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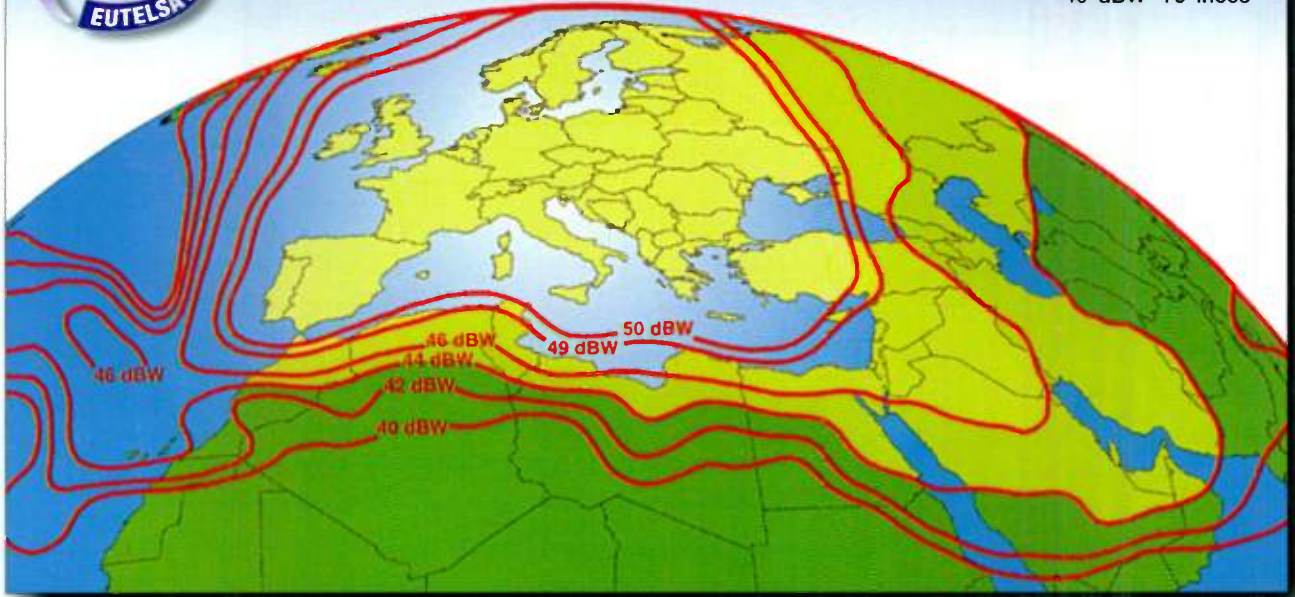
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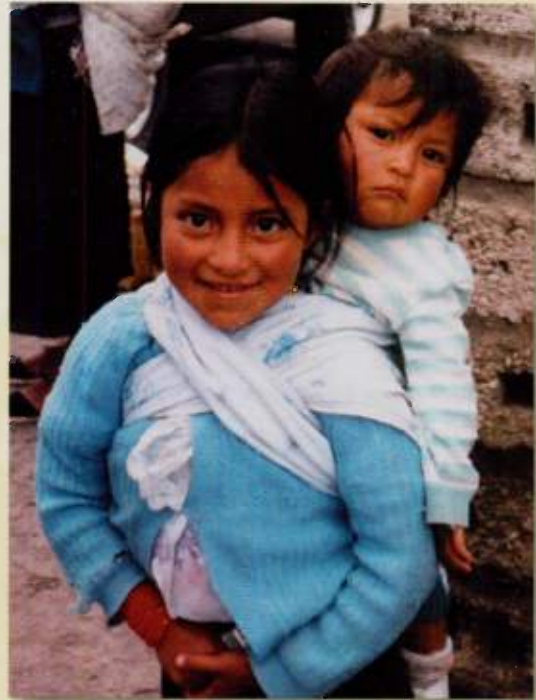
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HCJB World Radio gives your station a way to minister internationally.

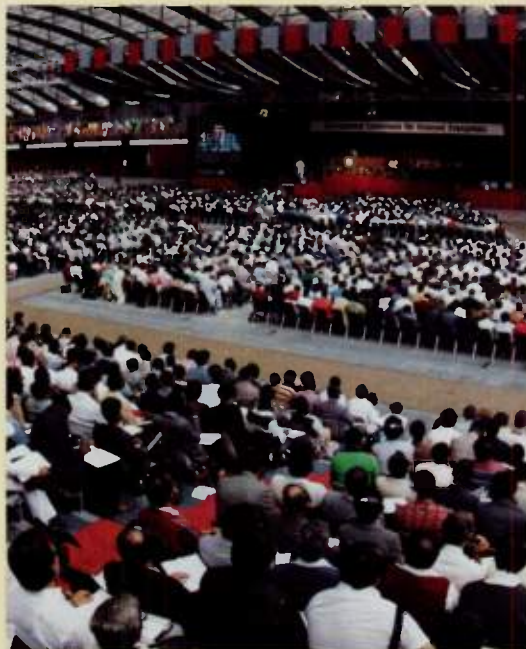
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The Billy Graham Evangelistic Association is planning a global gathering of preaching evangelists. Discover how you can be involved.



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Terms of International Endearment



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of *NRB* magazine. He may be reached via e-mail at bgustavson@nrb.org or phone 703-330-7000 ext. 507.

I'm often asked if NRB has any international broadcasting members and whether it is an international association.

My answer is yes and no. Although NRB is a U.S. domestic association, it warmly welcomes internationals into the "Associate" category of membership. Further, NRB's International Advisory Committee meets under chairman Jerry Rose.

International associates hail from many countries and give the association valuable input on how it can best encourage and serve friends from abroad. They help to plan the annual convention's World Outreach Luncheon, with speakers and musicians from overseas who have an international heart.

The educational sessions at the convention are of great interest to those who come from places where

help and teaching are not available. NRB secures the best professionals to help attendees learn how better to accomplish communications work for Christ.

Many U.S. members formally partner with an overseas ministry, fostering cooperation and greatly encouraging these constituted friends. It is NRB's purpose only to help, encourage and partner with communications professionals from other lands. NRB members must be stand-alone helpers to proclaim the Word; we must not be overlords. Brothers and sisters from abroad can teach this association many things, using their experiences as examples of the difficult lessons of dedication, sacrifice, valor and working with meager resources.

Is NRB an international association? No ... and undoubtedly, imperatively, jubilantly yes.

Order From Chaos

One of the most interesting and provocative books I have encountered recently is Leonard Sweet's *Soul Tsunami* (see www.soulsunami.com).

One of 10 "Life Rings" he uses to describe the way we must do evangelism today is what he terms chaotic. Sweet contends that everything we do must be informed by the reality of chaos and need for order operating in our world. We must develop a comfort level with chaos and change and understand that we will always be struggling to bring order in an increasingly chaotic world.

This presents unique opportunities to witness to the power of Christ in the midst of change. Although we are coming to see change as normal in society, much of the church is sinking into rigidity at a time when flexibility is essential. Instead of being like an aircraft carrier with one person turning a wheel that slowly turns a great ship we need to become like a school of fish that can turn as a group almost instantaneously.

What part does broadcasting play in this new postmodern culture? Sweet suggests that while we are in a spiritual battle in an electronic culture dominated by TV, films, CDs and computers, the church continues to pursue communication strategies that were developed for a culture in which books and sermons were the most powerful means of communication.

Unless we change and adapt the Christian faith to the mass media and penetrate the media, we will not gain a hearing in our culture. If we continue to stagnate, our churches will die.

This brings to mind the situation surrounding Y2K. On the one hand we are bombarded with fear appeals which suggest that we are headed for uncontrollable chaos. On the other hand we are assured that order will prevail and there is little to be concerned about. Y2K can best be described as

chaotic. Because of the lack of closure there is a temptation by some to use the fear appeals as a strategy for evangelism. The risk here is that if it proves to be a minor blip on our screens we may bring the Gospel into disrepute.

Some very wise and well-intentioned Christian broadcasters of the past permanently damaged their ministries by suggesting the identity of the Antichrist or predicting the date of Christ's return. Let us avoid the ego driven temptation to attach too much spiritual meaning to what may prove to be a minor software problem.

We know Y2K can have no impact on prayer, worship, Bible study, family dinners, hugging kids, walks around the block, raking leaves and a host of other non-electronic activities. But Y2K does demand that we Christian broadcasters change the way we think about computers and the connectedness of the Internet.

While there may be some negatives, the overwhelming evidence is that the Internet provides unimagined and unprecedented opportunities for evangelism and strengthening believers. And although it will not displace radio and TV, it is certain to change our industry in yet unknown ways.

We in Christian broadcasting are living in chaotic times. Let us develop a comfort level with chaos and change. Let us understand that we will always be struggling to bring order in an increasingly chaotic world. And let us proclaim the name of He who is able to bring order to the most chaotic circumstances.



David Clark is NRB chairman, executive director of the Media Technology Group and president of FamilyNet. He may be reached via e-mail at dark@familynet.org or phone 817-737-4011.

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						KCIV-FM Fresno/Modesto



- **September 30-October 2**
NRB Southeastern Regional Convention; Stone Mountain (GA) Inn. Regina McGraw, 404-728-6727.
- **October 3-5**
NRB Western Regional Convention; Antlers Adam's Mark, Colorado Springs, CO. Gary Curtis, 818-779-8400.
- **October 14-16**
NRB Midwestern Regional Convention; Lied Conference Center, Nebraska City, NE. Martin Jones, 402-464-6440.
- **October 15-17**
"The Christian Mind in the New Millennium" hosted by Charles Colson; Cheyenne Mountain Resort, Colorado Springs, CO. Robert Turnbull, 770-813-0000.
- **October 22-24**
2nd Annual "Pray for the Children Weekend"; Beverly Kinard, 303-423-2053.
- **February 5-8, 2000**
57th Annual NRB Convention & Exposition; Anaheim (CA) Marriott. Tammy Singleton, 703-330-7000, ext. 503.
- **February 10-13, 2001**
55th Annual NRB Convention & Exposition; Wyndham Anatole Hotel, Dallas, TX. Tammy Singleton, 703-330-7000, ext. 503.

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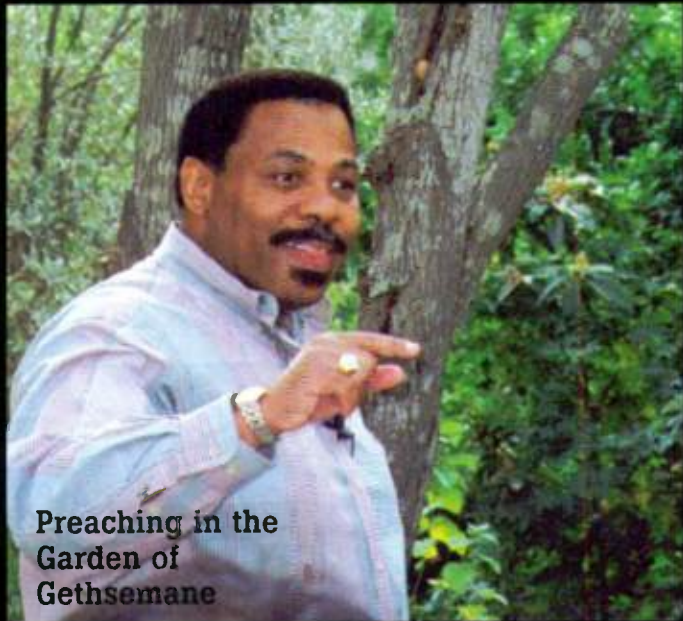
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"As I preached in the Garden of Gethsemane, the words of Scripture leaped off the page."



Preaching in the Garden of Gethsemane

By Dr. Tony Evans

When my wife and I planned our first trip to Israel, we were expecting it to be a meaningful vacation. But we never anticipated what a faith-boosting adventure it would be!

After many years of preaching the Word of God, I finally had the chance to *experience* the Word of God in a whole new way.

I felt my faith deepen as we surveyed the land . . . the people . . . the places. There were pleasant surprises every day as I walked in the footsteps of Jesus.

I especially enjoyed our boat ride on the Sea of Galilee and recalling the many Bible stories that took place along those shores. This is where Peter and Andrew threw down their nets to follow Jesus of Nazareth. This is where the sudden storm terrified the disciples as Jesus slept in the boat. The hillside just beyond

the shore is where Jesus taught the lessons of faith and love.

Our trip was so meaningful that we came back and started pulling together a tour for our radio listeners. So many people wanted to go that we had a group of 200 the next time we went. And now lots of people in my church want to go.

In fact, people in my church have told me that the trips

really affected my preaching. I can see why.

As I preached in the Garden of Gethsemane, the words of Scripture leaped off the page. It was real. It was alive. It was powerful!

I've come to the conclusion that every Christian should try to visit the Holy Land at least once in their life.

Israel is such a beautiful, friendly place. They really go out of their way to make you feel welcome

there. It was wonderful to experience it all with Lois. We're planning to return to the Holy Land again and again.



