" value, and direct resources to those who have been moved to dig deeper. Since 1977, the daily broadcast has increased its outreach to more than 2,100 outlets with nearly four million listeners per week. By offering practical marriage and parenting advice, *Focus on the Family* continues its evangelistic mission to nurture and defend families worldwide.



The National Religious Broadcasters (NRB) recognizes that material awards and public recognition are not an ultimate priority in relation to our spiritual calling to take the message of hope to the world through media. However, the NRB Media Awards program is designed to encourage excellence in production, service to the community, faithfulness to the mission, commitment to the Gospel and personal integrity. By honoring and celebrating outstanding facilities, ministries, programs and producers, the Association hopes to inspire others to raise their standards and create more compelling, relevant, and challenging Christian programming.

Television Station of the Year (Full Power)

Station must display innovative and creative programming through its daily schedule, demonstrate sound financial decisions, be a force for the Gospel in its coverage of local religious events, issues and stories, and work in partnership with local churches and ministries to provide a media platform for voices unable to be heard elsewhere.

KTLN-TV68

KTLN is innovative, original, exclusive, uplifting, relevant, interactive and personal. KTLN stands alone as the San Francisco Bay Area's only television station dedicated to Christian family programming. In a market that reaches 2.4 million households and is both technically competitive and artistically rich, Emmy Award winning KTLN is committed to producing original programming and building relationships with the community. By partnering with the local church community, the station's grass-roots approach facilitates and promotes ministry in the Bay Area. Through the power of positive television this station focuses on bringing people together and encouraging a personal relationship with Christ.



Television Station of the Year (Low Power)

With an understanding of budgetary restraints and broadcast limitations, the low power station should display innovative and creative programming through its daily schedule, demonstrate sound financial decisions, be a force for the Gospel in its coverage of local religious events, issues and stories, and work in partnership with local churches and ministries to provide a media platform for voices unable to be heard elsewhere.

WCFC-CA

WCFC-CA, Total Living Network TV51, is Rockford, IL's only local Christian TV station. Beginning in 2000, the station has since acquired its Class-A license, increased its wattage to reach 132,000 households, acquired cable carriage with Insight Media, produced three local inspirational programs in-house, been active in community events and outreach, and just celebrated its five-year anniversary in Rockford. TV51 provides positive programming for the entire family and promotes unity in Jesus Christ. The station is operated by only three employees.



Digital Television Network of the Year

Station must display innovative and creative programming through its daily schedule, demonstrate sound financial decisions, be a force for the Gospel in its coverage of local religious events, issues and stories, and work in partnership with local churches and ministries to provide a media platform for voices unable to be heard elsewhere.

Cornerstone TeleVision Network

Cornerstone TeleVision Network broadcasts 24 hours a day, airing more than 100 different programs weekly. The network includes two full-powered and three low-powered television stations, as well as more than 100 affiliates and syndication partners across the United States. In addition, Cornerstone programming is made available on Dish Network, Direct TV, Sky Angel direct-to-home satellite systems, and internationally via C-Band satellite dishes.

In 2005, Cornerstone TeleVision Network launched the world's first Christian sitcom, *Pastor Greg*. In 2002, Cornerstone expanded operations to incorporate the *Hope Connection*, a global ministry partnership program whereby Cornerstone links arms with more than 100 ministries throughout the U.S. and the world spreading the love and compassion of Christ.



Best Television Teaching Program

The program should demonstrate creative use of the teaching format, adhere to sound doctrine and biblical integrity as stated in the NRB Statement of Faith and Code of Ethics, and be uniquely innovative in its presentation of the Gospel.

Harvest: Greg Laurie

Watch *Harvest: Greg Laurie* and walk away with relevant ways to know God and make Him known. The trademark of *Harvest: Greg Laurie* is its contemporary, yet straightforward style and format that feature exceptional graphics, relevant resources, and biblical preaching. Every episode includes Greg Laurie sharing the Gospel and offering listeners the opportunity to receive Jesus Christ as Lord and Savior, while equipping believers with biblical teaching and evangelistic resources to help them fulfill the Great Commission. Timely, relevant and biblical, *Harvest: Greg Laurie* helps bring the lost to salvation and empowers believers to do the same.



Best Television Talk Show

The program should deal with important issues of the day, have guests who are engaging, authoritative and able to communicate effectively, engage the culture in a compelling way, demonstrate fidelity to the Word of God (including sound doctrine and biblical teaching), and demonstrate an ability to embrace other ministry organizations in an effort to expand Christ-centered influence in the culture.

The 700 Club

The 700 Club is a live television program that airs weekdays before a studio audience from The Christian Broadcasting Network's (CBN) broadcast facilities in Virginia Beach, VA. On the air continuously since 1966, it is one of the longest-running programs in broadcast history. Hosted by Pat Robertson, Terry Meeuwsen, Gordon Robertson and Kristi Watts with news anchor Lee Webb, *The 700 Club* is a mix of news and commentary, interviews, feature stories, and Christian ministry. Seen in 95% of the television markets across the United States, the program is carried on ABC Family Channel cable network, FamilyNet, Trinity Broadcasting Network and numerous U.S. television stations, and is seen daily by approximately one million viewers.



WorldReach broadcasts, which include the international editions of *The 700 Club*, have been viewed in more than 70 foreign languages, can be seen in more than 200 countries, and are accessible throughout the year to more than 1.5 billion people around the world. *CBN News* was founded as a news division of the Christian Broadcasting Network in 1982, serving *The 700 Club* and other CBN programming worldwide.

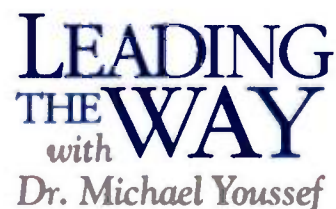
Best Television Special Programming

The special program will demonstrate a unique vision and perspective of an important current issue, display the highest standards of quality, creative and innovative content, engage the culture as an effective witness from a Christian perspective and show a compelling use of the medium from artistic and technical standpoints.

Freedom in Christ (Leading the Way with Michael Youssef)

Faith-based initiatives have the strongest capacity for positively modifying inmate behavior and reducing recidivism rates, and prison chaplains in Georgia face huge difficulties with very limited resources.

Freedom in Christ explores one family's transformation from prison to freedom. Millions outside the prison system live imprisoned without true freedom in Jesus Christ. The radio and television ministry of *Leading the Way with Michael Youssef*, in conjunction with Michael's home church in Atlanta, GA, The Church of the Apostles, reaches thousands of prisoners each week. An involved church community, coupled with the truth of Jesus Christ, changes lives and strengthens communities.



Best Broadcast Website

This award honors the Internet website of a Christian radio or television station for excellence in design and content, creativity in presentation, and effectiveness of the site in helping fulfill the broadcaster's mission.

KEEN 17 Television

KEEN 17 Television (Class A, low power) broadcasting to greater Las Vegas, NV, launched an exciting new ministry model on July 1, 2004.

Creating a worry-free program schedule with quality, family-friendly shows, KEEN 17 Television has branded its programming in a fun and refreshing manner that reaches Christians and non-Christians alike!

Using classic comedies and dramas, teaching ministries of local and nationally known pastors, network talk shows, local programming and music specials, KEEN 17 Television directs people to Christ and provides resources for a vibrant relationship with Him through the electronic communications media.

Owned and operated by the Total Living Network, KEEN 17 Television provides "a refreshing stop on life's highway" for the thousands of viewers who watch every day. It rejoices in reaching the Las Vegas community with this exciting model of television ministry!



Best Ministry Website

This award honors the Internet website of a ministry or content producer for excellence in design and content, creativity in presentation, and effectiveness of the site in helping fulfill the ministry's mission.

Answers in Genesis

Answers in Genesis is a multi-faceted apologetics ministry founded by Australia-born author/conference speaker



Ken Ham. AiG uses numerous media: daily radio shorts on more than 750 stations, website averaging 1.5 million visits and nearly 6 million page views/month, 500 in-person speaking events/year, 30-40 new books and DVDs/year, and a 50,000 square foot chronological walk through Bible history to be known as the Creation Museum (opening 2007). The ministry is located near the Cincinnati International Airport. Its primary website, AnswersinGenesis.org, equips visitors to be able to defend the entire Bible, and thus to witness more effectively to our skeptical, questioning world.

Individual Achievement in International Broadcasting

This award is presented to an individual who ministers in the midst of very difficult circumstances, has demonstrated faithfulness over a long period of time, fills a unique void, and has a reputation for being highly respected.

Dr. Billy (Jang Hwan) Kim

Dr. Billy (Jang Hwan) Kim is a pastor and evangelist of world renown. He has served as the President of the Far East Broadcasting Company in Korea since 1973 and is Pastor Emeritus of the Suwon Central Baptist Church and past President of the 80 million-member Baptist World Alliance.

He has served as a trusted confidant and advisor to national political and military personnel. He is respected, admired and appreciated for his leadership, discernment and integrity both in Korea and around the world.



International Ministry Award

The winner of this award is selected based upon the following criteria: the ministry service is performed in the midst of very difficult circumstances, has demonstrated faithfulness over a long period of time, fills a unique void, and has a reputation for being highly respected.

Radio CCFm

Radio CCFm is a community radio station with the mission of proclaiming the Good News of Jesus to the entire community of the greater Cape Town, South Africa metropolitan area, using high quality audio equipment to present entertaining, informative, instructive, peace-promoting, multicultural and multilingual programs. CCFm practically meets the needs of the entire community in a real and relevant way. This is achieved through running an interactive station format of 60% contemporary Christian music, talk, interviews, community orientated information programmes and hosting a telephone 'prayer line', staffed by CCFm 'prayer friends', who assist callers, whatever the need or problem.



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, *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.



served as director of women's ministries and as the editor of *Spirit of Revival* magazine. 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.



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. She wrote Jaci Velasquez' "On My Knees," which



brought Nicole her first Dove Award. She signed with Word Records, has collected six Dove Awards, sold more than 1 million albums, and her music has hit #1 in a variety of formats.

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. 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. Until 2001, she

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 has been on the staff of Moody Broadcasting in Chicago since 1974, where he started as a staff announcer for WMBI.



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

Dr. Evans serves as senior pastor of Oak Cliff Bible Fellowship Church and is founder and president of The Urban Alternative organization. *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 is chaplain for the NBA's Dallas Mavericks, and was the first African-American to graduate with a doctoral degree from Dallas Theological Seminary, where he has served as an associate professor.

Speaker: Jack Graham, PowerPoint Ministries, Plano, TX

Dr. Jack Graham is pastor of 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.



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.

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. 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.



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*. 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, Focus on the Family headquarters, and the Ligonier Ministries Conference. 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 EXCHANGE

A problem solving dialogue

(badge required)

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.

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*.



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.

Saturday, February 18, 9 a.m. to 2:30 p.m.

Boot Camps

Television Production Beyond Hollywood: Independent Filmmaking from a Faith Perspective

Movies like *The Passion of the Christ*, *The Lord of the Rings*, and *The Chronicles of Narnia* have proven that films based on spiritual values have found a place with the movie audience. This year's TV Boot Camp will focus on dramatic films — how to write them, produce them, and find an audience. Should you work with a major studio, or independently? Produce short films or full length features? What about alternative distribution, budgets and production schedules, and finding the right talent?

We'll also explore:

- Creativity and original ideas
- Writing for the screen
- How to approach Hollywood
- How TV commercial experience can play a role
- Funding for projects
- Production tips and techniques
- Producing short films

We will screen examples of some of the best film work done by Christians today, with special guests who are working professionals in the industry.

Internet

Extreme Makeover: Tips and Tools to Enhance Your Web Ministry

The Internet Boot Camp will focus on the practical elements of communicating effectively on the Web. Our goal will be to equip your ministry, church or station with the principles and tools that you need to re-build, upgrade and/or maintain a vibrant and effective Web presence.

Focusing on six essential elements of a Web ministry, this boot camp is designed to give intermediate-level advice and detail to NRB professionals. Our Web experts will evaluate and offer "before and after" comparisons and actionable take-away's that you can implement.

Topics include:

- Developing an Internet strategy
- Designing a site that reflects your ministry, mission, and goals
- Making a site that attracts and retains an audience
- Streaming services and how to incorporate them

- Email marketing do's and don'ts
- Staying ahead of the curve by looking to the future

An effective Web ministry leverages the power of the Internet to communicate the Gospel to a global audience. Strengthen relationships with existing supporters and establish relationships with new individuals, all the while increasing overall online revenue.

Radio

Brought to you by Christian Music Broadcasters (CMB)

Sing It or Say It: Shaping Your Station's Image

Sharpen your station's image through better production. Jingles, liners, and sweepers are just some of the elements that comprise this vital part of your station's image. In these sessions, you'll learn valuable sweeper/voice-over tips, hear from the production experts at Disney, and be able to visit a jingle production studio. All this, plus you can register in the first session to win FREE jingles for your station.

12:00 - *Field trips begin!*

Transportation will be provided to Thompson Creative Studios where you will get to watch the winning jingles being recorded. The second stop will be to USA Radio Network's studios to watch their team in action during *Point of View*. It's an afternoon you won't want to miss!

Church Media

Documentaries - Storytelling - Faith Testimonies

Producing effective videos from concept to final screening

Whether producing a weekly television program, broadcasting over the internet, or utilizing video stories as part of your Sunday service, it's still about the story. Along with a compelling story, you need correct lighting, properly recorded audio, scene composition and some directing skills. This workshop will take you from script to screen.

Maximize church media resources to penetrate culture and transform lives. Hands-on demonstrations will utilize very basic equipment to maximize your productions.

Learn how to take your storytelling to the next level of "cinematic" excellence utilizing 24p frame rate production.

Hispanic Broadcasting

(In Spanish only)

Session 1: Design, Planning, Production, and Distribution of a Program

This workshop, tailored to the needs of Hispanic broadcasters, will show you essential strategies for success, where to start, and how to plan and deliver a radio or TV program to the audience you want to reach. Five common mistakes to avoid and the five essentials of every successful program.

Session 2: How to Create an Attractive and Well-balanced Program

Identify some of the key areas holding Christian radio and TV back from making a bigger impact with general audiences.

Session 3: How to Finance your Ministry

Management/Leadership

The Management Buckets Course: 9 Big Management Breakthrough Strategies and 99 Practical Take-aways!

Hold on to your 10-gallon hat for this fast-paced, highly interactive "Management Buckets" course created by John Pearson, former president/CEO of Christian Management Association.

You will learn how to:

1. Understand and implement the 20 Management Buckets system.
2. Identify your management strengths and build around your weaknesses.
3. Achieve goal alignment with your direct reports and implement the easy-to-adapt Buckets Standards of Performance accountability system.
4. Nurture strong relations with the memorable People Buckets approach.
5. Create incredibly simple time management systems for tasks, priorities, paper, e-mail, voicemail, and interruptions—and balance work and family.
6. Turn your team into motivated achievers and decision-makers.
7. Implement the Management Buckets career-builder approach.
8. Mentor your team with reproducible take-away tools and tactics.
9. Excel as you focus on key result areas: leadership, vision/mission, fundraising, board governance, and growth—and thrive in your spiritual and family life!

Note: A 75-minute session of "Management Buckets" is offered on Monday at 10:30 a.m. with all new material not included in Saturday's Boot Camp. Plan to attend both.

Educational Sessions

Monday, February 20

9:00 am – 10:15 am

- R T** **FCC Issues Session – TV & Radio**
- R** **THIS IS NOT A TEST! When Disaster Strikes Your Market**
- T** **NEWS: JUST DO IT...With the Global News Alliance**
- I** **Beyond Technology – Executing A Successful Online Strategy**
- C T** **Cultural Engagement: Breaking New Ground with Non-traditional Use of Media**
- L R T** **A Dynamic Partnership: Multiplying Your Ministry with Music**
- R T L I I** **Succession Planning: Don't Face the Future Without It**

10:30 a.m. to 11:45 a.m.

- R** **FCC Issues Session – Radio**
- T** **Open Water: Navigating the Unknown Currents of the Digital Transition**
- I** **Web Design Making a Site That Attracts and Retains an Audience**
- C L** **The Search for Originality: Contemporary Trends in Church Marketing and Product Development**
- L T R T** **10 Things BEFORE You Launch a Media Ministry**
- L R T** **Management Buckets: The 20 Key "Buckets" That Guarantee Organizational Success!**
- R T L I I** **Major Donor Cultivation**

2:30 p.m. to 3:45 p.m.

- R** **New Technologies**
- T** **The Power of Pitching: Making Your Dream Their Dream**
- I** **Internet: All about Streaming**
- C** **Making the Most of Seasonal & Regional Events – How Churches Can Maximize Holidays & Existing Events to Reach Their Communities**
- L T R T** **Religious News That Is Fit to Broadcast**
- R** **Branding Your Identity for Broadcast**
- T** **Reaching Women: Your Future Depends on It**

Tuesday, February 21

9 a.m. to 10:15 a.m.

- L R** **Spreading the Word Without Busting Your Budget – Part 1**
- R** **Christian Radio – The True Alternative**
- T** **Before You Roll Tape: The Brains Behind the Camera**
- I** **E-mail Marketing – From Spam to Filet Mignon**
- C L** **Working Relationships Between Pastor, Worship Leader & Media Minister – Real Life Case Studies From Churches of Various Sizes**
- L** **Nonprofit Board Governance: Moving Your Board Members from Myth to Mission**
- T C** **HDV – Affordable HD for Your Service or Production**

10:30 a.m. to 11:45 a.m.

- L R** **Spreading the Word Without Busting Your Budget – Part 2**
- T** **Distributing Your Program: Creative Techniques to Maximize Your Audience**
- I** **Keep Them Coming Back for More: Figuring Out How to Attract and Retain a Web Audience**
- C** **Media That Connects: Moving from a Broadcast Culture to a Digital One**
- L R T** **PR Makeover – Using Creative Techniques to Increase Your Visibility**
- L R T** **Reaching Your Most Coveted Audience with Children's Programming**

2:30 p.m. to 3:45 p.m.

- L R** **Fundraising – Show Me the Relationship**
- I** **Emerging Web Technologies – What's on the Horizon For Ministry Applications**
- C** **A Church Media Show and Tell: How Others Get It Done**
- L R T I** **Avoiding Legal Landmines: Libel, Slander and Other Litigation Attacks**

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



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, Inc. bring you another year of Tech Lab with some great new features. Participate in three days of hands-on product demonstrations, industry specific labs, Q&A panel discussions. 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 may enhance what you are offering and improve your position in ministry.



Sunday, February 19

12 p.m. – 1 p.m.

Open House (Equipment Demos)

1 p.m. – 3 p.m.

Radio Lab

Focusing on radio technology, both how it is acquired and captured. Participants will find out what the various technologies are, and why it is important to know and understand them. Hear about the digital domain, innovative tools, ministry and Satellite Radio, transitioning for the future.

3 p.m. – 4 p.m.

Open House (Equipment Demos)

4 p.m. – 5 p.m.

Panel Discussion (TV)

The panel will discuss the shifts they are making internally to strengthen their position within the industry along with anticipating technological advancements on the horizon impacting those decisions.

5 p.m. – 6 p.m.

Open House (Equipment Demos)

Monday, February 20

9 a.m. – 1 p.m.

Open House (Equipment Demos)

1 p.m. – 3 p.m.

TV Lab

We will feature HD, SD, and DTV television. High definition and digital DTV are on the radar screen of churches, television ministries, network, and production companies. Participants will discover some of the latest trends and technologies related to television. Topics covered will include traffic, automation, DTV broadcasting, PSIP, Closed Captioning, transitioning with the latest technologies and analog to digital, acquiring content, editing in HD, play out servers or tape decks.

4 p.m. – 5 p.m.

Panel Discussion (Church Media)

Gain insight from two of the largest churches in the country, Lakewood Church and Fellowship Church, as their staffs share what they have learned through a period of phenomenal growth and how they kept pace with their media infrastructure so as to support ministry goals.

5 p.m. – 6 p.m.

Open House (Equipment Demos)

Tuesday, February 21

9 p.m. – 11 p.m.

Open House (Equipment Demos)

10 a.m. – 12 p.m.

New Media Lab

Featuring new media, attendees will definitely be on the cutting-edge after attending this lab! Explore some of the hottest topics surrounding new media, including new technologies for your Web site, streaming, sending data streaming, radio, iPods™ and cell phones, using New Media to proclaim the Gospel.

1 p.m. – 2 p.m.

Panel Discussion (Radio)

The panel will discuss the shifts they are making internally to strengthen their position within the industry along with anticipating technological advancements on the horizon impacting those decisions.

2 p.m. – 4 p.m.

Open House (Equipment Demos)

* Schedule subject to change.

NRB Would Like to Thank Our Sponsors

General Sessions



NRB Leadership Meetings



Educational Sessions



Receptions & Other Exclusive Events



Reach 2006

Innovative Media Conference

Thursday, February 18

1:00PM - 7:00PM

The Reach Lounge

7:00PM - 8:30PM

General Session

Speaker: John Lynch

Friday, February 17

8:00AM - 7:00PM

Registration

OPEN ALL DAY

The Reach Lounge

9:00AM - 10:30AM

Educational Sessions

Future Thinking: Changing Culture Means Changing Strategy

Strategic Thinking: Making Real Change Happen

Creative Thinking: Power of Perception

10:45AM - 12:15PM

Educational Sessions

Future Thinking: International Mindstorm

Strategic Thinking: Developing Post-Modern Media Leaders

Creative Thinking: The Big Reach — Creativity

2:00PM - 3:30PM

Educational Sessions

Future Thinking: Making Sense of Emerging Technology

Strategic Thinking: Creating Strategic Relationships

Creative Thinking: Programming for the 21st Century

4:00PM - 5:30PM

Educational Session

Crossing Over: Building a Bridge to the Mainstream Audience

5:30PM - 7:00PM

Networking Event

(Optional buffet dinner)

7:00PM - 8:00PM

General Session

Speaker: Ed Young Jr.

8:00PM - 10:00PM

Reach Media Festival

Brought to you by Regent & Biola Universities

Saturday, February 18

OPEN ALL DAY

The Reach Lounge

9:00AM - 2:30PM

Film & Television Production Boot Camp

Beyond Hollywood: Independent Filmmaking from a Faith Perspective

Internet Boot Camp

Extreme Makeover: Tips and Tools to Enhance Your Web Ministry

Radio Boot Camp

Sing it or Say it: Shaping Your Station's Image

Church Media Boot Camp

Documentaries - Storytelling - Faith Testimonies

Leadership/Management Boot Camp

The Management Buckets Course: 9 Big Management Breakthrough Strategies and 99 Practical Take-aways!

Hispanic Boot Camp (In Spanish)

Design, Create & Finance Your Media Ministry

3:30PM

Load buses for Circle R-Ranch

4:00PM - 9:00PM

Saturday Night at Reach

9:30PM - 11:00PM

TV & Film Reception

Radio Reception

Church Media Reception

Sunday, February 19

OPEN ALL DAY

The Reach Lounge

8:00 AM - 10:00 AM

Behind the Scenes Tour at Prestonwood followed by Worship Service

9:15 AM - 10:00 AM

Prestonwood Baptist Worship Service

10:30AM - 12:00PM

Behind the Scenes Tour at Fellowship followed by Worship Service

12:00PM - 6:00PM

Exposition & NRB Tech Lab

7:30PM - 9:00PM

Aspire Praise & Worship

Monday & Tues

(Optional registration to attend NRB Convention.)

From Ministry Models to Creative Communities

By JANELLE HITE

The snow had just begun to fall outside the windows of Soho Coffee. Abigail and Megan were sitting around a small round table waiting for the rest of their group to join them so they could begin planning. As they waited, while sipping on tall eggnog steamers, they both felt a chill run through the shop. The door had opened, letting in a biting gust. Through the door walked their friend, Mia. But the person behind Mia really caught their eyes. There stood a girl, about five feet, seven inches. She donned black snow boots up to her knees with jeans tucked into them, a gray sweatshirt with an Asian script printed in red on the front and a multi-colored scarf. Her hair was long and stringy and seemed to have some pink coloring in it, and there was a diamond stud in her left nostril.

