

Mike Vaughn



Thanks DJs for making
“John 3:16”
 No. 9 on the June
 Christian Country
 Power Source Chart

Be looking for
 my new release
“Master Of The Wind”
 on HMG CC Vol.118

Tune in to my television
 program every Tuesday
 at 7:30 am CST
 and Thursday at 5:am CST
 on Dish Network and
 the Angel One Channel of
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“Building Our Own Unique Brand Of Country”

By: Dan Cowart, President/Founder of Audio Outreach International (www.audio-outreach.com)

As I listen and watch our progress in establishing our unique brand of Country music in the world, I wonder sometimes how many of us understand the purpose for our music.

As I consider three perspectives from three different and unique artists who have been involved in writing and recording Inspirational Country music for several years, it has helped me to understand where our emphasis and focus must be.

The question seems simple; what are you doing as an artist?

The first artist said, “I’m just trying to make a living and take care of my family.”

The second artist said, “I’m writing and recording the greatest music in the world.”

The third artist looked up with a vision in his eyes and a fire that was consuming and he said, “I’m reaching the world for Christ.”

The third artist is the one I believe has developed a clear understanding of the purpose that God is sending our unique brand of Country music in the world. The first artist knows what he wants and no doubt works hard to do so. The second artist sounds like he understands the mission. Writing and recording the greatest music in the world is important. I believe we must accomplish this. The danger is that if

all we do is write and record great music, then it’s like having a fine automobile that is polished but never leaves your garage.

Our challenge is to make sure that we take our unique brand of Country music and send it around the world. God has given us the ability to impact and reach our generation for Christ as no other generation in the history of the world.

It will take each of us doing our part to accomplish this challenge but as we connect with each other and pool our talents, gifts and resources we can see our brand of Country music used to plow the world and condition hearts for the seed of the Gospel. We can reach our world for Christ, and we can continue to allow God to build our own unique brand of Country.