Dr. Tony Evans is founder and president of The Urban Alternative, an international ministry based in Dallas, as well as pastor of Oak Cliff Bible Fellowship. He and his wife, Lois, Senior Vice President of The Urban Alternative, have visited Israel twice.

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New Rules Spark Deal Talks



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

In the wake of the FCC's easing of several major broadcast ownership restraints, industry observers expect the closing months of 1999 to be full of news about station transactions made possible by the rule changes. Indeed, within less than a month of the Commission's August 5 decision, the trade press began reporting on rumored deals large and small.

The impetus for such transactions is not hard to fathom. As I reported last month, the FCC relaxed several significant ownership limits. Foremost among these, at least from the perspective of many of the would-be dealmakers, are changes in the "TV duopoly" and "TV/radio cross-ownership" rules. Because the modifications to these rules are changing the competitive and economic landscape for all broadcasters, religious licensees — whether TV station owners or not — should be aware of the ramifications of the new regulations.

Under the old TV duopoly restriction, licensees were barred from owning more than one TV station in a local market. The agency revised the rule in two ways. First, a single licensee now may own TV stations whose "Grade B" signal contours overlap, as long as the two facilities serve different local markets. Consequently, one licensee may have stations in adjoining markets, such as Baltimore/ Washington or New York/ Philadelphia. Such a combination has obvious economic attractions; the broadcaster might be able to make more efficient use of station personnel while also being able to offer regional advertisers an enticing package.

Second — and perhaps even more attractive, albeit under the same basic economic rationale — the revised TV duopoly rule permits licensees in some large markets to own two TV facilities in the same locale. These newly authorized duopolies must comply with two limitations: 1) none of the top-four rated TV stations may combine with one another, and 2) after the combination, at least eight separately licensed TV facilities must remain in the market.

In effect, these restrictions mean that any new TV duopolies likely would combine a station owned by or affiliated with one of the "Big Four" networks (ABC, CBS, Fox and NBC) with an independent station or a facility owned by or affiliated with one of the so-called "emerging" networks (such as UPN, WB or PaxNet). Such duopolies are likely to surface soon — because the FCC will only approve a duopoly if the eight separate TV "voices" still remain in the market. Thus, the opportunity to combine in some areas will be limited, putting a premium on filing applications for FCC approval quickly.

The revised TV/radio cross-ownership regulation varies depending on market size:

Very large markets

One entity may own up to two TV stations (if permitted under the new duopoly standard) and up to six radio stations — or, as an option, one TV facility and seven radio outlets — if, after the combination, at least 20 "independent voices" would remain in the local media market. Such voices include not only broadcast stations but also daily newspapers and cable systems. The local radio cap on how many stations a single owner may control in any one service (AM or FM) will apply to such combinations as well.

Large to medium-sized markets

One owner may control up to two TV stations and four radio facilities so long as 10 independent voices would remain post-consolidation. Such holdings still are subject to the TV-only and radio-only local caps.

All markets

One entity may own a TV station and one radio outlet in any size market, regardless of the number of independent voices that would be left.

Other Changes

Other noteworthy changes that the agency approved in August include a new rule to govern TV "local marketing agreements" (LMA). Just as in the radio context, time brokerage of another TV station in the same market for more than 15 percent of the brokered station's weekly on-air hours now will count as ownership of the second station. But, as noted above, because of the FCC's modification of the TV duopoly rule licensees will be permitted in some circumstances to own two TV stations in the same market.

In addition, existing TV LMAs will be "grandfathered" for some period of time depending upon when the agreements were first signed. The degree of protection afforded under the grandfathering treatment differs dramatically depending upon when the parties first signed the LMA. If the agreement was entered into before November 5, 1996 — a circumstance which only a handful satisfy — it may remain in place for at least five years, pending further FCC review in 2004.

During that time period, the parties may renew their agreement or transfer their stations to a new owner without being required to end the time brokerage arrangement. LMAs signed on or after the key 1996 date must either come into compliance with the new TV duopoly rule by August 5, 2001, or be terminated.

Station Combos

Finally, the agency also clarified the status of all the local station combinations that it had conditionally approved in recent years subject to the outcome of the long-pending rulemaking proceedings. As a general matter, conditional approvals granted or requested as of July 29, 1999, will be extended for five years and then will be subject to FCC review on a case-by-case basis.

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Trade Talk



Airwave Anniversaries

Houston, TX – KSBJ-FM recently celebrated 17 years of music and ministry with an anniversary concert. (Jason Ray, 28-446-5725)

Nashville, TN – In August, the freely distributed international Christian radio program *Soul2Soul* celebrated its fifth year on the air. It is heard in 375 markets in the United States, Europe, Asia, South America and Africa. (Chris Coppennoll, 615-591-9514)



Atlanta, GA – Hosts (L-R) Donna Ritchie, Kim Hardee and Sherry Tatum celebrate the first anniversary of *Friends & Neighbors*, a weekly half-hour program produced by WATC-TV. (Greg West, 770-300-9828)

Portland, OR – “The Fiendish Works of Dr. Fear,” the seventh installment in Pamplin Entertainment’s *The Bibleman Adventure*, starring Willie Aames, was released in late August. (Brian Smith, 615-329-1007)

Philadelphia, PA – Under the guidance of Mission Media:



Delaware Valley, more than 100 local churches spanning the spectrum of evangelical denominations launched 30-second TV commercials on communicating the Christian faith. The commercials were aired on CNN and MTV in Bucks and Montgomery Counties, PA. (Rebecca Blacksmith, 215-663-9494)

Canandaigua, NY – Video Enterprises produced a one-hour educational video, *A Question of Origins*, taking a journey through science and scripture in its search for evidence about the true nature of man’s beginnings. *Origins* was showcased at the 1999 NRB convention in Nashville, TN. (Dave LaBarge, 716-394-2851)

Midland, MI – On June 25 and 26, WUGN-FM personalities Perry Lallaie and Dennis Hutchinson broadcast live from the Joe Louis Arena in Detroit. In other news, the WUGN Coffee Club, visited outdoor locations in Midland, Saginaw, Flint, Lansing and Mt. Pleasant and provided coffee and donuts for listeners on their way to work. (Perry Lallaie, 800-776-1030)



Airwave News

Atlanta, GA – Genesis Communications announced the \$1.8 million acquisition of WFIV-AM/Orlando, FL. It currently programs Spanish language music and talk. (Bruce Maduri, 404-233-1400)



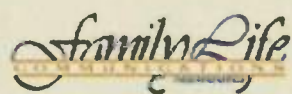
New Orleans, LA – WBSN-FM, WPXL-TV and Baptist Bookstore partnered in a premiere showing of the latest VeggieTales video, *Larry-Boy and the Rumor Weed*. The event was held at the Louisiana Children’s Museum and drew more than 600 people. (Alan Rogers, 888-480-3600)

Washington, DC – In August, Family Research Council (FRC) launched its nationwide back-to-school radio campaign to memorialize the slain students and teachers who have died in school shootings. The campaign offered students free copies of FRC’s book covers *Ten Commandments* and *Love Thy Neighbor*. (Heather Farish, 202-393-2100)

San Diego, CA – *Turning Point* recently celebrated being broadcast daily on 1,000 radio outlets. In other news, *Turning Point* plans to broadcast a program on national TV beginning in March. (David Bolthouse, 520-29-0987)

Chicago, IL – The B & B Media Group is scheduling radio interviews with Jorge Valdes, former drug lord with the Medellin cartel. His book, *Coming Clean* (WaterBrook Press), released in September. (Terry Walsh, 800-927-0517)

Nashville, TN – *Hope Out of the Ashes*, a special produced by Public Media for the National Council of Churches as part of a *Vision and Values* series, has been awarded a Golden Eagle from CINE (The Council for International Non-theatrical Events). (Nancy Willis, 615-742-5406)



Tucson, AZ – Two nationally syndicated productions of Family Life Communications, Inc. (FLC), *Business Proverbs* and *Outreach*

Alert, are partnering with Westar Media Group for expanded production and distribution. In other FLC news, the two-minute feature, *LifePoints*, now offers a commercial version, making it the first commercial-friendly CD in FLC’s history. (Judy Hannestad, 800-776-1070)



West Palm Beach, FL – Just one week after the FCC rewrote local ownership rules to allow duality, Paxson Communications has confirmed that it hired Wall Street firm Salomon Smith Barney to explore a possible merger or stake in the company. According to Paxson, its 50 or so stations were worth about \$2.8 billion before the ruling, and now might be worth as much as \$3.5 billion. (Broadcasting & Cable TV Fax)

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Trade Talk

Des Moines, IA – Russ Doughten Films, producer of the end-times classic *A Thief in the Night* and its sequels, is currently raising support for the fifth film in the prophecy series, *The Battle of Armageddon*, with a goal of \$36.5 million. (Doughten, 515-278-4737)

AP

St. Paul, MN – United Press International (UPI) sold its news customer contracts to the Associated Press, affecting more than 400 radio and TV outlets in the U.S. The popular “Religion Desk” feature, originating from NRB member SkyLight Network studios in St. Paul, will continue its normal operation. (Dale Davis, 651-631-5032)

Las Vegas, NE – In the town known as “Sin City,” Peggy Chaves is producing and hosting the Christian TV talk show *Grace*, produced at KLVX-TV. (Chaves, www.lvrj.com)

Sacramento, CA – K-LOVE Radio Network signed on KLVG-FM in Garberville, CA. In translator news, the network recently upgraded its translator in Minot, ND, and added four FM translators: Butte, MT; Findlay, OH; Kallspell, MT; and Portales, NM. In sharathon news, the network reported more than \$12 million in pledges for its spring fund-raising drive, an increase of 39 percent over the 1998 total. (Lloyd Parker, 916-282-1400)



McGuire

Costa Mesa, CA – Paul McGuire is the host of *Home Builders*, a live, one-hour program on KBRT-AM/Los Angeles, heard over the Crawford Broadcasting Network. (Kaerie Ray, 714-754-4450)

Minneapolis, MN – Five radio stations joined the SkyLight Satellite Network: KLRO-FM/Yakima, WA; KCIF-FM/Hilo, HI; KALR-FM/Hot Springs, AR; WNAZ-FM/Nashville, TN; and KBUB-FM/Brownwood, TX. (Dale Davis, 651-631-5000)

Chicago, IL – In mid-August, the Total Living Network (TLN) began using GE-1’s transponder 15 to distribute its Christian programming throughout the United States. (Debra Hall, 312-433-3838)

Fullerton, CA – The second volume of the end-times series written by Tim LaHaye and Jerry Jenkins is being developed into a 12-episode drama for radio. Released in September, *Tribulation Force* picks up where *Left Behind* concluded. (Ellen Galey, 714-738-1501, ext. 226)

Houston, TX – Radio station KSBJ-FM made back-to-school shopping a lot easier for one of its listeners by awarding a \$1,500 shopping spree from First Colony Mall in KSBJ’s “Back to School Bloxxout.” (Jason Ray, 28-446-5725)

**NRB
2000**
Anaheim • California



Thomas

Manassas, VA – A point/counterpoint session on “Religion and Politics” featuring syndicated columnist/radio commentator Cal Thomas and Christian broadcaster M.G. “Pat” Robertson is planned for the Public Policy Breakfast. (Karl Stoll, 703-330-7000, ext. 517)

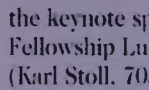


Robertson



Smith

Manassas, VA – Recording artist Michael W. Smith (Provident Music Distribution/Reunion Records) will perform during the Monday Evening Celebration at NRB 2000. (Karl Stoll, 703-330-7000, ext. 517)



Kim

Manassas, VA – Billy Kim, president of Far East Broadcasting Company - Korea, is the keynote speaker for the World Fellowship Luncheon at NRB 2000. (Karl Stoll, 703-330-7000, ext. 517)



Kim

Manassas, VA – NRB 2000 will host the largest exposition in the convention’s history. With more than 150,000 square feet of exhibit space, it is sure to be the best as well. At press time, fewer than 20 spaces remained to be sold. For more information, contact Bill Kilehenstein at 703-330-7000, ext. 513.



Jorge

Manassas, VA – Cuban-born violinist Jaime Jorge will provide dinner music for the World Fellowship Luncheon and Anniversary Banquet at NRB 2000. (Karl Stoll, 703-330-7000, ext. 517)

Manassas, VA – Recording artist Chris Rice (Rocketown Records/Word Records) will perform during the Monday Evening Celebration at NRB 2000. (Karl Stoll, 703-330-7000, ext. 517)



Rice

Manassas, VA – Ad space in *Convention News 2000* is selling quickly. Call now to advertise in the daily source for convention information or risk being disappointed. Further information: Bill Kilehenstein, 703-330-7000, ext. 513.