Mia spotted the girls and walked toward the table, and then to their surprise, so did the odd-looking girl. Mia pulled up an extra chair and began introducing her friend Libby. Mia and Libby had been out working on a school project together, and Mia did not have enough time to run Libby home before the meeting. So, Libby told Mia she would not mind joining the other girls. Once the small-talk had ended and Abigail and Megan had gotten over the shock of meeting Libby, they were able to begin their meeting. The girls were put in charge of coming up with a new plan of outreach for young adults in their church. The church's young adult and college ministry had not grown for some time. The girls brainstormed for awhile and decided they would organize the entire ministry into small groups for door-to-door witnessing and invitations. The entire group would have dinner together at the church, and then spend the rest of the evening out meeting people. During the dinner, Abigail and Mia would review for everybody the long list of programs the church offered to prospects. They would also go over the Four Spiritual Laws and run through a quick Q&A session to make sure they had an answer for many of the questions that might be asked. Mia, Abigail and Megan agreed the plan sounded promising, and they ended their meeting looking forward to their planned opportunity. Abigail and Megan politely said goodbye to Libby.

They thought it was the least they could do, because after all, they had not really spoken to her during the meeting.

Soon, the day of the outreach arrived. After dinner, they broke into their small groups. Megan, Abigail, and Mia were placed in a group together with their friends Logan and Allen. Megan remembered there was an apartment complex close to the church where lots of young adults lived, so that might be a good place to start. She did wonder if this would be an effective area, because most of the people she had seen coming out of these apartments seemed a little different. Well, actually they seemed a lot like Libby. Surely, though, with all the programs the church had to offer, there was something good for them.

The group bunched into Allen's car and excitedly headed over to the apartment complex. They went to the first door, but there was no answer. The second door, and no answer. The third door, no answer. At the fourth door, a 20-something guy answered. When he saw the five people standing in a semi-circle, he quickly

footsteps approaching the door. A girl emerged from the apartment, with the lights turned out behind her. She had keys and jacket in hand. The five, really wanting to have at least one person willing to visit their church, asked the girl if she had just a minute. She told them her name was Lisa and agreed to hear what they had to say. They started by going through the Four Spiritual Laws and continued with how to become a Christian. They went on to share all of the wonderful programs their church provided and asked if she would possibly be interested in attending any of them.

When they were finished, Lisa told them she was already a believer and thanked them for coming. She mentioned she was headed to a gathering and asked if they would like to come along. Since not very many people at the complex seemed to be home, the group decided a "gathering" would enable them to find some more people to invite to their church. They all got back into Allen's car and followed Lisa.

The group arrived downtown and entered an old brick warehouse. They

Lisa explained they were at a worship gathering. Just a moment later, a familiar face came toward the girls from the group in the center of the room. It was Libby, complete with diamond stud and scarf.

"Hey, you guys!"

"Uh, hey, Libby," replied Mia, her surprised classmate.

"Welcome to Lifespace. Are you guys friends of Lisa's?"

"Well, you could say that," said Abigail.

"We're working on that," answered Lisa with a grin.

"Oh, good. So, has Lisa told you guys anything about Lifespace? Do you know what we're about?"

"I know you meet in an old brick warehouse with a pretty cool rug," rejoined Logan.

"Well, that's a start. I'm glad you like the rug. I'm a Community Leader here. This is a safe place, a sanctuary for seekers who will not be reached or connect well in what you would call a traditional church. It is also a gallery for artists who consider their work too precious to be placed into a preacher's sermon. It is a holy place where the experience of God and each other is not preprogrammed, but open to the mysterious interruptions of God.

"Tonight's session was led by Mark over there, but next week someone else will be inviting people to offer fresh art that reflects the ups and downs of the human experience. The session tonight highlighted three video pieces composed by members of the group. After the videos were shown, different members of the group shared their thoughts and beliefs on how God spoke to them through the videos.

"God uses images in a powerful way to speak to His people. Throughout Scripture, He painted word pictures or appeared in images to reveal His will to His followers. While the videos were different, they had several similar key components. Each video presented a different story from Scripture through culturally relevant images. Each video left room for individual interpretation and the Lord's leading, but used just enough text to explain the overall meaning. Each video was stimulating with fast images that got the point across and let people

"This is a safe place, a sanctuary for seekers who will not be reached or connect well in what you would call a traditional church...It is a holy place where the experience of God and each other is not preprogrammed, but open to the mysterious interruptions of God."

quipped, "Where are your bicycles and name tags?" and quickly closed the door, latching it loudly enough for the five to hear from outside. There were a few others who answered their doors with a little more charm, but the night was clearly not going how the girls had imagined. Finally as they were just about to give up, they knocked on one more door. They heard

began to look around the room. It was a space with no chairs, dim lights, candles and a coffee bar off to the right side. There was a bright green carpet in the center of the room on which lots of young adults were seated, talking. Around the edges of the room were many different paintings, installations, and poetry stations. Mia turned to Lisa and asked where they were.

find themselves in the images.”

“You see, this is not baby-boomer worship, with its polished Gospel presentations. It’s not quite Gen-X worship, though it shares some of those values, like community and authenticity. It is emergent worship, a truly participatory experience, allowing the worshipers to create and observe the art of communal expression. It is a way of reaching the emergent culture for Christ.”

“Unfortunately, the videos ended about fifteen minutes ago, and we’ve just been discussing them since then. But, we’re not totally done for the night. Why don’t you guys come over?”

The gathering concluded with a long time of silence followed by what the newcomers thought was a unique observance of Communion. The bread and cup sat on a pedestal in the center of the green carpet. As people were led, they approached the bread and cup and partook. After the observance, people quietly got up and left the gathering. There was a sense of peace, and all in the warehouse felt the undeniable presence of God.

One week later, Abigail, Megan, and Mia asked Libby to join them in order to help them understand this new worship experience. Libby explained that we are in the midst of a great cultural transformation. There are many great churches ministering to modern-minded people, but we must also be passionate about communicating God’s love and grace to emerging generations who aren’t connecting with current forms of ministry and thinking, but for whom Christ died just like more “traditional” people.

She went on to explain that the philosophies and ways of learning in the postmodern church are different than those in the modern church. In the modern church, worship centers around fine-tuning the individual’s experience and their relationship with God: observing the choir singing, observing the instrumentalists playing; carefully planned and programmed services leaving little room for spontaneity or imagination; a predetermined style of worship; and the ever-present question, is the service for the “seeker” or the Christian?

In postmodern worship, community with God and others in the culture is very

important. People do not want to observe the choir and instrumentalists, but prefer to actively participate in the journey of worship. The gatherings are extemporaneous, allowing God to work in

different people in different places.

Many churches, according to Libby, use video presentations in an attempt to reach the emergent culture. If these video presentations are not well-produced, they

When halfway relevant videos are placed in a service in an obvious shallow desire just to have a video, the effect is usually negative. Videos that are long and explain every point do not attract the emergent culture either, because this group likes short, to-the-point videos that allow them to explore some of the meaning for

more unrehearsed ways. There may be multiple “styles” of worship in a given “service” and the focus is on both the seeker and the Christian because the seekers want to experience authentic Christian worship from a community where they feel themselves to be a part before they give their hearts to Christ.

Libby went on to explain that one of the strongest ways to reach the emergent culture is through the use of media. The increasing role images play in communication is one of the marks of this culture. The goal is not to make sermons and Bible studies more entertaining, but to draw out the power of the Word of God by awakening a biblical imagination. Images are used to grab attention, to provoke curiosity, and pull us further into interaction with God. The emergent culture thinks deeply, and emotions and feelings play an active part in decision-making. People in this mindset want to know how Christ can relate to their everyday life without someone standing up and spelling it out. Video is one potential channel for meeting this requirement because it shows how different elements can relate to

can actually irritate the group more than communicating the intended message. When halfway relevant videos are placed in a service in an obvious shallow desire just to have a video, the effect is usually negative. Videos that are long and explain every point do not attract the emergent culture either, because this group likes short, to-the-point videos that allow them to explore some of the meaning for themselves.

“The Gospel never changes, but those to whom we are sending it do change.” Then Libby concluded, “We have to continually examine new ways of reaching God’s people in an ever-changing culture. We need to strive to live lives that reflect God’s love to all. When people with diamond studs in their left nostril cross our paths, we need to step out of our comfort zones and embrace them, and share God’s love with them.”

Janelle Hite is Director of Media for Dawson Family of Faith, and may be reached at Janelle.hite@dawsonchurch.org.

Technology Used in Churches

	2000	2005
web site on the Internet	34%	57%
large-screen projectors to show slides and videos in services	39%	62%
satellite dish to receive broadcasts via satellite	7%	8%
electronic funds transfer for donations to the church	7%	12%
pew Bibles or Bibles people can borrow during a worship service	86%	80%
live drama presentations in services and events	NA	62%
live video segments shown during worship services	30%	61%
e-mail blasts used to communicate with church members	NA	56%

“During the next half of this decade, we expect increased broadband access, podcasting, and ubiquitous adoption of handheld mobile computing devices by consumers to further alter the way churches conduct ministry.”

—GEORGE BARNA

(Sources: PastorPoll (R) W-00, The Barna Group, N = 610 Sr. Pastors of Protestant churches. Sources: PastorPoll (R) S-05, The Barna Group, N = 845 Sr. Pastors of Protestant churches.)

Top Ten Media Tips for Churches

1. Media can connect well when done in a quality fashion.
2. Media can connect well when done with a theme and or images that focus on the town/city/area in which your church is located.
3. Media can connect well when used properly as a tool.
4. Media can connect well when you know whom you are reaching for Christ.
5. Media can connect well when you have a right heart attitude and have some time to invest in it.
6. Media can connect well when bathed in prayer.
7. Media can connect well when you understand that it is part of the solution and not the entire solution.
8. Media can connect well when customized to attract your community (i.e., customized direct mail).
9. Media can connect well when done by word of mouth by a person in the church whose life has been changed.
10. Media can connect well when we place our Message right in the middle of the day-to-day marketplace. (Recently our church placed a live Nativity inside a very crowded department store. We were able to give away hundreds of materials about Christmas and our church. How did we get to do this? We asked! Jesus said to knock.)

Shoot for the Moon and ask God for big things for your community and He will decide the results of your prayers and actions.

“Delight yourself in the Lord and He will give you the desires of your Heart. Commit your way to the Lord; trust in Him and He will do this.” Psalm 37:4-5

“Ask and it will be given to you; seek and you will find; knock and the door will be opened to you.” Matthew 7:7

—Tim Shields is the Director of the Christian Media Association. www.ChristianMedia.org



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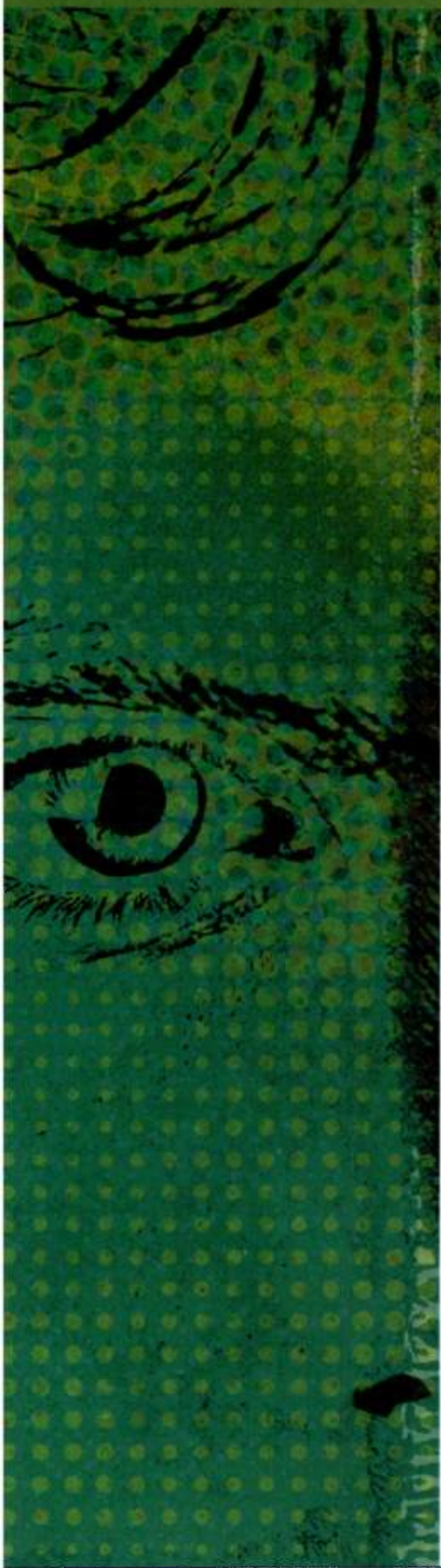
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Technology in Today's Churches

By GINNY McCABE

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Media is making a tremendous impact in churches across the country. Regardless of the church size, those who are utilizing media and the latest technologies are seeing results. Media, the latest technologies, and related resources are as critical within the church as they are in impacting the culture at-large.

For example, Christ's Church of the Valley, (moviechurch.com) in Collegetown, PA, whose average weekly attendance is 950 members in four services (with one service on Saturday and three on Sunday), is using many of the media forms available today. They have seen the values and benefits firsthand, and they have allocated seven percent of their 2006 budget for communication resources and media.

Look at the Media and Technologies that Are Most Effective in Your Church

Christ's Church of the Valley is using these media to communicate within the church and to the community around them:

- Web site
- Newspapers (event awareness, service information)
- Print work (door hangers, flyers)
- Newsletters (via E-mail)
- Printed Programs (Sunday morning bulletin)
- Banners and signs (to promote events in the community)
- Direct Mail (marketing the church to raise awareness in the community)
- PowerPoint (as a teaching aid, sermon enhancement, event promotion, other announcements)
- Letters (to the congregation keeping them informed of needs and/or exciting opportunities)
- Video (teaching aids, sermon illustrations, event promotion)
- Music (teaching aids, sermon illustrations, ambiance)

Today, these kinds of tools, including LCD projectors, computers, cell phones, audio CD, DVD, Internet, and E-mail correspondence are common in many churches. However, when considering all of the latest "gadgets and gizmos," it is important to research the options, be knowledgeable of what resources are available, and to look at the specific needs

of your church.

"We have a very clear objective as a church. That objective is to reach non-Christians with God's message. To do that, we need to know what the average non-Christian family in our area expects. The culture in the Philadelphia metro area utilizes technology on a daily basis and that means that as a church we should do the same in order to communicate God's message in a context that the average person connects with. I would say the tools we have found most effective all fall into the realm of electronic media," said Frank Chiapperino, Director of Adult Ministries.

Another seeker-friendly church is Vineyard Community Church in Cincinnati, OH, www.vineyardcincinnati.com. (In June 2004, *Outreach Magazine* noted them as one of the 100 fastest growing churches in the United States.) The church averages 5,500 attendees in four weekend services, one on Saturday and three on Sunday, and is experiencing similar successes when it comes to utilizing some of the media tools and technologies that are available.

"We use many different media to communicate to our attendees, including print, E-mail, web site, a newspaper, TV monitors with PowerPoint ads, brochures, and announcements from the stage (podium). We don't buy television or radio space. However, our Senior Pastor, David Workman, was invited to record daily 'Outward Focused Thoughts' for our local Christian radio station. These run about two minutes each, during drive time, and we have archives available on our web site," said Kristi Jacobsen, Associate Communications Director, Vineyard Community Church.

One of the country's largest megachurches, Calvary Chapel Fort Lauderdale, draws 18,500 people each weekend in six services (one Saturday night service, three Sunday morning services at the main campus, and two at a satellite campus) and knows the importance of choosing the right media. The church has a three-million dollar media budget out of a total annual budget of 40 million dollars. About 1.6 million dollars out of the three million dollar media budget is allocated for television and radio air time. The remainder is used for staffing and anything that might be purchased, including hardware, software, and other

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tools (projectors, cameras, etc.). Larger items go into their capital budget, which is not included in the three million dollar media budget. (The three million dollar budget equates to six or seven percent of their total budget and is used solely for media purposes.)

"We define media as anything relating to video, iMAC, web, web design, Internet, e-mail blasts, television, radio, and publishing," said Rod Percy, Director of Media, Calvary Chapel Fort Lauderdale. "We are using it all right now. However, we are really simplistic in our approach to ministry. We worship really well, and Pastor Bob Coy teaches the Word well. We have a saying 'Let's keep the main thing the main thing.' The main thing, of course, is the Word of God. We want to be able to utilize all of the media tools, but we don't want the tools to become the thing that people come here for. I don't want it to be so over-produced that people say 'I wonder what the new show is this week.'"

"We want to be able to utilize all of the media tools, but we don't want the tools to become the thing that people come here for. I don't want it to be so over-produced that people say 'I wonder what the new show is this week.'"

Calvary Chapel is utilizing these as some of their primary communication and ministry tools:

- Web site
- Radio
- Television
- E-mail blasts
- Letters and postcards (printed)
- Video
- iMAC

Percy explains, "A five-camera shoot of each service serves four purposes: live iMAC in the room, live Internet broadcast, live on-site overflow and also television

broadcasting, which we archive for later use. We record it in high-definition, which becomes our alternate venue means of communication. We take the center screen and complement it with two satellite screens."

How Do I Know What's Working?

"I think the web site is probably the most effective tool that we have because it is fairly inexpensive to operate, it can be updated quickly and often, and it offers ease of use and accessibility to an end user. If I had to pick one out of all of the media we utilize, I would say that the web is probably most effective," said Percy.

In the month of November 2005, Calvary Chapel's site had 15 million hits (which is about 175,000 unique visitors). "People are using it," Percy said. "On our web site we have, in streaming media form, all of Pastor Bob Coy's messages dating back to 1990. That is close to 1,800

messages in circulation, in either audio or video form. We have them in Real Audio and Windows Media (in high and low bandwidths). People can access these messages any time, 24 hours a day, and they are accessing them from all over the world. We have a tool attached that tells us who is accessing what and when. It is amazing to see that people are getting fed the Word of God from messages that were preached 10 years ago, and we aren't doing anything. It is available and they are grabbing it. That is exciting to see."

Vineyard Community Church has stretched the boundaries by being very creative in their approach to

communicating information about upcoming church events.

"One of the more creative things we have done recently was putting magnetic 8 1/2" x 11" signs on the back of our bathroom stall doors. We simply print out new fliers from time to time on our color printer and slip them in the holders, as well as distribute them around the church. This worked particularly well with a recent women's ministry event...several of the women who showed up said they came because they saw the sign in the bathroom. We also had the event on our web site and printed in our weekend program, but from the feedback we received, they didn't see it there. I know that this isn't necessarily an example of the latest technology (as far as equipment), but it's something unique that worked really well for us," said Jacobsen. "We also built large 4' x 5' wood frames on the walls around our building and hang large printed posters by Velcro in them. We call these 'internal billboards.' We'll often do a 'campaign' and coordinate the signs in the billboards with the restroom ads and triangular table tents in our atrium area. This gives people multiple chances to visually catch the messages we want to get across."

In some churches, like Cincinnati's Vineyard Community Church, they incorporate both traditional and modern media forms, which are used equally.

"We have implemented a lot of 'modern' methods, but so far they haven't overshadowed our traditional communication methods. It really depends on the person and how they receive information. For example, I prefer to go to our web site to find out when an event is happening, but my mother doesn't really use a computer and gets her information from the weekly printed program," said Jacobsen. "For us, the most effective way to communicate information is if the pastor talks about it from the stage and refers people to something that is also printed in their program. Then we reinforce that message with an E-mail reminder. For example, twice a year we put on a financial seminar called Good \$ense that helps people learn Biblical money principles. If our pastor talks about finances that weekend and mentions that the seminar is a good thing to go to, we

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get a lot more attendees than if he doesn't mention it at all. So that's the most effective communication tool we have, and it's a traditional one. Another traditional way we communicate is by printing a newspaper every other month that has in-depth stories related to our church. This medium really helps people feel a personal connection with the other members. People pass this paper on to others after they're done reading it, so it is also an outreach tool."

At Christ's Church of the Valley, many of the things that are considered to be traditional media resources are being phased out and are being replaced by their modern counterparts. This is primarily because of what the latest technologies allow you to do, the ways they help the world to communicate, and the options they allow in the communication process.

"Many of the modern methods have eliminated the need for some of the traditional mainstays. We no longer utilize printed newsletters. We have transferred to E-mail newsletters with graphics, pictures, and full color. That has been a nice change and saves us money. Switching to PowerPoint from using an overhead projector also makes the media on the screen look much more professional and gives the user much more versatility with teaching aids and sermon illustrations," said Chiapperino. "But some of the traditional methods are still effective. One that I can think of is the use of the church bulletin. It allows the attendee to actually leave the service with a piece of paper in their hand with all of the critical information they need."

Chiapperino said that there are many benefits which result from being able to use the latest technologies. "Really, we all benefit. It allows preparation to happen quickly. Communication becomes more effective, and with E-mail, it becomes instantaneous," he said. "While Christians are called to be separate from the world, there are certain aspects of culture that we can utilize to effectively communicate God's message, and technology is a vehicle to do that. The medium Jesus used was storytelling. Those stories were not religious stories; they were culturally relevant stories about people, money, farming, etc. However, they contained a spiritual message and we need to do the

same. The church should utilize a medium that their local culture is familiar with and fill it with a spiritual message."

Jacobsen agreed, "We feel that it's equally beneficial for everyone. For example, if someone registers for an event online, there's less chance that a mistake will be made. Someone on staff doesn't have to copy down registration information left on a voicemail extension, which can often be garbled or incomplete," she said. "Our members can go directly to our members only web site (vinenet.net) and print out their giving statement for taxes, whenever they want. They don't have to wait for us to mail it to them. We regularly send out E-mail reminders which are much faster than sending them out by snail mail. Again, we benefit because we save on postage and the church members benefit because they get information quicker and more frequently. I'm sure church members who support us financially also appreciate that E-mail saves the church money."

"I think everybody is probably in that transition period, in that there are some people that still love to hold a piece of paper in their hand, and there are some that can't stand to hold a piece of paper in their hands. Right now, you have the web age combined with the printed media age, and we are using both. We have a weekly bulletin, we have a bi-monthly magazine that we send out to our body, and we have a monthly printed devotional that we send out to our radio and television listeners," Percy said. "We also have daily devotionals on our web site. We have a web site designed specifically for our church, which includes multiple applications of ways to get involved through the web site to the church, as well as a printed version that tells people how to do that."

Looking Toward the Future

Many churches have a strategic plan or a yearly review to evaluate what is working within in the church, what may not be working, as well as to research and implement resources that might be used in the future.

Each year, in order to plan for the media needs, the staff of Christ's Church of the Valley has a strategic planning session that is coordinated by the Executive Pastor. It is in that session that

the church sets goals and makes many of the media and technology related decisions. After the initial decisions are made, a team of volunteers is the most instrumental in putting these forms of media and technologies to use. These volunteers do the video editing, run PowerPoint, and provide much of the labor for the execution of the projects.

"I do think the needs vary from church to church because the people in their communities are very different from ours," said Chiapperino. "However, I know for sure that most churches have not taken a close look at what their communities need and how they can, as a church, more effectively communicate with them. (National church growth statistics indicate this. See www.barna.org.)

"We don't over strategize anything. Everything is wrapped around one thing that we do here — and that is to make disciples. We filter everything that we do through 'I make disciple glasses.' So, if the latest gadget or gizmo makes Pastor Coy look 30 feet tall and turns into a hologram we might use it, but only if it really makes disciples. We haven't found that gizmo yet. If we have a strategy, it is let's take a look at everything we do and everything we buy, and say 'Does this help us make disciples?' As simple as it is, that is our strategy," said Percy.

