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"Where your treasure is, there your heart will be also."

Matthew 6:21, NASB

When a friend of mine was in seminary, he and his wife pastored a church in a rough part of Houston, earning one hundred dollars a week. One day a wealthy college friend stopped by for a visit. He commented, "You were pretty sharp in school. You could be doing a lot better financially. With my company, you could be making a hundred thousand dollars a year."

My friend replied, "Well, I don't know if I could live on that."

"What do you mean? You don't look like you're making half that much now."

My friend said, "Well, I don't right now, but I work for Someone who promised to pay me whatever I need. This last year I didn't need much, but what if next year I needed more? I sure would be in a mess if all I had was a hundred thousand dollars."

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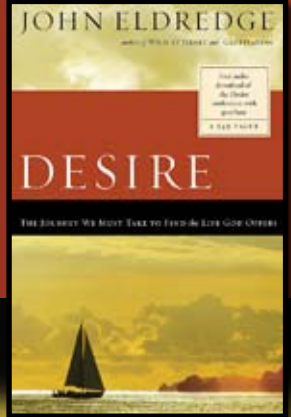
hooked.drew cline

"Whoever finds his life will lose it, and whoever loses his life for my sake will find it."

Matthew 10:39

Nashville, TN. It's the country music capitol of the world, Music City, USA - One of the funny things about this town is that everybody's a songwriter, and in Country music, great songs are written with great hooks. Things that say one thing but probably mean another. Songs that say something like, "I'm not up for feelin' down" or something clever, tongue and cheek, or two-sided. We'll Jesus wasn't trying to be 'clever' or come up with the next big hit song when He said "Whoever finds his life will lose it, and whoever loses his life for my sake will find it." He was making a profound statement that was equal to what He does in our lives. He turns them up-side down. He shows us that most of the time we focus on the exact opposite of what we should be. He teaches us that life is not found in living for ourselves but in giving it for other people, just as He did on the cross. Have you 'lost' your life, so that it may be 'found' in Jesus? Get hooked.

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>> **CRW** iNews 11.15.07

Skillet Knabs Four Consecutive #1 Singles Over a Quarter Million in Sales



NASHVILLE, TN - In follow-up to two No. 1 singles, “Rebirthing” and “The Last Night,” Lava/Atlantic/Ardent/INO band SKILLET is now celebrating their third and fourth consecutive #1 singles as “The Older I Get” takes over the top spot on Christian CHR (R&R/CRW) and “Comatose” places No. 1 for the second week in a row on Rock (R&R and CRW) radio this week.

With COMATOSE selling a fast and furious quarter of a million units since releasing last fall, the project continues to top all previous sales records. To offer fans something special to show their appreciation, Skillet will release the COMATOSE CD/DVD Deluxe edition on December 26, 2007.

Along with new cover art (attached) and the full COMATOSE CD, the deluxe edition will also feature: 1 BRAND NEW studio track, “Live Free”, 5 acoustic tracks: “Rebirthing”, “Yours to Hold”, “The Older I Get”, “Whispers In The Dark”, 3 music videos (“Rebirthing”, “Whispers in the Dark”, “Looking for Angels”), Behind the scenes video - making of the record, free wallpaper and a free ringtone of “Falling Inside the Black”.

UK’s Superhero Debuts in U.S. in the Drifter Tour

NASHVILLE, TN - One of the U.K.’s most talked about emerging Christian bands in ‘07, Superhero, are in the U.S. for an October-November billing on The Drifter Tour, a Compassion International sponsored tour headlining DecembeRadio, along with Nevertheless, and Bread Of Stone.

The tour, which launched October 19th, will give many U.S. audiences their first glimpse of the five man Euro guitar band who originated their intense, innovative rock in the pubs and clubs of Glasgow, Scotland before God turned their individual lives and collective attention as a band totally vertical. Breaking now to a wider European audience, Superhero is committed to their role as modern day musical prophets with a global mission.

