

NBA

NRRB

www.nrb.org

May 2000



BIBLEMAN

- Nicozone.net
- Fighting Evolution
- Taking Care of Tweeners

#BXNCJQJ *****3-DIGIT 916
 #RBC 008715 64 9910 127
 MR. DIEGO DOMINGO MASS MEDIA CONSULTA
 STANTON ASSOCIATES PRODS
 PO BOX 8723
 UNIVERSAL CITY CA 91618-8723 448





A good place to be

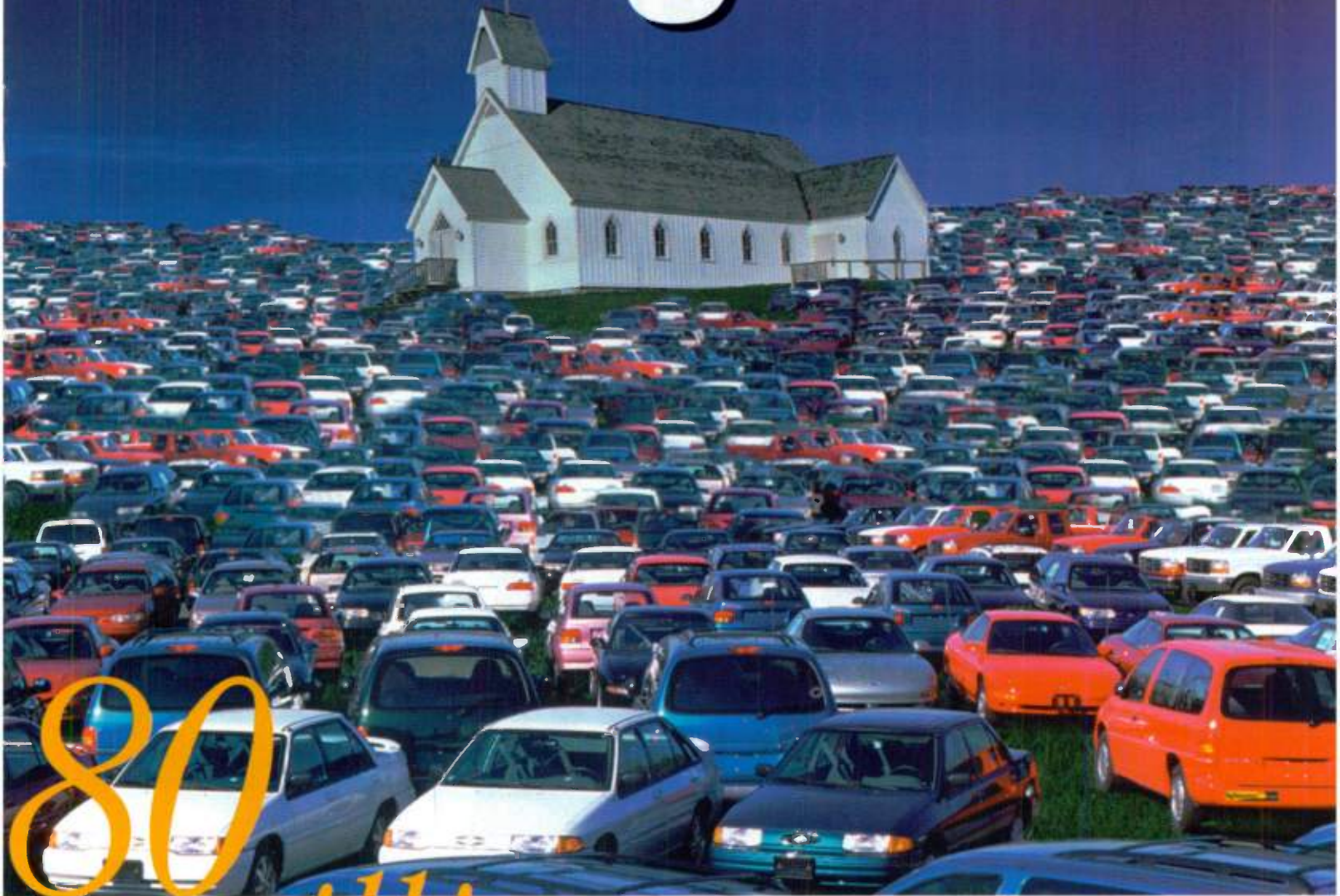


total living network

For program placement call Greg Bogdan or Judd Jackson

38 S. Peoria St. • Chicago, IL 60607 • 312-433-3838 • Fax: 312-433-3839 • www.tln.com

Imagine.



80
million

Wanting to drive more traffic to your ministry? Lightsource.com gives you an opportunity to illuminate the hearts and minds of millions. To reach around the world and share the vision God has given you. Lightsource.com is the Christian channel of YAHOO! Broadcast Services. Not only does it reach over 80 million people each month, YAHOO! Broadcast Services offers virtually unlimited

bandwidth and fast, reliable service. So your audience will never be stuck in traffic. That's why four out of five top Christian radio programs and over 70 leading ministries have come to lightsource.com. Which means we reach more people than any other Christian site.

Let it shine.

lightsource  com

YAHOO!
Broadcast

When is the last time
your donors thanked you
for calling?



Treat them
to some Quality Time.

Call Nick Stavarz at 330-668-1400



INFOCISION MANAGEMENT
Telephone Marketing Experts

FEATURES

Christianity's Caped Crusader 26

With his mind fixed on the Word and wielding the sword of Truth, Bibleman is a superhero kids can look up to. Find out why Willie Aames puts on Spandex for the video camera.

Two for Tweeners 32

BY KEN CARDER AND TREESA BANGS

Teenagers may be overlooked by some programming, but not these two new radio shows. Enter the musical, maniacal, multi-colored world of the pre-teen.

Hitting Evolution Where It Hurts 38

BY SANDY ROY

The Institute for Creation Research is pulling no punches with its latest radio program, Jonathan Park and the Secret of the Hidden Cave. It's a left hook and a right jab thrown for a biblical view of creation.

NicoZone.net Makes the Web Child-Friendly 42

BY TONY LOFARO

A special Web for kids ensures safe surfing.



Page 42



Page 32

IN EACH ISSUE

- 4 Calendar
- 6 Signing On
- 8 Washington
- 10 Trade Talk
- 22 New Members
- 24 Member Profile
- 46 Advertising Index
- 46 Classifieds
- 48 Opinion

- **May 4**
National Day of Prayer. Media Coordinator, 719-531-5616.
- **May 24**
SGMA, Southern Gospel Music Association awards banquet and fund raiser; Park Vista Resort, Gatlinburg, TN. 800-684-SGMA (800-684-7462).
- **June 24**
SIR, Summer Institute for Radio; Northwestern College, St. Paul, MN. Sheryl Lund, 651-631-5161.
- **June 25-27**
Inspo 2000; Northwestern College, St. Paul, MN. Mary Althaus, 651-631-5003.
- **July 27-29**
Southwestern NRB Chapter Convention; Dallas-Fort Worth (TX) Marriott. Barry Thompson, 318-783-1560.
- **July 29-August 6**
Amsterdam 2000; Amsterdam RAI International Exhibition and Congress Center, Billy Graham Evangelistic Association, 800-247-2426.
- **September 17-19**
Midwestern NRB Chapter Convention; Maranatha Conference Grounds, Muskegon, MI. Martin Jones, 402-464-6440.
- **September 20-23**
2000 NAB Radio Show; San Francisco, CA. 202-775-3527.
- **September 24-26**
Eastern NRB Chapter Convention; Sandy Cove Bible Conference Center, North East, MD. Bill Blount, 401-737-0700.
- **September 28-30**
Southeastern NRB Chapter Convention; The Cove (Billy Graham Conference Center), Asheville, NC. Joe Emert, 770-229-9267.
- **October 1-3**
Western NRB Chapter Convention; The Queen Mary, Long Beach, CA. Gary Curtis, 818-779-8400.
- **February 10-13, 2001**
58th Annual NRB Convention & Exposition; Wyndham Anatole Hotel, Dallas, TX. Tammy Singleton, 703-330-7000, ext. 503.

NRB

National Religious Broadcasters

May 2000.

Vol. 32, No. 4

PUBLISHER

E. Brandt Gustavson

ASSOCIATE PUBLISHER

Michael T. Glenn

DIRECTOR OF COMMUNICATIONS

Karl H. Stoll

MANAGING EDITOR

Christine L. Pryor

ADVERTISING MANAGER

Steven R. Cross

COPY EDITOR

Anne Dunlap

EDITORIAL ASSISTANT

Valerie D. Fraedrich

DESIGN

Atlantic & Hastings

Sharon L. Schnell, Art Director

W. Kevin Wolff, Designer

PRINTER

Davidson Printing, Duluth, MN

GENERAL COUNSEL

Wiley, Rein & Fielding

EDITORIAL OFFICE

7839 Ashton Ave., Manassas, VA 20109-2883

Phone 703-330-7000 Fax 703-330-6996

www.nrb.org

EXECUTIVE COMMITTEE

President: E. Brandt Gustavson; Vice President: Michael T. Glenn; Chairman: Wayne Pederson, Northwestern College Radio; First Vice Chairman: Glenn Plummer, Christian Television Network; Second Vice Chairman: Michael Little, Christian Broadcasting Network; Secretary: Bill Skelton, Love Worth Finding Ministries; Treasurer: James Gwinn, CRISTA Ministries; Members-at-Large: Sue Bahner, CrossWay Consulting; David Clark, NAMB/FamilyNet; Stuart Epperson, Salem Communications Corporation; Jerry Rose, Total Living Network.

NRB (ISSN 1521-1754) is published monthly except March and August. To subscribe, send \$24 for one year to NRB, 7839 Ashton Ave., Manassas, VA 20109-2883. Canadian orders add \$6 US annually; other international orders add \$24 US per year. Periodicals postage paid at Manassas, VA, and additional offices.

Printed in USA. Copyright 2000 by NRB. May not be reproduced without NRB authorization. NRB assumes no responsibility for return of material and reserves the right to reject any editorial and advertising material.

Indexed in the Christian Periodical Index and available on microfilm and microfiche from University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48103.

Advertising does not imply NRB endorsement or approval. Author views not necessarily those of NRB. Subscribers can change addresses via NRB's Web site at www.nrb.org/magazine.htm.



POSTMASTER: Send change of address to:
NRB, 7839 Ashton Ave., Manassas, VA 20109-2883

“All’s Well That Begins Well.”



Once the flag has been planted and the medals pinned, no one remembers those long months of preparation. Yet painstaking planning is the heart and soul of a successful expedition.



“An expedition starts long before the first stage of the actual journey begins. An extended period of planning and organization is necessary to turn a dream into a reality.”

*— Sir Edmund Hillary
From the Ocean to the Sky*

That’s why The Domain Group emphasizes strategic planning more than any other fundraising and direct response agency. Our research and analysis tools are the talk of the industry. More important, they work — yielding remarkable results for many of the world’s leading broadcast ministries and non-profit organizations.

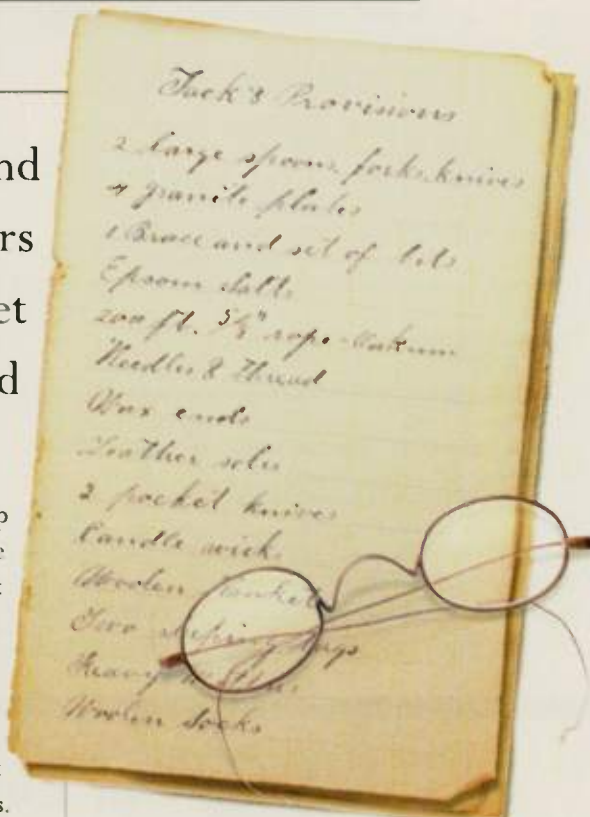
GUIDES AND OUTFITTERS FOR GOOD CAUSES.

Clients tell us it’s unusual. But when The Domain Group meets with you, we listen first — and talk later.