Ginny McCabe is a Cincinnati, OH, native. She is an entertainment and feature writer for The Middletown Journal and Journal News, as well as an independent publicist at McCabe Media. In addition to writing for NRB Magazine, Ginny has written articles for several publications and web sites including American Songwriter, Bassics, CBA Marketplace, Christian Retailing, HM Magazine, Relevant Magazine, BGEA, Lifeway.com, Almenconi.com, Assistnews.net, Crosswalk.com, Infuze Magazine, Christian Music Planet, and more. She has written three books, most recently co-authoring Changed: True Stories of Finding God Through Christian Music, and has completed a fourth that is scheduled for release in 2006. She also contributed to Rock Stars on God: 20 Artists Speak Their Minds About Faith by Doug Van Pelt. To contact Ginny, email her at gmwriteon@aol.com, or visit www.gmwriteon.com.

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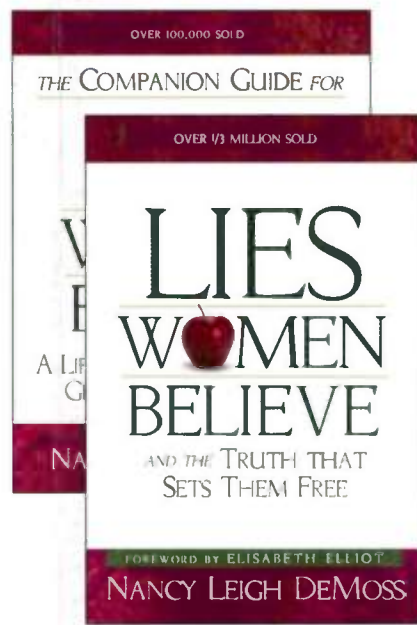
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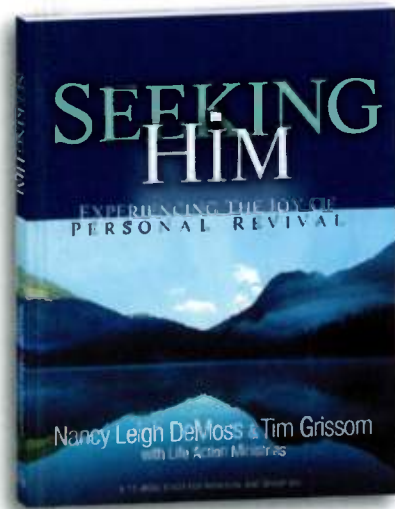


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The Unfairness Surrounding the Fairness Doctrine

By Christopher D. Merola



The year is 1949. The New York Yankees defeat the Brooklyn Dodgers, taking four out of five games to win the World Series. It was the golden age of American culture... at least that is what we thought.

Another event occurred in 1949 that is more historic than a World Series between two New York professional teams. In 1949, the Federal Communications Commission (FCC) created one of our nation's ugliest public policies. It was called the Fairness Doctrine. Ironically, there was nothing truly fair nor constitutional about the policy.

The First Amendment of the United States Constitution states: *"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."*

The First Amendment was written in part to allow the people to keep their government in check, and to allow for the people to engage in discussion about matters of the day without being intimidated or coerced by that same government.

Yet, in total disregard for the First Amendment, the FCC, which was created in 1934 by the Federal government for the purposes of regulating radio, telephone calling and even television programming, reached higher and farther than anyone ever dreamed when it began the Fairness Doctrine policy.

The Fairness Doctrine grew out of concern for the large number of applications for radio stations the FCC received. There were not enough frequencies available to accommodate the increased amount of radio applications in 1949, so the FCC decided it was best to limit free speech rather than create more frequencies. The Federal Communications Commission used the Fairness Doctrine to force independent media to pay for the time and broadcasting of opposing viewpoints during their station operations. This was supposedly done so that all points of view would be heard on the stations that did have frequencies.

In other words, if a radio station broadcast a program opposing the death penalty, for instance, that station was mandated by the FCC to broadcast a program in favor of the death penalty. Besides the enormous cost of time and resources this placed on a broadcaster, forcing a broadcaster to pay for a program that undermined its own views was nothing short of tyranny. Yet, this was the policy of the nation until 1987.

In 1987, the Reagan administration took a look at the Fairness Doctrine. Reagan's FCC decided the Fairness Doctrine was unfair and basically unconstitutional.

With the shackles of bureaucratic censorship behind us, radio, television, and telephone communications have exploded in America. Today, there is a

broadcast to accommodate any and all points of view as a result of the Fairness Doctrine's demise. Remarkably, this was the supposed intent of the Fairness Doctrine in the first place. The FCC of 1949 believed that maintaining a tight, clamp-down approach to the broadcast industry would actually accommodate all points of view. The reverse was actually the result. It has only been since the end of the Fairness Doctrine policy that free speech has flourished in America.

In 1985, the FCC found that the Fairness Doctrine was having a "chilling effect" on free speech and appeared to be in violation of the First Amendment of the

Reagan's FCC decided the Fairness Doctrine was unfair and basically unconstitutional.

United States Constitution. After a close look at the policy mentioned, the FCC itself determined that the Fairness Doctrine did much more to censor free speech than expand it. The FCC stated in its repealing of the policy in 1987 that the Fairness Doctrine "...had the net effect of reducing, rather than enhancing, the discussion of controversial issues of public importance."

The result of the Fairness Doctrine from 1949 until 1987 was a one-dimensional viewpoint that could be expressed only if it met the terms of the FCC. At any time, the FCC could fine a broadcaster for not meeting its standards. This kind of threat kept broadcasters from airing controversial views. Consequently, both political and religious speech was stifled and watered down. A lukewarm, politically correct view became the norm for most broadcasters while the Fairness Doctrine was in place.

Another destructive consequence of the FCC's Fairness doctrine was its use as a weapon by public officials to intimidate and censor the speech of a political opponent. Communications scholar

Thomas Hazlett showed how the Nixon administration used the Fairness Doctrine against its political rivals. Hazlett stated that during the Nixon administration *"License harassment of stations considered unfriendly to the administration became a regular item on the agenda at White House policy meetings."* Hazlett continued: *"...in an attempt to affect network programming, administration staffers used threats of Fairness Doctrine challenges in meetings and phone calls with top [network] executives."*

There is also evidence that the Kennedy and Johnson administrations used the Fairness Doctrine much the same way as the Nixon administration. The Fairness Doctrine became the weapon of choice for these three White House administrations in dealing with the speech of the opposition. Free speech became a target for eradication — much like the polio virus.

Another case of censorship that met the "chilling effect" standard spoken of previously involved a religious radio program. A small radio station in Media, PA, showed the nation what the Fairness Doctrine could do to religious broadcasting. In 1972, WXUR was denied its license for renewal by the FCC. This religiously oriented station was known for airing provocative material.

It turns out the FCC found that controversial material was an extensive part of the WXUR programming during its term of license. The religious station actually did provide coverage of opposing viewpoints, but it was disciplined because, according to the FCC, *"Those holding viewpoints contrary to those of the moderators were forced to give their views in an antagonistic setting."* In this instance, it was not just political speech that was sacrificed on the altar of political correctness. Religious speech was censored as well.

Brandywine-Main Line, Inc., the owners of WXUR, appealed the FCC's decision to a Court of Appeals and lost the case as well as their license. Chief Judge David Bazelon dissented with the majority decision and pointed out that the FCC caused a substantial net reduction in controversial issue programming available to the public by refusing to renew WXUR's license.

Chief Judge Bazelon found WXUR to be “a radio station devoted to speaking out and stirring debate on controversial issues.” He went on to say: “The record is clear that through its interview and call-in shows it did offer a variety of opinions on a broad range of public issues, and that it never refused to lend its broadcast facilities to spokesmen of conflicting viewpoints.”

The Chief Judge’s dissent summed up the unfairness of the Fairness Doctrine by saying: “It is beyond dispute that the public has lost access to information and ideas. This is not a loss to be taken lightly, however unpopular or disruptive we might judge these ideas to be.”

Let’s examine what occurred in the Brandywine-Main Line case. A radio station that offered religious programming of a controversial nature allowed for the opposing viewpoints the Fairness Doctrine mandated. Yet, the FCC still took away the station’s license because the FCC disagreed with the methods the radio station employed in its allowing for opposing viewpoints to be heard. Here we can actually see the “chilling effect” spoken of by the FCC during the Reagan administration.

Since the Fairness Doctrine was discontinued in 1987, the radio broadcast call-in-show format has exploded. New radio and television programs increase each year. Free speech is on the rise, giving more credence to Chief Judge David Bazelon’s dissention.

This is more proof that the Fairness Doctrine greatly limited free speech. It has only been since the end of the Fairness Doctrine that these broadcast formats have increased. What would occur today if the Fairness Doctrine was put back into effect? What would happen to a radio or television station that took a strong stand against gay marriage or abortion? What would the FCC do with a religious broadcaster who makes the claim that Jesus is the only way to heaven?

Today, in the United States, there are almost 2,000 religious radio stations and close to 200 full-power religious television stations in operation. What would happen to these stations if the Fairness Doctrine were re-imposed? You can believe that more Brandywine-Main Line cases would be in court. Since more

religious radio and television stations are in operation today, more litigation and license denials would soon follow.

If you think we can just sit back and revel in the news that the Fairness Doctrine has been dead for almost 20 years, think again. Almost every year since its death, bureaucrats of all kinds make attempts to resurrect the unfairness of the Fairness Doctrine. Taking a page from George Orwell’s 1984, today’s new “Thought Police” are finding more creative ways than one can ever imagine in accomplishing their censorship agenda.

Let us consider a few recent attempts to bring back the Fairness Doctrine. Two members of Congress within the last year or so have attempted to pass legislation

If you think we can just sit back and revel in the news that the Fairness Doctrine has been dead for almost 20 years, think again.

that would have re-imposed the unfairness of the Fairness Doctrine on America’s religious broadcasters. For instance, Congressman Maurice Hinchey (D-NY) introduced a bill to re-instate the Fairness Doctrine in 2004. The bill failed thanks to conservative congressional members in the House of Representatives.

Another more stealth-like approach was taken by Senator Tom Harkin (D-IA), who attached an amendment to a Department of Defense legislation that would have made the Fairness Doctrine the policy for the Armed Services Radio and Television Service. Harkin’s amendment was a slight of hand maneuver that almost succeeded had it not been for the vigilance of conservative organizations like the National Religious Broadcasters.

Do you feel the “chilling effect” as the winds of censorship blow over our nation? Within the last year alone, we have come so close to making the Fairness Doctrine the standard of the day once again. While the recent battles for the Fairness Doctrine may have been lost, the fight rages on.

Listen to the words of University of Michigan professor Susan Douglas. Writing in a left-wing publication called *In These Times*, Douglas stated, “This is our country, it is not a revival tent. We must continue to fight to save it.” How does Douglas presume we “save” our nation from something as shocking as free speech? According to the professor of censorship herself, one important matter that must be addressed is, “... the reinstatement of the Fairness Doctrine, which the Reagan administration abolished in 1987. We see the results of too much Rush and O’Reilly without any balance; voters who don’t have the facts.”

I wonder what facts Douglas thinks we are missing? Let’s look at the professor’s own statements following President George W. Bush’s re-election to find out. Douglas said she was “barely functional”, “sickened”, and in “deep depression” upon hearing that the President was re-elected. According to Douglas, those who re-elected the 43rd President of the United States by the largest popular vote tally in our nation’s history, “...don’t have the facts.” Somehow, bringing back FCC sponsored censorship, via the Fairness Doctrine, will get us the facts she thinks we should have.

Thomas Jefferson once said, “Eternal vigilance is the price of liberty.” Jefferson, a Deist at best in his theological beliefs, recognized the vital and necessary ingredient that allows our liberty, including religious liberty, to flourish. That ingredient is a vigilant people who are always on guard lest they wake up one morning to find their liberties have evaporated into thin air – a cold, thin air that has a “chilling effect.”

Christopher D. Merola is Director of Media Relations for the National Religious Broadcasters. He can be reached at cmerola@nrb.org.

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NRB Government Relations

An Active Presence on Capitol Hill

By BOB POWERS

Christian broadcasters all over the world have been placed on alert these past several months with worldly courts both domestic and abroad seeing cases seemingly purposed to strip nations, such as our own, of any Christian influence. Legislative and parliamentary lawmakers are also seeing much of the same. It is in this environment that we find NRB defending the religious freedoms necessary for the proclamation of the Gospel, protecting the least of these from harmful content, advancing new avenues for Christian programming, and protecting

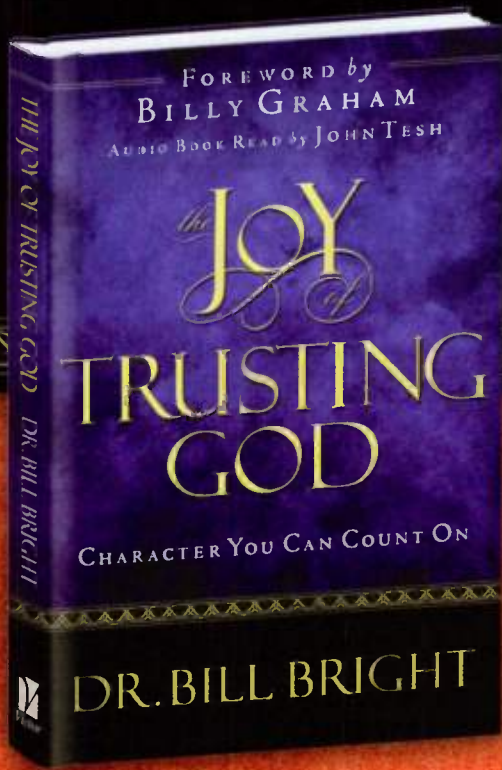
broadcasters from unnecessary regulatory burdens.

With that said, let's consider what legislation NRB has been monitoring and working on. Four major issues have been at the forefront: 1) Hate Crimes Legislation, 2) Broadcast Indecency, 3) Multi-Channel Must-Carry, and 4) Localism Reform. As of the writing of this article, much of this legislation is still pending but worthy of mention.

Regarding hate crimes, the concern NRB has about such legislation is that it will restrict the free speech that preachers

and lay people have, perhaps for too long, taken for granted. While we do not wish to foster speech that is hateful or sinful or just plain ugly, we do want to protect speech that is life-giving: share from the Word of God that certain behaviors and lifestyles are sinful, and that those who practice such things are ensnared, but only need to look to Christ to be free.

On September 22 the House passed The Child Safety Act (H.R. 3132). On its face, the bill makes improvements to the national sex offender registration program, which is intended to further protect



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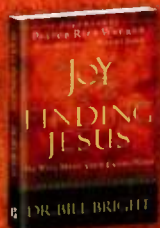
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children. However, at the last minute, a hate crimes amendment providing special protections for homosexuals was attached, which caught many off guard including the author of the bill, Rep. James Sensenbrenner (R-WI). Unfortunately the bill passed with the hate crimes amendment still intact.

Many Christian groups on Capitol Hill, including NRB, acted swiftly, working to ensure that the Senate's Children's Safety Act (S. 1086) would not have the hate crimes language included. A letter signed by many conservative based organizations encouraged Sen. Arlen Specter (R-PA), Chairman of the Senate Committee on the

has become a selling point for satellite radio. The question at the time of penning this article is whether or not legislation should impose decency regulations on these other mediums, as over-the-air broadcasts currently have. The cable industry on December 12 said that they will now offer family friendly tiers of programming to avoid indecency regulations. Does that mean an end to further indecency legislation now and down the road? The question remains unanswered at this time, but one to be ever vigilant about.

NRB has been very involved in the debate. NRB President/CEO Dr. Frank Wright spoke at a Senate Decency Forum on

stations. In this environment, cable and satellite channels will still be held to carry-one carry-all mandates, but with the new digital world they would also now be required to carry the additional channels that a station could offer.

Family friendly programming was a key to this debate, says Wright. In a letter to Speaker Dennis Hastert on September 6, Wright stated the importance of Multi-Channel Must-Carry: "Such a provision will ensure that additional family friendly programming and programming exemplifying high moral values, such as that offered by members of the National Religious Broadcasters, will be more widely available to families all across the country. Without this provision, it is likely that we will see continued development of non-family friendly alternatives." Simply put, it gives more options to families looking for morally acceptable programming. The debate on this will likely continue throughout the second year of the 109th Congress.

Regarding localism reform, Wright held a conference call in July for all NRB radio and TV station members concerning a bill entitled The Localism Reform in Broadcasting Act of 2005 introduced in both the House and Senate. The bill is intended to shorten the term of broadcasting licenses under the Communications Act of 1934 from eight to three years. Neither the House (H.R. 1665) nor the Senate (S. 383) version has managed to make much progress and in fact NRB received assurances early on that S. 383 would not be moving forward. Rep. Louise Slaughter (D-NY), author of The Localism Reform in Broadcasting Act of 2005, still intends for HR 1665 to move forward.

NRB will, of course, continue to monitor these bills and keep members updated as to their progress in the second session of the 109th Congress.

Bob Powers is the Director of Government Relations for NRB in the Washington, D.C. office and can be reached at bpowers@nrh.org.

In Wright's testimony for the association he indicated that NRB is always concerned about first amendment rights, especially as it relates to the need for evangelical broadcasters to have continued freedom on the airwaves. However, he clearly stated that something must be done about the indecent programming that continually bombards American families.

Judiciary, to "work vigorously to ensure that these [hate crimes] provisions are not part of the legislation that is sent to the President for his signature." Sen. Specter in the mark-up process kept hate crimes language out of this very important bill. A quasi-victory in the hate crimes battle.

Regarding broadcast indecency, there are a handful of Senators that have been very concerned about indecency on our nation's airwaves, on both radio and television. Sen. Ted Stevens, Chairman of the Senate Commerce Committee, had even begun discussions regarding the debasing programming that has overtaken cable and

November 29, along with many other leaders in the broadcast industry. In Wright's testimony for the association he indicated that NRB is always concerned about first amendment rights, especially as it relates to the need for evangelical broadcasters to have continued freedom on the airwaves. However, he clearly stated that something must be done about the indecent programming that continually bombards American families.

Regarding Multi-Channel Must-Carry, NRB has worked hard at getting the message before key legislators supporting this provision for full power Christian TV



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Safeguarding the Public Interest

Commissioner Michael Copps spoke to the members of the President's Council at the 2005 Capitol Hill Broadcast Summit, and the following article is drawn from his speech.

Thank you for another opportunity to visit with you. I very much enjoyed our get-together in Anaheim, CA, last winter, so I jumped at the chance to be with a group that has done so much to provide quality and family friendly programming all across this country of ours. What a glowing testament it is that religious programming now reaches more than 140,000,000 of our fellow citizens each and every month. So, I congratulate you for that and I congratulate you for your ongoing understanding that television, radio, and cable services are among the most powerful knowledge tools in the world today—and that they should be used in good and productive ways. When these tools are used right they can enlighten minds, convey powerful ideas, improve the quality of our lives, and lay the foundation stones for meaningful human and social progress. I know I'm preaching to the long-ago converted here, and you've been at all of this much longer than I've been on the scene at the Commission, but I do want you to know how much I appreciate your advocacy for moral values in the media and for the protection of our children from exploitation.

The members of the NRB certainly have been a positive force in the world of America's communications. I want to thank you for the tremendous work you have been doing in the aftermath of Hurricane Katrina and the disastrous New Orleans flood. It's going to be a long time rebuilding that place, and I know that a lot of you are involved in all sorts of

humanitarian measures to bring food, clothing, prayers, and moral support to our hard hit citizens along the Gulf Coast. Broadcasting has a long and a proud heritage of rising up to the occasions of dire need in our country and certainly you are doing that in this instance.

My job as an FCC Commissioner is to help create a regulatory environment in which the best of communications technologies and services can entertain, inform, and enlighten—and warn and protect when disaster hits. That's my public interest obligation and I take that public interest responsibility very seriously.

Since we last met at Anaheim there have been some big changes at the Commission. Perhaps the biggest change is that we have a new chairman. As some of you know, our new chairman, Kevin Martin, and I have had a good personal and professional relationship. I found early on that this was someone who I could work with easily and openly, whose word I could trust, and who believed in a good open process at the Commission so that we could do our best work. So, I'm looking forward to working with him and with my other colleagues to tackle the very large agenda that we have in front of us.

I believe in broadcasting and I believe in broadcasters. I see broadcasting as fulfilling a high and valued public purpose. You folks in the media have huge responsibilities in this society of ours. You are part of a very special industry. It's your blessing to work in such a special industry

and sometimes, I suppose, it's your burden too: shouldering the special responsibilities that come with the territory. But, at the end of the day all of us should recognize what truly important work it is that you do day in and day out—from our big cities to our smallest hamlets. You, as broadcasters, are making important public service contributions to your communities and to our country. We need to recognize and reaffirm that proud heritage because so many of you remain committed to serving your communities and the public interest. I see that so often—whenever I go out and meet with broadcasters and certainly whenever I meet with any members of the NRB.

As I said, you are part of a proud and special industry. You are stewards of a precious national resource charged to advance the public interest. In exchange for using those resources, you and other broadcasters affect so profoundly the future of our kids, the future of our democracy, and the future of our country. I want to once again commend the members of the NRB because it's so clear that the flame of the public interest does live on within you. So, let's work together to make sure that we can pass our airwaves on to the next generation in better shape than we found them.

Commissioner Michael Copps has served as a member of the Federal Communications Commission (FCC) as a Bush-appointed Democrat since 2001.

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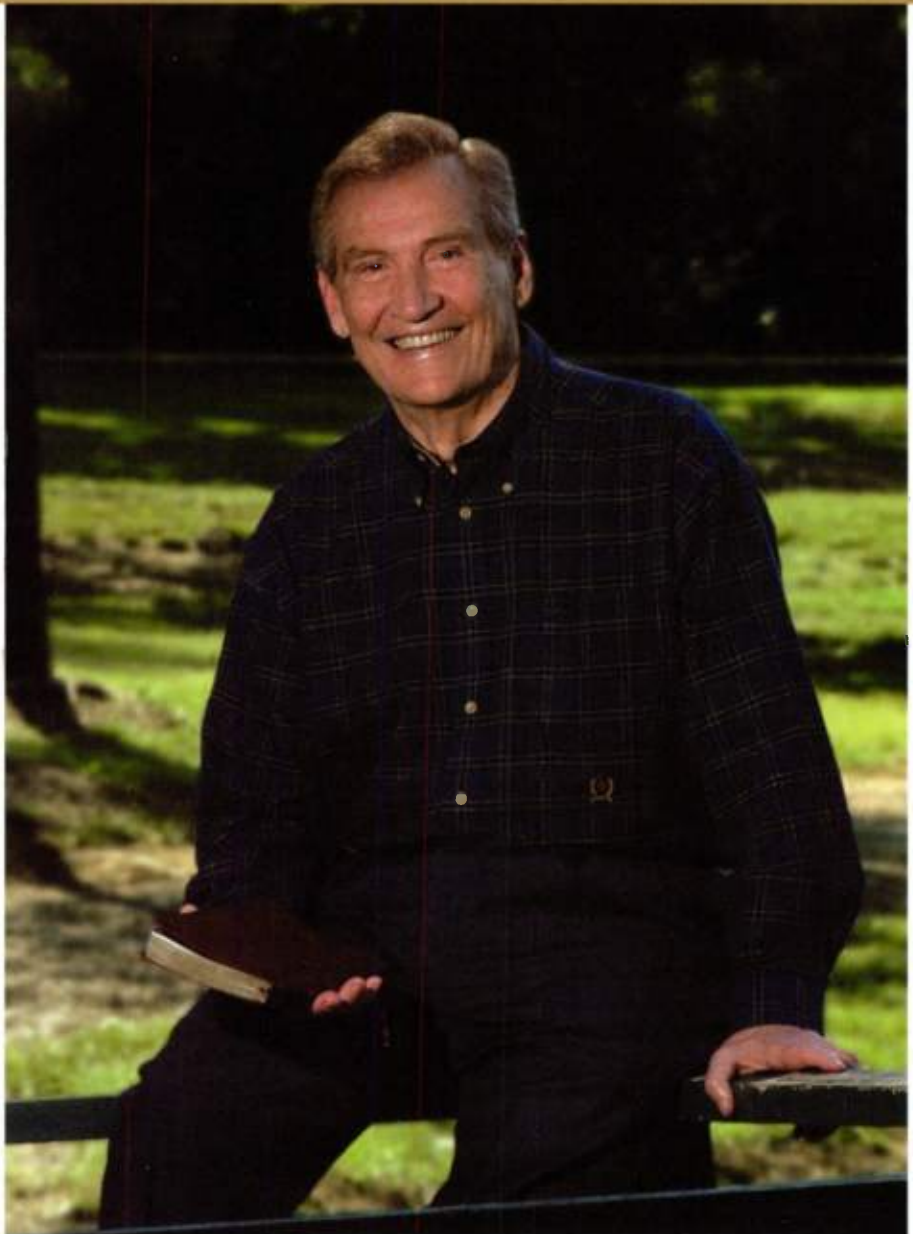
The Legacy of Adrian Rogers

BY CATHY ALLEN

Not so long ago, Adrian Rogers stepped into the presence of the Lord he loved, and as he so aptly put it, he is now “kicking up gold dust on the streets of glory.” He was a great and godly man whose life touched many. Simply put, Adrian Rogers loved Jesus, loved his family, and loved being a preacher of God’s Word — in that order. Anyone who knew him knew his love for all three by his faithfulness to them in and out of the pulpit. He was known for many things: his golden voice, his expositional preaching, his wit, his warmth, his disarming wisdom, his integrity, and his leadership, among others. It would be easy to just talk about the remarkable man that Adrian Rogers was, but that is not the legacy he left all of us. His life included those elements, and he was truly gifted; but his life was about more than just that.