Christine Evans: “Video of the Year” Win at GMA Canada’s Covenant Awards



NASHVILLE, TN - Christine Evans, 17 year old Canadian Christian indie artist, now breaking in the U.S. market, walked away with Video of the Year Honors for her video Push in last week’s 29th Annual GMA Canada Covenant Awards.

Presented in Calgary, the award represents Canada’s top honor

in Christian music.

It represents the first Covenant Award win for the young artist who has swept Canadian charts and several coveted Island Music Awards over the past several years. Push was awarded Album of the Year honors in the 2007 Island Music Awards this past April, adding to her previous Song of the Year honors in 2004 and 2005.

The Push video, a promotional production surrounding the release of her critically acclaimed second album release of the same name, was produced and directed by Jason Bourque of Gold Star Productions in Canada.

Push represents a collection from Christine Evans of compelling, self-written original material that reveal a depth of feeling and insight with concise pop poetics and innovative melodic hooks.



christine evans

Take Me to Bethlehem

S-Disc Track #3

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BRIEFLY | RADIO

• Two **89.5 KTSY** staff members recently pedaled over 300 miles on beautiful Idaho back roads to raise money for charity. KTSY Chaplain Brian Yeager conned morning show host Jerry Woods into training for the ride.

BRIEFLY | RECORDS

• One of the best-selling new artists in Christian music, **pureNRG**, has released pureNRG: The Sing And Dance DVD that is sure to be a great gift idea for kids this Christmas season. from this talented tween group.



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>> **CRW** iLife 11.15.07

Artist Profile

Sandi Simon

Full Name: Sandra Kay Simon
Birthdate: 02/17/1962
Birthplace: Chula Vista, CA

Family: My husband Joe Simon. We have seven children, four boys, three girls. Four are married, one is engaged. The three youngest still live at home. We went from three grandchildren to six since October 8th!

Who would you trade lives with for a day?
 The selfish side of me would like to trade lives with my grandma who passed away several years ago. I would love to have a look inside those pearly gates, ya know?!!! But here on earth, I think it would have to be someone who writes such worshipful music like Rita Springer or Chris Tomlin. I wanna peek inside their brains!!!

What book are you reading now? The Holy Bible, book of James

What CD is playing in your car right now? Jesse Shuster, "Flow"

What is the best thing about being an artist?
 Getting to meet people and hear their stories. I love when a song touches someone's heart and they feel compelled to share it with me. I get a glimpse of what God is doing in their heart and that is so special.

What is the worst thing about being an artist?
 Rejection. Music is so personal and listening to it is so subjective.

Most memorable career concert: Recently I had the opportunity to share "His Name is Nathan" and "Hope of Heaven" at a women's conference called Women Sharing Christ.

Most memorable moment in creating your most recent record: My family coming out to sing on the record with me. That was so fun, as you will hear at the beginning of "Nothing but the Blood." My family is crazy and when we all get together it is loud and boisterous! It was such a blessing that four of my children were able to sing on it too. Doesn't get any better than that!

What is your favorite hometown hangout? I love the coffee shop "The Overflowing Cup" at Calvary Chapel Conference Center in Murrieta.



What is something you want others to know about you? I love my husband. That is so important to me because I blew my first marriage so badly. God has forgiven me and I have finally forgiven myself. I'm grateful to God for the second chance.

Who has been the most influential person in your career? I'd have to say Golden Preciado. She called and asked me if I would like to record a song of mine she had heard. It was an answer to a prayer I had been praying for several years.

How did you get into the music industry? Well, I've been singing since I was a child. God has been amazing in growing me in my craft and in giving me beautiful songs to share with others. Golden called, we recorded, Jeff Dykhouse got involved and earlier this year I found IndieHeaven. Keith Mohr has worked tirelessly to provide opportunities for independent artists—and here I am!

Favorite song: Right now, "In My Arms" by Plumb

Favorite vacation spot: The beach

Favorite food: MEXICAN!