What’s your most pressing challenge? Launching new programming? Converting listeners into new donors? Webcasting?

Are you getting the most from your database? Is your message integrated across all media?

From careful listening to meticulous research, we leave no strategic stone unturned — doing whatever is necessary to create a plan that is specific, thorough,



and customized to your needs.

We like to think that when a strategy is properly conceived, the results will be far from surprising.

They’ll be inevitable.

To discover more, call Jeff Nickel at 206-834-1402, or visit us at our Web site. Together, we’ll make big plans.

WWW.THEDOMAINGROUP.COM





Mentoring the Family

I was keenly interested in a recent blurb in the Family Research Council's daily brief:

"Robert Rector, welfare analyst for the Heritage Foundation, says, 'A child is born out of wedlock every 25 seconds.' The number of out-of-wedlock births in America reached a new high — 1,293,567 — according to a report on 1998 births in America issued last week by the Centers for Disease Control and Prevention's National Center for Health Statistics. Experts attribute the rise largely to a surge in couples living together without being married. The report found that the proportion of births to unwed mothers rose to 32.8 percent in 1998, up from 32.4 percent in 1997.

"Things could be worse, though — and America should take heed lest they become so, as they are in Scandinavia. The statistic for out of wedlock births is 46 percent in Denmark, 49 percent in Norway, 54 percent in Sweden, and a staggering 65 percent in Iceland.

"Ebba Witt-Brattstrom, a Stockholm University professor of comparative literature, says that some friends of her sons aren't even sure of their parents' marital status. She says, 'Traditional family values are not important to us anymore. They are something we do research on, like a fossil.... We at FRC, however, know that a family based

on traditional moral principles is a wonderful living thing, and we are working for public policies that will help more of them thrive in America."

We should be greatly concerned at the direction we're heading in our country with regard to families. It seems to me that we in broadcasting should do whatever we can in our programming to build biblical family values.

My friend Todd Isberner sent this to me recently: "Who you spend time with, is who you become." — Tony Robbins

"Tony hit the solid truth on this one. He was referring to the importance of good mentors in our lives and how it can work in every area of life. Are you being mentored by someone who can challenge you to model after them? And are you mentoring others whom you can challenge to model after you?

"It works only if we keep the main thing as the main thing, i.e., our relationship with the Lord. Spend time with Jesus, you become like Jesus."

Let's pull out all the stops in winning people to the Lord, mentoring them and looking to save our families. It's imperative that we give our best.



E. Brandt Gustavson is president of National Religious Broadcasters and publisher of *NRB* magazine. He may be reached via e-mail at bgustavson@nrb.org or phone 703-330-7000 ext. 507.

Valuing Our Children



Wayne Pederson is chairman of NRB and executive vice president of Northwestern College Radio Network in St. Paul, MN. He may be reached at wap@nwc.edu or 651-631-5000.

Christian media has had some success in reaching this generation with the Gospel. A recent statistic cites 80 percent of Americans accessing some kind of religious broadcasting each week.

But will Christian media be effective in touching the next generation? Will our formats, methodology, style of ministry and access to emerging technology enable us to significantly impact the next generation?

My friend Ron Hutchcraft points out that 75 percent of those who receive Christ do so by age 18. This statistic is consistent with Jesus' insight: "Unless you change and become like little children, you will never enter the kingdom of Heaven." There's something about the accepting, humble nature of a child that makes it easier for them to accept the things of the Lord.

As we get older and more analytical (or more cynical), we lose the childlike disposition to accept the salvation provided by Christ. We think we have to earn it.

If Hutchcraft is right, Christian media need to focus our most creative energy to reach the next generation. We've seen encouraging signs. *Focus on the Family Radio Theater* is an innovative and effective means of reaching young listeners on radio. The

Sonshine Network from Cornerstone in Grand Rapids, MI, is a 24-hour, seven-day satellite service directed to pre-tuned receivers, the Internet or direct satellite. And nothing has quite impacted Christian media as has the *VeggieTales* series.

We in Christian media place a high value on adult users of Christian radio and TV. I know kids can't be major contributors or consumers for advertisers. But kids are major users of TV, videos and, more significantly, the Internet. If Christian communicators fail to provide effective content in video and on the Internet, we are in danger of losing this generation by default.

Who are the communicators who will exercise a passion for winning kids for Christ? Who will use the media network God has provided to effectively present the Gospel to those under age 18?

D.L. Moody was once asked how many had become Christians at his previous night's evangelistic meeting. "Two and a half," he replied. "Oh, you mean two adults and a child?" the questioner persisted. "No," Moody explained, "Two kids and an old man."

When we win kids to Christ, they have a whole life ahead of them to serve God. Isn't that worth valuing? I believe so.

BOTT RADIO NETWORK

Quality Bible Teaching • Christian News & Information

"Our Company Is Known...By The Company We Keep!"



James Dobson
Focus on the Family



Chuck Swindoll
Insight for Living



Charles Stanley
In Touch



June Hunt
Hope for the Heart
Hope in the Night



David Jeremiah
Turning Point



Richard Land
For Faith & Family



D. James Kennedy
Truths That Transform



Kay Arthur
Precept



John MacArthur
Grace to You



Dennis Rainey
Family Life Today



Woodrow Kroll
Back to the Bible



Steve Brown
Key Life



Beverly LaHaye
Beverly LaHaye Live



RBC Ministries
Discover The Word



Billy Graham
Hour of Decision



Raul Reis
Somebody Loves You



Hank Hanegraaff
Bible Answer Man



Elisabeth Elliot
Gateway to Joy



Adrian Rogers
Love Worth Finding



Tony Evans
The Alternative



Ed Young
Winning Walk



Marlin Maddoux
Point of View



R.C. Sproul
Renewing Your Mind



Michael Youssef
Leading The Way



Janet Parshall
Janet Parshall's America



J. Vernon McGee
Thru The Bible



James A. Scudder
Victory In Grace



Jay Sekulow
Jay Sekulow Live



Greg Laurie
A New Beginning



Larry Burkett
Money Matters



Ravi Zacharias
Let My People Think



Chip Ingram
Living On The Edge



Dick Bott
President

Since 1962, we have cared very much about the quality and integrity of our programming. During the past 38 years many *storms of change* in Christian radio have come and gone. But our commitment to Quality Bible teaching and Christian News/Information has helped us *stay the course*. For us, quality Bible teaching will always be the *anchor* for our format...our anchor holds!

Thankfully, that is a conviction and a commitment that we share with the many programs that we have been privileged to partner with during these past 38 years.

Be assured, if your program is on Bott Radio Network ... You're In Good Company!



Rich Bott, II
Executive Vice-President



A Service of
BOTT RADIO NETWORK

KCCV-AM Kansas City KCCV-FM Kansas City KSIV-AM St. Louis KSVI-FM St. Louis KQCV-AM Oklahoma City KQCV-FM Shawnee WCRV-AM Memphis WFCV-AM Ft. Wayne KCIV-FM Wichita KCVT-FM Topeka KAYX-FM Richmond KLTE-FM Kirksville KCRL-FM Sunrise Beach KLCV-FM Lincoln KCIV-FM Fresno/Modesto

Federal Candidates Have Rights to Some Free Time on Noncommercial Stations

During an election year, broadcasters who operate commercial stations generally understand that they must comply with the intricate laws that govern political candidates' rights to air time. Yet noncommercial educational (NCE) broadcasters also are subject to some of the same obligations which, as a practical matter, may fall more heavily on noncommercial stations than on commercial ones.

Given this development, noncommercial licensees should take time now to ensure that they understand which of the many so-called "political broadcasting" rules apply to them and exactly what the obligations require. Although the primary season is winding down, similar candidate demands for air time may well arise during the general election campaign this fall.

The Communications Act sets out a number of obligations concerning political broadcasting, but only one imposes absolute mandates on both commercial and noncommercial stations. That provision, Section 312(a)(7) of the Act — known as the "reasonable access" obligation — requires that all broadcasters allow "reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcasting station by a legally qualified candidate for Federal elective office on behalf of his candidacy."

In real-world operation, this mandate affects commercial and noncommercial stations differently. Commercial broadcasters almost always are in the position of selling time to candidates (which comes with a complicated raft of rules designed to ensure that candidates pay only the "lowest unit charge" for the air time). But NCE stations, the FCC declared more than two decades ago, must provide air time to candidates without charging for the time.

The theory behind this decision appears to be based on the nature of noncommercial broadcast service — where, of course, the licensee does not "sell" time to anyone. The FCC considers the underwriting credits that some NCE stations air to be merely acknowledgments for contributions that a donor company makes to a noncommercial station's programming operations; the broadcaster is deemed to still be in control of such time.

Reasonable Access and NCE Stations

There are a number of important caveats that apply to the reasonable access obligation with regard to NCE stations.

First, like all broadcasters, noncommercial licensees are required to provide air time only to "qualified" candidates for "federal" office.

Thus, a noncommercial broadcaster need provide time only to presidential or congressional candidates (including those vying for party nominations for those positions) and then generally only if the person has met the legal qualifications to be on the ballot. Broadcasters who are uncertain about whether a particular individual has in fact qualified to run for office may ask the candidate to provide documentation demonstrating his or her status; licensees also may obtain that information from state election authorities.

Second, like all broadcasters, NCE stations need only provide a candidate with "reasonable" access to its airwaves — and what is reasonable depends on the circumstances surrounding the request. The FCC has said (and the Supreme Court has affirmed) that broadcasters may consider a number of factors in determining how to respond to a candidate's request for time.

Factors Determining Broadcaster Response

- The "multiplicity of candidates in a particular race." The FCC recognizes that races with a large number of candidates — which happens frequently in primary elections — pose particular difficulties because of the potential for every rival to demand time, thereby collectively taking over a considerable amount of program minutes.
- The degree of "program disruption" that would result. The agency is sympathetic in cases where a broadcaster is faced with a belated demand for a large amount of time only a few days before the election.
- The amount of time already provided to the requesting candidate. For much the same reasons underlying the "multiplicity of candidates" factor, the FCC will allow stations to take into consideration the air time previously afforded to a particular candidate.

As this list implies, the FCC takes a case-by-case approach to reviewing any candidate complaint about reasonable access rights to an individual station. However, NCE stations should heed certain pointers:

- Broadcasters should not respond to a candidate request for access with a flat refusal to provide time. The best method of dealing with such demands is to offer a counter-proposal of some sort — which may include a shorter period of time or a lesser number of spots.

- Licensees should not flatly refuse to provide a candidate with time during certain hours or dayparts. The FCC expects stations to make a reasonable effort to provide time during "prime time," for example, although the candidate is not entitled to insist upon an exact minute or hour.



NRB general counsel Richard E. Wiley is a former FCC chairman. He is a partner in the law firm of Wiley, Rein and Fielding. Partner Rosemary C. Harold assisted in the preparation of this column.

- Stations are not permitted to control how a qualified candidate uses access time. Decisions concerning content belong to the candidate alone, and a station is shielded from liability that may arise from the candidate's use of the time (and so, for example, would not be subject to defamation lawsuits or violation of the FCC's noncommercial rules).
- Broadcasters should request that the candidate's programming provide proper sponsorship identification — by, at a minimum, an announcement that the time is "sponsored by" or "furnished by" either the candidate or his/her campaign committee. If the candidate fails to provide this ID, the station still must air the material but should add the appropriate identification information itself.
- Licensees may air brief announcements prior to a candidate's programming that inform the audience that 1) the broadcaster is airing the political spot because the Communications Act requires it to do so, and 2) the political candidate's views "are not necessarily those of the station." As this wording suggests, such qualifications are permissible only if they are value neutral (i.e. express no position on the candidate's views). Furthermore, if a licensee airs these clarifications in connection with one candidate, it must air the same announcement for all candidates' access programming.

Finally, NCE stations facing a specific request for access would be well served to consult their communications counsel immediately. The factors that could be at issue are often complex, and experienced broadcast attorneys understand the need for prompt action.

Rich Simons
Former VP of Marketing
at Focus on the Family,
now President of TRG.

Steve Woodworth
Former VP of Marketing
at World Vision,
now CEO of TRG.

Vicky Gallop
Over 8 years of
non-profit media
experience.
Formerly Media
Director at KMAA,
now Senior Media
Strategist at TRG.

Pamela McCann
Former Executive
Director of Women of
Faith, now Senior Vice
President of Client
Services at TRG.

Julie Volchko
Over 15 years
experience managing
national broadcast
and print media.
Formerly Media Director
at Domain, now Media
Director at TRG.

Power Up.

