



CHRISTIAN ARTS GROUP

# MISSION STATEMENT

## TO FOSTER THE GROWTH OF THE MOVES OF YAHWEH IN ALL FORMS OF THE ARTS.

We believe Yahweh (God) has always spoken through the arts. As one of His original creations, it was meant to express Himself through His people. We believe He has made a way for these expressions through different forms. We believe He is still speaking in fresh new ways today, and that the world needs to hear it. We intend for RPJ Christian Arts Group to be the conduit by preserving these expressions and developing new ways to make them available for use by the Body of Christ all over the world. We intend to accomplish this mission in two ways:

### TO BE A PLACE OF PROTECTION AND ESTABLISHMENT FOR SONGWRITERS, DANCERS AND ARTISANS.

It is estimated that in an average week, the arts are seen, heard and enjoyed by more than two billion people world-wide. The whole point of actors, musicians, dancers, writers and other types of artisans is to express — joy and sadness, fury and fear, and the passions of their lives — expressing the very things that drive us in this human existence. And whether we realize it or not, these artisans are influencing people — expressing through their art their own behaviors, attitudes, and beliefs. The question becomes: what message are these performers sending through their medium?

By helping artisans to develop their giftings under proper guidance and accountability using Biblical principles, we accomplish two important purposes: we have an opportunity to speak into the life of that artist, while the artist, through their expressions, speak Spirit life in creative new ways into the world.

RPJ Christian Arts Group is an arts ministry wholly owned by a church, which also sets a new standard for accountability in business ethics. The way in which we handle relationships with individuals and churches is intended to establish a new standard of integrity among all music and arts companies.

### TO RELEASE WORKS OF A NEW STANDARD IN BOTH EXPRESSION AND CONTENT.

We believe many Christians have grown in their spiritual lives beyond the overly basic lyrics and themes the current companies continue to churn out. While man's depravity and the salvation through Jesus are certainly important, but spiritual food beyond these basic levels is hardly ever delivered to the average Christian consumer. Even the modes of worship offered through conventional worship labels appears outdated to the current generation. Apostle Paul refers to it as "spiritual milk" in Hebrews 5:12.

We believe ministries and companies releasing music, dramas and other art forms have the obligation to equip Christians with principles of the Kingdom and fresh revelations of Biblical truth, as we are commanded in Ephesians 4:12. We also believe this can be accomplished in such new and creative ways as to draw in both the believer and non-believer without ever compromising the essential truth of the message.

A MINISTRY OF  
THE ROCK OF MOBILE

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## WHAT MAKES RPJ DIFFERENT?

### A HEART FOR THE CHURCH

Almost all contemporary Christian music or art companies fall into one of two categories, along with their inherent flaws:

- 1) Organizations categorized as a ministry are perceived as being very beneficial as a church organization, but generate little impact on a large scale.
- 2) Organizations categorized as a commercial record label are perceived by consumers as doing very little to support the Church body. Even the current major praise and worship labels live with the perception they are only “in it for the money.”

While in many ways RPJ will operate in the same professionalism as a conventional music company, its primary focus remains as a ministry: to serve the church with new expressions of worship, which we believe is part of a growing trend. More importantly, RPJ will be one of only a handful of Christian music companies established under, *and directly accountable to*, a church body. With such accountability to ministry and a heart for serving the church, RPJ Christian Arts Group is a groundbreaking new vision for the revival of the arts in the Body of Christ.

### SEEKING NEW TALENTS

We intend to seek out new expressions of Yahweh throughout the earth — not just within our own talent pool. When they first began, current praise & worship companies expressed a desire to harvest new moves of worship. Frankly, these labels have become fairly lax in this kind of effort today, preferring to tap the same small pool of worship leaders and songwriters again and again.

RPJ is already in conversation with over 30 churches and ministries regarding their worship leaders and original music compositions. It is intended that the musical scope and dimension of RPJ Christian Arts Group will be truly diverse!

### NEW TECHNOLOGIES

RPJ plans to use the most current technological advances to assist worship leaders, setting a new standard for products and services.

- 1) **Enhanced CDs.** In May of 1999, RPJ Records was the first Christian music company to announce the development of what is now called “resource recordings.” Every RPJ music release on CD will contain downloadable files as resources for worship leaders including chord sheets, transparencies and even computer presentation slides. Churches interested in using the music for worship will be allowed under license to make copies of these tools for use in their worship services. A link will also be on the CD, allowing users to link to the RPJ.org website.
- 2) **RPJ.org.** Phase One of the RPJ website ([www.rpj.org](http://www.rpj.org)) allows worship leaders to download the same types of resources for all songs controlled by RPJ Music Publishing. Phase Two will include other features to help worship leaders keep up with new developments in praise & worship music, such as message boards, news boards, and other items suggested by our site visitors.

