

£25m Christian media revolution

Fifteen years ago the future for Christian broadcasting in the UK looked decidedly bleak. Christians were banned and barred from holding an independent broadcast licence for specifically Christian broadcasting in this country.

However, so much has happened in the last decade and a half to bring the independent Christian media scene from nothing to today's industry worth in excess of £25 million. Today viewers and listeners have a great deal of choice and quality programming, all delivering the Christian message, implicit and explicit.

Much of the progress of the last 15 years has been achieved thanks to the efforts, support and lobbying of the Christian Broadcasting Council (CBC) and its members...

The CBC was established in 1983 out of a meeting in the House of Lords presided over by Lord Caldecote. The meeting addressed the issue of why there was a gaping hole in broadcast schedules for the clear proclamation of the Gospel

and programmes exploring, celebrating and expressing the Christian faith.

There always were much-loved BBC programmes such as 'Songs of Praise' and daily radio services but no independent Christian broadcasters.

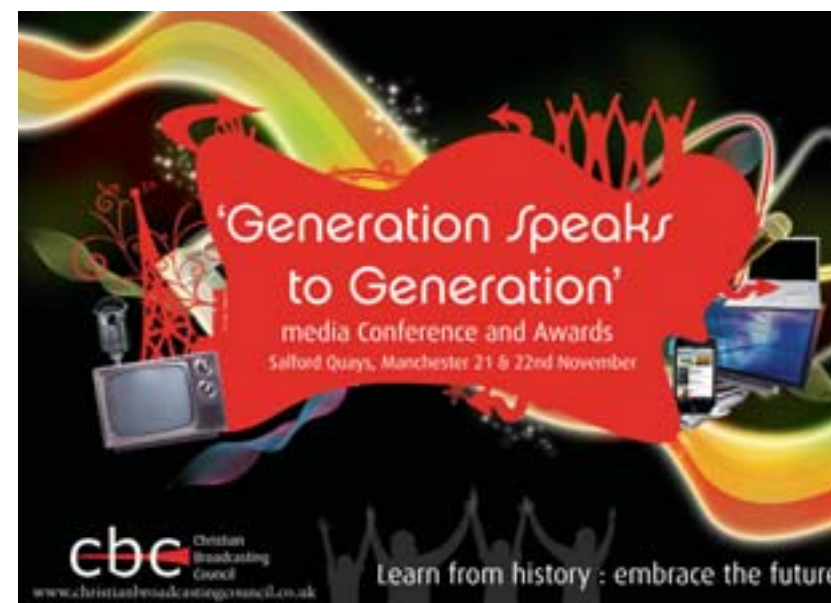
Why? The battle over legislation to permit this was intense and the fight was often gruelling. Michael Alison, MP, in debate over the 1990 Broadcasting Bill said: "John Wesley had the freedom of the open air in the 17th century, largely because he was banned from more official channels of communication. We want to ensure that, if John Wesley were alive today, officialdom would not ban or inhibit him from the airwaves!"

CBC fought the fight behind the scenes and lobbied Parliament for these freedoms which seem now inalienable following the passing of the Communications Bill 2003.

Yet there is still so much more to do to encourage the rise and of Christian media by all means and on every platform.



Olave Snelling, Chair CBC Executive



Learning from history: Embracing the future

Christians in the UK owe a huge debt of gratitude to those who paved the way for the Christian broadcasting industry that we enjoy today.

With this in mind, part of the change within CBC is to shift its focus to younger generations involved in media or with a heart to work in the media in the future

Olave Snelling, Chair of the CBC Executive said: "We have a legacy of trailblazers who have helped establish Christian media in this country and there is much to learn from the generation who fought the fight to allow independent Christian broadcasting in the UK.

"Equally there is much that the younger generation can teach us and contribute to this ever changing digital scene. As a result, this year's Annual Conference and Media Awards is themed 'Generation Speaks to Generation - Learning from History: Embracing the Future'.

The CBC Conference is being held on November 21 and 22 at the vibrant World Harvest Bible Church planted in April 1997 right at the centre of what was to become the new media city in Manchester.

The conference will be focusing on a young generation providing a spiritual infusion of inspiration for all. Contributors and attendees will seek to envision and encourage the younger generation to forge ahead in their Christian calling.

Speakers will be from both the older and younger generations, focusing in particular on trailblazers in the media scene - many of whom helped to establish the CBC.