In the information age, it's who and what you know that matters. That's why we've focused on assembling a team of people who've helped some of the world's largest ministries obtain stronger results. Isn't it time to put our experience to work for you? **Plug in to TRG Media.**

Pay no agency commissions or mark ups — just a straight forward fee for services rendered. Contact Pamela McCann at: **1.800.TRG.MEDIA**


trgmedia

www.trgmedia.com

Trade Talk

Airwave News

CEDAR HILL, TX – CrossTalk is offering a 28:30 mini-special for the ent/Passover/Easter season. The mini-special has been aired annually on more than 100 broadcast stations and several cable systems during the seasonal window. Available on all standard formats or satellite on INSP, FAM NET or TLN, call Terry Irvine for a demo at 972-572-1567. (Terry Irvine, Irvine@CrossTalk.org).

DES MOINES, IA – Mustard Seed International presented the first award given for Film Evangelism in the media at the NRB Convention in Anaheim, CA. David Lewis, FamilyNet Program Acquisition/Development Manager, was recognized for the development of *A Thief in the Night Mini Series* and his contribution to the cause of film evangelism. (Gene McKelvey, gmckelvey@mustardseed-rdfilms.com)

VIRGINIA BEACH, VA – The Christian Broadcasting Network (CBN) has formed two new entertainment labels to distribute Christian and family music, video and teaching tapes created by production teams in CBN's headquarters: *The 700 Club* and *The 700 Club Kids*. (Carolyn Miller, 757-226-2729)



HOLLYWOOD, CA – *Movieguide* magazine's analysis of movies and box office statistics

reveals some positive trends. When the top 10 movies of 1998 were tracked as to their continuing box office performances in 1999, several major points were evident: 1) every movie had some moral content or a moral worldview, up 60 percent from the previous year; 2) 40 percent had specifically Christian content or worldview, up 10 percent from the previous year; 3) 20 percent received a *Movieguide* "Papa Bear" Award of Excellence; 4) 40 percent were rated "positive" by *Movieguide*; one movie, *The Prince Of Egypt*, won the prestigious John Templeton Foundation Epiphany Prize for Most Inspiring Movie of 1999. Two years ago, there were no movies winning *Movieguide* awards, or a positive rating. (Sandra Bell, 800-577-6684)

CHICAGO, IL – The Total Living Network (TLN) and Questar, Inc., signed an exclusive licensing agreement to distribute a select group of films for national broadcast. In other TLN news, the network also joined forces with Grizzly Adams Productions (GAP) to offer a three-hour block of Hollywood-quality, Bible-based productions to Christian stations across the country on a barter-only system. The block also will include several TLN award-winning talk shows and 36 commercial availabilities. In addition to rights to the library of programs never before aired in the Christian market, TLN is teaming with GAP to make new features. Additionally, the network and FamilyNet will co-produce a new, live version of the popular Canadian family program *Open House*, hosted by husband and wife team Dr. Chuck and Jenni Borsellino. Scheduled to start next summer, the networks are currently developing and finalizing the concept and production specifications of the 60-minute daily program. (Debra Hall, 312-433-3838)

CHARLOTTE, NC – Hosted by Bill Traylor, *Gospel Music Southern Style*, is a series of music specials, premiered April 29 on INSP–The Inspiration Network. The half-hour show features popular Southern Gospel music artists performing in concert as well as artist interviews. Also airing on INSP April 22 was an original Easter special, *The Quest: The Tomb of Christ*. In other INSP news, two new animated children's series joins the INSP for Kidz block of programming: *Angel Wings* and *The Bed Bug Bible Gang Easter Party*. (Sara Lowe, 704-561-7728)



GAINESVILLE, GA – On  Christian Financial Concepts

(CFC) launched the Spanish program *Un Minuto Financiero (A Financial Minute)* on more than 300 radio stations in the U.S. and 15 Latin American countries. (Melanie Dobson, 804-762-4387)

CANTON, MA –  UHF-TV

Information Super Station and the Talk America Radio Networks have joined forces to bring round-the-clock news and live talk to viewers and listeners in the Washington, D.C. metro area. In other Talk America Radio Network news, Jeff Santos is hosting the new show *Born In The 60s*, focusing on events and personalities that helped shape today's thirtysomething generation. (Tom Star, 781-828-4546)

ST. LOUIS, MO – A Pro-Life Rally emceed by Mike McHardy, general manager of Christian radio stations KSTV-AM-FM, and attended by presidential candidate Alan Keyes was given front-page coverage in the *St. Louis Post Dispatch* on February 27. (Mike McHardy, 314-961-1320)

FLORENCE, KY – Midwest Broadcasting Corporation acquired WJIV-FM in the Albany, NY market from WJIV Radio, Inc. With the sale of WJIV-FM, WJIV Radio, Inc., exits the radio business. (John Pierce, 606-647-0101)

COLORADO SPRINGS, CO – Denver station KWBI-FM landed Focus on the Family's top broadcasting award, earning recognition as the ministry's 1999 "Station of the Year." The winner was announced February 6 at the National Religious Broadcasters Convention in Anaheim, CA. (Lisa Anderson, 719-548-5883)

CHICAGO, IL – Petru Amarei, president of Christian Television Network (CTN), announced the re-organization of CTN and the establishment of a newly named corporation, International Missions Alliance (IMA). IMA will continue to retain and use the names Christian Television Network, as well as Romanian Christian Television in some media efforts. (Adina Sas, 773-286-0007)

NAPLES, FL – The Dream Network, a new 24-hour television network featuring a Christian religious programming format targeted to

Airwave Anniversaries

VIRGINIA BEACH, VA – The Christian Broadcasting Network (CBN) is celebrating its 40th anniversary. Founded in 1960 by NRB Hall of Famer Pat Robertson, CBN provides television programming to more than 90 countries in 65 different languages. (Carolyn Miller, 757-226-2729)

An incorrect telephone number was given for Phil French on page 11 of the April 2000 issue. The number should read 618-797-2299. The editors apologize for any inconvenience.

Trade Talk

African-Americans, made its national debut in mid-March on the Dominion Sky Angel DBS Television & Radio System. (Nancy Christopher, 941-403-9130)

COLUMBUS, OH – The Radio U Network debuted with its first affiliate, WMKL-FM, to serve the Miami, FL, area with positive, youth-oriented popular music 24 hours each day. The network also debuted *The Riot*, which airs weekday mornings featuring a heavy emphasis on listener involvement and hosted by Tedd Cookerly and Nikki Shumate. (Lara Linley, 614-839-7135)

NEW YORK, NY – All college students, undergraduate and graduate level, are invited to enter the 13th Annual Video Contest for College Students sponsored by The Christophers. Students must interpret the theme, "One Person Can Make a Difference." The contest includes cash awards of \$3,000, \$2,000 and \$1,000 for the top three entries. Winners also will have their work featured on the syndicated television program *Christopher Closeup*. Entries must be submitted on VHS tape only, and must be five minutes or less in length. Students may enter more than once, but an official entry form must accompany each video. Deadline for entries is June 16. (Jonathan Englert, 212-759-4050)



NASHVILLE, TN – Big Idea Productions developed a *VeggieTown Values* summer curriculum series for churches, "VeggieTown Values On The Job." This VBS curriculum featuring Bob the Tomato and Larry the Cucumber teaches children how they can do God's work every day, no matter where their "job" takes them: home, school or play. (Ruth Ann Bowen, 636-527-8780)



CHANDLER, AZ – After negotiating with the BBC in England, Bridgestone Multimedia Group is pleased to announce the return of *The Chronicles of Narnia* video edition. (Jessica Stinson, 480-940-5777)

SACRAMENTO, CA – EMF Broadcasting announced the purchase (pending FCC approval) of 100,000 watt WMIW-FM licensed to North Myrtle Beach, SC. WMIW began broadcasting the K-LOVE format on March

20. K-LOVE Radio Network also recently signed on FM translators in the following markets: Hot Springs, AR; Bangor, ME; Walla Walla, WA; Roswell, NM; Texarkana, TX; and Big Spring, TX. K-LOVE sister network Air 1 Radio Network recently signed on FM translators in Gainesville, FL, and Burlington, VT. (Lloyd Parker, 916-282-1400)

SAN DIEGO, CA – KCBQ-AM kicked off its "Free Gas for a Year" promotion on March 24. Listeners who called in to the daily *Larson Live* show were entered into a drawing to receive a year's supply of gasoline for one vehicle. Based on \$2 per gallon rates, the prize total was \$1500. (Vicki Roach, 858-535-1210)

MINNEAPOLIS, MN – Midwest Concerts of Prayer is now known as Prayer Transformation Ministries, with efforts focused specifically on the transformation of churches and cities through the power of prayer. (Steve Loopstra, 612-278-1719)

HOLLYWOOD, CA – Cloud Ten's feature film, *Revelation*, received a nomination for the "Golden Reel Award" for outstanding sound editing by the Motion Pictures Sound Editors Association. The award is the sound-editing world's equivalent of the Academy Awards. (Brooke Young, 905-684-5561)



FLORENCE, KY – Educational Media Foundation has acquired KYFT-FM/Lubbock, TX, and KYFA-FM/Amarillo, TX, as well as FM translator K209BT in Plainview, TX. (John Pierce, 606-647-0101)

PORTLAND, OR – "Bibleman Live 2000: Conquering The Wrath of Rage," now in its fifth year of national performances, launched in March and will visit more than 90 U.S. cities. Slated to release in June, "Conquering The Wrath of Rage" is the eighth installment in the *Bibleman Adventure* video series. (Brian Smith, tptmedia@aol.com)



BACK TO THE BIBLE



Woodrow Kroll

Making a difference one life at a time.

25-minute daily radio that teaches:

- what the Bible says
- what it means
- how it applies to life

Visit our Web site
www.backtothebible.org

Contact:

Good Life Associates

Box 81803

Lincoln, NE 68501

402-464-6440

E-mail: gla@backtothebible.org

Trade Talk

ShareMedia Sharathon Report for 1999

Sharathon Affiliates: 50

On-air Fund Raisers
Produced: 63

Grand Total of
Sharathon Goals: \$15.1 million

Grand Total of Actual
Dollars Pledged: \$16.6 million

Grand Total of Donors
Pledging: 96,170

Annual Average Gift
Size Per Donor: \$173

In 1999, ShareMedia Sharathons saw an increase of 25,000 donors and \$4.5 million over 1998. Annual average gift size went up \$3 per donor. Average number of fund-raising days decreased from three to two. (Todd Isberner, ShareMedia@aol.com)

Internet

NASHVILLE, TN – Musicforce.com was ranked the No. 1 Christian music Web site on About.com's Fourth Annual "Top 10 Christian Music Websites" list. Musicforce.com was cited by About.com for its useful and interesting magazine-style content, low CD prices and daily CD sale specials, overall design/look, ease of site use, great prize giveaways, thoroughness of the "Force" family of sites (including GospelForce.com and Indieforce.com), great affiliate program and Web-wide advertising campaign. (Michele Formosa, 615-457-3028)

ANAHEIM, CA – Mission Network News (MNN), with the assistance of Avantgo.com technology, now gives people the option to download its news to a palm computer. The new feature was announced at the National Religious Broadcasters convention in Anaheim, CA. MNN, in partnership with a South Korean-based ministry, Manmin World Mission, also plans to translate the MNN news pages into the Korean language. This is the first time MNN has been offered in another language. Visit MNN at www.gospel.com.net/mnn/. (Mission Network News, 800-284-9361)

CHARLOTTE, NC – INSPConnect's insonline.com is a new multi-faceted Internet service designed to provide ministries with outreach, revenue-sharing, e-commerce and a family filter to protect against unwanted material. Plans include interactive television on the portal. (Sara Lowe, 704-561-7728)

GRAND RAPIDS, MI – The popular *His Kids Radio*, sponsored by the Children's Sunshine Network, is now available at no cost via Web audio stream. Families can check out the radio schedule, then tune in live at any time by clicking the radio speakers on the Kids Radio home page. Kids also may subscribe to a newsletter. Listen to *His Kids Radio* at www.gospel.com.net/csn/. (mail@kidsradio.org)



ALEXANDRIA, VA – CNSNews.com introduced a redesign of its "Expert Files" section, the news service's resource for reporters, talk radio hosts and segment producers. Access it through www.ensnews.com/expert/experiences.asp. (Mike Burita, 703-683-5004)

GRAND RAPIDS, MI – Zondervan Publishing House, a division of HarperCollins Publishers, launched the first online Bible store at Amazon.com. (Marjorie Benzkofer, 312-751-3513)

GRAND RAPIDS, MI – iBelieve.com partnered with Compassion International to raise funds for needy children around the world. During February, iBelieve contributed a donation to Compassion International for every person who registered on the site. (Sara Lee, 616-554-7364)

BRENTWOOD, TN – The Book of Hope introduced hopenet.net, an evangelistic Web site in English, Spanish, Portuguese and Russian aimed at the unchurched global youth culture by giving them the truth of God's Word through interactive sections, the text of *The Book of Hope*, practical information to apply God's answers to every problem in life and a global resource center giving information on local ministries to address needs and offer help from a Christian perspective. (Rob Michaels, 615-373-8000)