Favorite drink: Iced tea, no lemon, two Splendas

Guilty pleasure: Chocolate

Worst fear: Losing my husband or my children

First job: Wendy's Old Fashioned Hamburgers

Choose one adjective to describe your music style: Peaceful

What is the number one thing you hope people get out of your music? Jesus—He's all that matters.

Kiss the Son
 Sandi Simon
 "His Name Is Nathan"
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MARKET TALK
 > **American Bible Society**
 The American Bible Society and the Gospel Music Association (GMA) have formed a partnership to create a new songwriting competition at GMA's annual Music in the Rockies, held in Estes Park, CO. Songwriters are encouraged to adapt, derive or base music on Scripture from both the Old and New Testaments. The prizes will include a track on an ABS recording project to be released by a major record label and distribution company. (Christian e-Tailing)

FAST FACTS
 > Karen Kingsbury, the reigning queen of Christian fiction, started writing inspirational fiction in '98 and now has 6 million books in print. While most novelists finish two manuscripts a year, Kingsbury hammers out 5, mostly in the 5 hours a day at her home office while her children are in school.

CRW BRAIN BOOSTER **Answer:** Meet the parents!



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"The message makes me think of my Heavenly Father. He is the only one that can keep my kids safe in His arms." Daryl Pierce WAKW Cincinnati, OH

>> **CRW** iGrowth

11.15.07

RADIO

The Listener Profile: 3 Dimensions, Not 2

By Tommy Kramer

The Listener Profile exercise is now pretty much a standard of the radio industry. I'm not quite sure who came up with it; many credit George Johns at legendary A/C station KVIL in Dallas, some say it was Lee Abrams, and there may be others who came up with the idea of creating a visible, flesh and blood person as the target rather than "listeners" or "the audience."

In the Christian arena, John Frost, Alan Mason, Mike McVay, and others have pioneered stressing the importance of the exercise. But many people still don't get the point, which is to create a three-dimensional picture of your target listener, instead of the more typical two-dimensional picture of a staged "head shot" from a magazine ad and a bunch of bullet-point factoids, handed out to the staff to be put in a drawer somewhere and forgotten.

She's not just facts, she's the LIFE that those facts create. She might really like to go to church on Wednesday nights, for instance, but can't because that's the night that her kids have activities, and she's the shuttle service. Whether you object to the word "idol" or not, she probably does watch "American Idol" simply because the show deals with young people competing—without curse words or suggestive clothing—for the American Dream of a successful career in music, and that's what she wants her kids to emulate. (It doesn't hurt that many of the contestants have been openly avowed Christians, either).

Think she doesn't watch "CSI"? You're wrong. She does. In a recent listener profile exercise, I heard "Cosmopolitan" and "Redbook" listed as magazines that station's 34-year old female target listener read each month. "Redbook?" That's "your grandmother's Oldsmobile" today. She more likely reads People and "O," and has a book on the South Beach diet on her bedside table.

A listener profile you put together five or six years ago may no longer be accurate. For one thing, women are waiting longer to have children now than they used to, so your target listener's children may be younger than you envisioned before, which could easily have an effect on attendance at your station's next event. For another thing, what went down on 9/11/01 changed everything, in terms of her sense of security and the safety of her family. And the war in Iraq is very much NOT over to a wife, mother or sister of a serviceman overseas. Insurance deductibles are higher now, but coverage is more restricted. College will be a LOT more expensive for her children. The Internet explosion has changed how her kids receive information, and what images have to be guarded against. Even gathering the family to watch the Super Bowl together carried a content risk from the MTV "shock value" mentality during a halftime when Janet Jackson was on.

The biggest mistakes for a listener profile session is in painting the listener as you want her to be or think she SHOULD be, or "presenting" the information about her like a lecture to your staff. The idea is to let everyone in the room grab a crayon, and let's all draw her together. It's more than what her family income is and what stores she shops. It's who she is and how she lives. Knowing a lot about her is one thing, but seeing her life in three dimensions will frame the language and references you use differently. What other stations does she listen to? How often does she go to a concert? How few things does she do without her kids?