Trade Talk



Int'l Airwaves

Virginia Beach, VA – Turning Points, the international programming division of CBN, shot on location in Ethiopia for *AIDS: Breaking The Silence*. The video premiered on primetime TV in Zimbabwe and Zambia in March to a viewing audience of more than 6.5 million people. (Deborah Bensen, 757-226-2107)



Sydney, AUSTRALIA – *Sunday Night Live*, produced by Wesley Mission for pay-TV, will be shown across Australia on the Optus Network, featuring the Sunday evening sermon by Mission superintendent Gordon Moyes. (Ramon Williams, 011-61-2-9792-2393)

Cary, NC – As part of Trans World Radio's (TWR) Project Hannah ministry, TWR began airing its *Women of Hope* program in Korea and Myanmar. Plans include adding the Khmer, Thai and Bahasa Indonesian versions in October and, later, Mandarin programs to China. (Richard Greene, 919-460-3760)

West Palm Beach, FL – Four WAY-FM personnel traveled to the Dominican Republic with more than 130 listeners, several medical people and recording artist Jennifer Knapp. The group built a playground and a children's health clinic addition and made house visits. (Taylor, 561-881-1929)

St. Paul, MN – Northwestern College Radio Network's partnership and donation to HCJB World Radio enabled an equipment purchase to put satellite downlinks in 19 cities across Latin America. The downlinks will be part of the ALAS satellite network, jointly operated by HCJB World Radio and Trans World Radio. ALAS has more than 80 affiliates. (Wayne Pederson, 651-631-5000)

AMERICA
LATINA VIA
SATELITE

Tasmania, AUSTRALIA – Fusion Media recently placed its Melbourne 3AK station on the market. (Ramon Williams, 011-61-2-9792-2393)

Cary, NC – TWR began broadcasting from an AM transmitter in Grigoriopol, CIS, in Romanian, Bulgarian, Balkan Romani and Kalderash, with plans for Serbian and Macedonian programs in the near future. TWR is also exploring the establishment of a major shortwave site in Burkina Faso, possibly launched and jointly operated by TWR and HCJB World Radio. Additionally, TWR has teamed with a Christian outreach in Burkina Faso's capital, Ougadougou, called Radio Evangile Developpment (RED) to facilitate local FM broadcasting. (Richard Greene, 919-460-3760)



Internet

Dallas, TX – Lightsource.com recently launched the online presence of two Good Life Associates programs. *Back to the Bible* with Woodrow Kroll and Elisabeth Elliot's *Gateway to Joy*. (Chuck Merritt, 972-560-1900)

Camarillo, CA – OnePlace, Salem Communications Corporation's family oriented Internet portal, reached an exclusive agreement with RealNetworks. The agreement makes OnePlace the exclusive branded provider of Christian radio broadcasting for RealPlayer G2 spiritual presets. OnePlace, Ltd., also announced its inclusion of interactive, on-demand streaming of ministry programming, allowing listeners to interact while listening to a radio show online. In other Salem news, *Truth for Life* with Alistair Begg, will be Salem's first national online radio ministry (Eric Halvorson, 805-987-0400)

Dallas, TX – In late July, lightsource.com was acquired by musicforce.com. KMA, The Agency will continue its official role as advertising agency of record for both lightsource.com and musicforce.com. (Chuck Merritt, 800-600-4585)



People Like What They're Hearing...

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"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." David Ingram; Ft. Smith, AR

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



Wanda Franz Ph.D.

Pro-Life Perspective

For more information please contact National Right to Life,
419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004
(202) 626-8817

Trade Talk

Lincoln, NE – Back to the Bible has developed a Bible challenge quiz for the Internet. Visitors to www.biblechallenge.com test their biblical knowledge. The purpose is two-fold: 1) to provide statistical information on how much Internet users know about key Bible topics, and 2) to provide links and resources about topics and issues addressed in the challenge. (Chad Williams, 402-464-7200)

Take the Bible Challenge

Omaha, NE – The Hogan Group has unveiled a new approach to web communications development. Grace University's KGBI-FM is now benefiting from an interactive web presence through www.TheBridge.fm. Two features include creative branding unique to FM radio stations and exclusive Content Control modules developed for increased client web site management. (Kelly Nuss, 800-333-5063)



Seattle, WA. – InTheBible.com, in partnership with Metro One Music, recently announced the distribution of 200,000 copies of a mini version of *Bible Browser* software. The software was distributed on enhanced CDs by Metro One Music artists. (Darcy Tooke, 206-270-1187)



Chantilly, VA – On August 2, Crosswalk.com and GOSHEN.net announced an agreement to merge by mid-August, blending GOSHEN's content into the crosswalk.com content. Domain names and other technical details of the merged site are forthcoming. GOSHEN founder Stephen Wike will become a board member of Crosswalk.com and oversee content of the site. William Parker will remain CEO of Crosswalk.com. (www.ReligionToday.com)



Music Notes



Nashville, TN – The recording of *Arise My Love – The Very Best of NewSong* brought together many of those touched by the life of Bob Briner to form the "Roaring Lambs" Choir. (Jackie Marushka Smith, 615-261-6439)



Nashville, TN – Ardent Records recording artist Brother's Keeper joins Chris Ruelman on the air at the Morningstar Radio Network studios in Nashville. The group recently signed a management agreement with Wright Entertainment Group. (Standing, L-R) Brother's Keeper members David Shrodt, John Sanders and Phillip Enzor. (Seated, L-R) Brother's Keeper Gabe Dunlap and Ruelman. (615-262-1727)

Nashville, TN – Smalltown Poets was heard worldwide live on the Internet during the broadcast of the 1999 Harvest Crusade from Anaheim, CA. The band was featured during the one-day crusade hosted by evangelist Greg Laurie. (Carey Dodson, 615-292-2094)

Brentwood, TN – The members of SQUIRT have spearheaded a national youth campaign called "Kids' Alliance for a Safe America," to motivate and mobilize young people to be the catalyst for a return to Godly values in their homes, school and communities. (Becky Murdoch, 615-661-6012)



Benton, AR – Female Vocalist of the Year Jaci Velasquez celebrates the gold certification of her second album, *Jaci Velasquez*, after her performance at the 1999 annual Wal-Mart shareholders meeting. (Heather Hargis, 615-777-2211)

Nashville, TN – Provident Music Distribution recently announced the rebirth of the Greentree record label. Greentree's *Signature Songs* is the first in a series of releases distributed internationally through Provident Music Distribution. (Rick Hoganson, 615-641-1052)



Anoka, MN – CLAJ Enterprises president Chad Jones (standing) welcomes Christian country band NorthBound to the CLAJ roster. (Chad Jones, 800-405-8273)

Nashville, TN – Singer/songwriter Sue Dodge signed a recording agreement with Wright Music. (Terri Dodd, 615-320-3600)

Nashville, TN – Provident Music Distribution recently signed Rod and Susan Riley to a distribution partnership for Spirit-Led Records. The label will focus on praise and worship music from the local church level. (Rick Hoganson, 615-641-1052)



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listeners the inside track. Parshall reverses the "spin," simplifies the complex and helps families recognize the true implications of what's happening on Capitol Hill.

"Washington Watch" is the news your listeners want and need to know.

To add this invaluable 90-second feature to your lineup, call your Briargate Media network representative today at (719) 531-3300.



Trade Talk



Virginia Beach, VA – Benson artist Natalie Grant is flanked by Terri Mecuwsen and Pat

Robertson after her appearance on CBN's *The 700 Club*. (Jaekie Marushka Smith, 615-261-6439)

Mobile, AL – Vertical Music announced the signing of worship leader Jami Smith to an exclusive recording contract. Smith toured for six years and participated in various youth conferences and organizations. (Shannon Walker, 334-633-9000)



Minneapolis, MN – Navarre Corporation's music products division signed an agreement with N-SOUL

Records, Inc., for distribution in the U.S. and Canada, expanding the label outside of the Christian Booksellers Association. (Carolyn Broner, 323-852-1548)

Charlotte, NC – Age of Faith has produced and released its first worship album, *Still...Songs of Restoration*. (Brian Smith, 615-329-1007)

Nashville, TN – The Melody Boys Quartet flank *Music City Reunion* host Gary



McSpadden after an appearance celebrating the quartet's 50th anniversary. (L-R) Mike Frank-

lin, Jonathan Sawrie, McSpadden, Gerald Williams and Jeremy Raines. (Terri Todd, 615-320-3600)



Mobile AL – WoW *Worship*, the new WoW-branded project from Integrity Music.

Maranatha Music and Vineyard Music, achieved the highest SoundScan sales recorded to date for a praise and worship album during its initial release. (Shannon Walker, 334-633-9000)



Nashville, TN – Provident Music Group leadership team dedicates its new building in Franklin, TN. (L-R) Brentwood-Benson Music Publishing president Dale Mathews, Provident senior vice president of sales and marketing Don Noes, Brentwood-Benson CFO Tom Bogan, Essential Records vice president/general manager Robert Beeson, Provident chairman/CEO Jim Van Hook, Benson Label Group president John Mays, and Provident counsel and vice president of business affairs Dorothy Campbell. Not available for the photo were Provident CFO/vice president of finance and administration Mike Craft, Reunion Records/Brentwood Records vice president/general manager Dean Diehl and Reunion Records/Brentwood Records executive vice president/general manager George King. (Rick Hoganson, 615-641-1052)



Nashville, TN – (Front, L-R) Contemporary Christian music powerhouses Michelle Tumes, Margaret Becker, Nichole Nordeman, Rebecca St. James and Jennifer Knapp break during sessions for *Heaven and Earth* with (back L-R) Sparrow Records executive producer and vice president of A&R Lynn Nichols, contributing guitarist Phil Keaggy and project leader John Hartley. (Paula Houlette, 615-371-6889)

Nashville, TN – Point of Grace was recognized for the platinum certification of the project *life, love & other mysteries* during the CBA Convention in Orlando, FL. (Lesley Burbridge, 615-457-2405)

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*Crosstalk is now heard on more than 70 outlets across the nation and worldwide via the internet at vcyamerica.org



Trade Talk



News Bites

Bowie, MD – The Radio-Television Museum recently opened in Bowie and offers a collection of radio and TV receivers ranging from the wireless age to the beginning of commercial broadcasting in the 1920s to high-definition TV. On display are many examples of home receivers to illustrate the evolution of radio and TV broadcasting. Admission is free. (301-390-1020)



Council for
Christian Colleges & Universities

Washington, D.C. – The Council for Christian Colleges and Universities (CCCU) named October the first Christian Higher Education Month, with a calendar of activities to raise awareness of the impact of Christian education on the world. (Julie Peterson, 202-546-8713)

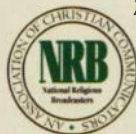
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Manassas, VA – In comments filed with the FCC, NRB urged the Commission not to adopt a proposed new low-power FM service, citing an engineering study commissioned by the NAB showing a wide range of differences in the ability of FM radios to overcome interference. (Karl Stoll, 703-330-7000)



People

Minneapolis, MN—George Wilson, 85, executive vice president of the Billy Graham Evangelistic Association from its founding in 1950 until his retirement in 1987, died August 24. Wilson also served as chairman of the board of Prison Fellowship Ministries and president/founder of Evangelical Council for Financial Accountability. (Ramon Williams, rlgmedia@ozemail.com.au)

Chicago, IL – WCFL-FM announced the following staff changes: Chris Nickles was named co-host of WCFL-FM's morning show program. *The Wake Up Call*; Brian McIntyre was recently named Program Director for WCFL. McIntyre will also continue as music director for the New Life Radio Network station. (Kerry McGee, 85-942-4400)



Chicago, IL—WMBI-FM's new morning drive-time program recently announced new personnel. Executive producer: Judy Verbic, formerly with CNN; senior producer: Dan Anderson; associate producer: Andrew Bee; host: Mark Elfstrand, formerly of Salem Radio Network; news anchor: Dave Mitchell, formerly of WBBM-AM; senior news correspondent: WMBI veteran Monte Larrick; sports: Pierre Chestang; sports field reports: Chuck Swirsky, nationally syndicated sports host and play-by-play for NBA's Toronto Raptors; and traffic reports: Diana Berryman, formerly of Chicago's Shadow Broadcast Services. (Bruce Everhart, 312-329-2040)



South Bend, IN – Golden Dome Media named Michael Doyle director of the new Faith and Values Programming Division, serving clients including religious organizations, educational institutions and interfaith communications professionals. (Doyle, 219-631-1211)

New Orleans, LA – Libby Krimsier, morning show host of New Orleans' only Christian FM radio station WSBN, was named the best local radio personality in the QCN Citizen's Choice Poll. (Alan Rogers, alan@lifesongs.com)

Overland Park, KS – Bott Radio Network named Gayland Gaut to vice president of program services/operations and Sherry Gaut director of network sales and marketing. (Audrea Griggs, 913-642-7770)



Tucson, AZ – Nationally syndicated radio program *Parent Talk* hired Steve Wright as managing editor. Formerly general manager of WUFL-AM/Sterling, MI. Wright will announce for the program and produce while overseeing daily operations of the organization. (Warren Bonesteel, 520-742-6976)



Akron, OH – InfoCision Management Corporation appointed Arnold (Arnie) Hulteen to national marketing executive, primarily to develop relationships with the Salvation Army. (Greg Rosenberg, 330-670-5123)

Nashville, TN – Eric Mullett, director of publicity and partnerships for Musicforce.com, announced his resignation. Mullett will continue to provide online content for the site. (MV Entertainment, 615-333-2252)

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- "What a relief from the raucous music offered by others."
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- "...It is good to hear the old hymns..."
- "You don't know how helpful the music is. Thanks--"
- "...Your inspirational music is like medicine for my ears while falling asleep at night."
- "Sacred music has always quieted my spirit...Your program is a great way to start the day."