PORTLAND, ME – In an attempt to build a network of partnered content providers to deliver its programming, BroadcastAMERICA.com launched BroadcastBIBLE.com to offer religious content developers and programmers a no-cost opportunity to present radio programming and books-on-tape to viewers. (207-321-5128)

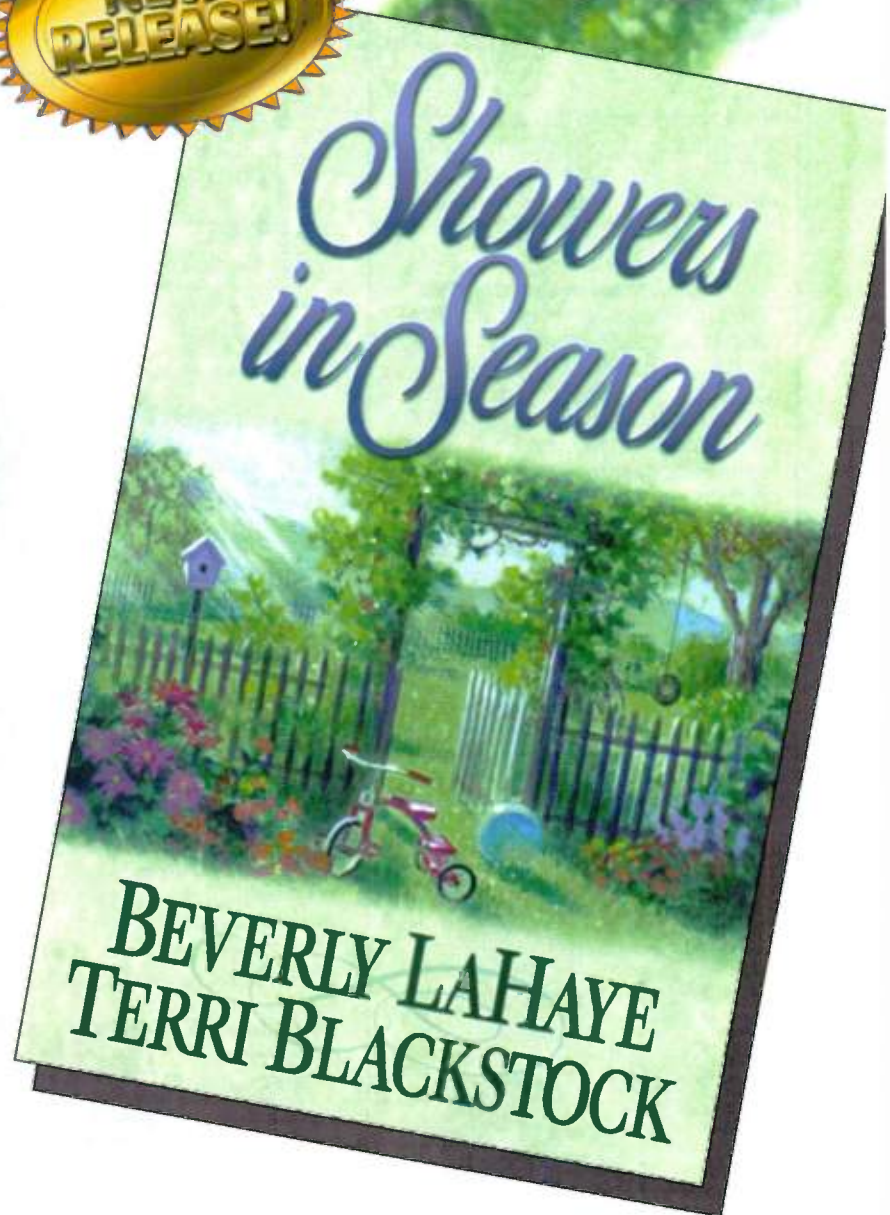
International News

COLORADO SPRINGS, CO – Nigeria's Igbo-speaking people can again hear weekly half-hour Christian radio broadcasts in their own language thanks to a cooperative project involving HCJB World Radio, In Touch Ministries and local believers. Igbo broadcasts are going out in partnership with the Evangelical Church of West Africa, an organization connected to SIM in Liberia and Nigeria. The cooperative project partners also aided Zambia's Bemba-speaking people with a weekly half-hour Christian radio broadcast in the Bemba language. The broadcasts can be heard on the country's Radio One network and emanate from facilities in Lusaka as well as a dozen AM and FM stations. (Jim Ferrier, 719-590-9800)

STAMFORD, CT – South African Tourism (SATOUR), in conjunction with South African Airways (SAA), local hoteliers and ground tour operators, brought a delegation of high profile US radio crews to South Africa to broadcast live from Cape Town for one week in March. Across the U.S., radio listeners were given a live taste of the sights and sounds of South Africa through their favorite morning show disc jockeys. Participating crews included: KSTE-AM/Sacramento, CA; WRCN-FM/Long Island, NY; WERQ-FM/Baltimore, MD; WMJQ-FM/Houston, TX; WSUN-FM/Tampa, FL; ABC Radio Network, American Urban Radio Network and Catholic Family Radio Network. (Patrick Orr, 203-322-4700)

Beverly LaHaye

*The name your audience knows . . .
practical advice they can trust.*



Since 1990, millions of Christian Radio listeners have tuned in for Beverly LaHaye's award-winning daily radio broadcast. Her new book from Zondervan, *Showers in Season*, is available now, and a limited number of interviews are being scheduled.



Treat your audience with a special visit by one of Christian radio's most-loved women. Book Beverly LaHaye today by calling Darlene Nelson in Washington, D.C. at 202-488-7000.

People Like What They're Hearing...

"I love your show! *Pro-Life Perspective* always keeps me up-to-date on the latest trends and information in the pro-life movement." Angela Hicks; Edmond, OK

"... I commend NRLC & Dr. Franz for educating the public on abortion and other issues through *Pro-Life Perspective*." David Ingram; Ft. Smith, AR

First broadcast in January 1985, "Pro-Life Perspective" is the official radio broadcast of the National Right to Life Committee (NRLC), the nation's largest pro-life group. Pro-Life Perspective is hosted by NRLC president Wanda Franz, Ph.D. and features occasional guest speakers prominent in the Pro-Life movement.

Since its first broadcast, "Pro-Life Perspective" has attracted hundreds of thousands of listeners, an audience which continues to grow. With personal, professional and insightful discussion of pro-life issues, "Pro-Life Perspective" is the best means by which pro-lifers across America, including your listeners, can remain informed on current life issues.



Wanda Franz Ph.D.

Pro-Life Perspective

For more information please contact National Right to Life, 419 Seventh Street, N.W. Ste. 500, Washington D.C. 20004 (202) 626-8817.

Trade Talk

Music

NASHVILLE, TN – Trin-i-tee 5:7 was named one of the "Top 100 Best Things of 2000" by *Instyle* magazine. The group also was selected by Delta Airlines for its in-flight Music Channel. (B-Rite Music)

LOS ANGELES, CA – Bill and Gloria Gaither's *Kennedy Center Homecoming* was named "Best Southern, Country or Bluegrass Gospel Album" at the Grammy Awards on February 22. (GCI, 1-800-467-7353)

NASHVILLE, TN – Jaci Velasquez, Christian contemporary artist, is making waves in the Latin music market with her new Sony Discos release, *Llegar a Ti*. (CCM, www.ccm-magazine.com)



Portable airdome used by the Newsboys

FORT MYERS, FL – *The Newsboys Love Liberty Disco Portable Airdome Tour* kicked off February 18 to a sold out crowd. (Tod Stack, 941-936-1929)

NASHVILLE, TN – Curb Recording artist Nicol Smith's self-titled solo debut released in April. (Emily Kohl, 615-298-5505)



NORTH HOLLYWOOD, CA – N^oSOUL Records gospel series *Nitro Praise SEVEN* has been nominated for the Association for Independent Music award (formerly known as NAIRD). (Phillip Kim, 818-980-9085)

NASHVILLE, TN – Ministry Music artist Jeffrey Benward created his new self-titled solo release with his two sons Aaron and Colin. (Colleen Hoagland, 615-221-5111)



NASHVILLE, TN – Audio Adrenaline's recently created FlickerRecords.com released its debut project, a self-titled album from new artist Riley Armstrong. (Melissa Hambrick, 615-662-1241)



NASHVILLE, TN – Ministry Music artist Lisa Beville released her first project in four years, a self-titled CD. (Colleen Hoagland, 615-221-5111)

NASHVILLE, TN – Reunion recording artist Michael W. Smith began a multi-city tour in support of his new project, sponsored by Compassion International, "An Evening With Michael W. Smith." Slated to hit more than 40 markets nationwide through May, the majority of the concerts will be performed in churches. (Brian Smith, tptmedia@aol.com)



NASHVILLE, TN – ForeFront artist Rebecca St. James scooped up her first "Best Rock Gospel Album" award for *Pray* during the 42nd annual Grammy Awards. (Annette Reischl, 615-771-4507)

ANGIER, NC – The stage of the Orpheum Theater in downtown Memphis, TN, was filled with a who's who list of Christian performers, as more than 50



Gloria Gaither and Amy Lambert

artists, legends and newcomers gathered on stage for taping of the "Memphis Homecoming," the latest of the popular *Gaither Homecoming* video series. (Writer's Ink, 919-207-0472)

NASHVILLE, TN – Sparrow and Capitol Records have released the original multi-format soundtrack album of music from (and inspired by) *Jesus*, the four-hour CBS-TV epic mini-series airing during May sweeps. (Janet Bozeman, 615-371-6866)

NASHVILLE, TN – Spring Hill Music Group, Inc., signed The Hoppers to an exclusive recording contract.



The quartet returned to the studio to work on their debut Spring Hill release, yet to be titled, due in stores nationwide this summer. (Amy Willis, 615-383-5535)

Trade Talk

People

COLUMBUS, OH – Bob Burney is host of a new, live, weekday afternoon talk show on WFRD-AM. Burney, senior pastor at Calvary Bible Baptist Church in Westerville, has hosted *Saturday Live* — an issues oriented Saturday morning talk show — for more than five years on the station. The new show will address local, regional and some national issues affecting Christians. (Anne Rea, 614-885-0880)

OKLAHOMA CITY, OK – Don Locke, 77, owner of KSBI Television Network, passed away of natural causes on February 21. Locke operated 140 Locke Supply locations in five states. He used KSBI, along with 12 other repeater stations, to cover most of the state of Oklahoma with Christian programming. KSBI Television will continue under the same format and ownership. Locke is survived by his wife, Wanda, two children and two grandchildren. (Erich Lau, 480-456-5459)

NASHVILLE, TN – Provident Music Distribution announced newly created staff positions and additions to its sales team:



Larry Smith Rod Riley

Larry Smith, former director of Telesales & Customer Service, has been promoted to Director of National Account Sales/Distributors; Rod Riley, former Sales Systems Coordinator, was promoted to Manager of National Account Sales; Tom Dolman, former telesales representative, was promoted to Supervisor of Telephone Sales. (Rick Hoganson, 615-641-1052)

COLUMBUS, OH – The Radio U Network welcomed Lara Linley as its new program director. In other staff news, Rick Welke was named National Promotions Director and Affiliate Relations Director, while Lauralee Jingo became Local Promotions Director for WUFM-FM. (Lara Linley, 614-839-7135)



NASHVILLE, TN – Thad Heffner, formerly of Lifeway Christian Resources, joined the CBA Sales Department as CBA Sales Assistant. (Rick Hoganson, 615-641-1052)


DALLAS, TX – Jeffrey Dorf was named vice president of sales at USA Radio Network. Dorf continues to direct USA's spot sales



operation; new duties include oversight of network syndication as well as helping to develop non-traditional business in both sales and programming. (Tom Tradup, 972-484-3900)

A TREACHEROUS STORM. . . .
TWO FAMILIES IN A FIGHT FOR SURVIVAL
AND A SECRET IN A HIDDEN CAVE.

DISCOVER THE PATH TO
ICR PRESENTS
Jonathan Park
& the Secret of the Hidden Cave



A CREATION RADIO DRAMA
COMING MEMORIAL DAY WEEKEND!

You know how effective radio drama is.
Why not give your listeners
something new to think about?

The Institute for Creation Research's creation radio drama teaches families Biblical truth and provides kids with scientific evidence that aligns with God's Word.

Call Ambassador Advertising today to air this program:
714/738-1501 ext. 239.

For a demo of the program contact our website at:
www.icradventures.org

See the "behind the scenes" story of the making of Jonathan Park in this NRB issue.

THE SOUL OF AMERICA IS AT STAKE



LIFE ISSUES

with John C. Willke, MD

A pro-life five-minute daily commentary.

