

Emerging 16 Year Old
Christian Country Artist

Carrie Sneed

Receiving Great Response From
Christian Country Radio!



Look For
New Release
“Sail Away”

HMG CC Vol. 134

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Inspirational Country Music

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

A few days ago talking to a friend, he made the statement that “We took Christ out of our Country music when we stopped calling it ‘Christian’ and started calling it ‘Inspirational.’”

As we talked about this change and why many of us believed that this change was critical in reaching more people for Christ, I wondered if many others might feel the same way as my friend about this change.

So, after a great deal of praying and pondering this issue, I believe that God directed me to address this subject in my article this month.

Having been involved in some of the initial conversations regarding changing from Christian Country music to Inspirational Country music, I assured my friend that the intent was not to take Christ out of our music, but to take Christ to the lost world. The world he gave his life to reach. It was to allow us to attract a larger listening audience and to aim our music more towards reaching the world for Christ, rather than making Christian Country music for Christians.

Southern Gospel music has included Christian Country music for many years.

After prayerfully considering God’s will and purpose for our unique brand of Country music, it continues to become clear that our primary focus as a genre must be to only make music for Christians even though the genre is clearly inclusive of Country music aimed at the Christian market place. However, over the last few years the primary focus of our music is directed more and more towards reaching the world.

As we continue this transition, we must become wiser and wiser in how we market our music and message to the world.

Some say that we are ashamed of the gospel or that we are watering down the message of the Gospel or hiding the message in the stories and parables of our songs.

I have been involved with outreach ministry for nearly three decades. The

artist I have come to know and love, the pioneers of Inspirational Country music are some of the boldest preachers of the Gospel I have ever worked with.

What some Christians and church leaders perceive as watering down the message is simply attempting to reach the multitudes just like Jesus did.

Jesus said if we follow Him, He will make us fishers of men. If you know anything about fishing, then you know that there are many types of bait or lures used to catch fish and some bait is more effective than others.

Inspirational Country music is like fishing with live bait. It’s not that artificial lures don’t catch fish, it’s just not the same.

There is simply nothing more attractive and tempting in the eyes of a fish than bait that is still alive. However, don’t forget there is a hook.

So, the next time someone says that Inspirational Country music sounds too much like the world, just tell them that we’re fishing with live bait.

When they say we’ve watered down the message and hidden the truth in our songs, remind them it was Jesus who originated the hiding of spiritual truth in a story when attempting to reach the masses. In the Bible, it’s called parables.

I don’t think Jesus was ashamed of the truth, I think He being the master teacher, understood something about communicating Spiritual truth to multitudes of people that we are only now beginning to understand.

If being a Christian is becoming more and more like Christ, then rather than taking Christ out of our music, I believe that we have made him the center of our music.