...the Words

- "Thank you for playing uplifting music to the Glory of Jesus...am hungry for God's Word...so thank you also for inserting scripture bites between music."
- "Please, please keep Music 'til Dawn going strong. The scripture excerpts and poems are all appreciated."
- "I enjoy the poems and especially the songs, many of which we don't hear much anymore."
- "May the anointing of the Holy Spirit continue to fill you as you share Jesus through the music and words..."

...the Difference

- "Your work is touching the hearts of many by filling the emptiness within them."
- "...Fills my life with strength to battle life's disappointments, and hope to go on..."
- "Words cannot express how much your program means to us!!!"
- "Thank you for letting the Lord use you in such a wonderful way...How I praise our heavenly Father for a program like yours."
- "Please keep Music 'til Dawn on..."



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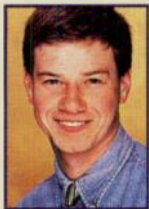
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Trade Talk



Houser



George



Rhodes



Hodge

Nashville, TN – Sparrow Label Group made the following promotions: Denise George to director of artist development; Constance Rhodes to marketing director; and Jim Houser to director of national promotion. In other Sparrow news, Chad Hodge was hired as director of Internet marketing. (Tracy LoCasto, 615-371-6997)

Greenville, NC – Robert K. Zimmerman, Jr., was named Chief Technical Officer of Lawrence Behr Associates. Prior positions include senior communications engineering posts with the Los Alamos National Laboratory, the Arecibo National Observatory in Puerto Rico, the Voice of America and the NASA/Goddard Spaceflight Center. (Cathy Palmer, 252-757-0279)



Corzine

Nashville, TN – Blanton/Harrell Entertainment promoted Chaz Corzine to general manager/senior vice president. He was formerly senior vice president of artist relations (Melissa Hambrick, 615-662-1241)

Nashville, TN—Myrrh Records, a division of Word Entertainment, recently announced several changes to its marketing team. Matt Williams, formerly with Reunion Records, is director of media relations; Rachel Murphy, formerly with Benson Label Group, is manager of public relations; Jill Brothers, formerly with Word Records, is manager of regional promotions; James Riley, former national promotions coordinator, is national promotions manager; Amy Davis, formerly with Word Entertainment, is national promotions coordinator; and Wendy Miller is executive assistant to Myrrh Records vice president and general manager Jim Chaffee. (Marie Lehman, 615-457-2023)

San Diego, CA – Catholic Family Radio named Al Kresta as morning drive-time host. Kresta formerly held positions at WDEO-AM/Ann Arbor, MI, and WMUZ-FM/Detroit, MI. (Sean McCabe, 703-683-5004)



DeCollibus

Nashville, TN – Chris DeCollibus is the latest addition to the GSF & Associates team. With an extensive history in sales, he joins GSF as an affiliate representative from his home base in Bakersfield, CA. (Greg Fast, 615-361-1810)

Cincinnati, OH – Paragon Communications, a division of Paragon Advertising, Inc., announced staff news: executive vice president - South East region Sam Littleton relocated his office to Knoxville, TN; Robin Dixon was appointed to assistant vice president of Operations; and Lisa Bierman was named executive assistant to the president. (Kim Schneider, 606-647-2800)

Quincy, IL – Broadcast Electronics announced the promotion of Travis Harris to senior account manager, mid-Atlantic region. In other staff news, Gill Rudolph was named customer service engineer and Theron Hayse was named senior account manager. (Kim Winking, 217-224-9600)



Publishing



Colorado Springs, CO – Cook Communications Ministries announced the sale of DaySpring Greeting Cards to Hallmark Cards, Inc.

DaySpring will operate as a wholly owned subsidiary of Hallmark. (Kathleen Wright, 719-536-0100)



Technology

Cincinnati, OH – Harris Corporation will host the 16th annual Harris Broadcast Expo on October 1. The show, held at the recently completed Broadcast Communications Division world headquarters in Mason, focuses on radio and TV solutions with an emphasis on digital technology. (Martha Repp, 217-221-7577)



Red Hook, NY – Firehouse Productions used the Midas Heritage 3000 mixing console for the latest VH1 live-to-tape *Hard Rock Live* at Sony Studios. (Debra Pagan, 516-784-7865)

Greenville, SC – High-tech gear developed by Lawrence Behr Associates, Inc., opened up the availability of prime real estate for PCS and cellular carriers. Nearly every AM-FM tower in North America is now a candidate site, accommodating one or more co-located narrowband, PCS or cellular carriers. (Cathy Palmer, 252-757-0279)



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Opinion Forum : Low-Power FM

Thank you for your hard work on behalf of Christian broadcasting in the U.S. I operate Global Radio Outreach, an NRB member that produces radio, TV and Internet evangelism programs for Muslims.

I'm writing to encourage you to reconsider NRB's position on low-power FM (LPFM) licenses. We're already producing programming in languages to reach Muslims in their "home" countries. However, we need to reach them in the U.S. as well.

It would be easy to take the programming we've already produced and make it available to stations in major cities to reach [other people who speak those languages] — if only we could get the airtime.

Take Detroit, MI, for example. As many as 350,000 Arabs reside there, mostly in the south area of Dearborn. However, it's almost impossible to get airtime there to broadcast the Gospel in [another] language. None of the Christian broadcasters is willing to break up a broadcast schedule and allow an hour of Arabic. And even if one did, there are no less than 75 languages represented in most of our major cities. How will we reach them?

Granted, there is an Arabic station in Detroit, but it's a secular station and Muslims have bought up all the airtime from early morning until late evening. LPFM would allow us to set up small FM stations to reach communities with their languages. Many immigrants do not speak English. But even those who do speak English would feel joyful to hear something on the radio in their own language, opening real possibilities for us and for the Gospel.

One Hispanic woman we know already had a suitcase transmitter in Detroit and was broadcasting 24 hours a day there. She was committed to purchasing another one in order to reach the Arabic speaking Yemenis of south Dearborn, but she was shut down by the FCC. An LPFM license could have made that ministry possible.

I've been trying for years to interest international Christian broadcasters in the possibility of purchasing stations in major markets for this purpose. That's the reason I originally contacted NRB vice president Michael Glenn, which led to my NRB membership.

LPFM would put this possibility much more within reach. Not only do we have a Great Commission to reach them, but history also teaches us that if we fail to reach them, they may be used to judge us for our disobedience. Mohammed was a seeker and when the Church had the opportunity, she failed to reach him. The result has been disastrous. If the current rate of growth continues, by the year 2020, Muslims could be the majority of many of our major cities.

All this aside, we have the opportunity to encourage the opening of a wide and precious people. Please don't stand in the way.

Michael Bond
President/founder
Global Radio Outreach
GLORADOUT@aol.com

Just a note responding to the final item discussed in the August 16 issue of *Inside NRB — for Members Only*. Shall I terminate my membership with NRB? Is there room for someone with a viewpoint which differs from yours?

I think LPFM is a wonderful idea. As an engineer, I see this as a means to enable many to join FM radio broadcast. Of course, I understand you must stand behind those station owners who are more concerned about money than outreach!

As a freelance engineer, less than 25 percent of the "Christian" stations at which I have done work even have a prayer time. None regularly pray for the unsaved. What a pity!

No! I say move over and let LPFM have a spot on the spectrum! Your comments filed with the FCC certainly don't represent this member. What a pity that you don't poll the membership once in a while!

Wayne Nestor
Broadcast engineer
wn42338@navix.net

Bott Radio Network filed its own comments with the FCC through its Washington attorney, expressing opposition to the LPFM legislation now under consideration.

However, I want to thank you for your leadership in stating the position of NRB members where this matter is concerned. As an association of Christian broadcasters and other communicators, it is very important that the sentiment of its members is given voice in all such cases where spectrum use, etc., is concerned.

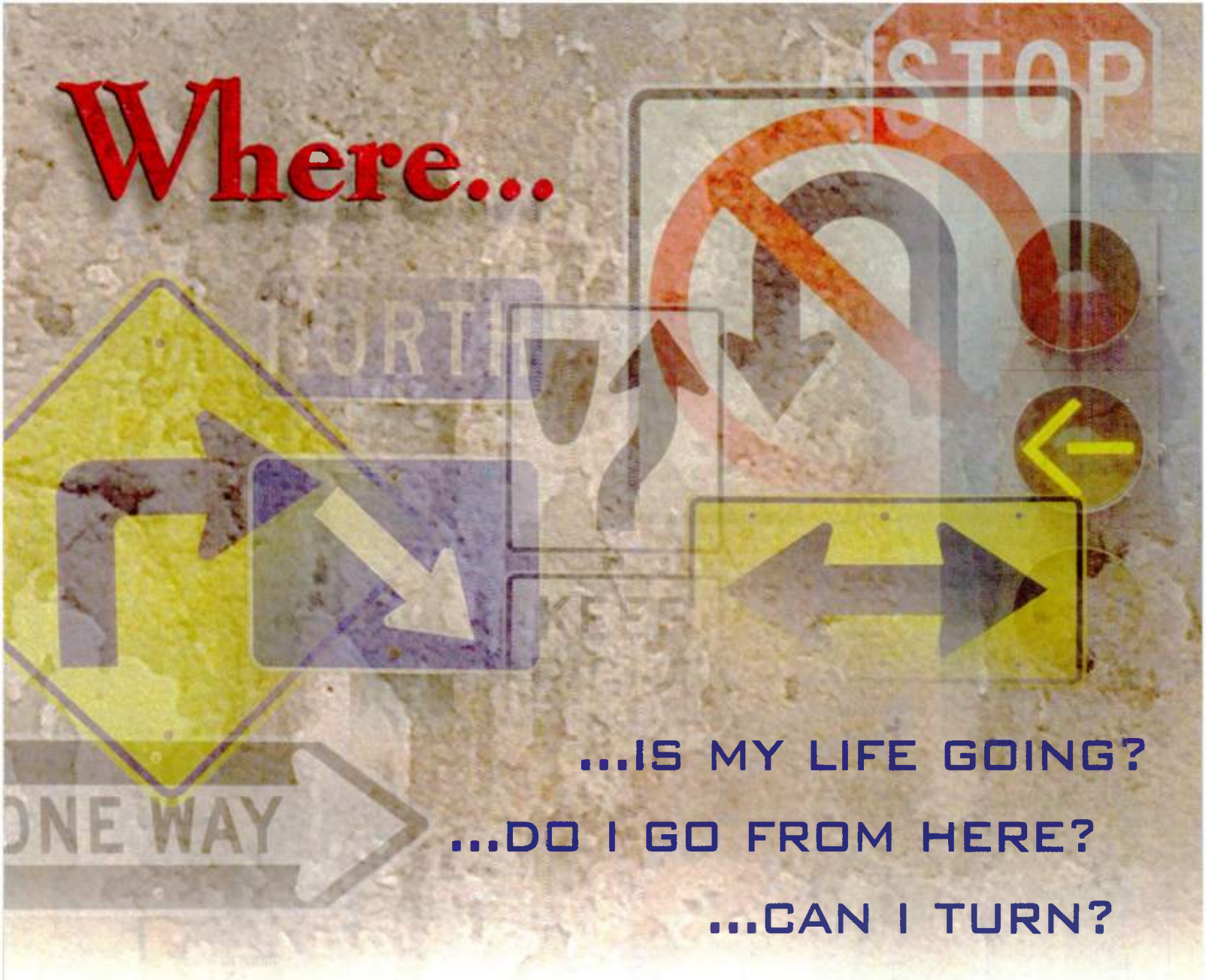
The LPFM issue now under consideration does not involve greater diversity of listening choice and it certainly doesn't involve dealing with normal competitive aspects. Indeed, just as unrestrained pirate radio must be dealt with firmly, this LPFM matter would destroy the intelligent use of a limited public resource — the FM spectrum band.

Such unrestrained proliferation of spectrum use would certainly not work in the best interest of the public anywhere in America, and would result in fewer opportunities for the Gospel to get through to the people.

And of course the bottom line, as far as our NRB association is concerned, is that NRB members oppose it by an overwhelming majority. We therefore appreciate your office speaking out on our behalf. NAB does this on behalf of its members. We appreciate NRB doing the same.

Richard Bott
President
Bott Radio Network
Overland Park, KS

Where...



...IS MY LIFE GOING?

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Trade Talk

NRB Asks Congress for DBS Must Carry

The Satellite Home Viewer Act passed by the House and Senate is set for conference committee this fall. Both versions of the bill contain a must-carry provision for local TV stations.

If the DBS service carries one local station in a given market, then it must carry all local stations in that market.