LIFE ISSUES INSTITUTE, INC.
1721 W. Galbraith Rd., Cincinnati, OH 45239
PH: 513.729.3600 • FAX: 513.729.3636
www.lifeissues.org

Trade Talk

People, Continued

VIRGINIA BEACH, VA – The Flying Hospital, Inc., founder/president Pat Robertson, was presented the “Cross of Nails” award for his vision, inspiration and humanitarian work with The Flying Hospital. (Angell Watts, 757-226-2450)



ATLANTA, GA – Mp3radio.com named Niel Bainton as vice president and director of marketing. Bainton is responsible for brand management, database marketing, optimizing advertising strategies and developing strategic partnerships to enhance mp3radio's offerings to radio stations and consumers. (Marleen Burford, 404-572-1830)



MIDLAND, TX – Jeremy Lawrence was named Community Relations Director of WUGN-FM. Lawrence fills the position vacated by Perry Lallaie, who was recently promoted to Assistant Manager. (Peter Brooks, 800-776-1030)



ZAREPHATH, NJ – Dr. Robert Dallenbach, vice president and assistant superintendent of Pillar of Fire, was named to “The Top 50 People in Colorado Broadcasting in the 20th Century,” a list compiled by Tom Pade, editor of *The Marketing Journal* magazine. (732-356-0102)



HILLSBORO, KS – David Breese, president of Christian Destiny, Inc., recently experienced a mild stroke. He is on the road to full recovery and anticipates a timely return to the office. (316-947-2345)

OKLAHOMA CITY, OK – KKNG-AM-FM promoted Jay Dunham to Gospel Operations Manager. Formerly a disc jockey for KKNG, Dunham is now involved in all areas of programming and is responsible for KKNG-FM's *Sunday Morning Gospel Show*. (Tony Tyler, 405-616-5500)



BURBANK, CA – Felix Cisneros joined Xytech Systems Corporation as vice president of project implementation, responsible for consulting on client requirements and supervising the implementation of Xytech's facility management systems into production and post-production facilities nationwide. (Sinan Kanatsiz, 714-974-8760)



MONTEBELLO, CA – TASCAM announced two new appointments: Jace Nuzback as Product Specialist and Daniel Keller as Product Specialist/Web Master. (Debra Pagan, 516-784-7865)

SEATTLE, WA – Central Media Incorporated, owner and operator of SpotTaxi.com, announced the following appointments of key marketing and sales executives: George Lange as Vice President of Marketing and Keith Lallonta as Vice President of National Sales. (Debra Pagan, 516-784-7865)



PORTLAND, OR – NBG Radio Network added Craig Whetstone to its syndicated radio division's affiliate relations team. Whetstone will work primarily on NBG's growing talk radio network and several prep services offered by the company. (Ollie Holmes, 800-572-4624)

MINNEAPOLIS, MN – Touted as “America's Beloved Gospel Singer,” George Beverly Shea celebrated his 91st birthday on February 1. Simultaneously, EMI Music Group released his 72nd album, a compilation of some of his most popular hymns made famous through his participation in Billy Graham Crusades. Shea's life story was the subject of an Emmy-nominated film, *The Wonder of It All*, produced by the University of North Carolina Broadcasting. (A. Larry Ross, 972-267-1111)

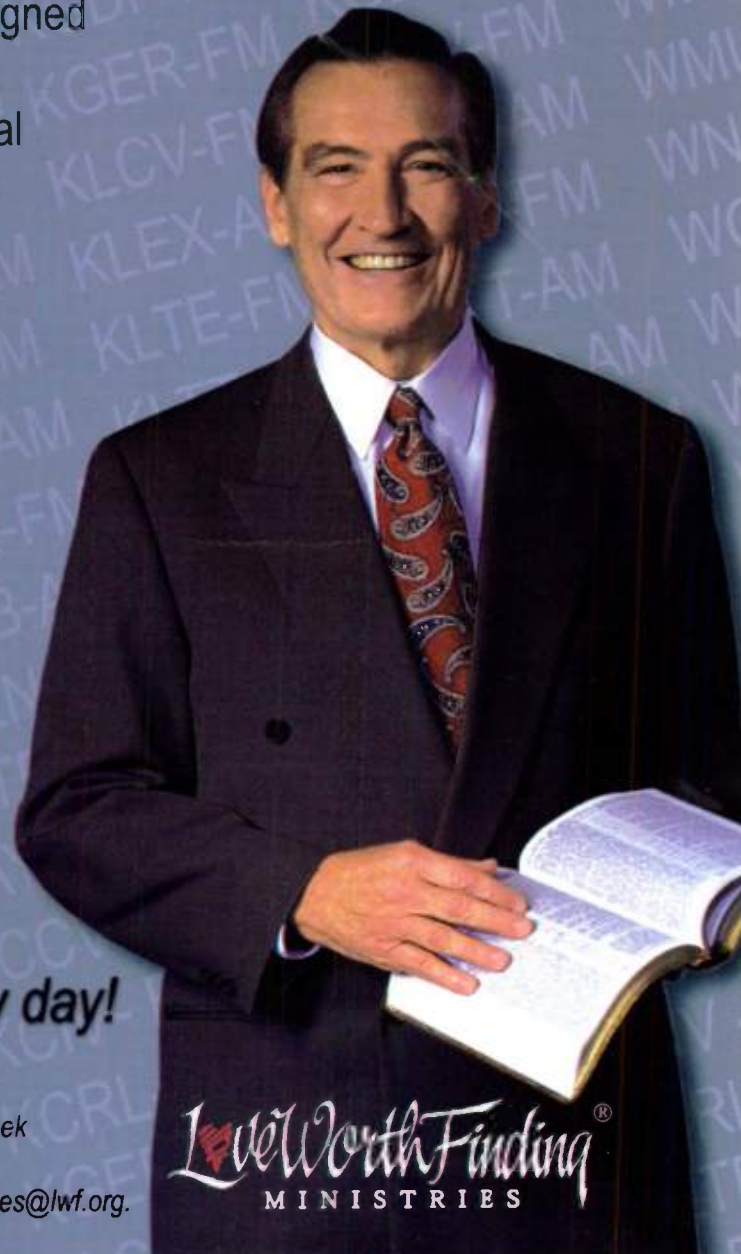


They found **it!**

The Love Worth Finding Hour

Thanks to the following stations who have signed on to air the new one-hour program from Love Worth Finding featuring the inspirational and practical teaching of Dr. Adrian Rogers.

KATB-FM	KLTE-FM	WFIL-AM
KAYX - FM	KLTT-AM	WLFJ-AM
KCCV-FM	KPXQ-AM	WLLZ-FM
KCIV - FM	KQCV-AM	WLTA-AM
KCRL-FM	KSIV-FM	WMIT-FM
KCVT-FM	KSPO-FM	WMUZ-AM
KCVW-FM	KTBI-AM	WNIV-AM
KDRY-AM	KTGW-FM	WOAY-AM
KGDN-FM	KWQH-FM	WRIS-AM
KGDP-AM	KYAK-AM	WRJZ-AM
KGER-FM	WCRV-AM	WRVL-FM
KLCV-FM	WDCD-AM	WTOB-AM
KLEX-AM	WFCV-AM	WXLN-AM



...and more are being added every day!

Provide your listeners with a quality hour of Biblical teaching each week and be a part of this growing group of stations...
Contact Larry Nobles, LWF Media Director at (901) 382-7900 or lnobles@lwf.org.

Love Worth Finding[®]
MINISTRIES

Trade Talk

Publishing

GARLAND, TX – The American Tract Society honored the passing of coach Tom Landry by re-releasing the classic tract, *Tom Landry*. First published by the American Tract Society in 1980, the tract tells Landry's life story, highlighting the details of how he first came to faith in Jesus Christ, and encourages readers to accept Christ. (ATC, 1-800-548-7228)

NASHVILLE, TN – Recording group dc Talk's book, *Jesus Freaks*, was nominated for a "Gold Medallion Award," the publishing world's equivalent of a "Dove Award." The best-seller has topped 400,000 copies in print. (ForeFront, 615-771-2900)



BOCA RATON, FL – Tara Malanga teamed up with children's writer Susan Heyboer O'Keefe to co-author *Sleepy Angel's First Bedtime Story*, a picture book to help children conquer bedtime fears by remembering God's love. (Tara Malanga, 561-462-7470)

GRAND MARAIS, MI – The biography of Mikhail Morgulis, *Russia: Between Sword and Cross*, has been published. Morgulis, émigré to the U.S. and president of Christian Bridge International, is a renowned Christian broadcaster in Russia who builds cultural bridges on the foundation of God's love. (Melissa Marshall, 906-494-2578)

COLORADO SPRINGS, CO – Alive Communications and Tyndale House Publishers have announced a 10-city tour for the launch of *The Indwelling*, the seventh book in the best-selling *Left Behind Series* by Tim LaHaye and Jerry Jenkins. (Beverly Rykerd, 888-481-0405)

ORLANDO, FL – More than one million copies of *The Man In The Mirror* by Patrick Morley will be distributed on Father's Day as part of "The Million Book Giveaway" in an effort to help America's Christian men tell their friends about God. Zondervan Publishing is printing the books for the cost of paper and ink. (Nancy Lovell, 972-267-1111)



CHARLOTTE, NC – *Turn Off the Darkness*, the first book by INSP president/CEO David Cerullo, takes an overview of the dark side of today's media. (Sara Lowe, 704-561-7728)

SHIPPENSBURG, PA – Destiny Image announced three new releases: *God's Favorite House* by Tommy Tenney; *The Martyrs' Torch* by Bruce Porter; and *The Lost Passions of Jesus* by Don Milam. (Jeff Milam, 717-532-3040)

LOS ANGELES, CA – The April issue of *L.A. Voice* newspaper featured a new music column written by Phillip Kim, featuring the latest music news, reviews and local concert event coverage. (Phillip Kim, 818-980-9089)

NASHVILLE, TN – Tyndale Kids released two projects by author Karyn Henley: the *PLAYSONGS* book series and *Sword Fighting*, a scripture memory devotional for children. Also by Henley, Broadman & Holman Publishers began U.S. distribution for the *Tails* book series. (Brian Smith, tptmedia@aol.com)

News Bites

NASHVILLE, TN – The Evangelical Press Association (EPA) announced its annual convention, *EPA 2000: Re-birth – New Life for Evangelical Media*, to be held May 7-10. The convention, highlighted by 42 workshop presentations, will include guest speakers Jack Kelley, Foreign Correspondent for *USA Today*; Anne Graham Lotz, internationally known Bible teacher and daughter of Dr. Billy Graham; and Henry Blackaby, author of *Experiencing God*. Registration is available online at www.gospelcom.net/epa/convention.htm. (Peggie Bohanon, www.gospelcom.net)

COLORADO SPRINGS, CO – According to a book by George Gallup Jr., Americans are an ultra-spiritual bunch, but rarely know what or why they believe. In *The Next American Spirituality*, the pollster uncovers not what Americans say, but what they do about their faith in a 24-hour period. (Brian Rodgers, 972-267-1111)

DALLAS, TX – In its January issue, *D Magazine* awarded KMS interactive an honorable mention in the rating of "Best Companies to Work for in Dallas-Fort Worth." Other companies receiving honorable mentions include Sprint and Southwestern Bell. (Barry Durman, 972-560-7070)

Technology

SALT LAKE CITY, UT – Utah Scientific, Inc., formerly Utah Comteck Video, acquired the UTAH-Series routing switcher product line from Artel Video Systems, Inc., and the rights to the Utah Scientific name. (Sunny Despain, 801-533-2669)



WESTMINSTER, CO – Itelco launched the industry's first

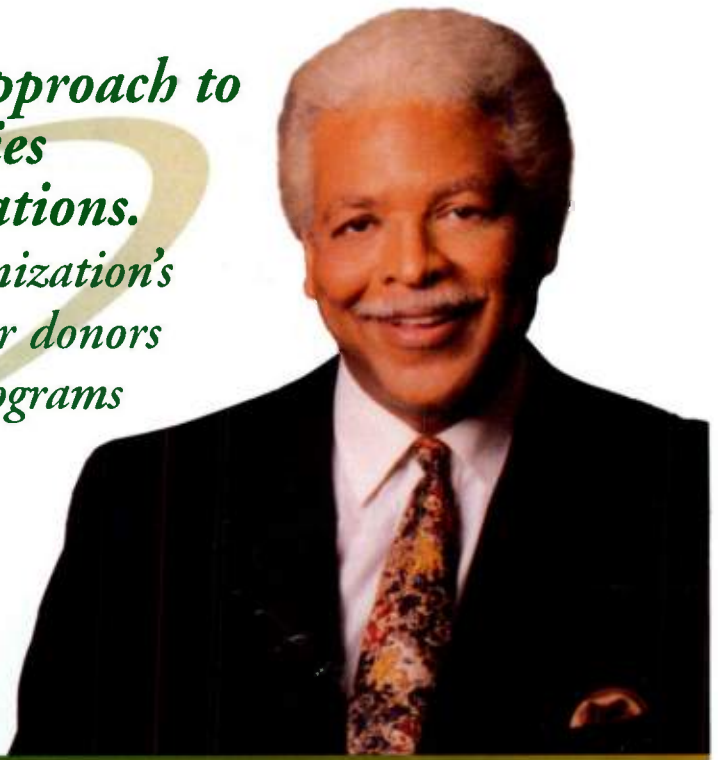


COFDM exciter modulator for the North American market. The 6-MHz system for North America is a scaled-down version of Itelco's European 7- and 8-MHz DVB-T exciters. (Chris Lesieutre, 801-533-2669)

NEW YORK, NY – HHB Communication's Radius 50, a tube mic preamp/compressor, was selected for use by Manhattan's Recorded Books, Inc., one of the audiobook industry's most respected publishing and marketing companies. (Debra Pagan, 516-784-7865)

“There’s a fresh new approach to fundraising for ministries and non-profit organizations. Now, regardless of your organization’s size, your non-profit can offer donors safe and attractive gifting programs backed by America’s leading financial institutions.”

