

National Religious Broadcasters' Convention Showcases Big Names in Christian Media

The National Religious Broadcasters, better known as NRB, ended its convention today (Thursday, March 2), in my hometown of Orlando. NRB is one of the most important gatherings of Christian leaders. At a time of change in our culture and in the church, its voice has become increasingly important, especially as some other organizations such as the Christian Booksellers Association (CBA) seem to be losing influence and clout.

In the world of Christian communication, the NRB convention is the event to attend annually. I had a wonderful time meeting old friends, listening to people with ideas for books and discovering the latest trends.

Several friends, such as Jim Garlow and Alveda King, were honored by the Bott Radio Network. Even the venerable Dr. James Dobson was interviewed on his long and influential career by Fox News radio host Todd Starnes, who was also spreading the word on this new bestseller *The Deplorables' Guide to Making America Great Again* (which I had the privilege to publish.)

I have been attending NRB for years. For a networker like me, it's a wonderful opportunity to make contacts and to find out what's going on in the world of Christian media.

The mood was upbeat. There was a great deal of talk about President Donald Trump's election victory. I overheard some Presbyterian friends discussing whether Trump's moral and character flaws should have disqualified him from being

elected. But since the vast majority of evangelicals voted for him, a sense of relief prevailed.

But as Dr. Dobson said during a panel discussion, Trump's election was more a reprieve than a victory. Many talked about how we must now experience a major revival to turn the tide of ungodliness in our nation.

In addition to the personal networking I did, Charisma Media's presence at NRB was huge. This year, we did podcasts almost nonstop from our booth. We also hosted major authors such as Jonathan Cahn at autograph signings for their new books and scouted for new authors. Our advertising department took advantage of the fact that so many of their clients were in one place at one time.

I interviewed Bob Vander Plaats—the influential Iowa evangelical leader—and Victoria Hearst, who told of her battle with her famous family over the content of its largest magazine, *Cosmopolitan* (which is basically pornographic) as well as up-and-coming author Savanna Hartman.

My staff recorded a couple of dozen other podcasts, and I encourage you to check the Charisma Podcast Network and my own Strang Report podcast to listen to these over the next couple of days.

I am pleased that the number of my podcast listeners, as well as this newsletter list, continues to grow. In fact, in the last month, I've added 5,000 new names. I want to welcome these new readers and to encourage you to send me your comments and questions. The internet makes it easier to make communication two-way instead of just one-way.

There's much more I could say about the new movies that were promoted, the celebrities such as Kevin Sorbo who attended, the major presence of the Museum of the Bible and the Israeli government that had large displays. But maybe this gives you a peek at a very interesting (and for me, tiring) week at the

National Religious Broadcasters convention in Orlando. {eoa}