As the final version of the bill is being worked out, NRB is asking Congress to keep the existing must-carry language in the bill and reject attempts to weaken it.

An agreement between NAB and Direct TV asks the FCC to determine which local stations in a given market should be carried, ultimately protecting major network affiliates while jeopardizing smaller network affiliates and independent stations.

The must-carry provision will be increasingly important as DBS increases its market share. (Karl Stoll, 703-330-7000, ext. 517)

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New Member Profile: New Psalmist Church

New Psalmist Church in Baltimore, MD, is a 100-year-old African-American church of 6,500 pastored by Reverend Dr. Walter Thomas. Through Thomas' 24 years of leadership, New Psalmist has developed into a national media center.

The church has Bible study six days a week and a three-year discipleship training course. Each program of the church is built upon the theme "Empower Disciples" and focuses on personal development. The goal is to build disciples who impact the community with their faith.

Thomas started the media ministry 20 years ago with one weekly broadcast. Since 1997, the radio and TV ministry has exploded. Programs air nationally via many outlets, including satellite.



Thomas

The church receives large volumes of mail, testifying that its gospel message is making a difference in people's lives. A mail tracking system monitors response and ensures that each correspondent receives a personal reply.

The media ministry also offers video conferencing and distance learning using the Internet. Students take continuing education courses, participate in multi-city worship services and hold town meetings with cities across the country.

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Anne Tower is NRB membership director and may be reached at atower@nrp.org or 703-330-7000, ext. 511.



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GLOBAL VISIONS

An international view of Christian Broadcasting

by Dan Wooding

International Christian radio is at the forefront of fulfilling the Great Commission around the world, yet many spiritual battles remain to be won. New technology has transformed much of this media and many former competitors have joined together in projects like "World by 2000" (WB2000) to combine their resources to win the lost for Jesus Christ.

There are many new broadcasting trends. The Internet also plays a tremendous role in this global vision. Following are a few vignettes of international broadcasting.

Vision of Albania

Radio Iliria made history as the first Christian radio station in Albania, the country in which the Communist government outlawed all religions in 1967, making it the world's first officially atheist country. The ban on religion was lifted in 1990 and a growing number of people express religious beliefs.

"It is a miracle of the Lord because there are many civilized countries that have not given permission for Christian radio," says Zef Kurti, manager of Radio Iliria, who explains that they began transmissions in May 1998, and are on the air from 7 a.m. to 11 p.m. According to Kurti, the programs are "religious, informative, educative and cultural, but all with a full Christian background."

Radio Iliria is heavily involved in the recent Kosovo crisis. "Many of our Christian brothers from Kosovo have been guests in our studio," Kurti reports. "We have had many transmissions aimed at the Kosovar camps in Albania." He explained that the station now covers two-thirds of Albania. "Our desire is to become a national radio station," Kurti says, adding that Radio Iliria is planning to broadcast to surrounding countries.

"The Internet has been very helpful to our ministry. It has brought us relationships with other ministries throughout the world and we hope to have more contacts through Internet with Christian missions, Christian brothers, churches, and Christian radio stations."

Vision of UCB

United Christian Broadcasters Europe (UCB) is based in Stoke on Trent and describes itself as "life-changing radio." It is a charity, registered in the UK and run by 50 full-time staff and hundreds of volunteers in the UK and Ireland. UCB operates two 24-hour music radio stations — UCB Europe and UCB Cross Rhythms — on the Astra satellite.

UCB media and communications officer Steve Cox says, "UCB's vision is to contribute to revival, by introducing listeners to Jesus Christ, to provide a clear Christian voice on the airwaves and to make a moral contribution for the benefit of our

country." Although broadcasting via satellite, UK authorities have confirmed that UCB is now legally excluded from application forms for national and local digital radio licenses — for the future of terrestrial radio in the UK.

"In November 1998, UCB reluctantly registered a court case against the UK Government at the European Court of Human Rights in Strasbourg, on grounds of freedom of religion, freedom of expression and freedom against discrimination," explains Cox. He explained that the UK prime minister has been flooded with protest letters. "Over 10,000 letters have been sent to Prime Minister Tony Blair on UCB's behalf," he said. "We have been overwhelmed by the response from the public over the last few months since we registered our court case."

On July 13, 1999, a Ten-Minute Rule Bill was introduced in the House of Commons as a means of further highlighting UCB's case and the need to change the law. The vote was 138 in favor of the bill and nine opposed. "Although there is little hope of this Bill becoming law," Cox says, "it has given an indication of our cross-party support in Parliament."

Turning to trends that UCB is seeing, Cox reports, "There seems to be a trend in the UK toward ethnic minority radio stations as well as stations specializing in particular types of music — classic, jazz, soul, rock — except obviously for Christian gospel music stations, which are banned. Digital licenses will increase this trend towards specialized radio stations."

He shares that the Internet has become a vital source of input "for our programming, particularly for our Christian news service, which receives e-mailed press releases from around the world that are far more current than stories received in the post. We're also seeing a great response to our own Web site, with a number of people even becoming Christians. It will also provide another channel for us to broadcast worldwide."

Vision of New Zealand

The Rhema Broadcasting Group, Inc., was the first Christian-owned and -operated radio station in the British Commonwealth. The vision for this venture began in 1961, but it was 1978 before the first permanent radio license was granted.

Twenty years later, the Rhema Broadcasting Group is the fourth largest radio operator in the country, with three networks and 52 stations. In a deregulated "over stationed" market, the ministry attracts about 250,000 listeners each week in a population of 3.8 million people.

Rhema birthed UCB Europe under its founder, the late Richard "Dick" Berry, and is run now by Hal Short, president of Rhema Broadcasting

"Many of our Christian brothers from Kosovo have been guests in our studio. We have had many transmissions aimed at the Kosovar camps in Albania."

— Zef Kurti, manager of Radio Iliria

“There seems to be a trend in the UK toward ethnic minority radio stations as well as stations specializing in particular types of music – classic, jazz, soul, rock – except obviously for Christian gospel music stations, which are banned.”

— Steve Cox, *media and communications officer for UCB Europe*

Group, Inc., and UCB International, Ltd., both based in Auckland, New Zealand.

Short reports, “When radio began deregulating in this country about 12 years back, we saw many new operators coming into the radio market. Now, from that initial fragmentation, we are witnessing the emergence of radio conglomerates as smaller operators are merged with the larger players. This has become necessary to the survival of the secular radio groups to get enough market share. In this environment, Christian radio can really thrive.

“Radio today is very much about niche marketing or narrowcasting. While dozens of secular stations compete against each other with similar sounds or formats looking for the things that will make them stand out from the rest, we as Christian broadcasters know why we are there and that we have a unique message to deliver.

“The time has never been better for us,” continues Short. “We have the platform, we have the opportunity. The catch, if there is a catch, is to deliver a relevant message. Sadly, too many of us in Christian broadcasting don’t. On the technology front, the next thing to overtake broadcasters will be digital radio. The question is, will the Christian community be ready for the challenge as radio and television are swept into a digital future that has already arrived?”

How is the Internet affecting Rhema? Short responds, “Web sites and e-mails are an everyday part of our ministry. Our Web sites put us in the eye of a certain sector of the public but do not generate a significant support response. Nevertheless, it has proved useful being able to have people look us up on the Web. E-mail is having a bigger impact and continues to grow.

“When it comes to Internet radio, while it may be fashionable to have your stations on the ‘Net and it lets people sample your station, I have yet to be convinced that it really is worth doing. As a broadcaster I have to ask myself what my focus is. At the moment it is not very convenient carrying around your computer wherever you go, and as a broadcaster I want to be able to speak to my audience wherever they are, be it car, home or at the beach.

“Internet radio will find a market. After all,” Short says, “there are a lot of us using computers. But if I want radio I only have to turn on my radio. For true effectiveness, the best person to minister to another is always someone who lives next door. For the radio broadcaster, the local station in the community knows it best and ultimately will be the best at speaking to the needs of that community. ... The key is relevance. If we are not relevant to our communities on the platforms we have now, we won’t be any more relevant broadcasting digitally, through the Internet or any other mechanism that technology presents us.”

Vision of HCJB World Radio

An Arabic listener’s note, “Your programs are the only hope I have in my life,” is typical of the thousands of letters received annually by HCJB World Radio, the world’s first missionary broadcaster. HCJB World Radio’s ministry takes place in four key regions: Latin America, Euro-Asia, North Africa/Middle East and Sub-Saharan Africa, according to communications director James Ferrier.

A trend HCJB has noticed is that the world is opening up to local Christian radio ministries. “For many years in much of the world,” Ferrier says, “the only local radio available was government owned and controlled. International shortwave was an ideal way to reach into those areas with the Gospel. Now, many countries are privatizing broadcasting, and small FM stations are proliferating in the urban areas. This has opened the door for local churches and ministries to launch Christian stations.”

Another trend he sees is satellite delivery of programming, as well as cooperative projects. “ALAS (América Latina via Satélite) is a joint effort of HCJB World Radio and Trans World Radio (TWR), delivering quality gospel programs to affiliate AM and FM radio stations across Latin America. The network went on the air in 1994. Programming targets a young, urban, non-Christian audience,” Ferrier explains.

(Editor’s Note: For more information on HCJB World Radio, see the feature article on page 34)

Vision of Trans World Radio

Trans World Radio, an international broadcasting ministry reaching listeners in more than 160 countries, was founded by Paul Freed, the son of missionary parents to the Middle East. Though he had little knowledge about radio, in 1954 he began broadcasting in Spanish and English across the Strait of Gibraltar in Tangier, Morocco. That broadcast launched a worldwide ministry that is today utilizing more than 40 superpower transmitters in 13 primary locations to share the love of God through 1,200 hours of weekly broadcasts in over 140 languages.

More than 150 broadcasters worldwide actively sponsor programs via TWR, half of whom are from leading ministries in North America, including Thru the Bible, Insight for Living, Back to the Bible, Words of Hope, and the Billy Graham Evangelistic Association. The rest are produced by local leaders to meet the unique needs of the people living in those regions of the world. Some programs are aired in English, but the vast majority are either translated and adapted into the local indigenous languages or are from the outset produced in the languages spoken by the target audience.

Since 1985, TWR has participated in the WB2000 project, teaming with FEBC, FEBA, HCJB

World Radio, SIM International, and Words of Hope to air programs in languages spoken by more than 1 million people. Nearly one-third of TWR's programs are produced in WB2000 languages.

TWR president Thomas Lowell is particularly burdened to increase the number of programs to women. Spearheaded by longtime TWR missionary Marli Spieker, Project Hannah — Women of Hope was launched in late 1997, and an English program for oppressed women in Asia began airing in October 1998.

In addition to its main Web site, TWR plans to add another site to the Internet later this year. "We're working with Gospel Communications Network to set up the 'God Speaks Today' site as a ministry of TWR," says Gregg Harris, director of the North American region. "Our goal is to get 15 languages of the dramatized New Testament up, beginning with German, French, Spanish, and Portuguese."

According to *Inter@ctive Week*, 67 million people access the Internet in languages other than English. In order to minister to Hispanics, who account for 20.5 percent of that number, TWR launched a Spanish Web site, "Radio Trans Mundial" in March.

TWR recently formed an alliance with Audio Highway and will soon offer the *Year of the Bible*, *Hour of Decision* and the audio version of *Towers to Eternity*, a book by Freed tracing the ministry's founding, as well as 60-second spots examining everyday issues from a biblical perspective.

Vision of FEBC/FEBA Radio

Far East Broadcasting Company (FEBC), with sister organization FEBA Radio, transmits the Good News of Christ via FM, AM and shortwave radio in more than 150 languages to some of the most restrictive areas of the world. Every day more than 350 hours of cutting edge Christian programming reaches into China, the CIS, Southeast Asia, India, Africa and the Middle East.

"More than 90 percent of our staff live and work in the countries where the programs originate, making our programming culturally relevant," remarks FEBC vice president of marketing and development Steve Blinn. "Our programming is created by and for the people who live in these countries ... from evangelism, to discipleship, to Christian leadership training to everyday life issues."

Blinn says, "We are in the process of converting all of our studios throughout the world to a standard digital recording format. Next will be a digital connect network among our studios and transmission site ... and then digital broadcasting. The days of shipping cassettes and bulky storage will soon give way to hard drive storage, ISDN and Internet data transfer.