*Ben Kinclow, former co-host of
The 700 Club*



Helping People Make a Difference

Your gifting program can offer your donors the following benefits:

- ▶ *Guaranteed life income*
- ▶ *The ability to make charitable contributions of cash, stock or real estate*
- ▶ *Educational funding for college*
- ▶ *Income tax deductions for charitable contributions*
- ▶ *Reduced estate taxes*
- ▶ *Convert appreciated stocks to income without paying immediate capital gains*
- ▶ *Freeze value of appreciated property*

Your ministry receives an immediate irrevocable donation.



(800) 295-7210

Call CharityAdvisors.com to find out how your ministry or non-profit organization can begin benefiting from this unique gifting program that offers attractive, guaranteed returns and tax advantages backed by America’s leading financial institutions.

The Charity Advisors Group enables you to offer your donors risk-free gifting programs once exclusively available through large institutions with their own planned giving departments and administrative staffs. By utilizing our specialized gifting program, now you can help your donors to be the best stewards they can be, while getting real results. Your donors’ financial interests will be secured and administered by the nation’s leading insurers and asset managers.

The Charity Advisors Group will provide you with a turn-key solicitation program that will allow your ministry or non-profit organization to begin receiving gifts immediately. Our staff of professionals will provide tailor-made illustrations to suit your donors’ needs. We’ll handle all the details and inquiries from solicitation to administration...and you can focus your full attention on your ministry.

Trade Talk

Technology, Continued

NEWARK, CA – Hammer Storage introduced the newest addition to



its SledgeHammer® family of SAN products, the SLPRO12-FC/FC-FT Fibre Channel RAID storage subsystem for digital media applications. (Sinan Kanatsiz, 714-974-8760)

CINCINNATI, OH – Harris Corporation signed a definitive agreement to sell its TV antenna business to Dielectric Communications, a unit of SPX Corporation and the United States' largest manufacturer of TV and FM broadcast antennas. (Martha Rapp, 217-221-7577)



SPRINGFIELD, OR – Sony Disc Manufacturing (SDM) is adding 25 DVD production lines to its existing infrastructure in 2000. (Monica Shovlin, 541-988-7600)



LAKE FOREST, CA – Sony Precision Technology America, Inc., introduced its



DUC-10 disc balance checker for disc production, offering speedy measurement of CD-DA, CD-R, DVD and other disc devices that require dynamic balance accuracy to achieve high-speed reading. (Sinan Kanatsiz, 714-974-8760)

NSN Broadens Your Ministry's Reach!

Building the world's most advanced satellite delivery platform available to the radio industry.

Call us to find out why both the small regional and the nation's largest networks utilize NSN.

800-345-VSAT (8728)
303.925.1708
email: sales@nsn.net
www.nsn.net



A Clear Channel Communications Company

Letters

On behalf of the Haven board of directors, our staff and the entire Haven listener base, thank you for exposing the critical broadcast leadership to Haven's new speaker in your January issue of NRB.

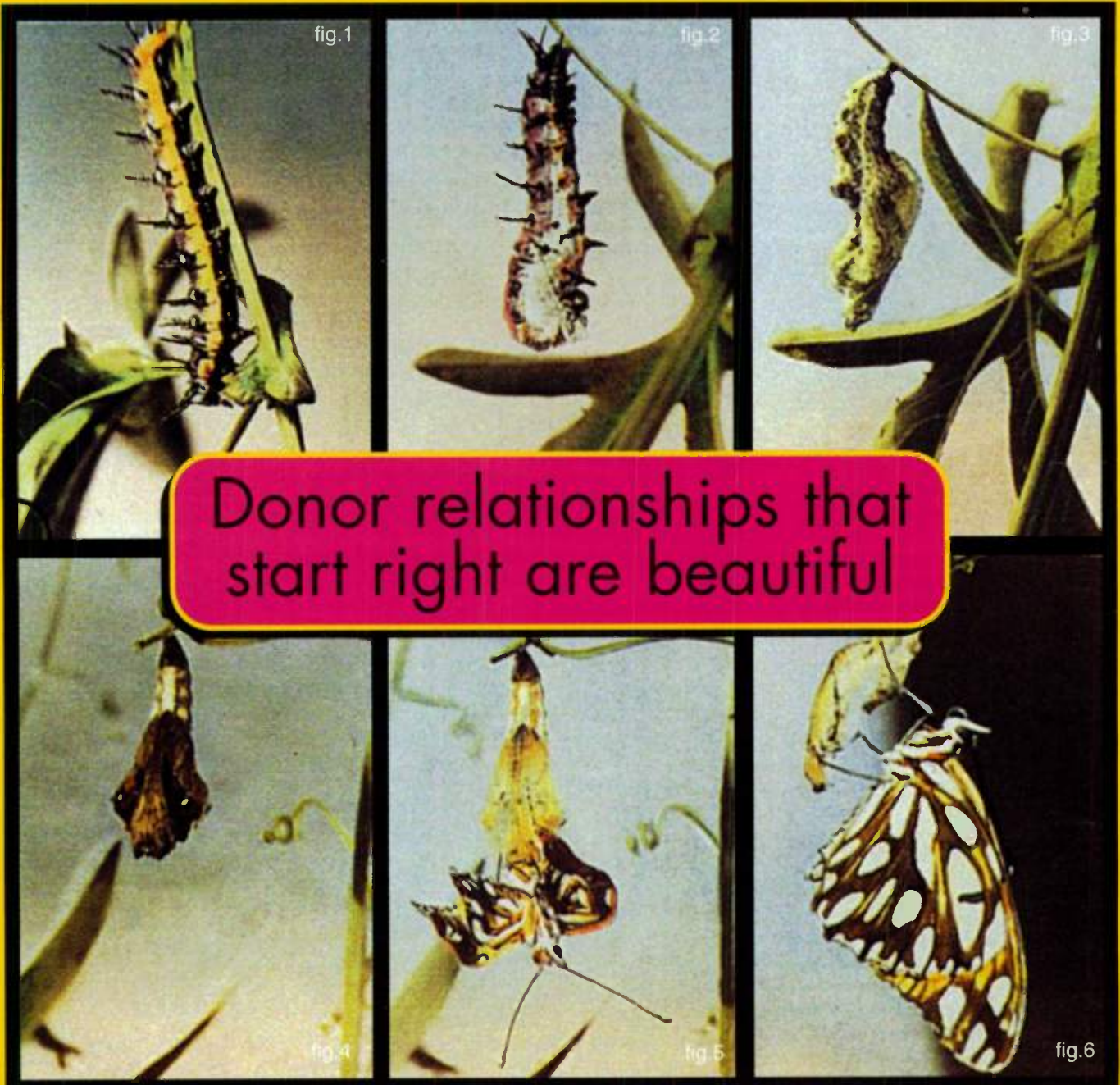
The "Member Profile" was right on target and well written. You have done this ministry a very real and important service. We appreciate you and your work.

— Bill Bauer, Executive Director
Haven Ministries

I just received my copies of the February-March 2000 magazine — and I WAS STUNNED! I am so impressed with the work you folks did on this "very" leading edge/outside-of-the-box/relevant issue.

I must say I am very encouraged about "The New NRB!" ... and I am so honored to have contributed to this issue.

— Barry Whitlow, Chief Enthusiast
The Visual Church



Donor relationships that start right are beautiful

A new donor's name has far more value than first-gift net revenue. Acquire™ gives you that value when you sell products and receive donations through your Web site. You get not only up-front revenue, but also the names of your new buyers

and donors.

That means a whole new source of ministry partners — and significant long-term value for a better future.

Learn more about this breakthrough in Internet donor acquisition and cultivation.

To see how Acquire

really works, we invite you to visit us today at acquire.thedomaingroup.com.



Trade Talk

Letters, Continued

I read the February/March issue of the NRB Magazine with interest, and was particularly caught up by the article by Jennifer Hayden, "Meatloaf, Management and Microphones," on the struggles of women in station management at Christian radio stations.

One of the most critical decisions that took place at our station was to hire a young lady as an assistant for me a couple of years ago. This young lady, Jennifer Jones, transformed a clerical role into a position coordinating the entire ministry emphasis of the station.

Along the way, I know she has felt a number of frustrations and similar challenges as those talked about by Hayden in her article.

The most important assistance an owner or station manager can offer to an aspiring female in a management position or with management potential is to support their authority in a situation. Don't allow clients or vendors to try to work around the individual to talk to a person they feel must have more authority just because that person is a man.

Once it has become clear that you will support the authority and decision-making of the individual, the issue usually will not present itself again.

WMSJ is a different station because of Jennifer's attention to detail and high standards for success. I believe she has the intelligence and drive to become a station manager, and it's in the best interest of the ministry for me to see that she gets the opportunity to get there.

In the competitive media world where we seek to reach people for Jesus Christ, we need the best people running and operating our stations, regardless of gender, race or age. There's too much at stake for the kingdom to settle for less.