The aim of the conference is to focus on the next generation of Christians in the fast-moving and changing world of media, while learning from some of



Rev Dr Jonathan Oleyede (Global Day of Prayer)

those long established in media. In particular the conference aims to honour the late Rob Frost and his legacy in this sphere. At last year's conference Roger Forster highlighted the way in which the Frost family has passed on experience and values in ministry through 4 generations, which has been an inspiration for this year's conference.



Jonathan Bellamy (Cross Rhythms)

The Media Awards, which are announced at the conference promote and reward excellence in Christian broadcasting/publishing/programming on Christian and secular media platforms.

Entries for the awards are invited and marketed to a wide range of media producers and broadcasters. The entries are judged by notable individuals in the media scene on quality and Christian content. There are some new categories this year specifically aimed at youth programming and broadcasting.

Speakers already confirmed are: Bishop James Jones (Bishop of Liverpool)



Chris Cole, UK Director of God TV & Founder of Cross Rhythms

PRAYER FOR THE NATION'S MEDIA

CBC is about to embark on a new project to encourage prayer for the nation's media leaders and cultural influencers. CBC wants to encourage and cover the media in prayer - Christian or not... please pray for us as we plan and drive this project forward, and if you want to get involved, get in touch with us to be kept in touch.

Community Licence Stations

CBC has recently embarked on a programme to visit every UK Community Licence Station with a Christian ethos (currently 10). We want to encourage and support them, and ask them how CBC can help them more. We also want to put in place networking and resource sharing opportunities and meetings for these teams - many of whom work completely voluntarily. We have all their details on the CBC website and links to their websites, some broadcast live on the internet - so do log on and listen to them!

The Christian Broadcasting Council works with:

Parliament: We have strong links with Parliament, including holding a yearly symposium on relevant issues. Most recently we held a meeting regarding the HFE Bill which proved significant in its timing and influence. CBC is in regular touch with members of the House to protect the right to spread the Christian Gospel (religious freedom) and to encourage and advocate Christian standards throughout the media

The Office of Communications (Ofcom): CBC is proud of its long association and good relationship with Ofcom, responding to invitations to comment on new regulations and guidelines and assisting in the maintenance of good broadcasting practice and consultations. CBC is in a good position to do this because of its independence and ability to draw opinion from across the board.

The Media: Broadcasters, writers and producers, in particular encouraging professional broadcasting practice and the production of good UK Christian programme material

The Churches: Generating and promoting interest in the media among Christian organisations and Christians of all denominations.

Officers

CBC draws a wealth of business and professional experience from its Executive Team and Trustees - many whose names are synonymous with ground-breaking work in the Christian Media scene. The officers are: Olave Snelling (Chair of the Executive), Robert Irving (Vice Chair), Donald Burling (Treasurer). Other members of the Executive are: Jonathan Bellamy (Cross Rhythms), Chris Cole (God TV/ Cornerstone), Chalmers Dobson (Good News Broadcasting), Rev Dr Russell Farnworth (TWR-UK), Patricia Hargreaves (Centre for Christian Broadcasting), Gareth Littler (Centre for Christian Broadcasting), Obii Pax-Harry (Women Arise), Norman Polden (Flame FM), Benedict Parsons (UNA-UK), Graeme Spencer (Cloak Productions). The Trustees are Canon Ian Gooding (Chair of Trustees), Rob & Ros Irving, and Mike Renger (a lawyer). Rob Andrews (a lawyer) is General Secretary to the Trustees, and Crystal Chamkhi is CBC's Administrator.

New Strategy

CBC is in a new phase of strategic change and growth to develop in line with new technology and platforms, to work, pray and speak relevantly into the issues of the day where possible. CBC is re-looking at everything it is and everything it stands for in this media age. Some very clear aims and objectives are emerging, the headlines being:

- To seek first the Kingdom of God in and through the media
- To help build a platform and a voice for the Gospel across the nation
- To build consensus, to encourage and inspire
- To be a spiritual support to those in the media, Christian or not, through prayer and events
- To recognise and celebrate excellence in Christian programming throughout all forms of media
- To be a source of information and a hub of networking
- To encourage and bring together licence holders of Christian ethos community radio stations, currently 10 in the UK, for networking and resource-sharing (see our website for full details)
- To encourage and bring together other independent Christian radio & tv groups
- To continue and develop our relationships with Parliament and Ofcom
- To form alliances in a strong prayer and empowering relationship with groups, desiring to be a resource for prayer for all involved in media, joining with other prayer ministries across the nation.

target
400

...Would you give up this?