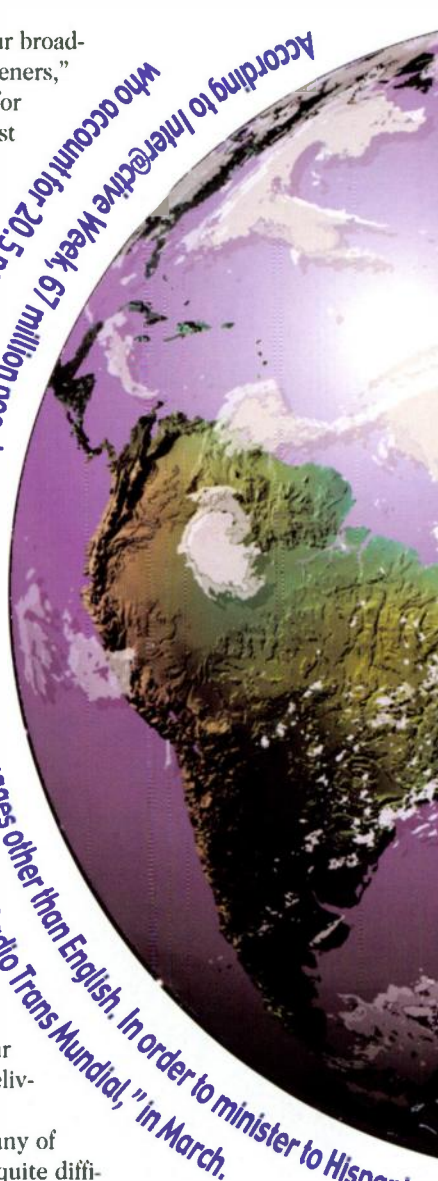
"We also see a trend of our broadcasts getting closer to our listeners," he continues. "In Cambodia for instance, we will no longer just rely on SW transmissions from Manila. Soon our own high-powered AM station will be in operation that will not only cover all of Cambodia but [also] Laos, Vietnam, Thailand and the southern China border. Another example is our new FM station in Jakarta, Indonesia. In addition to the broadcasts from our international shortwave transmitters, the 8.6 million people can now hear our timely local broadcasts."

Regarding the Internet, Blinn reports, "Our use of the Internet will be evolving from an information system about our organization to a program delivery system for our listeners. Access to the Internet by many of our Third World listeners is quite difficult as you can imagine, but we expect that to change in the next 10 years, particularly in China. Our weekly U.S. radio program, *Inside Asia Today*, will have its own Web site within the next three months. The weekly program and past programs will be available on the site.

Vision of Radio TEOS

Radio TEOS, based in St. Petersburg, Russia, was created by a group of Russian believers in 1992 following the fall of the Berlin Wall. In 1993, for the first time in history, Russian people heard Christian radio broadcasting in their own country.

"It is truly a miracle," says pastor Eugene Nedzelsky, founder of Radio TEOS. "Five million people in St. Petersburg and nine million in Moscow are now within reception of Radio TEOS, a nondenominational, evangelical radio in St. Petersburg and in Moscow. Radio TEOS aims to make Christian broadcasting attractive for both religious and secular audiences."



According to *Inter@ctive Week*, 67 million people access the Internet in languages other than English. In order to minister to Hispanics, who account for 20.5 percent of that number, TWR launched a Spanish Web site, "Radio Trans Mundial," in March.

Nedzelsky reports that currently the Internet influences the work very little. "We cannot afford Internet broadcasting," he said. "To be linked to a server costs \$500, and \$300 a month to rent a line. We hope though that one day our dream to broadcast through the Internet will come true. By means of the Internet we will be able to reach Russian-speaking audiences all over the world."

Vision of Premier Radio

Premier Radio is a mediumwave AM Christian radio station for London and the South East. It launched in June 1995 and is licensed to broadcast 24 hours a day to the 10 million adults in its official transmission area. The sound and format of the station sit comfortably with all other London-wide and national stations. However, as the UK's only commercial Christian station, it is clearly distinctive from other radio stations.

The presenter-led programming is magazine style and includes the news, weather, current affairs and analysis from a Christian perspective. Late evening programming is more sharply targeted at those with a clear Christian commitment or specialist interest. The Christian vision of the station is expressed through various reflection, praise and worship features broadcast throughout the day.

Premier Radio notes a few trends.

Managing director Peter Kerridge says, "We are seeing increased fragmentation of audience as more specialized services come on stream, such as specialized lifestyle services. We continually strive to adapt and provide what the audience wants — to scratch where the itch is."

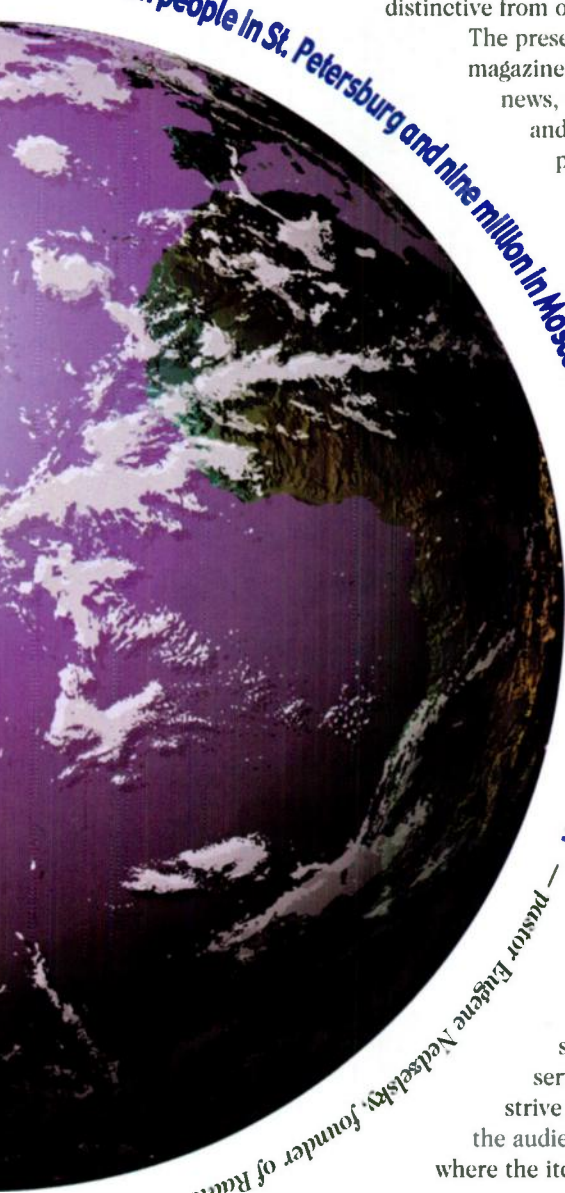
"The Internet allows us to broadcast beyond our transmission area and reach a whole new audience, meaning Premier is now global, not local. We are one of UK's most visited Christian Web sites, and one of the stations featured on the Microsoft Windows Media Web site as an example of Internet broadcasting."

— Peter Kerridge, managing director of Premier Radio

In 1999, Premier launched the "Premier Online" Web site. Kerridge reports, "The Internet is transforming broadcasting radically. We broadcast live on the Internet and provide music and programs on demand, background info and resources on programs and ministries. The Internet allows us to broadcast beyond our transmission area and reach a whole new audience, meaning Premier is now global, not local. We are one of UK's most visited Christian Web sites, and one of the stations featured on the Microsoft Windows Media Web site as an example of Internet broadcasting.

"The Internet is a hungry animal," Kerridge says. "It needs staffing, massive investment, time and lots of research if we are to keep it the quality Premier is associated with. Anyone can have a Web site, but we want a Web site that is going to be interactive, interesting and one that encourages return visits. At this time and for the short-term future there is no financial return in terms of donations/merchandising, but that is definitely something to look to grow in the future."

Award-winning British journalist Dan Wooding and his wife, Norma, live in southern California. He is the founder and international director of ASSIST (Aid to Special Saints in Strategic Times). The author of 38 books, Wooding is a syndicated columnist and a radio commentator. The ASSIST Web site is www.rwcc.com/assist.htm.



"Five million people in St. Petersburg and nine million in Moscow are now within reception of Radio TEOS."

— pastor Eugene Nedzelsky, founder of Radio TEOS

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The Great Station

“Give A Way”

HCJB World Radio gives stations instant international ministries through an explosive new partnership

by Mark Olsen

The “Give A Way” program started simply, with a handful of Christian broadcasters deciding to reach beyond their boundaries. It quickly blossomed into one of Christian radio’s most impacting contemporary movements. The concept is simple: connect American Christians with the needs of the world’s lost — through local radio stations.

Seeing a Way

Sensing a thwarted desire for greater involvement in reaching those who have never heard of Jesus, HCJB World Radio decided to offer its ministry as a silent partner to Christian radio stations at home — a conduit through which American Christians could quench their thirst for greater world impact through the venue of a familiar, everyday presence in their lives.

There are no written commitments, no pre-boxed set of expectations, obligatory programs or even specific objectives. Stations simply enter into a personal and spontaneous relationship with HCJB World Radio, jointly developing

ideas which increase the force of international missionary radio.

It may not sound highly sophisticated or even original, but the proof is in the outcome: this effort is having an impact not only on American stations and missionary radio outreaches but also in the changed lives of people being touched.

Programming a Way

Pilot programs with several leading American stations and broadcast networks have yielded explosive results. Listeners respond and pressing needs around the world are met in dramatic fashion. In most cases, instead of cannibalizing parts of their fund-raising pie, the stations pioneering this concept actually exceeded their own in-house fund-raising objectives and outreach goals.

“We have found giving away the resources God has blessed our ministry with has meant [that] when we give away the Gospel, it has so much more impact!” explains HCJB World Radio president Ron Cline. “And now the ‘Give

A Way’ program Christian stations in America are developing with us literally gives a way for their listeners to give the Gospel to the world’s lost.”

Giving the Moody Way

One broadcaster seeing the potential of this from the beginning is Moody Broadcasting. Moody executive vice president/CEO Bob Neff was a charter member of HCJB World Radio’s International Council of Broadcasters, a group of concerned leaders instrumental in initiating the concept.

Following a 1998 trip to Ecuador with eight other council members, Neff began looking for ways Moody could broaden its international scope through a cooperative relationship with HCJB World Radio. It did not take long for the initial opportunity to present itself.

“The first thing we did,” says Neff, “was recognize that Moody has almost totally moved to digital, and we had a lot of fine analog equipment not being used. So we sent out a notice to our stations asking for an inventory, put that collection together and sent it to Elkhart [IN,

HCJB World Radio's engineering center]. In one generous stroke, Moody provided modern equipment to stations around the world operating shoestring technological platforms.

Next came a practical need, communicated directly from HCJB World Radio's nearly 100 international broadcast partners. Most of these overseas stations were operating with a handful of Christian CDs, often played repeatedly.

Moody station WGNR-FM/Indianapolis, IN, swung into action with an outreach called "Music for the Nations." It aired promos and held live remotes, allowing listeners to have an impact abroad by donating a few used Christian CDs at bookstore drop-off sites. Within a few weeks, nearly 4,500 CDs had been donated. The Christian bookstores experienced increased foot traffic. And WGNR, a new station, gained much-needed community exposure and a chance to connect with its listeners.

Staff members at the HCJB World Radio international headquarters in Colorado Springs, CO, were moved by the overwhelming generosity of WGNR's listeners.

Paul Hollinger, also a charter member of the council, got word of the effort and wrote public service announcements for his commercial station, WDAC-FM/Lancaster, PA. Listeners donated more than 500 used CDs to HCJB World Radio, and CDs continue to arrive.

Moody soon became so energized about the vibrancy of international broadcasting that they presented "Awards of Excellence," each bearing monetary gifts, to 25 missionary stations having tremendous impact in their countries — stations helped into existence by HCJB World Radio.

"Personally," says Neff, "it's been one of the most satisfying things I've done in the last five years. To broaden our perspective ... to help with some real concrete needs ... that is a huge satisfaction. And for us at Moody Broadcasting, to be able to talk with our listeners about some of the things we've been doing has been a huge encouragement as well. They are interested and want to be involved — not just through direct contact over the air, but [to] touch lives around the world."

The concept of "Give A Way" is simple: connect American Christians with the needs of the world's lost — through local radio stations.



— Ron Cline, president, HCJB World Radio

"The 'Give A Way' program Christian stations in America are developing with us literally gives a way for their listeners to give the Gospel to the world's lost."

"We do feel that the vision is from the Holy Spirit, that He is opening doors along the way, and that God's people have caught the vision for world outreach."



— Wayne Pederson, executive vice president for radio, Northwestern College



— Bob Neff, executive vice president/CEO of Moody Broadcasting

"Personally, ["Give A Way"] has been one of the most satisfying things I've done in the last five years. To broaden our perspective ... to help with some real concrete needs ... that is a huge satisfaction."

Giving the Northwestern Way

Northwestern College executive vice president for radio Wayne Pederson likes to say, "When there is vision, people take heart." So it was no surprise that the network's "Friend-Raiser" was called "Vision 2000."

Northwestern Radio risked losing needed funds when it committed to send an astounding one-third of Vision 2000's proceeds into missionary radio. Yet amazingly, that one-third actually exceeded the total proceeds from the previous year's campaign.

Pederson says, "God's people have caught the vision for world outreach. Some have said that Christian radio in North America is 'me radio.' Our people have demonstrated decisively that Christian radio in North America is Vision Radio."

During its sharathon the previous year, Northwestern Radio hit its goal early and was able to help plant two new missionary radio stations in Africa. Even the students of Northwestern College got into the act by sending their used CDs around the world.

Why "Give A Way" Works

Several dynamics feed into the success of the idea. One dynamic may be traced to information overload.