You may have heard him tell a story of a man who dedicated his whole life to — of all things — eating an airplane. He literally ground up an airplane and digested it in small amounts over the course of his lifetime. Upon finishing this story, Dr. Rogers exclaimed: “So what!”

Men spend their entire lives doing a lot of things, many of which are worthless. But Adrian Rogers lived a different life — a life set apart. He used to ask the question: “Is the life you’re living worth Jesus’ dying?” His was. And now, we are left to



apply the lessons his life would teach us.

God had His hand on Adrian Rogers and used him powerfully in ministry for more than 50 years. It began as a young teenager, when he gave his life to Jesus. Shortly afterward, he felt God’s call on his life and surrendered to the Gospel ministry. Still a teenager, something happened that forever changed his life. He recalled:

“When I was still in high school, I had a burden to be used of God. I went out to the football field where I often prayed. I got down on my knees, but that didn’t seem to be humble enough. So I lay down on

the grass. Still, that wasn’t enough. I made a hole in the dirt and put my nose in that hole; and I cried out to God, “Lord, I am as low as I know how to get. I want You to use me.” Something happened in my life that night — not an emotional experience or a vision or anything. But I had a deeper experience with the Holy Spirit, and I believe I was filled with the Spirit that night. God graciously released His power in my life, and I know that God’s hand has been on my ministry. And I also know that if God were to take his hand off of me, I would be nothing.”

He surrendered his life to God, and God honored his request and used him mightily. His ministry began with surrender, and his life became a journey of surrender. His life and his ministry — his legacy — can really be summed up in that word: surrendered. He liked to relate a conversation he had that so clearly illustrates the surrendered life:

“Joseph T’son was a leader in the great revival that took place in Romania. He was a man who was tortured and beaten for his faith under the cruel dictator Ceausescu. I was speaking with him once and asked him to tell me about his views on American Christianity. He said, ‘Well, Adrian, in America the key word is commitment.’ I said, ‘Well, that’s good. Isn’t it, Joseph?’ He said, ‘No, not particularly. Over and over again in the churches in America, you hear about the word commitment. But as I have read the Bible, I have found that the word commitment actually replaced another word: surrender.’ He went on to say that the difference between commitment and surrender is that when you make a commitment, you are still in control; but when you surrender, you relinquish all control.”

That idea of surrender captured his life and became one of the hallmarks of his preaching. He understood that to be used by God, you must be surrendered to His Lordship. He knew the only way to have the power of God was to submit to His authority. He often said: “You’ll never be over those things God placed under you, until you are under those things He has placed over you.”

One of the things Adrian Rogers surrendered to was his Lord and Savior Jesus Christ. He loved the Lord Jesus with “every nerve, every fiber, and every sinew of his being.” Often when he would talk about His Savior, his eyes would fill with tears and his voice would crack. His love for Jesus was genuine and deep, and it showed. He often said: “If I had a thousand lives, I would give every one of them to Jesus.” And because of His deep love for Jesus, He gladly surrendered his whole life to Him. He said:

“When I first got saved, I learned about Jesus in the Bible, and that was wonderful to me. And then as I began to live the Christian life, I would see what Jesus would do in the lives of other people. And I saw Jesus in history and Jesus in action, and that was wonderful. And then as I studied more, I began to learn about Jesus ruling in heaven and reigning from His throne, and that was wonderful. But I’ve learned a great truth — Christ lives in me! He has possessed me. I am His purchased possession, and therefore, I am under new management.”

He was passionate about his Lord: he believed in Jesus, taught about Jesus, prayed “in the strong name of Jesus,” and submitted to the authority of Jesus. He said: “I know that apart from Jesus I would be absolutely nothing, and I would have a pathetic message.”

He was also totally surrendered to the authority of the Word of God. He loved

and reputation on the conviction that the Bible is the inspired, infallible, very Word from the mouth of God.

As president of the Southern Baptist Convention, he was once admonished in discussing the Scripture: “Adrian, if you don’t compromise, we’ll never come together.” He responded: “We don’t have to come together. I don’t have to be president of the Southern Baptist Convention. I don’t have to be the pastor of Bellevue Baptist Church. I don’t even have to live. But I will not compromise the Word of God.” He was totally devoted to the Word of God and lived under its authority.

He was also surrendered to the authority of the Holy Spirit over his life. He stated in his last letter: “Please know that the strength of this ministry was and is not Adrian Rogers. It is the power of the Holy Spirit working through the proclamation of His Word and working through our leadership to provide wisdom and direction in response to God’s leading.”

God found a yielded life in Adrian Rogers and used him. There was a power in him that was impossible to explain

“Over and over again in the churches in America, you hear about the word commitment. But as I have read the Bible, I have found that the word commitment actually replaced another word: surrender.”

the Bible, revered it, and defended it. Without fail, the first few words of any message he preached would often begin with words similar to, “Turn in your Bibles to . . .” And every message was straight from the Word of God. When asked why, he would say, “I’m not smart enough to preach anything else. And I’m too smart to preach anything else.”

But even out of the pulpit, when asked a question or asked for advice, he would say: “Well, the Bible says...” He didn’t say: “Well, I believe...,” but he instead would affirm what the Bible taught. He staked his whole life, ministry,

apart from the power of God. Because he learned to be under God’s authority in his life, God used him in remarkable ways.

Primarily, He used him to bring people to Jesus. His ministry pointed people to Jesus and drew them to Jesus. Reflecting back on his ministry, he said: “I’m not ashamed to tell you that I love Jesus Christ, and I preach the Lord Jesus. The theme of my ministry has been ‘Come to Jesus,’ and that’s been the theme of my life, as well.” And it was.

He once recalled: “I can remember, as a young Christian, I would get down on my knees and tell God, ‘When I get up

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from my knees, I will neither eat nor sleep until I've brought a soul to Christ.' And I meant it! I would go out on the streets and I knew if I wanted another meal I'd better lead somebody to Jesus!" He then added: "I never want to become a professional pastor. I want to be a man of God and keep a heart for lost souls."

Every sermon included an opportunity

He often said: "You'll never be over those things God placed under you, until you are under those things He has placed over you."

to come to Jesus. He would plead for people to surrender their lives to Jesus. It was an obvious and deliberate part of his ministry. He once said:

"I think there are a number of preachers who think they're preaching the Gospel when they aren't. They have preached about heaven and hell. They have preached about faith. They have preached about decision — maybe even about righteousness. But they have not preached the Gospel, which is 'Christ died for our sins, was buried, and was raised again the third day.' That is the Gospel. And I have tried, always, at the close of any message, to say, 'Let me tell you this: God loves you; Christ died for you; and God raised Him from the dead. If you'll put your faith and trust in Him, He will forgive your sin, cleanse you, and come into your heart and give you a new nature.'"

He employed all of His God-given gifts in order to win many souls to Jesus. His warmth attracted people to the message he presented; his integrity helped remove any skepticism; and his wit often brought the message from an intellectual level to a relational one. Thousands upon ten thousands have come into a personal relationship with the Lord Jesus Christ through the life and ministry of Adrian Rogers. He must be rejoicing with so many

people who are in heaven right now because of his obedience in witnessing for His Lord.

After the inspiring memorial service for Dr. Rogers, one young man summed it up well. He said, "He [Adrian Rogers] didn't have anything I don't have. The same Holy Spirit that gave him power is available to me. It just depends on my level of surrender." He then added, "In fact, I have

a head start on him because I have had such a strong foundation laid on which to grow." He was absolutely right. He understood the legacy of Adrian Rogers.

We have the same Holy Spirit that empowered this great man. We have the Word of God he loved so much. We've been saved by the same atoning work of Jesus. And we can, indeed we must, continue to share the wonderful Good

Reflecting back on his ministry, he said: "I'm not ashamed to tell you that I love Jesus Christ, and I preach the Lord Jesus. The theme of my ministry has been 'Come to Jesus,' and that's been the theme of my life, as well." And it was.

News of Jesus Christ. Our effectiveness in ministry depends on our level of surrender.

Bill Skelton, president of Love Worth Finding Ministries, reflects:

These days of ministry have certainly been different ones for us at Love Worth Finding. We miss the voice and laughter of Adrian Rogers that was so unmistakable in our

halls. But Dr. Rogers prepared us for this day. He penned his wishes in a letter that I read to the LWF staff. In it he challenged us: "While the messenger is gone, the message must continue." He added, "It is my heart's deepest desire that until Christ returns for His church, this ministry would continue to proclaim the truth of God's Word. That souls would be saved, believers strengthened and encouraged in the wonderful name of Jesus, and His life-giving, life-altering love be broadcast throughout the world."

For us at Love Worth Finding Ministries, that means carrying on the work in which we are already immersed — broadcasting the Gospel that Adrian Rogers preached around the world until Jesus returns. And as Christian communicators it means submitting wholeheartedly to God and sharing the love of Jesus with those around us. Finally, I trust that we've learned well — that again, in the words of Adrian Rogers: "We must not slack up, let up, or shut up till we're taken up." Let's go! He's cheering us on!

Cathy Allen is Vice President of Marketing at Love Worth Finding, and can be reached at callen@lwf.org.



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Senator John Thune: Trusting God in the Journey

Losing his first Senate race by 524 votes taught Sen. John Thune about God's purpose. This South Dakota native knows from first-hand experience that the Lord desires obedience and not success from our lives. Excerpts from Senator Thune's speech to members of the NRB President's Council at the 2005 Capitol Hill Broadcast Summit constitute the following article.

I took the long road to the Senate. I ran back in 2002 and lost a close election. I'm told by the Senate historian that, evidently, I'm the only person in the history of the United States Senate that has been dumb enough to run in back-to-back elections against two incumbent United States Senators.

After the 2002 election, where we lost by 524 votes, my wife and I felt really let down when it was over. We thought, "God, what are you trying to tell us here?" I remember sitting with my wife in our living room, and she said to me, "I am not going through another campaign—unless God himself comes to our door and tells us you have to run." And I thought, well that's a pretty definitive statement about whether we'll be doing this again anytime soon.

It wasn't long after that that some friends of ours, Steve and Terri Largent, came to visit from Oklahoma. Steve had been through a campaign that year for governor in Oklahoma and lost a close election. It was an opportunity for us to talk about the things that we learned, and to perhaps get some insight and some perspective on both of our election losses. We had had a mutual

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friend who had pointed us to a devotional in Oswald Chambers' *My Utmost for His Highest*. It was the July 28 devotional. Jesus had just fed the 5,000. He decided to go off and pray, and he commanded the disciples to get in a boat and go to the other side of the Sea of Galilee and get off in a place called Bethsaida.

There were a couple of things about

Interestingly, I think part of the process in our lives of gaining maturity is going from a thin skin and a hard heart to a thick skin and a soft heart.

that story that struck me as Steve and I were discussing this. One of which was that when they got on the boat, they thought they were going to a specific destination: even though He had commanded the disciples to get on the boat and to go to the other side of the sea to a place called Bethsaida, they landed at a place called Gennesaret. And the other thing: when Jesus gets to the boat at about three in the morning—at the fourth watch—the seas were rough. He sees them out there struggling with the oars, so He comes out and gets on the boat and immediately the waves go calm and they proceed to the shore. And it says they were shocked at all this for they hadn't learned anything from the incident of the loaves because their hearts were hardened.

Interestingly, I think part of the process in our lives of gaining maturity is going from a thin skin and a hard heart to a thick skin and a soft heart. And sometimes our hearts are hard and the reason we don't learn from our experiences and the lessons He's trying to teach us is because our hearts are hard. And that was obviously one of the messages that I took away from that.

Secondly, sometimes even though we are commanded, or we're going to what we think is a destination, He's taking us to a different destination. But the

important point is it doesn't matter what the destination is as long as He's in the boat with you on the journey. The journey is the important thing. My wife and I had a specific destination in mind: the United States Senate. When we didn't end up there, we felt terribly let down and frustrated that we'd been faithful, but God hadn't been faithful to us.

Several months later, we were sitting in the living room having a similar conversation, and the truth of that message really started to come home. My wife said: "I finally have realized and concluded that what we went through in that election in 2002 wasn't just about the

the race, to be in the arena, and to be out there fighting for the principles and the values and beliefs that we hold dear.

Having gone through that, and trying to make decisions about the future, I was perfectly content doing other things. But I kept getting asked the question: Are you going to run again? And by this time people were starting to look to the 2004 elections. Through the summer and into the fall, I was pushing it off. I would have to say I was very reluctant about getting into another campaign, having just been through one.

I remember doing what most families do: discussing, praying, and weighing the pros and the cons. We even had a family vote around the kitchen table. I've got two teenaged daughters: one's a senior this year, the other one is a sophomore. And everybody got a chance to vote on whether or not Dad ought to run for office again. It was a secret ballot, because we wanted to make sure everybody could vote their conscience. The vote came back three to one in favor of running, and I was the "no" vote!

So I knew that my family was already starting to feel the call that this was

...it doesn't matter what the destination is as long as He's in the boat with you on the journey. The journey is the important thing. My wife and I had a specific destination in mind: the United States Senate. When we didn't end up there, we felt terribly let down and frustrated that we'd been faithful, but God hadn't been faithful to us.

winning, it was about the race." I thought that is a pretty insightful observation, because it really isn't just about the winning. Ultimately, it's important to be in

something we were supposed to do. We got into the Thanksgiving and Christmas holidays, and I hadn't pulled the trigger yet. I had had my pollster do a poll to find

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out what the folks in South Dakota were thinking, and it showed that if I ran a Senate campaign, I would lose that election by six or seven points.

I asked my pollster, "On a scale of 1 to 10, if I decide to run this race, what is the probability that I can win?" And he said: "Well, it's maybe a three." So I hung up the phone. Five minutes later, he called back to say: "I know I just told you that you only have a 3 in 10 chance of winning if you decide to run, but I want you to know that if you do decide to run, I want to do your polling." So the practical side of Washington always comes through.

But we just felt that this was something we were being led to do. And so in early January of 2004, I announced my candidacy for the Senate, and by that

often feel a little bit disenfranchised from the political process. I know when I was growing up in a small town in South Dakota, we always had those things that were secular and those things that were sacred. Things of the church were sacred, and the things of politics were secular. But I really believe that God wants people in this arena, standing up for the truth, standing up for what's right, and standing up for those basic core values, principles, and beliefs that have helped form this nation and make it great.

Several years ago, I came across a statement made by a pastor back in the late 1800s who also happened to be the Prime Minister of the Netherlands, Abraham Kuiper. He said, "When principles are run up against your most



those things that are true and right, we are going to cede the playing field to those folks who have a very different agenda.

And so I want to commend you for the work that you've done and to encourage you to keep on keepin' on. I just want you to know that what you're doing is important. It's important to the eternal cause, it's important to the Kingdom, and it's important to the United States of America and to the future of our children and grandchildren.

Sen. John Thune is a member of the United States Senate from South Dakota.

Ultimately, it's important to be in the race, to be in the arena, and to be out there fighting for the principles and the values and beliefs that we hold dear.

point the media had already written a story that it's way too late, the race is over, and all those arguments that from a human perspective make a lot of sense. In late June, John Zogby came out with a poll that showed me behind 13 points at the time. And I think our own poll showed us down about nine points. By the time we got to late August and early September, the gap had started to close and it got to where it was really kind of right down in the margin of error. Then the last 60 days of the campaign, it was a horse race. But the reality was that having lost a race by 524 votes in 2002, this election we won by 4,508 votes. And I believe there were folks all around this country who were praying. And honestly, we just could not have done it without all that support, and I think the people really were on their knees.

Frankly, I think that people of faith

deeply held convictions and begin to win the day, then battle is your calling and peace has become sin. You must at the price of dearest peace lay bare your convictions before friend and enemy with all the fire of your faith." If we are not out there day in and day out advocating for

If we are not out there day in and day out advocating for those things that are true and right, we are going to cede the playing field to those folks who have a very different agenda.



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Heart Cry for Revival

*Do we have to lose meaning
to succeed in business?*

By EDWINA PATTERSON

Charles Spurgeon noted, "Alas, many of us lack revival, but few of us feel that we lack it." What he's saying resonates with me. Our lives have become so out of balance, we seem to be oblivious to the very things we most need.

Revival is not an emotion or hyped-up excitement; it's an acute awareness of God. Revival becomes possible when we get on our knees and see our sin from God's viewpoint. We must, as Spurgeon said, "go low enough to be blessed." We become broken before the Lord in order to be blessed.

In our hectic world, one controlled by schedules and agendas, too often we become distracted from Christ's teachings, and our behavior and conversations are no different from that of the world. Our fellowship with the Lord suffers. We substitute religion for a relationship, we settle for Christianity without Christ, and look for forgiveness without repentance. Oswald Chambers said, "We slander God by our very eagerness to work for Him without knowing Him!"

We attend church on Sunday because it is a status symbol and we want to check one more thing from our list. We think we're too busy to meet with the Lord daily. We make excuses for not getting involved with mission projects, volunteering in the children's division, sharing the Gospel with a co-worker, or ministering to the elderly and sick. Our lives are filled with material things, meals, and menial tasks. Our days are governed by cell phones, emails, faxes, iPods, and time. With one eye on our watch and one on our schedule, we race through life editing God right out of it. We feel empty and too often don't know why.

The reality of today is, now more than ever, our thoughts are occupied with innovative ideas and appointments. We race to stay ahead of the other guy and make an impact in the corporate world. Calvin Coolidge said, "The chief business of the American people is business"...and he was more correct than he knew.

Henry R. Luce once said, "Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight."

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Advertising. Media. It's technical, it's ever present, it's immediate—it's a business. Even non-profit organizations and ministries fall into the "business" category. No matter what you started out wanting to create, in the end, it becomes a business. Employers, employees, support staff, volunteers, overhead, paychecks, insurance, outsourcing... business concerns. They take our time and our concentration. But I am feeling the Bible tug at my heart in the midst of what I perceive are the pressures and distractions

Ford. And I agree with him. If we profess to be Christians, we should conduct our lives—and business—as Christ would. Success isn't measured only by dollar signs and bank accounts. That's surely one measure of our business acumen—but there's another measure that is just as, if not more, important. That's our motivation—the heart behind what we do. And it's measured by thoughtfulness, kindness, helping others, crying with a friend, listening without judging, standing up for the truth, not compromising your

In our hectic world, one controlled by schedules and agendas, too often we become distracted from Christ's teachings, and our behavior and conversations are no different from that of the world.

of conducting business—even Kingdom business—in today's marketplace. I remember the apostle Paul saying that the chief business of the believer is to be about the Father's work (Ephesians 4-5).

When I take time to really think about it, I find myself asking some big questions. What has happened? Where did we get sidetracked? Can business, especially Christian ventures, maintain their Christian witness and still be

ethics or morals, and sharing the message of God's great love—all those things count for eternity.

Often we play at the idea of revival and enter God's presence with unholy lives. Every time we sin—no matter how small—we challenge God's sovereignty. We experience a clash between our will and His will. When we sin, we put our will above God's will. At that moment, we are guilty of the same sin

Oswald Chambers said, "We slander God by our very eagerness to work for Him without knowing Him!"

successful? What does success look like in God's eyes? Can we be successful in a way that pleases God? Of course we can! "A business that makes nothing but money is a poor business," said Henry

(independence/pride) that caused Satan to be kicked out of heaven. And the separation in our relationship with God grows. With genuine repentance, our sinful self-centeredness becomes God-

centered and always results in a visible difference in our lives. It's more than merely saying, "I'm sorry." It involves a change for the better as we turn away from sin while turning toward God.

Quickly excusing sin as wrong choices, we blame drugs, alcohol, greed, jealousy, depression, anger, and problems resulting from childhood for the problems we experience and the situations we face. Believing sin is confined to robbing a bank, murder, or rape, we fail to recognize that pride, lying, gossip, bitterness, filthy language, disregarding our responsibility as parents, or not witnessing to our neighbors is sin in God's eyes.

We don't like the word "sin". It makes us uncomfortable and out of step with our "user friendly" culture. We confuse biblical Christianity with society's interpretation of moral issues. And we have become desensitized. We choose to focus on God's grace—His mercy, forgiveness, and love—and forget that all His attributes are anchored in His holiness. A holy God must judge sin. If we don't understand the seriousness of sin, we'll never take sin seriously. Is it any wonder that in our quiet moments, revival—that renewing of our vital relationship with God—seems like a wish that has little hope of ever coming true?

We don't understand the term "revival", think it's an archaic word not meant for today's busy society, and ignore God's warnings and wooing. It's no wonder our lives are unbalanced, stressed, ineffective, and weak. Many believe that revival means evangelistic meetings—but that's not it. Evangelist and author Joseph W. Kemp said, "Revival, strictly speaking, means the reanimating of that which is already living but in a state of declension." Revivalist D.M. Paton graphically stated, "Revival is the inrush of the Spirit into a body that is ready to become a corpse!" When we do not live in a close relationship with God, we do become corpses—corpses running our families, our businesses, our ministries, and attending our Sunday school classes and worship services. We need that "inrush of the Spirit" to permeate all that we do.

We need to remove our masks—the

masks of founder of ministries, CEO of businesses, high power executives, TV and radio personalities, and support staff—and realize that the basis of revival is a relationship. It's a relationship that transcends our titles and labels and penetrates our hearts. It's God himself reviving the fire which we've allowed to be extinguished by busyness in our lives. It's the joy of experiencing a renewed passion for the Lord and His blessings. Revival is believing in Christ and behaving

hearts dance for joy and our faces shine much like Moses' did. We aren't victimized by the busyness of our lives. We've been revived...and it shows and overflows onto everyone we meet, and into our business, our communities, and our homes!

With renewed strength, energy, confidence, and contagious hope, we step out of offices, homes, and churches, and share God's love with a hurting, busy world, infecting them with His love. The

But I am feeling the Bible tug at my heart in the midst of what I perceive are the pressures and distractions of conducting business—even Kingdom business—in today's marketplace. I remember the apostle Paul saying that the chief business of the believer is to be about the Father's work (Ephesians 4-5).

like Him. The world isn't impressed with a carbon copy of itself. People want to see a difference—true success stories—of persons who clearly reflect Jesus Christ regardless of their circumstances.

The bottom line is: genuine revival produces joy and freedom in the midst of schedules, appointments, and agendas. It's a freedom from the guilt that haunts our minds, paralyzes our days, and destroys our witness. It's true biblical joy that fills our lives with strength to keep on keeping on, peace in the midst of the storms we experience, and supernatural love that overflows onto everyone we meet, pointing them to Jesus. We refuse to be silent, and prevent the rocks and trees from singing His praises without us joining them. We view every meeting, every acquaintance, every encounter as a divine appointment, an opportunity to share His love. Our

result: revival spreads like a wildfire.

Do you have the feeling that business, or the busyness of life is turning you into a "corpse?" That's not God's will for your life. Our prayer and goal for this year at WCM is to energize, equip, and encourage you to have the "inrush of the Spirit." Our whole world needs revival, but it begins with one. Will you be that one?