— *Mark Tordoff, Station Manager*
WMSJ-FM/Freeport, ME

New Members

FULL MEMBERS

Adventist World Radio
Don Jacobsen
Silver Spring, MD

Beaverton Foursquare Church
Mark Mehl
Beaverton, OR

Blessed Abundance, Inc.
Ms. Carol Purcell
Escondido, CA

Donald V. Cartmell
TEM, Inc.
Newbury Park, CA

Christ Chapel New Test. Church
Bishop William M. Philpot, Sr.
New Haven, CT

Crawford Broadcasting, Inc.
Marvin L. Van Buren
Bucyrus, OH

Cristel Broadcasting, Inc.
Renee Cobb
Richmond, VA

Lor Cunningham
Lor Cunningham & Associates
Taylors, SC

Faith Matters/Wooddale Church
Brian Anderson
Eden Prairie, MN

Final Hour-Power Ministries, Inc.
Rev. Joan C. Sisk
Fair Oaks, CA

First Baptist Church of Raytown
Steve Cowart
Raytown, MO

Harold A. Hall
The Master's Media
San Jose, CA

Henry Blackaby Ministries, Inc.
Dana Blackaby
Dallas, TX

Hope for Today
Drew Stephens
Denver, CO

KBXL-FM & KSPD-AM
Lee Schafer
Boise, ID

Sun Young Joo
Mountain Broadcasting Corp.
Lake Hopatcong, NJ

KDUV-FM
Robert Croft
Visalia, CA

KICY-AM & FM
J. Dennis Weidler
Nome, AK

Lake Sound, Inc.
Russell Lake
Keller, TX

The Living Word, Inc.
Jerry L. Rice
Louisville, KY

Mark ten Productions
Mark Grover
Crescent, PA

Mission to Children
John Garmo
Escondido, CA

Need Him Campaign
Drew Dickens
Dallas, TX

Newton Media Associates, Inc.
Steven M. Newton
Chesapeake, VA

Orange County Rescue Mission
Jim Palmer
Santa Ana, CA

Powerpoint! Productions
Brian MacGeorge
Adrian, MI

Raul Zaldivar Evang. Ministry
Raul Zaldivar
Wilmette, IL

Christian Heritage Ministry
Richard E. Brown, Jr.
Ojai, CA

Southern Gospel Music Network
Rick S. Smith
Waverly, OH

Teen Mania Ministries
Ron Luce
Garden Valley, TX

Victory Videos, Inc.
Harold Hay
Cincinnati, OH

Virtual HolyLand
Stan Goodenough
Israel

WCEM-AM
Ms. Joan Beck
Cambridge, MD

White Dove Fellowship Church
Mike Millé
Gretna, LA

Word of Salvation
Robert M. Turner
El Paso, TX

Trade Talk

Iglesia Bautista de Cupey
Rev. Jorge Lucas Escribano
San Juan, PR

EXCHANGE MEMBERS

COICOM
Raul Justiniano
Bolivia

**International Russian Radio
& TV**
Hannu Haukka
Blaine, WA

ASSOCIATE MEMBERS

Balloon on Wheels
Hilton J. Glass
Biloxi, MS

Barco Projection Systems
Kevin Barlow
Kennesaw, GA

Bill Glass Ministries
Chad Montgomery
Dallas, TX

Book of Hope International
John Young
Margate, FL

Yvette Broughton
N. Charleston, SC

Angela Castiglione
Fresno, CA

Central Tower, Inc.
Tim Ryan
Newburgh, IN

**Christian Service
Organizations of America**
Michael R. Howland
Springfield, VA

Compassion International
Renee Pollmann
Colorado Springs, CO

**Council on Christian
Colleges & Universities**
Julie Peterson
Washington, DC

First Baptist Church
Terry E. Hurt
Lavaca, AR

Fresh Air Media
Greg Flessing
Auburn, CA

Stephen Gajdosik
Stratford, WI

Steven C. Ger
Sojourner Ministries
Garland, TX

**Harvest Time Broadcasting,
Inc.**
Mark W. Titta
Youngstown, NY

Heart Beat Records
Susan M. Stein
Donnellson, IA

Kathleen Hecksher
Fort Myers, FL

Mark Hess
Kipp Visual and Security
Systems
Baltimore, MD

Regina Elliott Hunt
Regina Ministries
Charlotte, NC

In His Presence
Grant Cotton
Durham, NC

In His Presence Church
Jason Beeman
Studio City, CA

Integrity Music
Shannon Walker
Mobile, AL

International Aid, Inc.
Jerry Kitchel
Spring Lake, MI

**InterVarsity Christian
Fellowship**
Philip Evans
Madison, WI

Jews for Jesus
Michelle Brown
San Francisco, CA

Michael Johnson
Pamplin Music
Portland, OR

David Kaltenbach
Kaltenbach Productions
Surf City, NJ

Hyunkil Kim
Korea Media Mission Center
Seoul, Korea

Marion Meares Ministries
Marion Meares
Upper Marlboro, MD

Donald E. Martin
Falls Church, VA

**Marysville First Assembly of
God**
Rev. Ken Squires Jr.
Marysville, WA

Media Arts Group, Inc.
Terry Sheppard
San Jose, CA

Media Services Group, Inc.
Millard S. Younts
Richmond, VA

**Merlin Communications
Intl., Ltd.**
Laura Jelf
United Kingdom

Mighty Horn Records
Kerry L. Dierking
Cleveland, TN

**Nationally Broadcast Concert
of Prayer**
Robert O. Bakke
Minneapolis, MN

Network Music, LLC
Ken Berkowitz
San Diego, CA

**Parvenu Entertainment
Group**
Nancy Halloran
Santa Clarita, CA

PickSat, Inc.
Dania Hernandez
Miami, FL

**Prayer Fellowship
International**
Brenda Moore
Ann Arbor, MI

Ruth M. Reddell
Christian Floral Delivery
Aurora, CO

Sacred Symbols, Inc.
Toni Engl
Tamarac, FL

Solio Foundation Music
Guy T. Wehman
Akron, OH

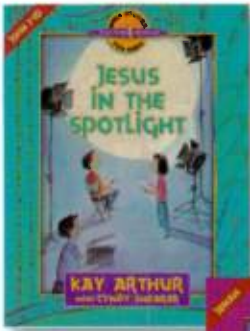
SOR International
Ruth Sims
Broad Run, VA

**Technical Resource Group
Corporation, Inc.**
Robert B. Lutz Jr.
Largo, FL

Wendy Templeton
Tampa, FL

Trade Talk

Member Profile: Precept Ministries Introduces Children's Bible Studies



Kay Arthur — teacher, author, conference speaker and host of national radio and television programs — has entered a

new phase of ministry: children's author. NRB board member Arthur is co-founder of Precept Ministries (with her husband, Jack).

The goal of Precept Ministries is to establish people in God's Word. Her vision, Arthur says, "is that Bible study be for everybody, everywhere, any time, any place, any language, any age, having one message, using one method: inductive."

Arthur's *Discover 4 Yourself* books use the inductive method and target children (ages 8 to 12). Featuring a book of the Bible and highlighting a specific career, the books demonstrate that regardless of career choice, everyone can serve the Lord. "Jesus in the Spotlight" is a study of the first 10 chapters of John, with the reader becoming a movie director. "Wrong Way Jonah" puts kids into the role of investigative reporter.

Why children? Arthur believes that many

materials for this age group do not give children enough credit for learning. Precept has two summer camps at which children spend hours in inductive Bible study.

Arthur says, "Children want to learn, and I want to give them rich materials for study." All of Arthur's books exhibit three objectives: observe, interpret and apply.

Kay, thank you for giving us these important resources for children. NRB is proud of you! May you continue to bless our community for years to come.



NRB Members Get Connected



OPEN FORUM

Don't delay!

Take advantage of this new member benefit and join the NRB list service open forum.

Have a question, thought, tip or resource to share? To Get Connected sign up at the NRB web site.

www.nrb.org

IRMA P. HALL

DARIUS McCrARY

TAMERA MOWRY

World Wide Pictures and Billy Graham Present

SOMETHING TO SING ABOUT

Watch on national TV
June 3-10



**For the first time in his life, Tommy has
something to hope for, something to live for,
SOMETHING TO SING ABOUT!**

This movie event for the whole family will be on TV June 3-10
Check local listings or www.somethingtosingabout.com

WORLD WIDE PICTURES IN ASSOCIATION WITH DEAN RIVER PRODUCTIONS PRESENTS IRMA P. HALL DARIUS McCRARY
TAMERA MOWRY "SOMETHING TO SING ABOUT" STARRING RASHAAN NALL KIRK FRANKLIN GRANT GOODEVE
SPECIAL APPEARANCE BY JOHN AMOS FEATURING BILLY GRAHAM

HOME VIDEOS AVAILABLE JUNE 1 (1-800-501-4557). CHURCH AND PUBLIC EVENT SHOWINGS (1-800-733-4997).



Photo by Gregory E. Peters
©2000 World Wide Pictures, Inc.



CHRISTIANITY'S CAPED CRUSADER



Bibleman's
Willie Aames
chats with NRB
magazine

Q: Why did you go into children's video?

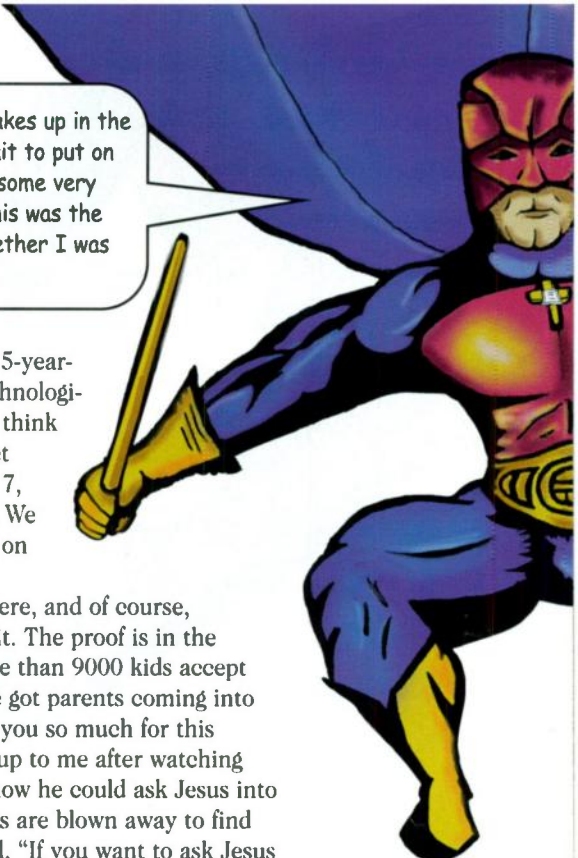
A: I didn't. If I had my choice I probably would have picked anything but children's ministry. I'm not the kind of guy who wakes up in the morning and says, "I can hardly wait to put on the Spandex!" But God opened up some very specific doors that let me know this was the direction He wanted me to go, whether I was comfortable with it or not. I had to pray hard about whether I wanted to do this and be a celebrity again. God taught me that although we talk about having "a heart for" a certain ministry, that is not necessarily how He always works. The apostle Paul had a heart for the Jew, but God called him to the Gentile. I'm not sure God is so interested in what we think we have a heart for; I think most of the time He just wants us to be obedient. When Gary Randall and Bob Pamplin brought me the idea, I really prayed about it and there was a real peace and excitement, along with a dread of children's ministry. Not because it is children's ministry, but because there's a huge responsibility. Being Bibleman has placed me in the position of being a teacher, and I know I am going to answer for every word I teach these kids.

Q: Why a superhero?

A: When I heard the name *Bibleman*, I thought it was the dumbest idea I'd ever heard in my life. But when we talked about what he could represent, I saw it was a limitless opportunity to take a very current type of character that kids relate to and point them to Jesus Christ.

Q: What do you want to accomplish with Bibleman?

A: First, I want to encourage believers in their walk. Second, for those who haven't believed yet, I want them to know that there is Hope, and I want them to know where that Hope comes from. My desire is to have a positive, technologically advanced, action adventure show that offers kids positive entertainment and biblical truth. I want them to laugh, have fun, enjoy the fantasy world of superheroes and at the same time teach them some very real scriptural truth. The third concern is that there is really nothing in this medium for the 6- to 9-year-old crowd. There's a lot of product for age 5 and below and there's a lot of teen things out there, but you've got this "tweener" age that everybody seems to ignore. It seems to be a condition throughout the industry — everybody wants to take kids from age 13 down and lump them all into the same classroom. You can't treat a 6-, 7- or 8-



I'm not the kind of guy who wakes up in the morning and says, "I can hardly wait to put on the Spandex!" But God opened up some very specific doors that let me know this was the direction He wanted me to go, whether I was comfortable with it or not.

year-old like you do a 5-year-old. We have to be technologically advanced. If you think a puppet is going to get them beyond age 6 or 7, then you're dreaming. We have to learn to think on their level. Hopefully *Bibleman* is getting there, and of course, *VeggieTales* has done it. The proof is in the numbers. We had more than 9000 kids accept Christ this year. We've got parents coming into stores saying, "Thank you so much for this video. My child came up to me after watching this video and asked how he could ask Jesus into his heart." The parents are blown away to find out that Bibleman said, "If you want to ask Jesus into your heart, then you should talk to your parents." For a guy who didn't want to be in children's ministry, I am very passionate about what I do. I really believe that the Lord has given us the passion, patience and excitement to continue.

Q: Are there plans for Bibleman in any other media, such as radio or TV?

A: We have two new episodes releasing this year on video. I write, produce, direct and star in them all, so it keeps me very busy. We are currently working on a *Bibleman* CD-ROM. We also have action figures, a *Bibleman Bible*, coloring books and new capes, swords and masks coming out this year. I would love to do a radio version, but that's a matter of trying to find time, because we will be touring again this year. I think our biggest challenge is how to get the marketplace to support the products and ideas. We saw over 300,000 people this year on tour, and if every person that came to one of our shows wrote one letter to a network, then *Bibleman* would be on TV. We are planning to start that campaign this year. On the Web site and at every live show we want to let people know if they want to see Christian programs on TV like *VeggieTales*, *Bibleman*, and *The Last Chance Detectives*, they can make it happen with their letters.



My desire is to have a technologically advanced, action adventure show that offers kids positive entertainment and biblical Truth. I want them to laugh, have fun, enjoy the fantasy world of super heroes and at the same time teach them some very real scriptural truth.

Q: What is your salvation experience and where is God leading you now?