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## ABOUT RPJ & THE ROCK

To fully understand the mission and vision of RPJ requires a review of its development. Its genesis began in the spirit of F. Nolan Ball nearly two decades ago.

By the early 1980's, F. Nolan Ball, had already served many years as a respected pastor of a church in Panama City, Florida, since 1969. He was well-respected within his denomination, and held a number of offices within it. As pastor of The Rock of Panama City, Ball began to receive revelation from Holy Spirit regarding his true calling, and he began to see that his own church's organizational structure seemed to conflict with Biblical principle. He began to speak new revelations of proper church government and essential changes that must come to the church body as a whole in order to become the true nation that God intended, for the Church to become His true witness in the earth. This would require the establishment of ministers functioning in the offices mentioned in Ephesians 4:11-12, consisting of apostle, prophet, evangelist, pastor and teacher.

In this establishment of the ministry offices, Nolan began to understand and accept his true calling as an apostle. He began to teach the Kingdom and the calling to see it established in the earth. He began to see that every ministry and true minister must be joined to this Biblical apostolic order, which included those in

**"THIS COMPANY IS ABOUT MINISTRY: MINISTRY TO THE ARTISTS,  
AND TO THE ART WHICH YAHWEH ORIGINALLY CREATED...."**

music ministry.

As a first step to bring back music to the Church under this apostolic order, Apostle Ball began to require of his music ministers songs that would put the message he was preaching in their church into musical form. The result was the beginning of a stream of songs that lined up with current Biblical teachings being preached in their house. These songs spoke fresh words of new teachings of the Word, and stretched beyond the lyrical limitations of more traditional hymns and songs. and to serve as a basic pattern to other houses to do the same.

As a part of their ministry, The Rock also began to train other people to function as ministers in the five ministry offices. Trained up as spiritual "sons," those called to the office of apostle were sent out with full financial support of The Rock of Panama City until their ministries became self-sufficient. From there, Apostle Ball and the elders would give counsel and advice, operating as a spiritual "father" to these new ministry works. By the mid 1990's, The Rock of Panama City had helped to establish more than 20 ministries throughout the eastern half of the country.

Just like Apostle Ball's church, many of the pastors sent out began to require their music ministers to write original worship music as well, reflecting the messages they were speaking in their own churches. Much like the different vision each pastor has for his own church, their worship music has developed many different flavors and

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styles. As their own songs have begun to develop, many of the churches have captured their songs on various kinds of recordings.

Getting their recordings out to the world, however, became a problem.

“Each of the other churches had the same problem we did,” notes Aaron Smith, Apostle and Senior Pastor of The Rock Church, and a spiritual son of Nolan Ball. “Our music wasn’t reaching much more than our own church members. By making recordings, we were able to send our music out to the other churches we knew. Beyond that, it was nearly impossible to get the music out to other areas, much less the nation or the rest of the world.”

As this was going on, Paul Bordenkircher was becoming disillusioned with life in the Christian music industry. After spending more than a dozen years in the music industry, the previous four years at EMI Christian Music Group, he moved with his wife to Mobile, Alabama, in 1995 to accept a position at Integrity Music. They began to attend Pastor Smith’s church in Mobile and learned of their music, and the music of the other churches. Over time discussing and formulating an idea, Paul presented his idea to Pastor Smith. “I told him that this was the very vision I had eight years ago, but I didn’t know how it would come about,” Pastor Smith recalled. “Paul’s vision aligned perfectly with our ministry and Apostle Ball’s vision to impact not just music, but all areas of the arts for Christ.”

Over the next two years, they began to formulate an idea for a communications company that would touch dance, music, visual arts, drama and other creative areas. In early 1998, RPJ Christian Arts Group was formed. Led by Bordenkircher as President and General Manager, all operations are overseen by Pastor Dennis Burnett as worship leader, and Pastor Aaron Smith as Apostle of The Rock. RPJ operates as a part of the ministry body of The Rock Church under the spiritual oversight, and with the full approval and blessing of Apostle Ball and the Presbytery of Elders at The Rock of Panama City.

RPJ’s mission is to work with churches and their artisans with original, artistic expressions of all types and make it available to consumers and churches. “RPJ isn’t about coming up with just another record company; the music industry already has plenty of those,” Bordenkircher said. “This company is about ministry — ministry to the artists, and to the art which Yahweh originally created. It’s about making a way for new creative expressions to be released in the earth. It is also about providing a place of protection for songwriters and artisans, giving them the freedom to grow as mature Christians and develop their craft without fear of being taken advantage of. RPJ is not a business; it’s a ministry to nurture artists whose works will affect the whole earth and set a new standard for artistic works for the church.” ☞