Edwina Patterson is founder of Redeeming the Time, a ministry focused on equipping others to buy back the past... and focus on the future; and is Director of Prayer for Women in Christian Media (WCM), a professional women's organization. She can be reached through the ministry web site at www.redeemingthetime.org.

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As a man of faith and a former broadcaster, Rep. J.D. Hayworth (R-AZ) understands the strategic importance of using all forms of media to communicate the claims of Christ. An Assistant Whip in the House leadership organization and chairman of the House Conservative Opportunity Society, this former radio news commentator and television sports anchor shared from the Word of God at the 2005 Capitol Hill Broadcast Summit. The following devotional message is excerpted from Rep. Hayworth's morning address to members of the President's Council.

J.D. Hayworth: Walking Humbly With His God

In this temporal world, it is not enough to have events reported anymore. So often news is not what has transpired but what people expect to happen. As my friends from South Carolina who remember my days there on television will attest, people are caught up in recruiting news letters: who might be going to what school. The reason I offer that is because the Holy Bible contains information in the Old Testament from those able to tell us from this side of human history what was yet to come and what is still yet to come.

For that purpose I talk of the prophet Micah who offers so much. Stripping away the confines of time, he does foretell that the Messiah will be born in Bethlehem. He does speak of a day which we have not reached where swords will be beaten into plowshares and spears into pruning hooks. But Micah also talks about something far more elemental: our relationship to God. And though the words were written so very long ago, they apply to us today as they applied to those who have gone before, as they will apply to those who follow.

The sixth chapter of Micah speaks with special eloquence. Beginning in verse six: *"With what shall I come to the Lord and bow myself before the God on high? Shall I come to Him with burnt offerings, with yearling calves? Does the Lord take delight in thousands of rams and ten thousand rivers of oil? Shall I present my first born for my rebellious acts, the fruit of my body for the sin of my soul?"* Let me switch to the King James Version by memory. The prophet writes: *"He hath shewed thee, O man, what is good; and what doth the LORD require of thee, but to do justly, and to love mercy, and to walk humbly with thy God?"*

There is so much here in these verses.

How appropriate they are to God's own relationship with man. Shall I give my firstborn? Yes, Hannah literally took her son Samuel to the Temple and gave him to God. Of course, on this side of human history we saw that it was God giving His only born for our walk. In this secularized world, kind acts can take place: doing justly and loving mercy. But it is the third which is the most important—to walk humbly with thy God. To the Christian, that is not a mere expression; that is not a metaphor. To walk with God, we do so through His firstborn, through His only begotten son. That is the way. As the Lord Himself said: *"I am the way, the truth, and the life."*

It's so often said that we spend our time as human beings—and indeed as the anthropologist would view religion—explaining our relationship to God. Micah reminds us that quite the contrary is true. The basis of faith is God reaching man: God providing a gift of everlasting life that we need only accept and believe.

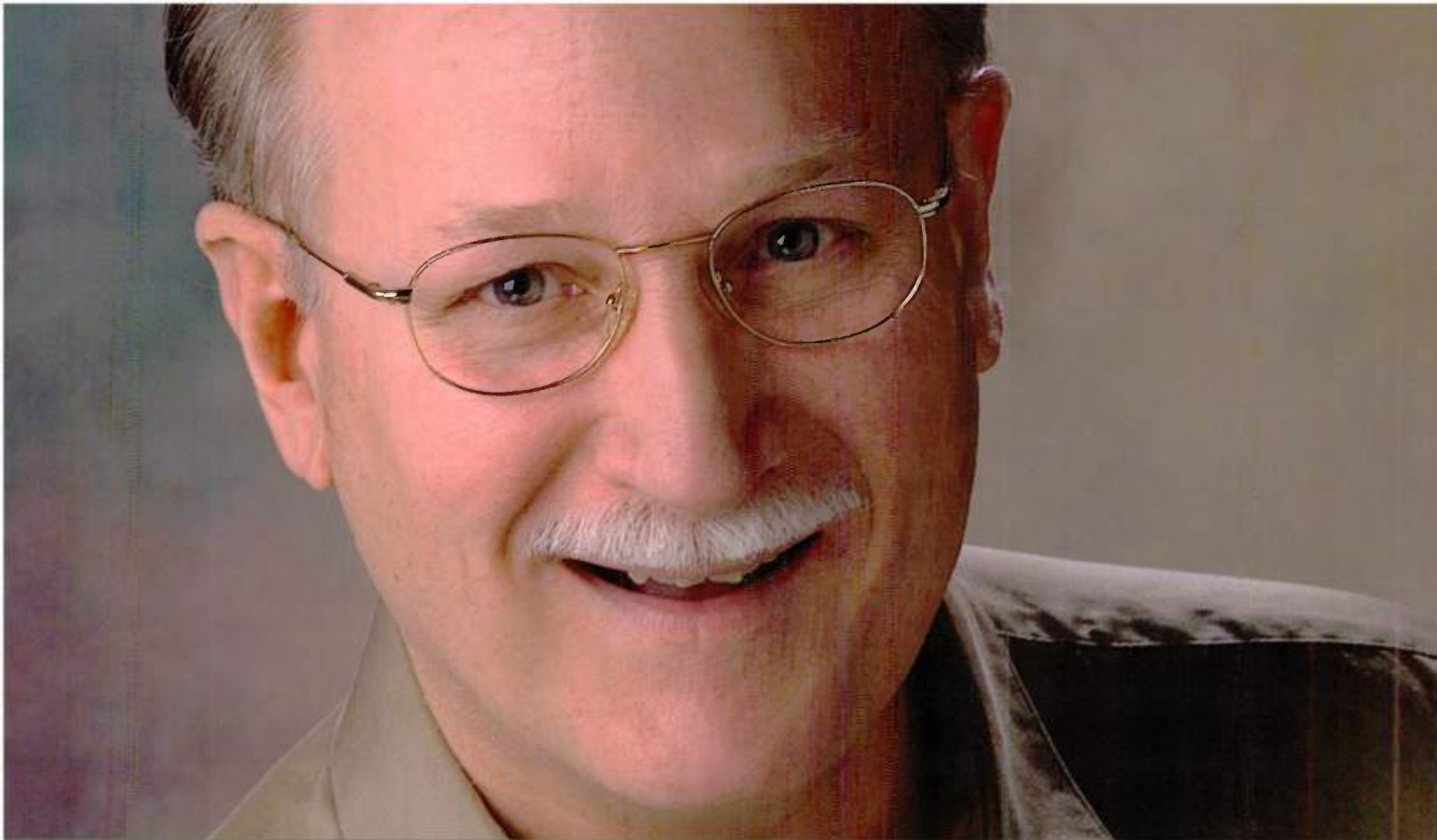
But you are given a remarkable opportunity in terms of where faith and the marketplace coincide. You have made it your mission, your profession, to communicate that faith and to share it with others. And so here we are at this point in human history, early in the 21st century blessed with technology always changing, evolving, and improving. But there is a basic message that you help to convey as broadcasters that we read of again in the final book of the Bible in Revelation 3:20: *"Behold I stand at the door and knock. If anyone hears My voice and opens the door I will come in to him and dine with him and he with Me."* Again this speaks of God through His Son, reaching out to man.

We have been blessed to be able to use the media to metaphorically be invited into



people's homes, into their cars, and into their lives. It is an awesome obligation and privilege. And so as we all move forward, the challenge of today is to look ahead not knowing with absolute certainty all the tribulations that will come to us individually in this temporal existence but instead being mindful of the opportunities and the responsibilities to avail ourselves of the technology to reach those who have yet to hear the Good News.

Rep. J.D. Hayworth represents the 5th district of Arizona in the U.S. House of Representatives.



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The NRB Network: Expanding the Reach of the Kingdom

BY TROY A. MILLER

Consistent with NRB's 60-year history of preserving and expanding access for the Gospel, the new NRB Network opens up an incredible opportunity to reach viewers who are not currently watching Christian television.

Christian Television Viewership Hits a Plateau

In a March 15, 2005 report, the Barna Group found that the percentage of adults watching Christian television programming has not changed since 1992. Incredibly, only 7% of adults, about 14 million, watch Christian television on a daily basis and 41%, about 86 million, never watch Christian programming. Contrast those statistics with the recent Nielsen Media Research report from September 2005 that stated the average American home watches more television than ever—a whopping 12.5% more than 10 years ago, and the highest levels ever reported by Nielsen. Now, compare the above figures to the Barna Group's statistics on Christians as a whole:

- 85% of Americans self-identify as Christians (2002)

- 40% are categorized as "born again"

Hold on to these numbers, we'll come back to them.

What Is America Watching?

So what are Americans watching? According to Nielsen Media, the top five broadcast programs for the week of November 7, 2005, were: *CSI*, *Desperate Housewives*, *NFL Monday Night Football*, *Without a Trace*, and *Grey's Anatomy*. *SpongeBob* held six of the top 10 cable spots. Men are watching the *NFL* and *WWE Raw*. *Commander In Chief* was ranked first among women this fall. Most alarming was the new WB program, *Supernatural*, which held a top position among teens.

During the day, women enjoy talk shows like *The View*, *Tony Danza*, *Regis and Kelly*, *Ellen DeGeneres*, *Dr. Phil*, and *Oprah*. *Oprah* and *Dr. Phil* rank number three and eight, respectively, among the top syndicated programs. The hosts of these talk shows have a powerful voice in the lives of their viewers. *Oprah's* influence as a spiritual leader shaping the worldview of many of her viewers is so strong that it has spawned a recent book, *The Gospel*

According to *Oprah*, written by Marcia Z. Nelson, and several articles in Christian magazines. The *Oprah* show, reaching about 22 million viewers, has been #1 among talk shows for 65 consecutive Nielsen sweeps periods. In May 2001, the women of *The View* received the Safe Horizon Champion Award for their persistent efforts to increase awareness on matters of significance to girls and women.

And what are children watching? Studies show that children begin watching television before they enter school. By the time a child is six years old, that child has squandered more time watching television than he or she will expend talking with his or her parents in an entire lifetime. In a single year, the typical child is in school 900 hours, compared to almost 1,023 hours consumed in front of the TV. Sadly, Nielsen lists ABC's *Desperate Housewives* as the highest ranked broadcast-network television show among children ages 9-12. PBS maintains five of the top 10 children's programs through its PBS Kids series.

Most-Watched Children's Programs on TV Among Children 2-5

Network	Program	Rating
PBS	DRAGON TALES M-F	7.2
PBS	CLIFFORD M-F	6.9
PBS	ARTHUR M-F	6.1
NICK	BLUES CLUES	5.9
NICK	DORA THE EXPLORER	5.9
PBS	SESAME STREET M-F	5.1
PBS	CAILLOU M-F	5.0
NICK	MAGGIE/FEROCIOUS BEAST	5.0
NICK	MAX AND RUBY	4.9
NICK	LITTLE BILL	4.7

Most parents consider all these programs "safe" for kids to watch, believing they teach good moral values, responsibility, and friendly behavior toward others. But, what worldview are these programs really teaching kids? Self-reliance, fantasy escape, magic, and meditation are the keys to solving your problems and attaining happiness. There is no acknowledgement that God exists, let alone any teaching about our need to rely upon Him.

PBS' influence spans far beyond children's programs. Roughly 82 million people in more than 45 million households (approximately 70 percent of U.S. households) watch PBS in a typical week. PBS leads programming with series like *Frontline*, *American Experience*, *NOVA*, *Nature* and *American Masters*, as well as a wide range of high-profile miniseries and specials. These all push a secular worldview into the homes of millions of people each week.

Our Opportunity

While television viewing begins at a very young age, the Barna Group, in that same March 2005 report, found that Christian television viewers are primarily age 60 or older, female, with limited income and education. Recall the statistics from the first section:

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7% of adults, about 14 million, watch Christian television on a daily basis.

41%, about 86 million, never watch Christian programming.

The average American home watches

more television than ever, a whopping 12.5% more than 10 years ago.

85% of Americans self-identify as Christians (2002).

40% are categorized as "born again."

PBS is reaching roughly 82 million people in over 45 million households (approximately 70 percent of U.S. households) with a secular worldview.

We all know that researchers have argued for decades about the impact of television on socialization. With the total number of U. S. households owning televisions increasing and viewing rising, it is fairly safe to assume that programming has an impact on the culture. Accepting that the audience for Christian programming has stagnated while television viewing has risen, we can conclude that Christian programming is not meeting the needs of a wider audience.

Consequently, who or what is influencing the worldview of the masses — Christian or otherwise? Who is shaping the hearts and minds of believers and non-believers? Sadly, the data shows that it's the secular commercial and non-commercial programs, networks, and channels that are reaching the masses and reaching them more than ever. Even the church isn't watching Christian television en masse.

The Audience

The NRB Network was founded with the mission to expand media access for NRB members through a national/international satellite television network, with programming that: 1) presents a balanced evangelical worldview representative of NRB membership; 2) serves a worldwide evangelical constituency; and 3) has a significant spiritual, moral and ethical impact on the culture at large. The goal of the NRB Network is not to compete for the 7% of adults who already watch Christian television on a regular basis, but to try to win the 93% that don't. From the first day I was presented with this opportunity, the target audience has always been identified as these two groups: the lost who don't know Christ, and the Christian whose worldview is still being shaped by secular television. When you look at it that way, the audience potential is enormous, not only for the NRB Network, but for all Christian broadcasters.

The Competition

With the target audience now established, the competition is clearly not the multitude of current Christian broadcasters. The competition is with networks like PBS, Discovery Channel, Animal Planet, The Biography Channel, A&E, The History Channel, and Bravo.



The goal of the NRB Network is not to compete for the 7% of adults who already watch Christian television on a regular basis, but to try to win the 93% that don't.

These channels are watched by Christians and non-Christians for their perceived family-friendly programs and are viewed as having intellectual authority. News channels such as FOX News, MSNBC, and CNN are shaping the political and social views of millions. Daytime shows in the vein of *Oprah*, *Dr. Phil*, *The View*, and *Regis and Kelly* mold the minds of millions of women. Children's programs are void of relationship with Christ and a dependence upon God. In a nutshell, our competition

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“PRACTICAL” –Antonio Muñoz, Mexico City, Mexico

“GENUINE” –Jamie Thiessen, Chicago, IL

“BIBLICAL” –Caleb Eernisse, DR Congo

Joining the RBC family of Bible teachers, Joe Stowell applies his gifts and passion for God's Word and the life-changing message of Jesus Christ through the Internet, television, radio, writing, and speaking. The family of RBC Ministries includes *Our Daily Bread*, *Day of Discovery*, *Walk in the Word*, *Discover the Word*, *Words to Live By*, Discovery House Publishers, *Discovery Series*, *Our Journey*, Discovery House Music, and *Sports Spectrum*. The international outreach of RBC Ministries is headquartered in Grand Rapids, Michigan.



is the same as it has been for thousands of years — the secular worldview that seeks to remove God from the lives of people who desperately need Him. The only difference is the medium — television.

The Mission

The central mission of the NRB for more than 60 years has been to expand and preserve access to electronic media for the spread of the Gospel of Jesus Christ. As of yet, there is not a Christian network seeking to compete with the secular broadcasters such as the Hallmark Channel, the Discovery Channel, Bravo, Fox News, PBS, and PBS Kids, etc. NRB Network enters the market to answer the challenge — bringing a solid Biblical world and life view, coupled with a modern and more mainstream programming approach. This commitment places a great deal of responsibility on the NRB Network to go beyond the standard in Christian broadcasting in the areas of content and quality.

In an effort to offset the current trend in Christian television viewing, the NRB Network has defined day-parts and programming based upon television viewing habits of the general population. These segments, or blocks, are designed to flow throughout the day and to reach specific target audiences.

The morning devotional block is intended to meet the needs of men and women as they start their busy day. It features programs like *Read Through the Bible in a Year*, music, quick news updates, and devotionals that are designed to be heard as well as watched. This allows the viewer to turn the television up while getting ready, or sit down and open their Bible and follow along.

The women's block is deliberately going after programming from the big three networks. *Oprah*, *The View*, and an array of daytime programs are poisoning the minds of young, middle-aged, and senior women. The answer is to provide daytime talk shows, informational programs, drama, and entertainment that magnifies the Lord, supports and enforces a Christian worldview, and shapes women into the image of Christ.

On its website, PBS lists their afternoon children's block as their fastest growing

segment. Now more than ever, children need reinforcement of a Christian worldview. Children spend almost ten times as much time in front of the television as they do in church, Sunday school, and Bible study combined. Programs that not only provide a safe haven for busy parents, but that are educational, supportive of their values, and strengthen the spiritual growth of impressionable minds are desperately needed.

NRB Network enters the market to answer the challenge — bringing a solid Biblical world and life view, coupled with a modern and more mainstream programming approach.

The family informational block provides the needed access to news, financial advice, and movie, video game, book, and sports reviews. It also includes programming that is targeted to help the family develop and solve problems together. As a father of four, I've read a number of books and watched videos that tell me "what to do" as a father, but have always wanted the "how to" equivalent. We intend to put a "how to" program in this block that challenges the current trend of reality programs such as *Nanny 911*.

Prime time is divided into six separate theme nights, each targeting programming genres to take major networks on head to head. Monday is social/public policy, addressing the role the church plays in today's culture. Tuesday is nature/science programming and tackles the evolutionary

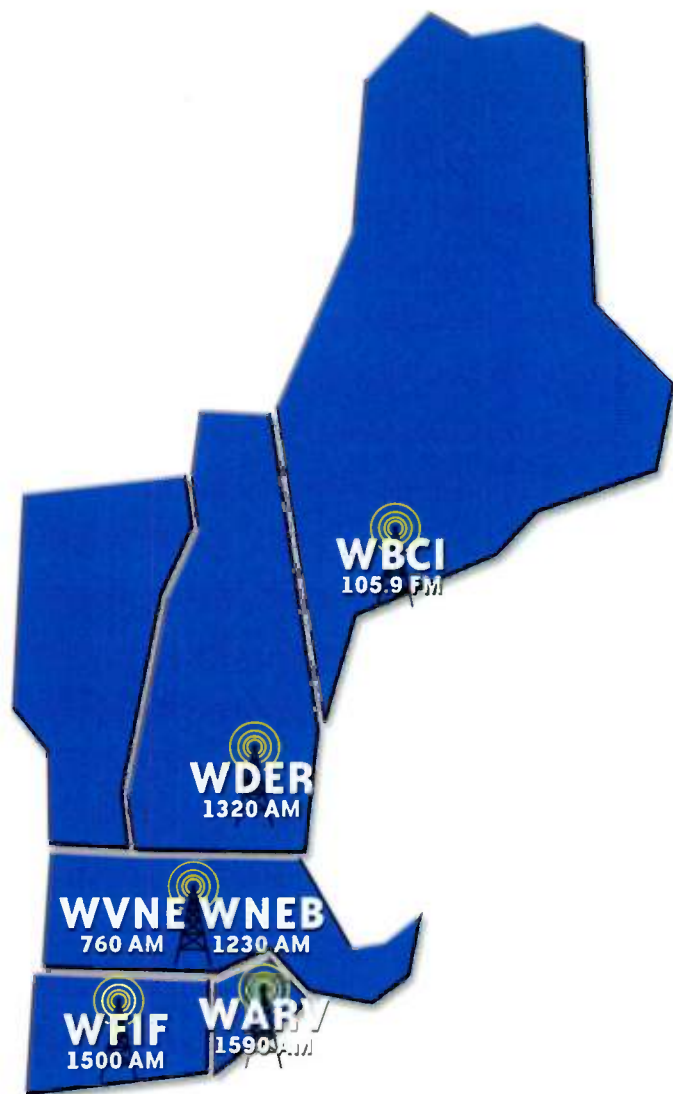
view presented on the Animal Planet, Discovery, and PBS. (Wouldn't it be great to watch a program about nature and have the commentator acknowledge God the Creator instead of the typical "millions of years ago" you hear so often?) Wednesday is film festival night, highlighting long and short form films from independent Christian producers and Christian film schools. Thursday is history/documentary/biography night, featuring programming that respects and educates viewers on our Christian heritage. Friday is music/entertainment night and brings concerts, entertainers, and the musical arts for the whole family. Saturday specials bring the best of the weeknight line-up to the viewing audience. Saturday morning will be filled with quality children's programs and the afternoon with sports commentary that is free of alcohol and lingerie ads. Late night Saturday is reserved for teen programming. Sunday will be for church services and teaching all day, as it should be.

NRB Network will use this approach to expand into new untapped markets both inside the church and in the public sector as well. The NRB Network product is ever changing and setting the path for the future with the intent to facilitate a continuous segue of endless possibilities for Christian ministries, independent producers, filmmakers, and other content producers. This innovative approach to Christian broadcasting will attract an audience seeking family-friendly programming. It will strengthen the worldview of believers, raise questions in the minds of unbelievers and, at the core, reach people with the good news of Christ. With the soft launch in December, the NRB Network staff continues to work toward the desired programming and underwriting for each of the day parts. As we fulfill our mission of creating more avenues for program producers, we strengthen Christian broadcasting—not compete with it. As Christian broadcasters work together to break into the secular broadcasting audience, the Kingdom wins.

Troy A. Miller is Senior Vice President and Chief Operating Officer of the NRB Network.

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Christian Radio in the New Appliance Generation

By D. CHUCK LANGLEY

Christian radio is changing, but we cannot forget our mission, “to facilitate the spread of the Gospel of Jesus Christ.” We also must build a “personal relationship” with our community, our sponsors and listeners. That will make Christian radio of the future unique.

I remember many years ago, when I first entered the radio business, going to a radio sales seminar. The speaker kept referring to radio as an “appliance.” Even being green and very naïve, I found that hard to digest. Radio to me was personality, serving the community, and bringing results to the station’s sponsors. I didn’t see the similarity between a refrigerator and a radio.

Today’s biggest problem for all radio broadcasters is that we are allowing the media, retail and the technology industry to consolidate us with, literally, thousands

of other forms of communication (satellite, cell phones, cable, TV, iPods, newspapers, billboards, etc.) and call it MEDIA. We are losing our identity that has always made us unique, special and a very effective personal disseminator of news, music, information and the Gospel.

In my many years of teaching radio sales, I have always preached about “the media mix.” A sponsor could get more “results” out of his advertising with a mixture of media; and radio should be part of that mix. That mix included: radio — for reach and frequency; TV — for image (remember “a picture says a thousand words”); newspaper — for the printed message; and other — includes billboards, coupons, magazines, key chains, etc.

The businessperson only sees a big conglomeration of hundreds of ways to spend the advertising money. He also has a limited budget. By narrowing down the

categories for him, you make RESULTS more likely...and for radio to be in the budget. Of course, a good radio peddler of advertising would say: “Why should I settle for part when I could get his whole budget?” The answer is simple...again, RESULTS! If results are obtained you share in the credit and you have a better chance of your station being in the budget for the long run. If you don’t, you get all of the blame and you lose his business, possibly forever. He now has a “bad taste in his mouth” for radio as a whole and may never budget any radio station again. How many times have we seen this happen?

In 2006, the media mix is still a great way to present advertising ideas to business owners and managers; but technology has changed it dramatically. The key is not letting radio get diluted. Make it stand out on its own. Now I said “radio.” You have to present radio as a part

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of the mix before you talk about your radio station. Get the potential sponsor or client sold on radio, and then you sell him on your station. The key word again is "RESULTS." The new media mix includes: radio, for localism (reach and frequency are now secondary); TV, for image (that picture again says "a thousand words", but today that includes hundreds of cable channels); print, for the printed message (it can be picked up and read over and over again); web page, a reference tool for customers, clients, and patients; and other — put all other forms of advertising here (outdoor, specialty items, direct mail, etc.). Note that Internet advertising should be placed in this category and not take budget dollars away from the total plan, unless the customer is into to online selling of product. Then he needs a web design company to build and manage a catalog.

We now have to make our Christian radio station stand out from the other radio stations. When an advertiser thinks radio and, particularly Christian radio, they must always have your station "top of mind."