To see more of this?...

Can you give up burgers to change lives?

Cross Rhythms is looking for just 400 people who's REAL hunger is to see God impact our cities, our communities and a youth generation.

In uncertain and troubled times our cities need to hear a voice of HOPE, and our youth need the clear direction of Christian TRUTH.

Building solidly since 1983; through FM radio, internet, contemporary Christian music and high quality journalism, Cross Rhythms now reaches a potential audience of more than a million people.

Three FM radio stations reach the cities of Stoke-on-Trent, Plymouth and Teesside and a fourth in Coventry will start soon; our website is also in the top 90,000 sites worldwide, offering live radio, forums, prayer rooms, Biblical lifestyle teaching, and loads more. **70% of our users are under 35.**

But in these days, this is not a time to settle. **It is a time to EXPAND!** To push forward and BREAK OPEN more opportunities for a clear Christian voice to our cities and the next generation. And this is a time for the UK church to see that **God is NOW raising up Christian media in our nation**, and to partner with Him in it.

Four FM stations is fantastic, but our goal is 10. Currently we are in discussion with 4 other cities, plus we are exploring a possible station in the Middle East! **This year we also launch the Cross Rhythms Media Training Community with a clear goal to raise up the next generation of courageous media missionaries.**

To deliver this expansion of course requires an increase in finance. Where does this come from? We have various income streams but primarily, **as a part of the church, this doesn't work without the partnership OF that church.** We share this vision with you. To establish this media potential in our nation and the next generation will you stand with us as a FUTURE BUILDER?

Cross Rhythms began with a God-given prophetic word and has been proven for 25 years as a Godly vision. We believe it is a work you can stand with, confident that you are helping to establish a God-given strategy in our nation in these days. **Will YOU be one of our 400 today?**

Contact us today for a form. Call 01782 251000 or email admin@crossrhythms.co.uk OR complete a form online at www.crossrhythms.co.uk/target400

CROSS RHYTHMS
MUSIC & LIFE www.crossrhythms.co.uk

To book your place at the conference, or for more information about CBC

Email: cbcadministrator@hotmail.co.uk • Tel: 0870 209 6105

www.christianbroadcastingcouncil.co.uk

ANGEL AID TO WIDOWS AND ORPHANS

GOD TV IS TOUCHING THE HEARTS OF DEVELOPING COUNTRIES IN A VARIETY OF WAYS THAT GO WAY BEYOND OUR PROGRAMMING.

THROUGH OUR OFFICIAL CHARITY, THE ANGEL FOUNDATION IN THE UK, AND OUR OTHER ANGEL TRUSTS AROUND THE WORLD, GOD TV IS COMMITTED TO MAKING A PRACTICAL DIFFERENCE IN PEOPLE'S LIVES THROUGH OUR ONGOING SUPPORT OF WIDOWS AND ORPHANS, AND WE ARE SO GRATEFUL TO OUR PARTNERS WHO HELP MAKE THIS HAPPEN.

IN ASIA, GOD TV HAS BEEN INSTRUMENTAL IN PROVIDING DISASTER RELIEF FOR MANY OF THE VICTIMS OF THE 2005 TSUNAMI DISASTER IN INDIA AND SRI LANKA, WHERE WE HAVE BUILT A NUMBER OF HOMES FOR FAMILIES WHO LOST EVERYTHING.

IN AFRICA, WE SUPPORT THE JESUS CARES CHILDREN'S FEEDING SCHEME IN SOUTH AFRICA, THE KONDANANI CHILDREN'S VILLAGE IN MALAWI; IN ZAMBIA, A HYDRO-ELECTRIC COMMUNITY UPLIFTMENT PROJECT; AND IN KENYA AND TANZANIA WE HAVE AN ONGOING PROJECT DRILLING WATER WELLS TO PROVIDE THOUSANDS OF PEOPLE WITH LIFE-GIVING WATER IN THIS ARID REGION.

A PERCENTAGE OF ALL DONATIONS GOD TV RECEIVES GOES DIRECTLY TO INITIATIVES LIKE THESE.

IF YOU WOULD LIKE TO SUPPORT THE INTERNATIONAL OUTREACH OF GOD TV AND OUR CHARITABLE WORK, CALL US ON:

0870 60 70 446 (REF: D.9.08)

CATCH GOD TV ON:

SKY 580 AND 581

VIRGIN MEDIA CHANNEL 279

OR ONLINE AT WWW.GOD.TV