Many people now work out of the house, or their jobs take them out of the office a lot. So "in office" listening has become "at work" listening. Even the old guideline for content, "water cooler" stuff, is antiquated. Who has a water cooler anymore? If you want to find people at work, go to the coffee machine.

Get the picture? Well, make it a three-dimensional one, and you'll see a lot more. The better you SEE the listener, the better you can talk to her. But see her where she IS, not where you want her to be.

Tommy Kramer
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>> CRW iPrep 11.15.07

On This Day

- **Stock Ticker** – On this day in 1867, the stock ticker is unveiled in New York City. Its main use was to give stock traders a stream of data on ribbons of paper; it also gave rise to that festive public event, the ticker-tape parade.
- **National Broadcasting Company** – On this day in 1926, the National Broadcasting Company is launched on 24 stations across the United States. The first program, broadcast from New York City's Waldorf-Astoria Hotel, included remote pickups from Chicago, Illinois, and Kansas.
- **Soviet Missiles** – On this day in 1957, Soviet leader Nikita Khrushchev boasts of Soviet missile superiority and challenges the United States to a shooting match. He said in an interview, "Let's have a peaceful rocket contest just like a rifle-shooting match" to prove a point.

Question of the Day

Where is it illegal for a portrait of a living person to appear in the United States?

On our postage stamps.

Why Do We Say It?

Half-Cocked – *Where does the expression "go off half-cocked" come from?*

From hunting. A gun at half cock is in the safety position; it cannot be fired. But a hunter may, in his excitement at sighting game, raise the gun and pull the trigger while still "half-cocked." Nothing happens. And so, "to go off half-cocked" means to attempt something in a hurry without proper preparation and to fail in achieving the end.

Ever Wonder Why?

...cash registers ring?

A cash register rings to announce that someone has opened the cash drawer and has access to the cash. It was hoped that, by drawing attention to the opening of the cash drawer, the bell would discourage employee theft. In fact, one of the first cash registers with a bell was called a "thief catcher."

Who Said It?

Sports Apologies – "It will never happen again."

Mike Tyson, after biting a piece of Evander Holyfield's ear off during a championship bout (1997).

Bible Trivia

Q: Who was the first person to go to heaven that did not die in the flesh?

- A: Enoch**
- B: Elijah
- C: Shem
- D: Moses

Genesis 5:24 & Hebrew 11:5

Useless Fact

A

rat

can live longer without water than a

camel.

Top 5

HIGHEST-EARNING Celebrities

- | | |
|---------------------|----------|
| 1. George Lucas | 290 mil. |
| 2. Oprah Winfrey | 225 mil. |
| 3. Mel Gibson | 185 mil. |
| 4. Tiger Woods | 87 mil. |
| 5. Steven Spielberg | 80 mil. |

Source: Forbes Magazine, "The Celebrity 100"

Born on This Day

- **Edward Asner** – American actor (*The Mary Tyler Moore Show*; *Lou Grant*) was born in 1929.
- **Kevin Eubanks** – "The Tonight Show" bandleader was born in 1957.
- **Bill Richardson** – Governor of New Mexico (D), and former Secretary of Energy (Clinton administration) was born in 1947.
- **Joseph Wapner** – Television personality ("People's Court") and retired judge was born in 1919.

Artist Birthdays

- **Josh Brown** (Day of Fire)
- **David Carr** (Third Day)
- **Miquel DeJesus** (Smalltown Poets)
- **Jonathan Pierce**
- **Karen Clark Sheard**

CCM GRAMMIE QUIZ

Q: Which piano-playing singer-songwriter recorded the poignant song, "He's My Son"?

- A. Mark Schultz
- B. Scott Krippayne
- C. Michael W. Smith
- D. Kirk Franklin

Answer: A – Mark Schultz