Branding your station does this. Branding is the hottest buzzword in advertising today, and it's crucial to the future of radio if you are not to become an appliance. The parts to building the brand include:

Community Involvement. Get involved with area churches, non-profit groups, schools, and business groups.

Personality. It's great to find and keep unique personalities on your sales and air staffs; but the station, itself, needs to develop a personality in the community.

Interaction. A web page is a must. Make it simple for a listener or sponsor to simply email your station... and always reply. Don't use a form to fill out before they can write you. Create your own database through return mail after some loyalty is established. Why build a database of people who "don't listen"? Many listeners or potential sponsors may not even send an email if they have to fill out a form.

Listen to the Listener. When a listener compliments you, there are at least 100 more listeners who feel the same way. When a listener complains, there are probably 200 listeners who feel the same way. The "silent majority" is your listener base. They don't get involved but they

listen. It's difficult to interact with them, but it's real easy to turn them off from listening to your station.

Giving Back. Contribute airtime to local worthy causes, do listener appreciation activities, send birthday wishes, present concerts, etc. Build a lasting personal relationship with your community that no competition and no technology can ever destroy.

In 2006, the media mix is still a great way to present advertising ideas to business owners and managers; but technology has changed it dramatically. The key is not letting radio get diluted. Make it stand out on its own.

From the programming perspective, in the future radio stations will be one of two types:

A Radio Repeater. Playing the same homogenized programming as every other station (including satellite). There are "drop-in" PSAs and news at the same times with the same boring commercials, just like every other station.

A Radio Brand. You'll stand above the competition. Top of mind awareness will help give your station a personality.

A big problem in reaching the goal of becoming a personality in your community is the lack of training for men and women wanting to enter the radio business. Most colleges are focused on movie production, web page design and television. You just

don't find places for people to learn the radio business. Stations have to either develop serious in-house training programs or we'll need more schools teaching the fundamentals of broadcasting and giving hands-on training.

The FCC rules and regulations seem to be the number one thing not being taught to persons entering the broadcast business today. Most employees are hired for minimum wage to basically run the board. They do not know what a "Station ID" is, or that cigarette advertising and the airing of phone calls without prior permission are illegal. We need a place for potential radio broadcasters to learn, practice, and be critiqued before they go on the air or in front of our sponsors.

In our sales departments, we find that a revolving door has been formed. Salespeople are hired, handed a rate card and then given three-month quotas with a base salary dropping to commission only at the end of the period. The salesperson spends one month learning, one month selling and then the third month looking for another job (because by now he has figured out he can't make it, right now, on commission only and doesn't have the personal resources to wait six months to a year for income to be adequate). There needs to be a better pay plan. There is no support from management, in many cases, and the perception of these "untrained rookies" is so bad on the streets that many sponsors are just cutting radio, completely, out of their budgets.

Step out of the box. Look at your station from the outside. Build a fresh image and a personal relationship with your community. Become a personality! Then, you will have the most potential to reach out to a lost and dying world and bring listeners into a very personal relationship with Jesus Christ.

D. Chuck Langley is a management and programming consultant with 34-years of experience in managing and programming AM and FM stations. In consulting, he has turned that experience into a commitment to help Christian broadcasters build their stations and to spread the Gospel of Jesus Christ. Chuck can be reached at langleybroadcast@yahoo.com or 910-231-2460.

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Multicasting: Widening the Proverbial Tent

One station, two program channels for traditional and contemporary audiences

By DEE McVICKER

It's a familiar impasse both in the church and on the air: How to play to the contemporary music tastes of a younger audience and keep the traditional music that has been a staple of church life for generations.

How can a Christian radio station maintain a church culture rooted in tradition, yet establish a modern-day ministry that appeals to a younger constituency?

The answer for a growing number of stations is new digital radio technology called HD Radio™. One of the significant capabilities of HD Radio is HD2 Multicasting, a method of transmitting two or more programs on the same broadcast frequency. KTIS FM, the flagship station for Northwestern College in St. Paul/Minneapolis, for example, will broadcast its legacy format targeted to a 40-something audience along with a traditional program channel aimed at 60-plus benefactors and another channel for the 18 to 25-year-old set – all broadcast simultaneously on 98.5 MHz.

"When we started talking about

digital transformation, and what the possibilities are, it was one of those epiphany moments ... multiple formats for every need," said KTIS FM General Manager John Engen, who plans to add the digital channels as early as Spring 2006 by integrating Broadcast Electronics multicast technology into the station's existing transmission infrastructure.

HD2 Multicasting holds the first real hope of KTIS FM being able to broadcast over a wide geographic area, yet narrowcast programming that specifically speaks to each generation.

Until now, the Christian broadcaster's outreach efforts resulted in expanding the proverbial tent, not necessarily making it inclusive of everyone. Northwestern College expanded into new territories over the years, entering into Duluth, Fargo, Madison, Waterloo, Des Moines, Sioux Falls, and even faraway Sarasota, FL. Yet, with each new market came the familiar impasse that is played out in thousands of churches every Sunday.

KTIS FM defines its target demo as a 40-something mother of two named Linda

who prefers Lite AC, a format that isn't exactly a winner with the 60-plus crowd and totally misses the mark on the 20-something crowd. "Linda" is younger in the college town of Madison, and slightly older in the Sarasota market, but no matter where she landed on the demographic scale, it was always to the exclusion of young adults and large segments of an older population.

"We've had to narrow-focus our format, which, of course, when you're talking Christian radio, means a more predominantly female audience. We're getting a wonderful response, but I've thought a lot about what we can do to minister to those who used to be KTIS listeners. I really wanted to get back to them," explained Engen.

Religious broadcasters have long recognized that the youth and the aged are largely underserved by radio, but the alternative of doing a broadcast equivalent of the "blended service" spelled certain disaster. "I pastored churches in addition to my years in radio, and my theory on the blended service is that it just ticked

everybody off," Engen said.

"You seek everyone but you keep no one," agreed Jeff Dorman, the General Manager of KWVE FM, the voice of Calvary Chapel of Costa Mesa, which plans to take advantage of multicasting for its age and ethnically diverse Southern California listener base. The station converted to HD Radio in 2005 using Broadcast Electronics equipment, and can split its digital signal into multiple program channels at any time.

"The number one frustration for Christian radio is getting listener calls one after the other—the one that says 'You're too contemporary,' and the other that says 'You're too traditional,'" summed up John Sims, Director of Christian Media Marketing for RF Specialties Group of Missouri, who managed and built Christian stations for 27 years and is now helping stations maximize HD Radio opportunities using technology from Broadcast Electronics.

HD Radio Comes of Age

Not too long ago, broadcasters like KWVE FM and KTIS FM simply bought up existing stations or established a new station on the broadcast band in order to gain multi-demographic traction. Those pipelines were all but sealed off when station acquisition costs went through the roof and available frequencies were gobbled up by eager investors in the '80s and '90s. FM subcarrier channels offered one programming outlet, although the high cost of specialty receivers that could pick up these services obviated any possibility of wholesale access.

When the Internet came along and created new, albeit limited, programming opportunities, religious broadcasters got on that bandwagon, too. KTIS FM delivered a youth program on Web radio for a time, but the station shut down this channel six months ago due to lack of funding. "The problem is, you have an 18-year-old with not much more than 20 bucks in his pocket, and it isn't going to Christian radio," commented Engen.

Youth ministries aren't buying radio air time, either. "Where are the 20-year-old Greg Lauries and Franklin Grahams and Chuck Smiths? They can't afford radio. Typically, they're younger pastors in a

newer ministry. They don't have the mega-churches, but yet they're anointed. They should be heard. Timothy wasn't denied!" stated Dorman, whose station also appeals to the predominantly female, 35-plus market.

"Why can't we as broadcasters carry the young guys as well as the established, national ministries?" he asked.

Enter HD Radio. As a digital form of broadcasting, HD Radio can carry far more over the existing spectrum, whether it's more programs, more text or more

"When we started talking about digital transformation, and what the possibilities are, it was one of those epiphany moments ... multiple formats for every need," said KTIS FM General Manager John Engen.

data that can be digitized and packaged for transport over the airwaves. HD Radio harnesses the existing radio spectrum, offering broadcasters program opportunities heretofore unattainable.

When the Federal Communications Commission adopted HD Radio technology as the sole digital standard for U.S. AM and FM stations in 2002, stations sought out the digital technology, then known as in-band on-channel (IBOC), to improve the sound quality of radio broadcasts and eradicate static, hiss, pops and fades from the AM and FM band.

With HD Radio technology, developed

by iBiquity Digital Corporation and provided to the radio industry by Broadcast Electronics, came a framework for running text messages such as song and title out to receivers, plus an entirely new platform for additional program opportunities.

Within two years, major-market broadcasters had converted to HD Radio in the top 11 markets, most of them broadcasting a single channel. Multicasting, however, soon caught on as a viable HD Radio opportunity for FM broadcasters. The first real-world multicast took place on WFAE FM in Charlotte, North Carolina, in early 2005 using Broadcast Electronics HD Radio equipment. Since then, other FM stations have followed.

For many Christian radio broadcasters, this more recent development in HD Radio is an answer to prayer. "Multicasting is perfect for (ministering to youth) because the overall expenses are being played out over the more established markets," said Engen.

And, they're not the only broadcasters to recognize the potential. Multicasting has the support of many radio conglomerates, chipmakers and receiver manufacturers.

More than 2,500 U.S. stations have committed to HD Radio conversion so far, and the numbers continue to grow. Of these, many will utilize the multicasting capability of HD Radio. In December, seven top U.S. radio companies formed an alliance for coordinating and promoting HD Radio in general, and HD Radio multicasting in particular. Puerto Rico stations also are converting to HD Radio, and other markets in Latin America, Asia and elsewhere are currently installing experimental HD Radio transmission facilities and considering HD Radio as a national standard.

On the receiver front, BMW, among other car manufacturers, will begin offering HD Radio receivers as a factory option in its 2006 automobiles. Panasonic, Kenwood and JVC are making aftermarket HD Radio receivers for automobiles, and others are launching similar receivers soon. Both Boston Acoustics and Polk Audio announced the availability of HD Radio tabletop models. These receivers are capable of receiving

several program channels on each licensed broadcast frequency.

Two for One

All of this comes at very little cost to the broadcaster, and at no cost to existing listenership. The beauty of HD Radio is that it broadcasts on the FM frequency along with the existing analog channel. Broadcasters don't have to trade one for the other; they don't have to give up analog for digital.

A station can broadcast its analog FM signal along with a digital version of the same program, plus additional HD2 Multicasting programming, all accompanied by text services. The analog broadcast is picked up by the traditional receiver and the HD Radio main; HD2 Multicasting channels and data services are picked up by newer HD Radio tuners.

Christian radio stations can continue to broadcast to listeners tuning in on existing FM radios, while sending out multicast signals that can be received by new HD Radio tuners now coming on the market. "The transition to digital is seamless to both radio stations and their listeners because HD Radio piggybacks onto the existing analog infrastructure and spectrum without compromising the transmission quality of existing broadcasts," said Tim Bealor, Vice President of RF Systems for Broadcast Electronics, which manufactures a line of HD Radio transmitters and all other HD Radio products required to seamlessly introduce digital radio to the broadcast facility.

Anyone with an HD Radio tuner will be able to pick up all HD Radio signals multicast by one station with just a turn of the dial or press of a button. This is in addition to the main program channel broadcasting in analog FM as well as any associated text services, such as "now playing" text displayed on the face of the radio. In KTIS FM's case, the station will add digital to its existing analog FM and broadcast a main channel and two program channels: KTIS-FM CH1 playing inspirational praise-and-worship programming for 60-plus listeners, and another KTIS-FM CH2 broadcasting a LifeNet format based on a CHR playlist for its youth.

Broadcasters pay a one-time equipment conversion cost to begin

broadcasting in HD Radio. "In many cases, conversion will require a new transmitter system to pass the HD Radio signals and in other cases, a separate antenna structure as well as transmission equipment is needed," said RF Specialties' Sims.

Implementation methods vary according to station power, age of existing transmitter and type and load capacity of the station's existing antenna. Estimates run between US\$30,000 and US\$200,000.

Fees for the intellectual property rights

The beauty of HD Radio is that it broadcasts on the FM frequency along with the existing analog channel. Broadcasters don't have to trade one for the other; they don't have to give up analog for digital.

to broadcast HD Radio are offered by iBiquity Digital on a graduated scale depending on year of adoption; early adopters are given a reduced fee structure. "The fees were just one incentive for us to move on this now," said Harv Hendrickson, Vice President of Broadcast Operations for Northwestern College, which has plans to roll out HD Radio, and eventually multicasting, to its FM stations in the remaining seven markets within the next two years. The broadcaster also will be able to send text data to the HD Radio receiver. The HD Radio standard includes a set of categories that describes text messages, such as song title, talk show

name, and sponsorship information.

The good news is that once stations convert to digital, splitting programming into separate channels is a simple matter of adding a unit to divide and allocate the bandwidth.

"Broadcasters converting their stations to HD Radio for other reasons are now viewing HD2 as a way to get a far greater return on that investment," commented Bealor, whose company offers an end-to-end HD Radio solution, including transmission, bandwidth allocation and text generation, management and scheduling.

"If you look at the cost of maintaining a station month by month, much less building one, we're talking about pennies on the dollar," remarked Dorman, who converted KWVE FM to HD Radio in 2005 to bump up the quality of broadcasts and will be able to add multicasting capability at any time.

Dorman plans to multicast a program channel aimed at the youth market segment and another channel aimed at the growing ethnic population in the greater Los Angeles area within the next two years. At that time, the station will add a unit to its transmission chain that will divvy up the digital bitstream for each program channel. "The commission is to go out to all the world, and if the Lord is delivering to us a lot of Vietnamese and a lot of Spanish, what a neat thing to share the teaching in that language," he said.

The transformation to digital multicasting won't happen overnight. Everyone agrees that it will take some time and effort, but that's not stopping the many HD Radio enthusiasts from multicasting at the first opportunity. After all, said Engen, "When KTIS FM went on the air in 1949 in order to air the Billy Graham crusades, I doubt there were even 10 FM receivers in the Twin Cities at that time."

Dee McVicker is located in the Phoenix area and has written articles for Billboard, Technology Review, Internet Week, and Radio World. She can be reached at deemcv@qwest.net or 480.545.7363.

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Freedom of Religious Speech on Trial in Sweden

Pastor Green Finally Acquitted

By PER KARLSSON

In a democratic society, the freedom of expression is an essential element. In Sweden we have often been proud of our record on protecting human rights at home and internationally.

Recently, an event took place at a time when the international community had reason to believe that something was going wrong in our part of the world. Freedom of speech was at stake. A gentle pastor, Ake Green, gave a sermon before his congregation of some 50 people in the summer of 2003. The 64-year-old pastor was found guilty in lower court for expressing contempt against homosexuals and sentenced to prison.

The verdict caused extensive international interest and protests. The Court of Appeal reversed the decision and acquitted him. The Prosecutor General appealed, but the Swedish Supreme Court upheld the acquittal. The Supreme Court decision is an extremely important precedent. The legal action against the pastor, however, may have chilling effects on other pastors, and not only in Sweden.

Let me explain how all this could happen. I will tell you the story of Pastor Ake Green from the small village of Borgholm in a rural area of southern Sweden. First, some background.

The Legal Development – A Social Experiment

European family law has undergone dramatic changes over the last 15 years regarding the legal recognition of same-sex couples. Following the Scandinavian model, introduced by Denmark in 1989, other European countries have adopted statutes on registered partnerships.

In all Scandinavian countries a separate legal basis has been created by the introduction of laws for registered partnerships. The leading principle is that registered partners are to be treated equally as spouses in nearly all legal areas. By 2003, same-sex couples were being

assessed as potential adoptive parents with joint custody of a child. Legislation was passed even though all expertise warned that it would not be in the best interests of the child to introduce such a right. At present the question is whether the institution of and term “marriage” should be kept for two-sex couples or should be introduced also for same-sex couples. Already in the Netherlands and in Belgium, same-sex “marriages” are available for homosexuals.

After the Second World War a hate crime provision was introduced to protect Jews. The criminal offense is “agitation against a national or an ethnic group.” The provision reads:

“A person who in a statement, or other message which is disseminated, threatens or expresses contempt for a people or other such group of persons on account of race, skin color, national or ethnic origin or confession of faith, is convicted for agitation against a national or ethnic group and sentenced to imprisonment for a maximum of two years, or if the crime is minor, to a fine. If the crime is grave the person is sentenced to imprisonment for a minimum of six months and a maximum of four years” (Chapter 16, Section 8, Penal Code).

On January 1, 2003, this criminal

statute was amended and now includes “sexual orientation” among the list under the term of “national or ethnic group.” In the bill it was discussed whether reading from religious texts would be prohibited under this restriction or not. The government here stated:

“Only to cite from and discuss, e.g. religious texts, does not fall within the area to be criminalized by the proposal... It must, for example – in the same way as is allowed today with regard to, e.g., expressions alluding to confessions of faith – be possible to discuss different lifestyles and ways of understanding life” (Government bill 2001/02:59).

The Swedish Parliament made clear that no particular exemption should apply to preaching situations. Nor should normative expressions in general be exempted. However, in preaching situations, it will normally fall outside the scope of the criminal offense to cite religious scriptures and only invite the listeners to follow the direction of the scripture. (Parliament report from the Committee on the Constitution, 2001/02:KU23)

We warned the legislators about the vagueness of this legislation. Religious ministers should not need lawyers to defend their freedom of expression.

Pastor Green’s Politically Incorrect Views on Sexual Conduct

In the summer of 2003, the Pentecostal Pastor Ake Green gave a sermon to his congregation on the issue of sexuality. The purpose was to warn about the danger of sexual abnormalities. Later (in the court proceedings) Pastor Green explained that he felt compelled to share what the Bible teaches on this issue since others, including his denomination, remained silent. Throughout the sermon, his focus was on the spiritual, physical, psychological and societal risks of any sexual conduct that violates Scripture, not just homosexuality. He read many Bible passages, where there are strong warnings for sexual abnormalities. He talked about pedophilia, bestiality, etc. He made reference points to modern issues like HIV, etc. He used strong language and metaphors, such as: “Sexual abnormalities are cancerous on society.” However, Pastor Green made it clear that we must follow Christ’s example of not condemning or belittling anyone. In the sermon Pastor

Green explained that we should hate the sin but love the sinner.

The local homosexual activists’ organization called the police, and an investigation was started. The Prosecutor (district attorney) brought an indictment against Pastor Green on January 17, 2004 (charged for violating Penal Code Chapter 16, Section 8, quoted above; case number B 57-04 before the District Court of Kalmar).

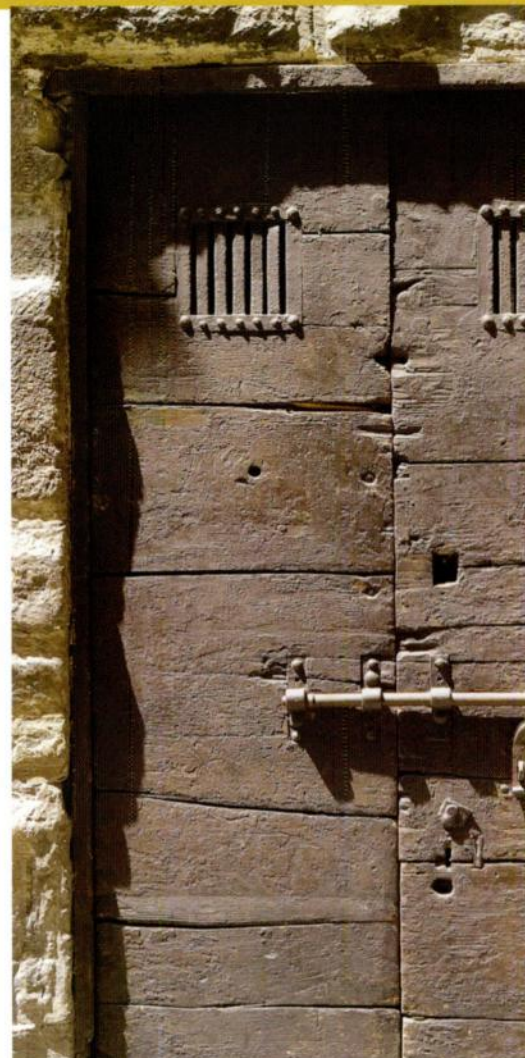
Sentenced to Prison

The District Court concluded that a person may not hide behind biblical quotations in order to convey his/her opinions about a certain people-group. “Green has not only quoted passages from the Bible and interpreted them, but elaborated upon these quotations himself and developed them further into direct attacks that homosexuals commit punishable offenses.” The District Court of Kalmar therefore found him guilty. He was convicted and sentenced to one month in prison.

The verdict caused extensive international interest in this case. Several TV teams came to the village of Borgholm. Letters were sent to Swedish Embassies around the globe. Both sides appealed to the Göta Court of Appeal. The Prosecutor thought the punishment was too lenient and should be six months instead of one month in prison.

The Court of Appeal Reversal

The hearing demonstrated the danger when Prosecutors and the Courts become Sermon Review Boards. International human rights lawyers found it fascinating to sit in a modern high-tech Swedish courtroom, listen to a taped sermon and watch as the Prosecutor and judicial panel interrogated Pastor Green as to what the sermon meant. The presiding judge even asked Pastor Green to explain the difference between the Old and New Testament — law versus grace. It was a modern day Inquisition. It was clear that the Prosecutor had no concept of what a sermon is. He said that Pastor Green had the right to read Bible verses but crossed the line when he expounded his views on what the verses meant. Pastor Green’s response was that anyone can read the Bible, but it is his God-ordained role and duty as a pastor to help people understand what the verses mean. Pastor Green was asked to respond to certain articles and



defend his view that homosexuality is a choice and not DNA driven. He was firm in his belief that God does not program a person to be a homosexual while declaring that homosexuality is a sin.

In overruling the district court judgment, the Court of Appeal dismissed the charges against Green. Sweden, as a party to the European Convention on Human Rights and having transformed the Convention into Swedish legislation, is bound by the Strasbourg Court’s decisions. This means that national judges must follow the jurisprudence of the Convention, and therefore our concept of what freedom of expression means must expand along with the developments in Strasbourg.

“It is shown that his overall purpose with his sermon was to reach out with his biblically faithful message. According to that, homosexual behavior is a serious sin that prevents those that commit the sin from

being part of God's grace, unless they repent. Further, Green stated that the growing practice and acceptance of homosexuality was something evil, not only to the people concerned but to the society as a whole. What is thought to be inciting to homosexuals in Green's sermon is a biblically founded, categorical assessment of all homosexual activity as sinful."

"His own explanation, by which he linked together the different Bible verses, is not scientific and can, even if he is making several reservations, be strongly criticized. Green's interpretation of the Bible verses is remarkable in its wording, but can hardly be said to go any further in its content than the Bible text he is referring to."

"A right to truthful biblical preaching includes a right and possibility to expound and interpret the Bible, as long as the presentation relates to the Bible message. Opinions alien to the most part of the citizens or even regarded as provocative may therefore be upheld."

"There are no indications that Green has used the sermon situation as a cover to incite hatred for homosexuals as a group more extensively than is following from the religious scripture of his Christian faith."

The Court of Appeal concluded in its findings: "The purpose of his sermon seems rather to have been to explain and expound the belief and view of the Bible verses that Green stands for and to affect peoples' way of living. That must be considered to fall outside the criminal provision on agitation against a national or an ethnic group."

Some free press people, like the Press Ombudsman, applauded the outcome. The homosexual activists were very critical of the Appeal Court's decision. They accused Pastor Green of homophobia. The Prosecutor General appealed to the Swedish Supreme Court.

The Pastor Green Precedent

November 9, 2005, the Swedish Supreme Court heard the Pastor Green case. For the first time in Swedish legal history the Supreme Court listened to a (recorded) sermon tape in order to assess whether a pastor was interpreting the Bible in an unlawful way, by using modern language to explain what the Bible meant and by filling it in with his own words and thoughts. The topic was the Bible's view on a homosexual lifestyle.