American Christians seem to harbor a strong, pent-up desire to reach beyond their own borders with the Gospel. But they sense that there are too many organizations, venues and movements clamoring for their commitment. Many people simply report being confused as to where to begin — so they don't participate in world evangelism.

In this case, however, Christians can simply respond to a specific appeal from a personal, daily presence in their lives: their local Christian broadcaster, who gives them a way to reach the world.

Outside of family, perhaps no voice in many Christian lives is more personal and direct than the one speaking through their local Christian radio station. The voice they trust gives an appeal for a specific need and they respond locally, such as dropping off CDs at a Christian bookstore. And they hear, often through follow-up reports, about the dramatic effect of their gifts.

Another important dynamic is HCJB World Radio's supportiveness in the process. Stations work with HCJB World Radio to design a partnership they are comfortable with and then share in the blessings of the outreach results. The benefit is that without incurring the expense and logistical challenge of establishing their own international radio division, each radio station in America can enjoy the added scope of international ministry on a per need, ad-hoc basis.

Giving Energy to Listeners

The broadcasters involved in this test reported the unexpected benefit of a pronounced increase in the levels of excitement and eagerness among listeners.

ShareMedia specializes in sharathon-style radio fund-raising campaigns. President Todd Isberner reports, "Some of the projects have really excited the listenership. The phones light up. People just ignite when we start talking about satellite downlinks in Latin America ... that a gift of

HCJB World Radio: Pioneering a Way

HCJB World Radio is an evangelical, interdenominational faith mission with a primary focus on broadcasting. The organization has been *Heralding Christ Jesus' Blessings* since two American missionaries founded the ministry in 1931, broadcasting from a simple sheepshed in Quito, Ecuador. Today, HCJB World Radio, working with local partners, has ministries in more than 80 countries and broadcasts the Gospel in more than 80 languages and 22 dialects. Staff includes more than 1,000 missionaries, employees and volunteers.

HCJB World Radio partnered with fellow missionary broadcaster TransWorld Radio to launch the ALAS satellite network, an innovative system providing the potential to reach all of Latin America with news and gospel programming in Spanish.

In Latin America, HCJB World Radio also provides TV production, pastoral training, technical assistance and healthcare. Throughout the world, the radio ministry works hand-in-hand with local churches and Christian agencies to give unreached people the opportunity to hear Christ's Good News by planting local stations to reach into the cities.

HCJB World Radio engineers developed the "radio station in a suitcase" to help ministry partners quickly get equipment

through customs to set up new Christian stations in Euro-Asia, Africa and the Middle East. Equipment for an entire station is packed and delivered in a few suitcases.

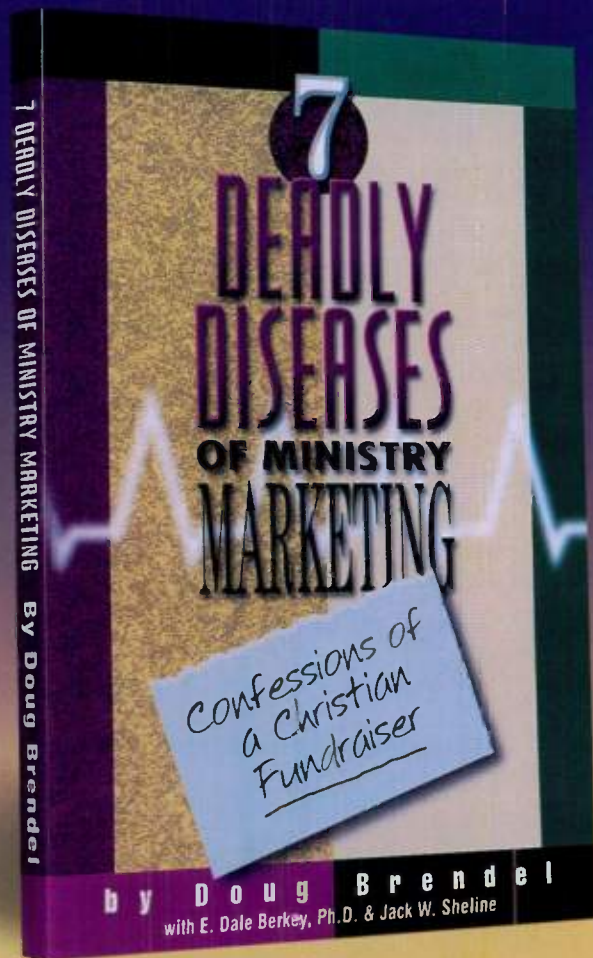
The ministry is also joining the worldwide effort to take the Gospel to the remaining unreached people in the world. Less than 10 years after HCJB World Radio joined other international broadcasters in signing the "World by 2000" cooperative agreement, nearly 97 percent of the earth's population can tune in to Christian programs in a language they understand.

Today, with parts of the world grown increasingly hostile to the presence of Christian missionaries, radio represents a crucial outreach vehicle. Radio offers a powerful, safe and efficient opportunity to seed God's Word into the world's hardest-to-reach regions. It offers national believers the opportunity to take the forefront in their country's evangelization and provides a unifying and edifying voice for believers who are often isolated and under attack.

For much of the world, radio is the most effective missionary medium. HCJB World Radio and its Christian station partners across America are a leading force in that effort.

— MO

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"God's people have caught the vision for world outreach. Some have said that Christian radio in North America is 'me radio.' Our people have demonstrated decisively that Christian radio in North America is Vision Radio."

— Wayne Pederson, executive vice president for radio, Northwestern College

just \$3,500 buys the equipment needed to give Christian programming to people who have never heard."

Another council member, Ron Harris of Criswell Broadcasting's KCBI-FM/Dallas, TX, shares, "Our listeners end up thanking us for letting them take part in these ministry opportunities. It's an ability to extend their reach beyond their own arms' length and partner with ministries that they know and love, and have an impact far beyond their own lives."

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That excitement often inspires station managers, who learn that not only does this giving fail to dilute their own station's fundraising, but also frequently results in meeting or exceeding their own goals.

"What's great," says Isberner, "is that station managers who could be

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Spot name: **Northwestern Radio Vision 2000 Minute "Desperate Mother"**

RON CLINE:

A recent event shook the entire city. A desperate mother took her newborn baby and threw him from a bridge into the empty darkness. Over 200 people have taken their lives on that bridge.

This is Ron Cline with HCJB World Radio.

When the mother tried to throw her two-year-old son from the bridge, he realized what was happening and started to run desperately asking for help. He was able to escape from his close encounter with death. Today he still remembers his mother's lonely eyes when she threw herself from that bridge, never to be seen again.

That mother was not a homeless soul, but a wealthy lawyer living in Latin America who did not find light in life's darkness. Due to the request of the press and several local radio stations, ALAS, Latin America's first Spanish Christian satellite delivery system, was able to open a "Line of Trust" follow-up center to help those in desperate need. A new door with the light of hope was brought to a fast growing, busy city.

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protective say, 'I can share. I can give it away.' And in the economy of God, they exceed their own goals." Vice president/general manager Clair Miller of WFCJ-FM/Dayton, OH, echoes Isberner's experiences: "I believe that by beginning our support of missionary radio, God has blessed us even more richly here at home." WFCJ set aside a portion of its budget for the English Language Service of HCJB World Radio while maintaining its own fund-raising needs.

Northwestern's Pederson says, "We do feel that the vision is from the Holy Spirit, that He is opening doors along the way and that God's people have caught the vision for world outreach."

Give Your Listeners A Way

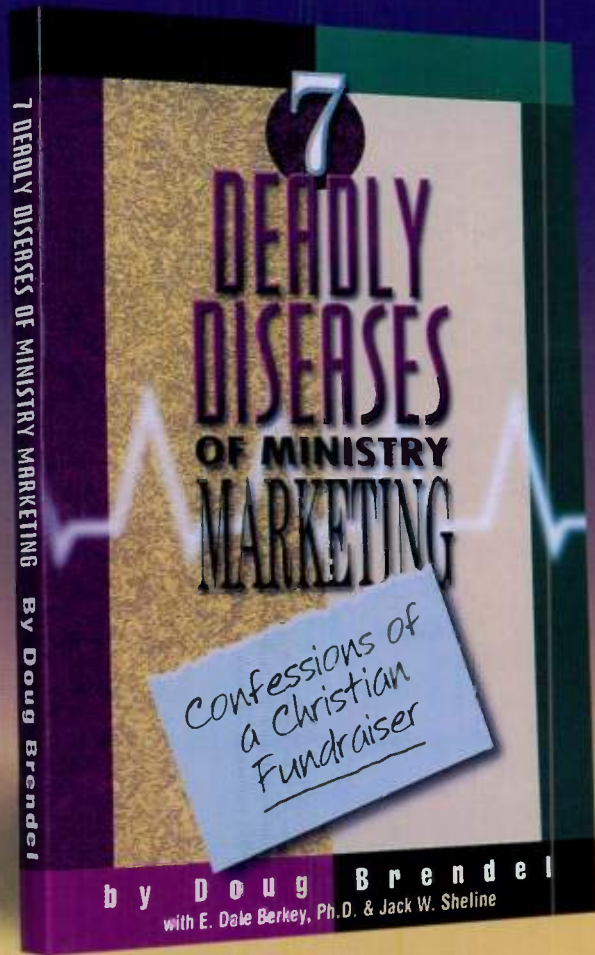
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Pamela S. Hargis
"Give A Way"
HCJB World Radio
1065 Garden of the Gods
Colorado Springs, CO 80907
P: (719) 590-9800, ext. 211

Mark Olsen is an author and freelance writer specializing in Christian outreach. A missionary/preacher's kid, he lives in Manitou Springs, CO.



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Mark Olsen is an author and freelance writer specializing in Christian outreach. A missionary/preacher's kid, he lives in Manitou Springs, CO.

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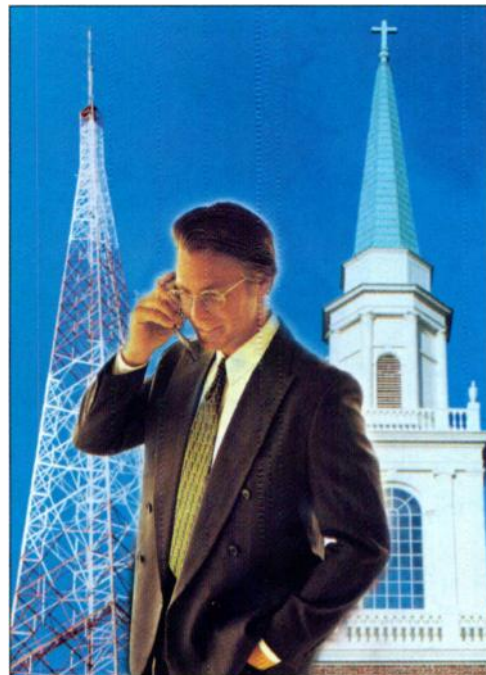
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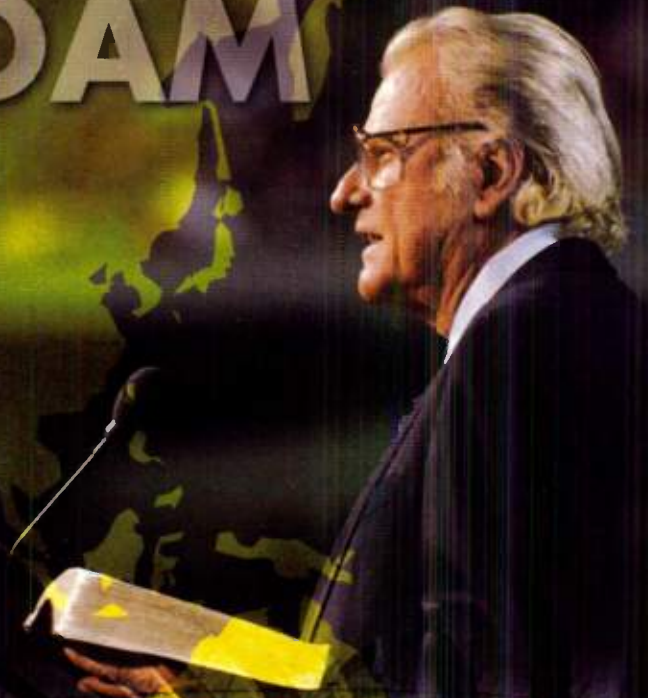
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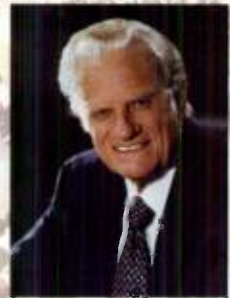


by Rebecca S. Cotton

A WORLDWIDE CONFERENCE FOR PREACHING EVANGELISTS



"[An evangelist is one who] has been called and specially equipped by God to declare the Good News to those who have not accepted it, with the goal of challenging them to turn to Christ in repentance and faith and to follow Him in obedience to His will."



— EVANGELIST BILLY GRAHAM

After 60 years of worldwide ministry, Billy Graham still carries a deep burden and focused vision for reaching the world with the message of God's redeeming love. Amsterdam 2000, a conference for at least 10,000 evangelists and church leaders from more than 185 countries and territories, is a continuation of Graham's vision.