It was Sweden versus the Bible. The Prosecutor said that Green had no biblical foundation for some of his statements and that he had used a less accurate Bible translation that was not in harmony with the Greek original version!

Under the cross-examination led by the Prosecutor General, Pastor Green had to admit that he thought that homosexual behavior is a sexual abnormality. The Prosecutor then held that Green must have meant that such an abnormality together with bestiality "is a cancer on the society." Green explained that his expression was a metaphor and that he had not expressed any contempt for a group. He had only in a sincere way tried to explain biblical truths on immoral behavior. He had no right to condemn any group. He addressed a certain behavior that the Bible warns about.

The Swedish Supreme Court upheld the acquittal by a 5-0 win. The court did not categorize the sermon as hate speech. But the court found that the Swedish constitution would not hinder a conviction in line with the recent amendment to the national criminal provision (also given attention to the purpose of the criminal provision expressed in the preparatory works). However, and most importantly, in its conclusion the court found that it is likely that a conviction of Pastor Green would be a disproportionate restriction of Pastor Green's right to preach the Bible, and therefore in breach of the European Convention on Human Rights. The criminal provision and its expression "showing contempt to a certain group" had to be construed restrictively. In the Supreme Court opinion there was no room under the European Convention to convict Pastor Green. The court therefore upheld the acquittal. The decision is final and cannot be appealed.

There have been various reactions to the court decision. The homosexual activists and some politicians claim that the criminal provision in the national law is useless and needs to be amended again to cover a Pastor Green sermon. A European law professor has held that this case brings us into a new era where the European Convention on Human Rights has been directly applied, whereas the national law was set aside. The national law has to be interpreted in conformity with international law commitments. In my view the European Convention would not allow a national law to be applied

where it would infringe on an individual's protected rights. The European Convention cannot be set aside by national law. Therefore our parliament may not amend the national law in a direction where an equivalent sermon would be a criminal offense.

What conclusions can be drawn?

Religious views on various types of sexual conduct may be expressed also in the future. However, the legal action against Pastor Green will certainly have chilling effects, not only in Sweden. Pastor Green's views, though unpopular in modern Swedish society, are still considered orthodox by a variety of religions and in much of the world. Catholicism, Judaism, and Islam all teach that homosexual behavior is spiritual disobedience. Certain schools of Buddhism and Hinduism also forbid homosexual behavior.

Human rights are by definition universal and inalienable and not to be limited by relevance to a specific culture. Feelings of offense are not only personal and subjective; they are intrinsically related to one's culture and era. Taboos vary between cultures. Stigmas change over time. Minority and majority status fluctuate constantly. In contrast, the right to freedom of speech is not cultural, it is universal; it is not temporary, it is inalienable. When a human right is made subject to the feelings of a particular group in a particular culture at a particular time, it ceases to be universal and inalienable.

The Green case is one of the most important current freedom of expression cases in the world. Sweden has historically had a strong human rights record. The global ramifications are huge. Sweden's international reputation on human rights may now be upheld, although it is my view that the generally well-recognized freedom of expression and religious belief in Europe cannot be taken for granted anymore.

Per Karlsson, LL.M. University of Uppsala (1988) is a member of the Swedish Bar Association, and a specialist in European Law. He has also been an Associate Judge of the Administrative Court of Appeal. From 1995-2000, he served as a legal advisor to the Swedish Government.

Evangelizing a Nation Within a Nation

By JOSE A. REYES, SR.

I start this article quoting a paragraph from an article published in Time Magazine, which reads: “Invited and uninvited, rich and poor—but mostly poor—foreigners are pouring into the United States in greater numbers than at any time since the last great surge of European immigrants in the early 1900s. Indeed, the United States accepts twice as many foreigners as the rest of the world’s nations combined ... Although their turn-of-the-century predecessors were mainly Europeans, today’s new arrivals are mostly from Latin America and, to a lesser extent, Asia and the Caribbean. They are transforming the United States urban landscape into something that it has not been for decades: a mosaic of exotic languages, faces, costumes, restaurants and religions.”



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In January 2004, the Census Bureau released statistics documenting that the Spanish population in the United States was 43.6 million, not counting the undocumented immigrants, which are estimated to be between six to eight million. That makes the Hispanics the largest minority in the nation. By the year 2050 the projected Spanish population will be more than 100 million and thus the largest ethnic group in the nation. Right now the United States has the second largest number of Spanish speakers in the

I truly believe that the Hispanics in this nation are now more sensitive to the Holy Spirit's call than any other time in their history.

world. Out of 21 Spanish speaking countries, only Mexico has more Hispanics than the United States.

We can truly say that the Lord has brought the Spanish mission field to the doorsteps of our communities, and it is a mission field ready for harvest. As John 4:35 reads: "Behold, I say to you, lift up your eyes and look at the fields, for they are already white for harvest!" Christ Himself gives us the best example of how to reach these foreigners who live in our midst. We see this with utmost clarity in John chapter 4, when Jesus began to evangelize the Samaritan woman. He and His disciples returned to Galilee from Judea, through Samaria, which was located between the two provinces of Palestine. Samaria also belonged to the Promised Land, but because of prejudices, the Gospel hadn't been carried to them. According to what the Word asserts in verse 9 of this same chapter, the Jews didn't want to have any relations with the Samaritans. We could say that the Samaritans were lost

within the Promised Land. This is sad. There are so many people that are lost in America today, including the Hispanics who have come to our shores looking for a better life. We as Christian communicators, and the Church as a whole, need to be careful not to close our eyes and miss the great harvest of Hispanics the Lord is sending our way for us to reach. One of the worst blindnesses we can suffer is the blindness to the opportunity of harvest.

The politician may look at the growth of the Hispanic population in this nation and feel threatened, but we must see it as a compassionate burden and as an opportunity to gather a great harvest of souls for the Kingdom of God. I truly believe that the Hispanics in this nation are now more sensitive to the Holy Spirit's call than any other time in their history. Today Latin America is experiencing a powerful revival throughout the continent, with more than 10,000 new converts every day. Presently, four of the world's largest churches are in Latin America.

The reality here is a little different, because many of the immigrants come looking for a better economic standard. As they move here several needs in their life become evident, and it is then that the church needs to reach them, before materialism takes over or false doctrines reach them, condemning their souls to eternal destruction. It is our responsibility before Almighty God to reach them with the Gospel, and we must reach them before it is too late. The church should look with compassion and with prophetic eyes to the tremendous challenge and opportunity that Hispanics represent to extend the Kingdom of God. All tools and resources, including the mass communication media, should be used to reach this growing mission field. American mass media should realize

The church should look with compassion and with prophetic eyes to the tremendous challenge and opportunity that Hispanics represent to extend the Kingdom of God.



that the mission field is not only in other nations, but also within our own.

American evangelicals are unaware that while there is a great evangelical movement in almost all of Latin America, millions of Hispanics here are virtually untouched by the Gospel. The United States is a nation of nations: multicultural, multi-ethnic and multi-linguistic. I feel it is like having a nation within a nation, one that needs to know the simple message of salvation. The cities of the United States are full of Hispanics. For example, New

York City has the largest Puerto Rican population. After Havana, Miami is the city with the greatest number of Cubans. Los Angeles is the second largest Mexican city, surpassed only by Mexico City, and has the second largest Salvadorian community. Los Angeles has more Hispanics than any one

It is a proven fact in Latin America that people hear and respond to the Gospel preached by radio and television.

country in Central America. In the year 2000, nearly 80% of immigration to the United States came from Latin America.

It is time that more of our churches in the United States become like the multicultural church of Antioch in the New Testament. "The multicultural church is a biblical community of believers who: (1) have a current reality or hold as a core value the inclusion of culturally diverse people, and (2) come together and serve as a single body to live out God's call, to be a New Testament church" (The Multicultural Church Network, SBC).

Hispanics are present in almost all the large and small cities of the United States. At the beginning of the past century the Hispanic population was concentrated in New York, California, Texas, Florida, and Illinois. Today, all states, including those in the South, have an increasing Hispanic presence. According to recent statistics, the state of Georgia has experienced the fastest Hispanic growth in the nation: 16.8% in two years.

It is a proven fact in Latin America that people hear and respond to the Gospel preached by radio and television. I would like to encourage NRB members who own a radio or a

television station to try to establish a station that would minister to the Spanish-speaking people in the U.S. This could be a counterpart to an English station, which now, with the digital conversion, is more easily accomplished. If you want assistance in establishing a radio station to evangelize Hispanics, the Hispanic National Religious Broadcasters (HNRB) can help to accomplish this purpose. Also, I encourage program producers to translate their programs into Spanish for the mission field right here in the United States. Bible translators tell us there is no better way to reach a person than in the "language of their soul," their native tongue. I truly believe God will be pleased with this action and His blessing will be upon your station and your life.

I would like to remind all of us of two important matters related to this subject. As those in Christian media, we have a responsibility to use this means to evangelize, since this is a matter of great importance to God. It was the last commandment of Christ to the Church,

and He emphasized it in an explicit way. At the conclusion of the four Gospels He gave the same command, which we find in Matthew 28:19, Mark 16:15, Luke 24:47-48, and John 20:21. Then, He tells us that if we love Him, we will obey His commandments. The degree of our dedication to the work of evangelizing the lost reflects our beliefs about the authority of the Word of God.

Secondly, let us listen to our Master, the Lord Jesus: "Look at the fields, for they are already white for harvest!" May the Lord help us to yield to His voice.

Dr. Jose A. Reyes, Sr., is executive producer of the televisión program Compartiendo el Pan de Vida and the radio program La Voz de Salvacion. He may be reached at joseyolfa@aol.com.



Iran's President Threatens Crackdown on Christianity

BY ERICK STAKELBECK, CWNEWS

Iran's new president, Mahmoud Ahmadinejad, has threatened to crack down on Christianity in Iran. But, the Gospel is still getting through.

Ahmadinejad is an Islamic fundamentalist with hard-line views on Israel and Christianity. And his recent public comments have many people concerned about his future plans.

Since coming to power in August, Ahmadinejad has conducted a purge of the Iranian government. He's replaced dozens of high-ranking Iranian officials with members of Iran's radical Revolutionary Guards Corps.

In addition, his bizarre Islamist views have also raised eyebrows. He fervently believes that an Islamic messianic figure — called the Mahdi — will soon reappear to lead Muslims to victory over infidels.

During a speech at the U.N., in September, Ahmadinejad made several references to the Mahdi. In the same speech, he said that he felt a "divine light" surrounding him and that the "attention of world leaders in the audience was unblinkingly focused" upon him.

In addition, Ahmadinejad has publicly doubted whether the Holocaust really happened. He's also suggested that the State of Israel be moved to Europe. But it was an October conference in Tehran — called "The World Without Zionism" — where Ahmadinejad made his most controversial comment to date: he called for Israel to be "wiped off the map."

Even Iran's own people are at risk.

Iran is a hard-line Islamic state, where freedom of speech, religion and thought are strictly forbidden. Public executions are still the norm. Christians in Iran are routinely tortured and imprisoned.

Just last month, an Iranian convert to Christianity was kidnapped from his home and brutally murdered. Iranian dissidents say the government was behind the killing. Ahmadinejad has reportedly vowed to put an end to Christianity in Iran.

Erick Stakelbeck is a correspondent and terrorism analyst for CBN's Christian World News (CWNews).

Beyond the Veil: Iranian Muslim Discovers Christ

BY JESSICA CHACKO AND JULIE BLIM, THE 700 CLUB

"According to Islamic teaching, you cannot execute a virgin girl, so what they do is they rape them, and they call it temporary marriage. That is what happened to my 16-year-old friend — and they executed her," recounts Ellie Davidian.

Ellie Davidian was horrified by such things as a teenager in Iran. Hers was a devout Muslim culture.

Describing what daily rituals were like as a child, Ellie says, "You have to get up so early in the morning, basically before sunrise, to perform the five times prayer: you start in the morning, and then you have noon time, afternoon, and evening. Ritual makes you feel like you are gradually becoming a righteous person because, personally, I was thinking that I did not commit any immoralities. I did all the good works based on the young women growing up in that country, trying to avoid sexual immoralities, alcohol, everything. This religion is based on works; you try to be a good person to please a distant god."

When Ellie became a teenager, she began to really question her faith.

"I wanted to know more about what I was worshipping or whom I was worshipping and all this ritual. I was born near the border of Iran and Iraq. During the war of Iran and Iraq, I saw so many dead people, so many layers of bodies one after another. At that point, because I was worshipping this distant god or Allah with all my heart, I felt I was betrayed by this god, because I was thinking, If there is a God, then why is he allowing all this to happen?" she says.

Ellie couldn't find answers anywhere, so she began to secretly deny Allah in her heart.

Says Ellie, "In Iran after the revolution, we have to cover ourselves with dark, long chadors, long coverings. Of course, in Islamic ritual, when they prepare the bodies to bury them, they have to cover them in the white sheets. Then you see blood everywhere. To me, those are the three colors, basically, that I see in Iran — black, white, and red."

For example, Ellie says that thousands of Iranian children were used to sweep minefields — and then told they'd be "martyrs" for the cause of Allah.

"There was a hatred growing inside of me against the Iranian government, against Islam," she says, "but still I had that fear of going to hell."

Ellie's parents wanted to help her, so they sent her away from the horrors of war.

"They thought I was going to lose my mind. I was putting all dark dresses on. That was a sign of mourning inside of me," Ellie says. "There was no joy inside of me — nothing, no life — so I went to France. It was all colorful and I was seeing freedom. But one thing that was brought to my attention was the churches in France. When entering these places, I would sense some type of peace. I couldn't explain it at that time. I was just sitting in front of those statues of Jesus, lighting the candles in front of statues of Mary, and I was asking this God who I called Allah, 'What do you want to do with my life? What is the purpose?'"

Ellie came to America to finish college. There she saw a campus poster for the *JESUS* film. It was in her native language, Farsi, so she decided to see it.

"Wow! I think these people really changed their Bible," Ellie recalls thinking. "Whatever I was watching through the *JESUS* movie contradicted with the teaching



Gospel Message Spreading Through Iran

By WENDY GRIFFITH, CWNEWS

Ellie Davidian is an Iranian expatriate living now in the U.S.A. She's a convert from Islam to Christianity. Recently, I spoke with her about persecution in Iran, and how the Gospel is spreading throughout Iran, despite opposition.

Wendy Griffith: Ellie, we know that Iran has a track record of persecuting Christians. But we've heard that it is actually getting worse. Is that true?

Ellie Davidian: Absolutely. Once they arrest you, basically you don't know if you'll come back home, alive or normal, because they inject some chemical in you to get a confession. Also, the torture that they do. I saw some moving and other pictures about the tortures. Also, once your friends and family find out you've become a Christian, you will definitely lose your job, and they don't rent an apartment or house to you.

Griffith: So you're preaching the Gospel into Iran, by satellite?

Davidian: We have a daily program, broadcasting. Because we estimate about 40 million Farsi-speaking people have satellite dishes, and they can watch. And I've talked with so many people; they even have sold their furniture just to have a satellite dish. Because that's the only message of peace and love they have. We talk about the God of peace and love and we're talking about a God of hope and all comfort.

Griffith: Some people are picking up the phone and calling your ministry, in international phone calls, that say—what?

Davidian: They're saying to me: how can I become a Christian? They're saying: whatever you're saying sounds very right to me. And [when they receive Christ] we see this peace, which is what they are looking for. The peace and joy. Because religion can do nothing for them, except bring more fear and poverty. And of course, they don't have a close relationship with the God of the universe, with life, so they are calling.

Griffith: Tell us more.

Davidian: Holy Spirit is already moving in Iran. Holy Spirit is already working. Even though Iran won't give us visas, or let ministers go to Iran. Jesus doesn't need any visa, so He is already in Iran. And Holy Spirit is already moving and preparing the hearts of people to receive the Gospel. Jesus manifests Himself to people in dreams and visions. I was on the phone with a lady, an Afghani lady, with a 7-year-old daughter. And she lost her husband, in a Taliban attack there in Afghanistan. While I was talking to this lady, she prayed to be filled with the Holy Spirit. And while I was praying she started to weep and cry. And I said, "What's going on, lady?" and she said, "The Master is here, standing with me and His hand is upon my head." Well, what can I say more, but "Enjoy your time with the Lord."

Griffith: So God's presence is there...

Davidian: It's a tangible presence of the Lord, and a visitation. The Lord has mercy and He's pouring out His mercy upon the land, and they are so ripe for the harvest.

Griffith: Ellie Davidian, with Antioch Ministries. Thanks so much for being with us on *Christian World News*.

Davidian: Thank you. And God bless you.

Wendy Griffith reports on a wide range of issues for CBN News and its Christian World News division. She also co-anchors Christian World News (CWNews), which airs in the United States on the Trinity Broadcasting Network.

of Islam about Jesus, so in my mind I was saying, "There has to be something wrong. Somebody has to have lied."

Ellie had been taught to deny the deity of Jesus Christ. In fact, she was taught that it was Judas who died on the cross, not Jesus.

"Judas was a bad boy, so out of God's miracle, it made Judas look like Jesus," Ellie reveals. "Christians are redeemed by the blood of Judas. So atonement, there is no redemption. These are just revolutionary terms when you are talking to a Muslim. That's why they don't have any experience of God's grace."

Then Ellie met some Iranian Christians and started to make a connection. She asked God to show her the truth. That night she had a dream.

"I woke up. Even though He did not say, 'I am Jesus,' He talked to me in English. I knew it was not Mohammed. He said, 'Believe in Me. Why do you have so much doubt in Me? Believe in Me.' Inside of me I knew He was Jesus. And for the first time, I was able to see through the veil the reality of Jesus."

Ellie's family didn't see it that way.

"I was the firstborn in my family, and you are supposed to set an example for the rest of your brothers and sisters," Ellie states. "They were loving me. I had a very good relationship — that is, before my conversion."

They all sensed Ellie's newfound peace, but Islam required that her family disown her. Were her family members curious about this Jesus who brought Ellie real peace?

"For the first time after 14 years, I met them in Istanbul, Turkey, and they were able to hear the Word, the Gospel, the Truth," she says. "They were very quiet, of course. I think it is sometimes hard to receive from your children, especially in Middle Eastern culture. That was the first time that they had met my husband, so I let them establish the relationship. I just tried to be a living Word to them because that is what the Muslim observes mostly, to see how you act, how you talk."

Julie Blim is a 700 Club senior producer. Jessica Chacko is a 700 Club associate producer.

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Without Prayer the North Korean Church Can't Survive

BY JERRY DYKSTRA

In North Korea, the most closed country in the world, the state is the source and purpose of life. It decides where you live, where you work, what sports you practice, what musical instrument you play, what you eat, and if you eat. The deceased leader, Kim Il Sung, and the current leader, Kim Jong Il, are honored as gods. Under these "morning stars", a Christian risks his life every day. At least 200,000 people suffer in harsh concentration camps. Between 50,000 and 70,000 are Christians, says Brother Peter, who has many contacts with the North Korean underground church.

Korea used to have a large Christian population. The capital, Pyongyang, was even called the "Jerusalem of the East". But since the end of the Korean War in 1953, things have changed. Of the 20 million people in North Korea, only between 200,000 and 400,000 are Christians.

Sculptures and portraits of Kim Il Sung are everywhere. North Koreans and even tourists are expected to bow to these idols. Kim Il Sung, the so-called savior and morning star, promised to make his country an example for the world and turn it into the first paradise on earth. But in 1995, one year after his death, starvation hit North Korea. At least two million people have died from hunger in the last 10 years.

"The famine had a significant impact on North Korean society," said Brother Peter. "The state couldn't take care of its people anymore. The food distribution was dismantled. An underground market arose and the government didn't take action against it. A lot of people started to cross the Tumen, the border river with China. The surplus food they were able to carry back to North Korea was sold on the black market. This sign of weakness damaged the glory of Kim Jong Il. Not all people believe in him anymore. They saw him building monumental buildings while people didn't have food."

Smugglers and defectors who are caught

are often tortured to death, according to Peter. "Their last days or weeks are terrible. The North Korean authorities submit them to days of interrogation and severe beatings without giving them food and water. Eventually they die. Survivors are sent to the worst political camps."

When refugees succeed in crossing the border, they are mostly helped by Christians. Peter reported, "There was a time when they knew they had to look for buildings with a cross sign. They heard from other people who managed to go to China that these people were willing to help them. But the Chinese government found this out and was very upset. In the border area they are hunting for North Korean refugees. The police put pressure on the churches. Churches will lose their registration if they are not willing to turn in illegal North Koreans, and churchgoers face imprisonment up to five years. Many Chinese and Korean-Chinese congregations choose to cooperate with the authorities. I can't tell anymore which churches we can still trust.

"Another difficult factor is the number of North Korean secret agents who are trained to disguise themselves as Christian refugees. Only by God's grace are we able to tell the difference between a real and a fake refugee."

People who are able to travel between China and North Korea manage to spread contact addresses among North Koreans who want to flee. If their escape succeeds, they arrive in a whole different world.

"North Koreans are indoctrinated beyond imagination. Their perception of Christians and Christianity is completely distorted. At primary and secondary school, even at college, the teachers tell made-up stories about evil Christians. One story that is frequently told is about a Christian mission that worked during the 1930s in North Korea. The missionaries had a vineyard with much fruit. One day some children went to vineyard and ate some of the fruit. The missionaries found out and caught the children. They took a toxic substance and wrote on their forehead the word 'thief,'" said Peter.

But after arrival in China, the refugees find that they have almost nowhere to go other than to a Christian's house. "They are grateful for the Christians who give them shelter, but they are also full of criticism. Christians who work with North Koreans have to accept that they are indoctrinated.

It takes a long time before they see the web of lies into which they were born. At first they don't want to hear much about the Gospel. Living the life of beasts, their hearts have turned to stone. But when we embrace them, cry with them and they participate in services and Bible study, something slowly changes. Their hearts are slowly heated and defrosted. They become more human again."

new faith that they want to go back and evangelize, which is a risky business in North Korea. When a Christian is caught, he and his family are sent to the worst labor camps ("concentration camps" describes them more accurately). "They just have to be trained in the Gospel," said Peter. "In North Korea, Christians can only rely on our Lord — their only weapon is the power of prayer. Because it's so

"Living the life of beasts, their hearts have turned to stone. But when we embrace them, cry with them and they participate in services and Bible study, something slowly changes. Their hearts are slowly heated and defrosted. They become more human again."

It takes about six to 12 months before the North Korean refugee reaches a breaking point. "This breaking point can be a violent experience," said Peter. "Sometimes it looks like exorcism. During a Bible study, service or even a normal conversation, suddenly the evil force within this human being is pushed out. The North Korean starts to weep uncontrollably and accepts Christ."

Some find so much strength in their

dangerous to possess a Bible and so difficult to get one, they learn large parts of God's Word by heart."

After secretly returning to North Korean society, the new believer starts evangelizing in his inner circle. "Because of the famine, people had to start trusting and helping each other to get and distribute food. They then know better which friends, neighbors, and family members can be trusted and can explain the Gospel to them. Sometimes

An estimated 200 million Christians worldwide suffer interrogation, arrest and even death for their faith in Christ, with another 200 to 400 million facing discrimination and alienation. Open Doors, founded by Brother Andrew, author of the best-selling autobiography *God's Smuggler*, celebrated 50 years of service to persecuted Christians in 2005. Open Doors serves and strengthens the Persecuted Church in the world's most difficult areas through Bible and Christian literature distribution, leadership training and assistance, Christian community development, prayer and presence ministry and advocacy on behalf of suffering believers. To partner with Open Doors USA, call toll free at 888-5-BIBLE-5 (524-2535) or go to the USA Web site at www.opendoorsusa.org.

they form small house churches. With five or six people they meet in secret, in houses, in the field, in the woods, and in the mountains."

But never are these brave Christians safe. Especially for younger Christians, the chances of staying unnoticed are not very high due to their inexperience. "It's true that sometimes house churches are betrayed. When the police arrest them, there is not much that we can do. We can only pray. We don't know anything about their faith after they are sent to a camp, but I do know we shouldn't underestimate the power of God. Look at some Chinese Christians who spent 20 or 30 years in labor camps and survived. This is also possible in North Korea," said Peter.

"... without prayer support they can't spread the gospel, don't find the strength to remain faithful, and can't spread Bibles."

According to Peter, praying is also one of the ways to evangelize. "Quite a few North Koreans were given the gift of healing. They make good use of it. I know about high officials who were sent home to die, but were healed after prayer by local believers. Now these officials are secret Christians."

Many people in the underground church in North Korea are aware of the international Open Doors prayer campaign. "The fact that other Christians know about them and pray for them gives them so much strength and hope. On behalf of the suffering Christians, I ask you to continue to pray, because without prayer support they can't spread the gospel, don't find the strength to remain faithful, and can't spread Bibles. Without prayer the North Korean church can't survive."

Jerry Dykstra is Media Relations Director for Open Doors USA, and can be reached at 616-915-4117.

Persecution Facts

- The communist country is characterized by a complete lack of religious freedom and many other human rights. For the third year in a row, Open Doors' World Watch List ranks North Korea as the worst violator of religious rights in the world. Christianity is observed as one of the greatest threats to the regime's power.
- It is believed that thousands of Christians are currently suffering in North Korean prison camps. North Korea is suspected of detaining more political and religious prisoners than any other country in the world.
- The government will arrest not only the suspected dissident, but also three generations of his family to root out the bad influence.
- The living conditions in North Korea are horrific. Prices are high and people are starving. An estimated two million people or more have died during the past 10 years due to a food shortage. Also, 15 percent of all children under 5 years old are malnourished.

Prayer Requests

- **Child Beggars** – There is much poverty in North Korea, and children in particular suffer from this. This means that there are many street children: children with no parents and no home. They try to get hold of every grain of rice on the ground at the local markets, but often they are driven away without having had anything to eat. Pray for these child beggars on the streets. These children have no one to care for them. Pray for good supervision of these children and that they may one day hear the Gospel.
- **Guards/Prisoners** – There are various prison camps in North Korea. The circumstances there are appalling. Christians are put in prison camps if it becomes known that they love the Lord Jesus. Please pray that these Christians will be able to show something of the Light to their fellow prisoners and to the guards. Pray that the guards in these concentration camps will treat Christians as people and will stop the abuse.
- **Underground Christians** – In North Korea it is not possible to share your faith openly. Any expression of faith in Christ is punished. Still, this does not mean that there are no Christians or that no new people become Christians. However, they are in great danger of being sent to a prison camp. The Christians continue underground, despite the difficult circumstances. Pray for the underground Christians. Please pray for safe and encouraging meetings.

How to Help

Due to the continuing severity of persecution in that closed country, Open Doors has launched a Prayer Campaign for North Korea. The goal of the campaign is to blanket North Korea in prayer for 24 hours a day, seven days a week. To accomplish this, Open Doors USA is seeking Christians who are committed to pray 10 minutes a week. To register for the Prayer Campaign for North Korea, go to www.opendoors.org/3ypnk-us/. You will be asked to sign up and pick a weekly 10-minute time frame when you will lift up North Korea and North Korean Christians in prayer.



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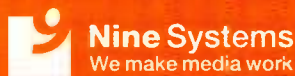
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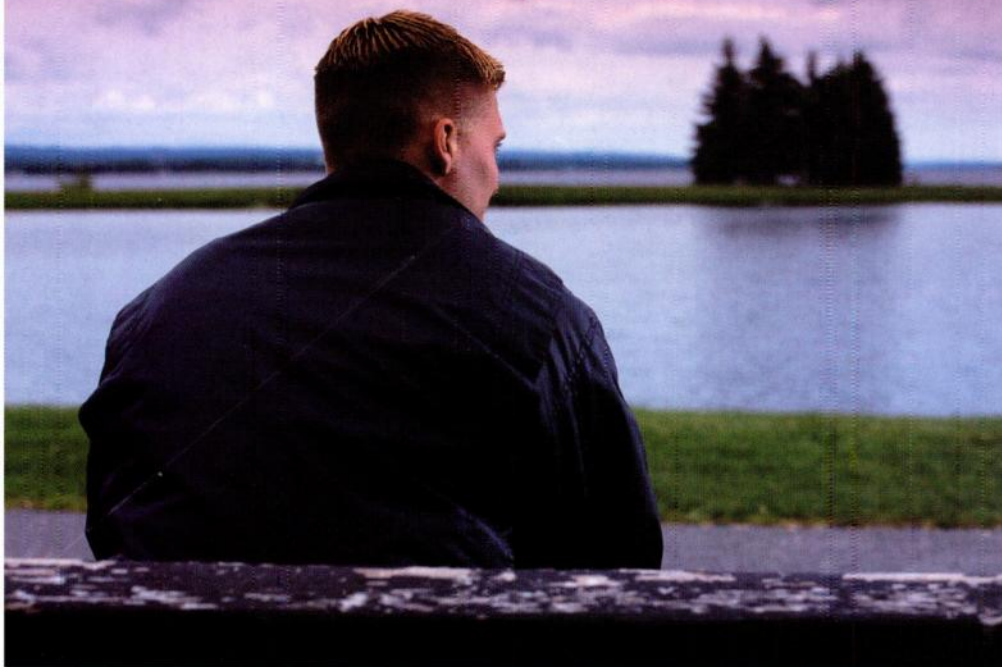


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The Secret to a Life of Impact

BY CHIP INGRAM



impact than all others—and that they had it because they knew this secret.

Consider Moses, for example. He had been called to great tasks and had seen God do powerful miracles. A whole nation depended on him, and at times he had people lined up for miles to see him. If ever a man bore the burdens of leadership, Moses did. Considering the weight of responsibility he carried, what would you expect Moses' prayers to be about?

A conversation in Exodus 33 tells us. *"If you are pleased with me, teach me your ways so I may know you and continue to find favor with you,"* Moses said to God (v. 13).

God then assured Moses that His presence would go with him.

Moses pressed in further: *"Now show me your glory"* (v. 18). And God answered Moses' request.

Do you see what happened? Moses could have asked for a shorter time in the wilderness or an increase in power. But when he got face to face with God, he asked for the presence and the glory. His passion wasn't success, miracles, numbers or impressing people; it was to know God. Above all else, Moses wanted favor and intimacy with the One who had called him.

David is another example. He was a highly successful warrior, a king who loved his people, and a popular worship leader and songwriter. Yet imagine him being interviewed on a talk show: "David, you've done great things, demonstrated great power, and defeated great enemies. You've risen to the top. The Scriptures even say you were a really good-looking man. You have it all going for you. What's your secret? What makes you tick?"

His answer? *"One thing I ask of the LORD, this is what I seek: that I may dwell in the house of the LORD all the days of my life, to gaze upon the beauty of the LORD and to seek him in his temple"* (Psalm 27:4).

Behind the mighty warrior, the songwriter, the king, this man who changed the world in his day; and before all the pressures of leadership and even in the midst of his greatest failure; this leader had a passion to meet with God and know His heart. Like a thirsty deer panting for the water in a brook, David's soul yearned for God Himself. That was his secret.

Then there's Paul, one of the greatest intellects of his time. Schooled by the

"How are you really doing in your ministry?" I asked.

This small gathering of ministry leaders had arrived at a certain level of transparency, so I was pretty sure I'd get some honest answers. After the initial responses about expanding congregations or audiences, new products being developed, and opportunities on the horizon, I pressed further. "No, I mean in your relationship with God, your sense of connectedness with Him. How's it going?"

Every eye seemed to stare at the floor until a couple of these leaders looked up and said, with sad expressions, "Not so well, I guess."

It's surprising how often that scene is played out. One of the things I love about my job at Walk Thru the Bible is the number of relationships I'm able to build with key ministry leaders around the world—pastors, publishers, broadcasters, and many more. But whenever those relationships get deeply personal and honest, this trend seems to become evident. Ministry is hard, the needs are

never-ending, and very few leaders are able to spend much time alone with God—much less enjoy the time they do spend with Him.

Nearly everyone who entered this field of service did so with a desire for God to use them in lasting and powerful ways. So what's missing? Why, in spite of our ever-improving technology and methodology, does this life of impact we hoped for seem to elude us so often?

The answer, I believe, is available to all of us. The secret to a life of lasting impact is the one thing we preach often and practice rarely, mainly because few of us think we have time for it. And if we miss it, we can end up being what I call a "successful failure"—someone who is doing great things in ministry (or so it appears), but who is still lacking what's most important.

Four Great Examples

Four great lives in the Bible illustrate the principle well. In fact, you could easily argue that these four people had more

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Do You Know Who You Are Reaching?

BY DAN GRIFFIN

Crucial to creating the most effective programming and reaching the most viewers or listeners is the development of clear target audience profiles.

The core of every ministry's and program developer's effectiveness is the ability to use compelling content and varied technologies to reach the largest desired audience possible.

We may say our goal in ministry is to reach "everyone" because our music or message is designed for all. Realistically, there are very few programs or media channels that reach a wide demographic audience. One media event that comes close is the Super Bowl, but even this mega sporting event does not capture all socio-economic, ethnic and geographic groups. Most marketing, advertising and promotions are geared to discrete segments of the population.

Marketers representing the smallest and largest brands in the world invest in quality research to identify the key attributes of the people they desire to reach. Once this group is identified, production techniques, content and "media channels" all contribute to reaching the desired target. Advertisers, agencies, television/radio programmers and networks carefully evaluate what's working based on available measurement.

Quality research provides us with the best decision-making tools and becomes the base upon which many daily decisions are made. Armed with this information, we can answer questions such as:

What promotions should we do?

Which type of music should be in our program?

What artists should we play?

What materials should we offer as incentives?

How can we best raise funds?

Do my listeners own an iPod?

How many times per week does the

average listener/viewer hear or view my program?

There are two general categories of research in the media and marketing world, as follows.

Syndicated Research

The first is syndicated research and includes quantitative and product usage data available from Nielsen, Arbitron, Mediamark Research Incorporated (MRI), Simmons, and Scarborough. These sources of data provide measurement of the audience size and unique characteristics of standard demographic groups. For these studies, the user is able to evaluate an estimate of who is "consuming" the program and the related media habits and lifestyle characteristics of the audience. "Syndicated" means these studies go to all subscribers who pay for the service, and everyone gets the same reports. There are no secrets! Some of these studies offer some customization, which is normally conducted as a "re-interview" project. Additional client-specific questions are asked of the respondents to gain detailed information.

Custom or Proprietary

The second form of research is categorized as "custom" or proprietary and includes satisfaction studies, perceptual studies, focus groups and product testing. Usually this type of research is conducted from a sub-set of the general population and might include a group of people that already use a particular product; in Christian media, this could be a group such as listeners to your station, or perhaps a donor base. This research is designed to answer specific questions to help in programming and to increase audience size. The result should be an increase in effectiveness.

Often, custom research projects will be conducted one time per year or when there is a particular change that needs to be measured. Annual research projects

reporting similar data are helpful to provide trending data to demonstrate growth or decline in audience size or changes in composition.

How much does it cost?

The cost for custom research is normally dependent on the amount of field work needed to collect the data. The collection methods include telephone surveys, in-person interviews, e-mail, and mail surveys. As with syndicated research, it is important to draw a random sample to ensure that the results evaluated are representative of the group you are measuring.

Finally, in addition to syndicated and custom research, sophisticated marketers often use a hybrid of the two forms through data integration or "matching." This can be done when there are large customer databases available, and the name and address of the person can be matched or "appended" to an existing syndicated database. An example of this would be a national ministry with one million names and addresses, paying to have Nielsen search for the same people to see if they are part of the television survey. Matching the two records provides the ability to observe an individual's television viewing habits. This type of matching can be done with various research sources at an additional cost, determined by the number of records to be matched and the amount of data reported. Professionally produced research can spur invaluable audience/viewer growth for an organization—sufficient to easily offset the immediate investment.

Research should be another tool in our toolbox to ensure that we are wise stewards of our media resources. It can also verify that our message and programming are reaching the widest audience possible. Timely results and reliable research also give us valuable direction to increase our success in reaching new people with our important message.

Dan Griffin is Director of Client Development at GSF Media, based in Nashville, TN. Griffin's 20 years of media and marketing experience includes most recently nine years with Arbitron, Inc., and Scarborough Research. He can be reached at dan@gsfmedia.com.

STEWARDSHIP

Ethics, Integrity, and Stewardship

BY PAUL D. NELSON

It was spring 1985, and I was walking down the hall back to my office in Arcadia, California. I had just come from a meeting with my new boss of three months, Jim Dobson. I distinctly remember a satisfied feeling as I said to myself, "I can work with this man."

After 20-plus years in industry, I had made an unconventional career change and joined a small but growing ministry called Focus on the Family. It was clear that my skills could be useful there. Various systems at the ministry were being stretched beyond their design. I quickly identified the need for a cash-flow forecasting model, since the ministry was mostly living in the present.

One month earlier I had expressed concern to my new boss that even though ministry income was increasing, our latest

spending was about to overtake it. I suggested we would likely face a cash crunch in the near term. He was concerned about my observation and wrote an urgent appeal letter to the ministry's donors expressing the need for more funding to meet growing requests for help and also to accept new opportunities.

The result was an overwhelming response of goodwill and support beyond anything Focus had experienced previously. We recorded our greatest month ever, and our cash position was improved substantially.

This latest meeting had been to review the next appeal letter, the sequel to his urgent call for help. In that letter, Jim told the Focus constituency that we had just enjoyed the best month ever. He profusely thanked them for their generosity and then

basically said, things are all better now.

In the follow-up meeting, I cleared my throat and acknowledged that I was a novice in this fundraising business, but it seemed to me that the letter, as written, had a good chance of drying up contributions for the next month and placing us back in a bind. A colleague at the meeting echoed my concern.

I will never forget Jim's response. He said, "Fellows, I have been concerned about the extraordinary response we received last month. There were some big checks in there that I'm afraid might have been tithe checks that belong in the local church. It's also possible we got some gifts that might have otherwise been intended for another ministry but diverted to us because of my appeal. Let's leave the letter just as it is."

There were only three of us in the room—no one to impress—just a quiet conversation with a leader demonstrating firm leadership and a life-size example of integrity in practice. That conversation made such an impression on me that it formed a foundation of respect for my boss and friend that extends to this day.

Oh yes, the sequel appeal letter did not result in a below normal response. It did, however, produce tremendous appreciation from donors which I believe helped form a long-lasting relationship between the ministry and many of its funding partners.

Rationalizing Decisions

It is amazing how often we need to guard against justifying our strategy and actions based on achieving a desired result. Even in a ministry setting, we can think that the ends justify the means.

Problems seem to occur when good people, who want to do the right thing, get caught up in the tyranny of the urgent. Some just need technical guidance to be sure they are in compliance with the law and with appropriate standards.

Other ministries, however, eschew guidance and allow their own effectiveness to cloud their perspective. They conclude “if it works, it must be God.” They begin operating in their own strengths and unwittingly adopt the notion that everything is variable, including ethics. That has become a prevailing thought in too many fundraising appeals or other ministry ventures.

Another mark that illustrates variable ethics is rationalizing that if a certain action or practice is legal then it must be ethical. This response often occurs in hindsight, when evidence or prevailing opinion suggests the practice has gone over the line. Certainly, ministries must operate within the law, but legality should not be confused with ethics or morality. Identical practices may be legal in one state and illegal in the next. With the stroke of a governor’s pen, that which is legal today becomes illegal tomorrow or vice versa. Abortion, pornography and gambling are all legal. But in ministry, we are called to a different standard; our call to the Lord’s work requires a higher standard.

Perhaps one of the more curious

methods of rationalizing occurs when a leader assumes his close spiritual walk with the Lord will insulate him from a bad business judgment or worse, an unethical practice or leadership failure. No one group has the corner on the number or type of problems that ministries face; no doctrinal position elevates one group over another.

It is amazing how often we need to guard against justifying our strategy and actions based on achieving a desired result. Even in a ministry setting, we can think that the ends justify the means.

Sin is an equal opportunity disaster and will strike at any weakness exposed by a leader or decision-maker in the organization.

In my experience at ECFA, a number of issues stand out as repeat examples of vulnerability for ministry leaders. Whether it is one at a time or a combination all at once, they add stress that might be avoided if we are aware they are out there.

Board Governance

When boards function well, they hold the leader accountable and also support him or her individually and corporately. Then the organization thrives during good times and weathers the storms when challenges come. When boards don’t work well, it can be awful. When a serious problem occurs in a ministry, the cause

can often be traced to inadequate board governance. Leaders need to give this aspect of ministry the attention it deserves to minimize this all too common risk.

Ministry Leadership Can Be Lonely

Many leaders face serious pressures in keeping all the elements of an effective mission moving. The constant stress of fund-raising, attracting and holding talented people with a limited budget for salaries and benefits and not many places to go to confide or gain counsel often results in burnout. High turnover of staff and leadership negatively impacts the effectiveness of the organization. I believe we talk more about praying for leaders than we actually do. Ministry leaders are not competitors, but brothers and sisters who need to consciously become encouragers of one another.

Learning from History

So often we repeat common mistakes, much like the children of Israel, who often grumbled only months after God performed great miracles for them. Or we are like today’s teenagers who seem to bump their head on the same rock of learning. They could be spared so much grief if they would just look at those who have gone before them. Good leaders concentrate on learning not only from their own mistakes but from others as well.

Negative Stereotype

Bad behavior by a few high profile leaders or organizations damages everyone. I still face media inquiry from the ministry debacles of the mid-1980s. All of charity gets a black mark when media accounts carry the misdeeds of a few. It is sad that bad news travels fast and lasts a long time, while good news rarely makes the front page and is quickly forgotten. Anything that causes cynicism in a generous donor public is bad for charity and bad for the country. Leaders carry a huge responsibility to execute their mission with the highest integrity because when the leader errs, the damage is multiplied.

Ethics Redefined

I believe we are in the process of seeing the definition of ethics expand

behind a cultural shift that is sweeping the country. Tolerance and inclusiveness, both fine characteristics, are themselves being redefined and elevated in importance in the world of ethics. When tolerance becomes a top virtue in an organization, the organization doesn't stand for very much. When inclusiveness trumps all other characteristics, the effectiveness of the mission is diluted. This is especially relevant to the Christian faith-based community, since adherence to scriptural principle must be paramount both in the stated mission and in execution of that mission.

Weak Charity Oversight

ECFA has had interaction with all types of charity oversight bodies, domestically and internationally, both private organizations and government agencies. Funding for such oversight, whether it is from private sources or government, is inadequate for the immense task of monitoring the 1.8 million tax-exempt charities in this country. And more laws do not make charity oversight stronger.

For all these reasons, charity leaders must go to great lengths to earn and then avoid abusing the public's trust. When abuse occurs, funding diminishes and many well-run charities will lose their resources to do good. The Christian community of ministries has created, through ECFA, a positive witness the secular world also recognizes. ECFA works because it is a partnership with its members, who also want it to work. It is not a game of playing "gotcha," nor is it a trade association to protect its members regardless of behavior. ECFA is a unique organization, serious about accountability and committed to a purpose greater than ourselves.

When I joined ECFA, I prayed the Lord would keep me from becoming cynical because I knew I would be confronted with the underside of the community. Indeed, I have seen the good, the bad and the ugly.

However, I was less prepared for the "salt of the earth" ministries. These are the organizations that have encouraged me immensely. Some are large and impressive and proclaim a great national

witness. Others operate on a shoestring budget with little notoriety, but make a difference in their sphere of influence. Yet, none of them would ever do anything to harm the cause of Christ. To this group, which is by far the majority, I say "keep on keepin' on."

I believe it was D.L. Moody who said: "When God is your partner, plan big." Big visions produce big results, but big

Integrity and trust are built only over time, but they can be lost quickly. The damage a tornado or hurricane causes to long-standing structures illustrates vividly how quickly good things can change.

visionaries must also be statesmen and not politicians. In an age when our elected leaders, corporate executives, Hollywood elite, and sports heroes are falling woefully short of exhibiting statesmanship, the public is desperately looking for ministry leaders whose walk with the Lord unmistakably reflects integrity in every aspect of the ministry.

A good policy is this: if there is any question about the propriety of a fundraising appeal or any transaction, then rethink it and discuss it with trusted advisors. If questions persist, then do something different. Integrity and trust are built only over time, but they can be lost

quickly. The damage a tornado or hurricane causes to long-standing structures illustrates vividly how quickly good things can change.

The essence of integrity is captured in a verse written by my wife, Elaine. With no intent to impugn the beautiful words of the Apostle Paul, I offer the following:

"Though we speak with great charismatic oratory about the need for accountability and have not integrity, we are as sounding brass and tinkling cymbals.

"Though our ministry swells with pride as we display our showy programs of reaching out to the poor and needy and have not integrity, we are nothing.

"And though we burn with great zeal for the lost at the expense of our integrity, it profits us nothing.

"Integrity manifests itself best when no one is looking. It labors long, knowing that financial and ethical excellence do matter to God. It seeks not its own glory but only the glory of the Kingdom. It does not deem meticulous stewardship as non-essential to its cause.

"Integrity doesn't fail even though there be ministry abuse of every sort. Eventually, those abuses will cease under God's control even though there be a famine of Christian ethics. For that too will vanish away and be forgotten.

"Now we often see through a glass darkly as imperfect vessels. But when inward integrity, through His Spirit, comes to rule in our lives, then that which is self-seeking and slipshod will be done away.

"And now abide accountability, zeal and integrity. But the greatest of these is integrity... in the heart of man."

Paul D. Nelson is president of ECFA. He is scheduled to retire at the end of March 2006 after 12 years with the organization. This article includes brief excerpts from one chapter of a soon to be published book, God, Money, Giving, and Asking, edited by Dr. Wesley Willmer with contributions by numerous authors.

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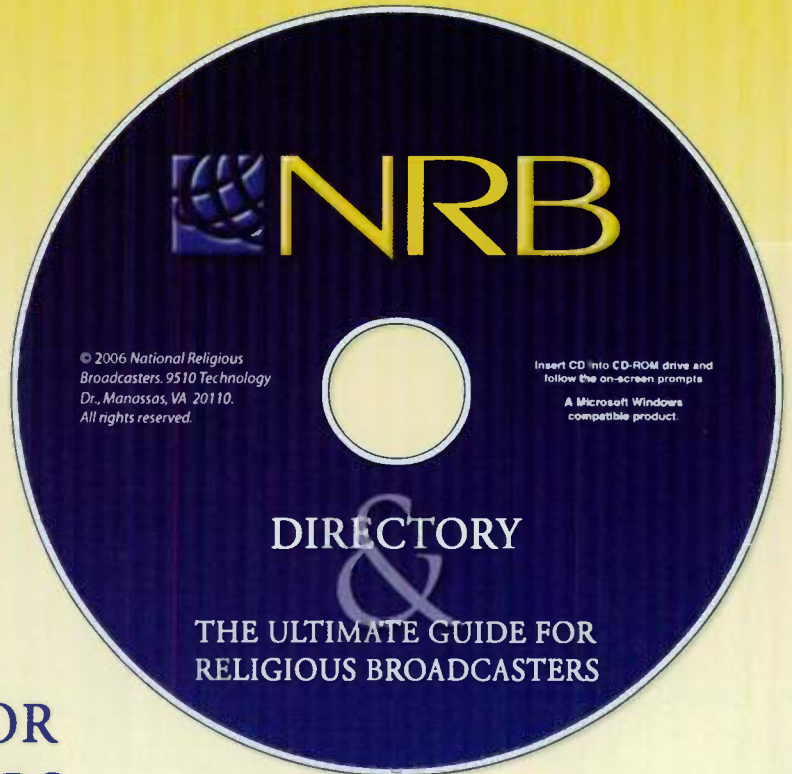
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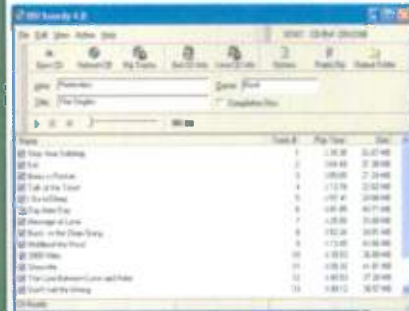
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