This strategic international conference, sponsored by the Billy Graham Evangelistic Association (BGEA), is designed to train, equip and encourage participants as they step into the 21st century to persevere in taking the Gospel to the world. It is also an effort to build a renewed emphasis on evangelism within the church.

From July 29 through August 6, 2000, these evangelists and church leaders, invited from around the world, will gather in Amsterdam for this unique and timely conference. Often these faithful servants work alone and with few resources, but for nine days they will learn, pray and worship together. As they do, the rewards of encouragement and the exchange of ideas will be tremendously significant to their ongoing ministries. An expected 75 percent of the participants will be from developing nations.

Location, Location, Location

Graham invited men and women with very clear and distinctive messages relating to evangelists and evangelism to address the participants. The 23 keynote speakers, including Graham and his son Franklin, are each uniquely qualified to bring a variety of messages sure to encourage and equip participating evangelists. These speakers represent various cultures and backgrounds as well as a wide spectrum of voices in evangelism.

Desiring a location outside the United States, the city of Amsterdam was selected for its accessibility from most parts of the world as well as the large conference facilities available. It has also been the site of two previous BGEA conferences for evangelists. The Amsterdam RAI International Exhibition and Congress Centre with its 87,000 square meters of exhibition space will comfortably accommodate the plenary, seminar and workshop sessions as well as the serving of two hot meals each day to all the participants.

By Invitation Only

Several things make this conference unique. First, it is by invitation only. Recommendations of evangelists and

This strategic international conference is designed to train, equip and encourage participants as they step into the 21st century to persevere in taking the Gospel to the world.

church leaders worldwide who may benefit from participation in Amsterdam 2000 were forwarded to BGEA. Each potential participant submits an application, which is carefully evaluated. An invitation to participate is then made to those who are selected.

Graham describes an evangelist as one who "has been called and specially equipped by God to declare the Good News to those who have not accepted it, with the goal of challenging them to turn to Christ in repentance and faith and to follow Him in obedience to His will." Further, "...the calling of the evangelist is very specific." Therefore, Graham's interest in helping evangelists develop and grow in their calling and work is also very specific.

Associate director of participant services Mike Southworth says, "Amsterdam 2000 is not a crusade. It is not for the average churchgoer. It is for someone who has a significant calling and active involvement in evangelism."

Selected participants who have met specific qualifications will represent three major categories: geography, language and denominational affiliation, explains Southworth. "It is our mandate from Dr. Graham to ensure the full body of Christ is represented," he adds.

Technological Advances

A second unique quality of Amsterdam 2000 is its planned use of advanced systems in technology.

Fax machines were not standard equipment for the conferences during the '80s. Telexes were used to send news releases to media organizations around the world. However, the technological advances of the '90s will allow Amsterdam 2000 to accomplish more and to do it faster. Not only will news releases be sent by fax and e-mail, but also portions of the conference will be Webcast live on the Internet and broadcast live via satellite to TV and radio.

In related technological areas, as the conference sessions are being simultaneously interpreted into at least 25 lan-

guages, participants will hear the messages through the use of new infrared technology as well as AM and FM radio frequencies.

Media logistics manager Mark Clark reveals that a Web-based e-mail service is being considered for participants. "The purpose," he notes, "is to develop a worldwide cybercommunity which links evangelists, giving them the opportunity to continue exchanging ideas with one another from great distances long after the conference is over and in the years to come."

Following in Footsteps

Amsterdam 2000 follows two similar conferences in 1983 and 1986, also in Amsterdam and sponsored by BGEA.

Thomas Traore of Burkina Faso in West Africa is a success story of Amsterdam '86. At that conference some 13 years ago, a flaming passion for evangelism was born. Although Traore was already an evangelist, what he heard, what he learned and what he saw at the '86 conference changed his heart. He returned to his home with a renewed, deeper commitment and vision for his world; a vision very much like Graham's.

Traore put his new enthusiasm and information into practice. Over the years, it has grown and developed. "(My) church has made evangelism its highest priority," Traore shares. "When a new Christian joins the church, the first thing we try to teach him is that he is an evangelist, too; that he, too, should go out and witness and lead people to God."

His church developed an evangelism team, which often travels on foot to outlying villages to share the Gospel. "We began to teach, to reach out to unreached people groups and plant churches in new areas, in unreached areas of Burkina Faso where there were no churches," he explains. People began burning their idols and fetishes. "Many, many people came to Christ," Traore says. "Many churches have been planted."

As the Burkina Faso population grows at dramatic rates, Traore is looking to the year 2015 when he expects 21 evangelical

churches in just one region. The flame in his heart still burns. He says, "2000 is a new century and we need to be able to do everything we can to be sure evangelism is a priority."

AMSTERDAM 2000 & YOU

There are several ways to be a part of Amsterdam 2000. Review the following areas of opportunity, then contact the Amsterdam 2000 offices for further information. Be sure to mention the specific area of your interest.

PRAYER Join the International Prayer Network and receive a sheet of Amsterdam 2000 prayer dots and monthly updates of specific needs. (Mention International Prayer Network when contacting BGEA.)

PARTICIPATION If you or someone you know is an evangelist or church leader involved in significant ministry of evangelism, write for an application to participate in the conference. (Mention Participant Services.)

PARTNERING Assist financially needy participants. More than 70 percent of the participants are expected to require some level of financial assistance; therefore, a large portion of the budget is designated for that purpose. Many evangelists have neither the funds nor a method to raise them in order to take part in this conference. Individuals, churches and organizations giving to Amsterdam 2000 invest in the work of an evangelist, influencing the world for Jesus Christ. (Mention Evangelist Sponsorship.)

PERSPIRATION A conference of this magnitude and scope depends upon the help of many people. More than 700 people are needed to be stewards and work side-by-side with conference staff. Throughout the conference, these stewards work long and demanding hours as ushers, bus captains, translators and interpreters. Stewards also are needed for technical and administrative duties and areas of hospitality, serving meals and helping with laundry. (Mention Stewards.)

PROGRAMMING Contact the Amsterdam 2000 office for updates to include in station programming. Ask about interview possibilities.

AMSTERDAM 2000

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Media Fax: 612-343-8845
Media E-mail: media@amsterdam2000.org
Web site: www.amsterdam2000.org

— RSC

Prayer's Part

Traore's story is one of hundreds from the earlier BGEA conferences for evangelists. It is also a story very much like Graham desires to see throughout the world as he "passes the baton" to the next generation of evangelists.

To that end, as in all of Graham's decades of ministry, dependence on God through prayer is an essential aspect of Amsterdam 2000. As he and the conference team prepare for the Thomas Traores of the world, BGEA established the Amsterdam 2000 International Prayer Network, led by longtime Graham prayer warrior Millie Dienert.

Naturally, there is an interest in praying for this conference. The goal to have 10,000 people praying for the conference by January 2000 was far surpassed by mid-summer 1999. More than 36,000 joined after only a few months and the network continues to grow.



"The Amsterdam 2000 conference will only be effective if it is based on the foundation of prayer," Dienert says. She notes it is through prayer God gives power to the message of the evangelist, adding that talking with God shows our dependence on Him to accomplish His mission and purpose in and through us. "And that is the only way Amsterdam 2000 will achieve its purpose," she concludes.

"Prayer dots" were developed to aid those praying for the conference. The adhesive-backed dots are affixed to frequently seen places such as the refrigerator, the bathroom mirror or a wristwatch. When seen, they remind people to pray at that moment about some aspect of the conference. The International Network of Prayer effectively used the prayer dots during the '83 and '86 conferences.

Bearing the Burden

Amsterdam 2000 is the latest vehicle to carry Graham's burden of reaching the lost. "This is an extraordinary opportunity to minister to God's faithful, hardworking servants," explains BGEA president and NRB treasurer John Cortis. "We are thrilled



Amsterdam | 2000

"Amsterdam 2000 is not a crusade. It is not for the average churchgoer. It is for someone who has a significant calling and active involvement in evangelism."

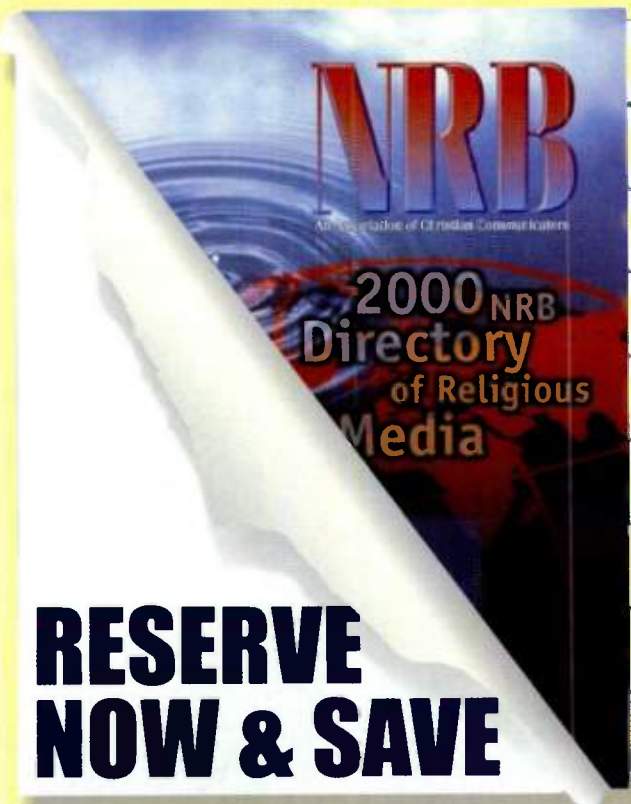
— MIKE SOUTHWORTH
associate director of participant services for
Amsterdam 2000

to serve them in this way, helping them with new tools and ideas for continuing to effectively carry out their ministries. It is our hope God uses Dr. Graham, his legacy of faithful ministry and our partners worldwide to motivate these amazing servants to be about the business of taking God's truth to this hurting world."

Rebecca S. Cotton is media communications manager for Amsterdam 2000. She may be reached at rcotton@bgea.org or 612-359-7012.

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Delivery in mid-November



Century Retrospective

October



Norman Vincent Peale

October 1, 1951
Norman Vincent and Ruth Peale become the first husband and wife team to host a religious program, The Art of Living. The program aired weekly on NBC. Peale's life story was told in the 1964 movie One Man's Way.

October 2, 1930
First broadcast of The Lutheran Hour with Walter Maier. Maier, a professor at Concordia Seminary, helped to establish KFUC/St. Louis, MO, in 1924. He hosted The Lutheran Hour until his death on January 11, 1950. He was inducted into the NRB Hall of Fame in 1975.



Walter Maier

October 5, 1944
First broadcast of Light and Life Hour, originating in Ferndale, MI, with LeRoy Lowell as director/speaker. Myron Boyd assumed those responsibilities in 1945 until 1965. Boyd, NRB president from 1952-53, was inducted into NRB's Hall of Fame in 1980.

October 19, 1929
The Voice of Prophecy with Harold M.S. Richards, Sr., begins on KNX/Los Angeles, CA. The program continues to air.

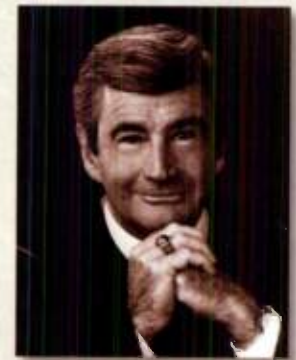
October 28, 1978
After 25 years, C.M. Ward broadcasts his final live Revivaltime program. Ward was inducted into the NRB Hall of Fame in 1993.

October 1968
James Custer launches his weekly radio program, Right Start, on a local station in Worthington, OH. Today the program is heard on 12 stations.

October 1974
Coral Ridge Ministries is founded. Shortly afterward, D. James Kennedy's The Coral Ridge Pulpit begins on radio as a 30-minute weekly broadcast. Since then, the ministry has launched The Coral Ridge Hour on TV, and Truths That Transform and The Kennedy Commentary on radio.

October 1993
Dan Betser begins hosting ByLine, a daily two-minute radio program sponsored by the Assemblies of God that airs on more than 200 stations nationwide.

 **The Voice of Prophecy**



D. James Kennedy



Dan Betser



Myron Boyd



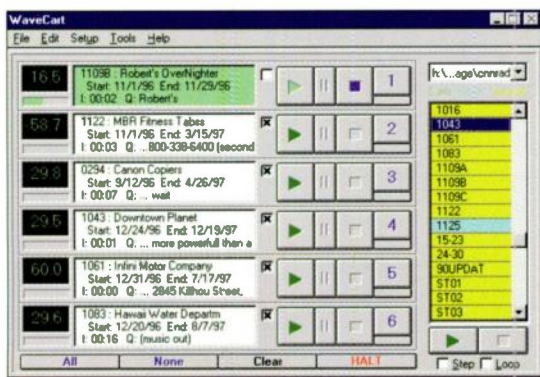
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