A: I did the sex, drugs and rock'n roll Hollywood lifestyle for 30 years. I was a multi-millionaire and lost everything I had. I destroyed a marriage, found myself doing three grams of cocaine a day and I was drinking around the clock. My destructive lifestyle reduced me to scrubbing toilets to put food on the table. Finally, I was in the process of getting sober and going to a program that taught me that I needed to follow "God as you understand Him." They also told me, "You're an idiot and your best thinking got you to where you are now." Then they'd say, "Now, think of what kind of god you'd want to follow and follow it." It was kind of the "create your own god course," and I thought, "Now, wait a minute. If I'm an alcoholic addict, and my best thinking got me here, then why on earth would I follow a god of my own creation?" Soon after, I heard a preacher on the radio and for the first time in my life, I really laughed. I laughed not because he was funny, but because he seemed to

understand me. For the first time somebody had a plan that made sense — I just didn't realize that the plan he was outlining was salvation and biblical truth. I decided to go check this guy out at his church and that day I was saved. Radio ministries became an important part of my life as a new Christian. I enjoyed a number of preachers on the radio. In fact, when I was doing *Charles in Charge*, each morning I listened to radio ministries during my drive to work. That's what really kept me going. As for now, I have no idea where God is leading me. I pray to be a stupid sheep. I really do. If there's something special going on because of what God is doing through me, I'd rather not know about it. I think He can use me better if I stay out of the way. I walk through the doors that are open and I pray about it, and when there is peace I walk through it and when in doubt, I leave it out. The Lord willing, I think we're going to continue to grow and expand in all areas. If things keep moving the way they are, it's going to be incredible to watch what God does.

Q: You moderated a seminar on TV and video programming at NRB 2000. What was your vision for the workshop?

A: There are a couple of questions we have to ask ourselves. The first is, are we doing everything we can to ensure that the quality of our productions are at least approaching secular standards? Because we cannot afford to do sub-standard work anymore. The second question is, how do we now get the people to support us? We need to be relevant, quality-minded and cost effective. All of that is balanced with getting the Word out to our viewership. Of those 300,000 people I saw on tour in 1999, maybe 100,000 were parents between ages 25-45. They are the prime audience for everybody — whether it's music, radio, TV, video or whatever.

NRB Power Points:

1. Good family programming should encourage believers.
2. It should show truth to unbelievers.
3. It should not forget about the young "tweeners," the 6- to 9-year olds.
4. It should possess a consistency and quality to attract consumer and industry support.

Q: What is lacking in Christian entertainment?

A: Consistency, quality, consumer support and industry support. We need to support each other. Look what's happened to Christian music in the last 10-15 years. We can do the same thing with video, but we have to support one another.

Fund Raising Software for Christian Broadcasters

**Today's Christian
Broadcasters are
Utilizing PledgeMaker
in 2 Great Ways!**

**Installing on
Their Machines or
Outsourcing with Us.**




Benefits of PledgeMaker:

- **Comprehensive Development Functions!**
Including: Direct Mail, Major Gift Tracking, Events, Planned Giving, Order Entry, Radio Call Letter and DMA Tracking, and much more!
- **Established and Reliable!**
Financially stable company providing long-term software solutions to large organizations and ministries.
- **Internet Access to PledgeMaker!**
By using a browser, remote users and development professionals on the road have full access to their donor database.
- **Custom Integration Solutions!**
Integrates with call centers, and third party fulfillment centers
- **PledgeMaker On-line an Outsourcing Alternative!**
Focus totally on your core mission and calling and not be sidetracked by having to manage an MIS staff.

**Call Today!
(800) 442-9211**

www.pledgemaker.com



Steven Spielberg, Jeffrey Katzenberg and David Geffen's company, DreamWorks SKG, spent \$48 million on *The Prince of Egypt*. And in *USA Today*, Spielberg said that if the Christians in this country didn't go see it, then it would not be a success. And did we go see it? No. That should've been a \$100 million picture. But I think it ended up around \$30 or 40 million. So if you were DreamWorks, would you go spend another \$48 million trying to make a film for people like us? We scream that we want them but then we don't go see them. Was it perfectly scripturally accurate? No. Was the essence there? Yes. DreamWorks invited Brandt Gustavson, James Dobson, Pat Robertson, Charles Stanley, Paul Crouch, myself and every major religious person they could think of in Christianity and Judaism to view the film before it came out to be sure they'd be happy with it. We all gave our input and then they released the film, hoping they had our blessing. They did what we suggested, but we didn't support it. I

There's a lot of product for age 5 and below and there's a lot of teen things out there, but you've got this "tweener" age that everybody seems to ignore. It seems to be a condition throughout the industry — everybody wants to take kids from age 13 down and lump them all into the same classroom.

believe we should show them the same amount of grace that Christ shows us every day.

Q: What would you like to say to the Christian broadcasting community?

A: We need to learn who we are as a people. The Jews know who they are. We as Christians need to understand who we are and promote unity in the essentials and in the industry. We have to create consistency and quality and then quit judging the world for being what it is. The Bible says that we are new creatures in Christ. That means that we are completely different than everybody else. We see things differently; we react differently; we think differently. Why do we get so upset and beat up the world for acting like what it is? Would you ask a dog to act like a chimpanzee? No, because it's physically impossible. Well, the same is true with non-believers and Hollywood — they are just being what they are. We need to encourage them when they reach out. I'm not saying to water down the Word or to be tossed with every wind of doctrine, but when somebody goes out of their way to support our values in general, such as DreamWorks, we need to support them in return. People come to Christ through understanding and love.

The Bibleman Adventure Timeline

1995 — "Big Big Book"

The first of the series, formerly known as "The Bibleman Show," introduced Miles Peterson and his alter-ego, Bibleman, for the first time. Bibleman and the gang perform catchy songs about the Big Big Book to their neighborhood friends, and Bibleman takes on the wicked Dr. Decepto.

1995 — "Back To School"

Bibleman's neighborhood friends invite him to come along as they bring "The Bibleman Show" to their school. The malevolent Madame Glitz tries, unsuccessfully, to capture the caped superhero in her evil snare.

1996 — "Silencing The Gossip Queen"

The series is renamed *The Bibleman Adventure*. In this episode, the treacherous Gossip Queen sets out to destroy a church kids group. In the end, her schemes are no match for the power of God's Word unleashed by Bibleman.

1996 — "The Six Lies of the Fibbler"

Known for spreading lies and causing havoc, the Fibbler nearly accomplishes his evil task. But thanks to Bibleman's gifts, superhero abilities and intense knowledge of God's Word, he defeats the Fibbler in a dramatic fight.

1998 — "Defeating The Shadow of Doubt"

After her parents begin arguing, Kayla is attacked by the sinister villain, The Shadow of Doubt. Bibleman and his side-kick, Coats, come to her aid, defeating Doubt and his minions.

1999 — "The Incredible Force of Joy"

The Master of Misery unveils a plot to poison the attitude of a gifted student. Even Bibleman is affected by the evil plan, but with his newly mobile computer, U.N.I.C.E. (Universal Networking Intelligence Computing Entity) at his side, Bibleman triumphs.

1999 — "The Fiendish Works of Dr. Fear"

This episode features special appearances by Matt Morganski and Daniel Spencer of BEC recording artist The Supertones, as well as Chris Padgett and Brian DeRosia of Pamplin Music recording artist Scarecrow & Tinmen. Bibleman is put to the test when Dr. Fear and his cronies — Ludicrous, a fallen computer named L.U.C.I. (Link to Underhanded Computer Influences) and D.I.R.T. (Demons Inventing Rotten Tricks) — pool their evil efforts. Although briefly crippled by anxiety and fear, Bibleman's strength, from the Lord, gives him victory.

55-MINUTE WEEKLY RADIO PROGRAM

FOR KIDS AND FAMILIES

FREE
PROMOTIONAL CD*
CALL 1-877-628-4532

HEARD WEEKLY COAST TO COAST
AND AROUND THE WORLD!

To learn more or to add TOONZI!
to your broadcast schedule visit
WWW.TOONZ.NU

TOONZI!

MUSIC FOR THE KIDS

TOONZI!
Is Missions!

"Nearly everything in our house is
scheduled around the Saturday morning
broadcast of TOONZI! 'Yo Quiero Toonz!'"
- Glenna, (Ashtabula, OH)

TOONZI!
*Is Fun For
Everyone!*

"My mom has TOONZI! on and
we dance in the kitchen!"
- Mathias, (Oshkosh, WI)



ALASKA



ECUADOR



ENGLAND

TOONZI!
Is Music!

"It's like a Dad and his kids have
taken over the top-40 radio station
for Jesus." - Paul, (Cleveland, OH)



TOONZI!
Is Ministry!

"I am an old person, gray haired and
wrinkly. Your program has a good
message for everyone, including us old
folks." - Bill, Calipatria State Prison
(Calipatria, CA)



TOONZI! is produced and distributed by Little Is Much, Inc. a non-profit organization dedicated to reaching children and their families. Write: Little Is Much, Inc. PO Box 9134 Akron, OH 44305

*STATION MANAGERS, PROGRAM DIRECTORS, AND OTHER RADIO OR INTERNET BROADCASTERS ONLY, PLEASE.

Two for Tweeners

TOONZ! and Bangol! explode on the pre-teen scene

TOONZ!

by Ken Carder

Nearly everything in our household gets scheduled around the Saturday morning TOONZ! broadcast. Thank you for your ministry to kids; you know moms and dads love it too! "Yo quiero TOONZ!" writes the Amivalian family of five in Ashland, OH that listens on WCRF-FM/Cleveland, OH.

Traditionally, there have been few nationally syndicated radio programs featuring Christian music directed at children ages 7 to 12.

TOONZ! is a weekly, 55-minute radio program designed to minister to children and families by featuring the best in Christian music and fresh, relevant Bible teaching with an emphasis on personal faith in Jesus Christ and discipleship. The program is listener-supported, with much of the initial costs underwritten by one family; several northeast Ohio foundations have provided additional funding.

"TOONZ!" and Its Tweener Audience

Traditionally, there have been few nationally syndicated radio programs featuring Christian music directed at children ages 7 to 12. These children have been called "tweeners" by some recording artists and children's pastors. There seems to be little Christian music available on the air with the lyrics and musical appeal tweeners are longing for — music that is a step or two beyond the simple sing-song style of traditional preschool music but a step or two below the weightier lyrics and musical style of contemporary Christian music.

Even Christian tweeners are often listening to the unwholesome music and messages delivered on much of the secular media. TOONZ! is an alternative. "It's like a dad and his kids have taken over the Top-40 radio station for Jesus," says Paul Klouda, studio production engineer at TPS Productions of Solon, OH.

"My mom has TOONZ! on and we dance in the kitchen," e-mails nine-year-old Mathias of Oshkosh, WI. "My baby brother goes to sleep with the TOONZ! and my 4-year-old brother loves your show too!"

Programming

Each weekly episode features music, ministry and fun. Host/producer Mark

Zimmerman selects music from established music makers like Mary Rice Hopkins, Alan Root, Steve Green and Joni Eareckson Tada; popular characters like VeggieTales and Jungle Jam; top children's recording groups like the Maranatha! Kids Vocal Band and the Acapella Children; and new voices in family music like Chip Richter

and Dean-O & The Dynamos.

TOONZ! is increasing exposure for recording artists who traditionally have received little radio airplay in contrast to the popular contemporary Christian artists. In communities where TOONZ! is heard, listeners are beginning to search for the music in their local Christian bookstores. Often, they're disappointed to discover that it is unavailable. Long-term TOONZ! plans call for networking artists, bookstores and even local churches in the communities where the program airs.

"TOONZ!" nationally premiered last June on nearly 50 stations, including Children's Sunshine Network, a 24-hour children's ministry of Cornerstone College in Grand Rapids, MI. The program currently is heard on nearly 70 stations.

In addition to music, each episode features fresh devotionals from the featured recording artists. Recently, Mary Rice Hopkins told listeners about seeing a famous painting in a Paris museum and compared its worth to the priceless treasure each child is in God's eyes.

"Welcome to two-minutes inside my brain!" exclaims Alan Root on most episodes. Root's offbeat sense of humor and skillful use of real-life illustrations make him popular with kids, parents and children's pastors across the country. He recently compared Michael Jordan's "hang



Alan Root's offbeat sense of humor and skillful use of real-life illustrations make him popular with kids, parents and children's pastors across the country. He recently compared Michael Jordan's "hang time" with Christ's ascension.



Mary Rice Hopkins & COMPANY

time" with Christ's ascension: "Jesus has serious hang time. He left His feet 2000 years ago and He hasn't come back down yet. When He does come back down, we'll find out about all the marvelous things He's been doing since He left!"

"News You Can Use" is a segment placing current events into a biblical framework kids can understand. Most often written by TOONZ! host and producer Mr. Z, this segment is recorded by one of the kids invited to the studio.

When NRB members HCJB World Radio (Quito, Ecuador) and TransWorld Radio (Bristol, United Kingdom) added TOONZ! to their broadcast schedules last fall, a new segment called "Where in the World!" was added which introduces listeners to believers and ministries from all around the world.

Even Christian tweeners are often listening to the unwholesome music and messages delivered on much of the secular media. TOONZ! is an alternative.

Model Program

TOONZ! is modeled after successful local Children's Radio Funhouse heard for the last eight years on WCRF-FM, a Moody Broadcasting owned-and-operated station. Mark Zimmerman developed the format for the Funhouse which has increased station listenership on Saturday mornings and sales of kids' music at Christian bookstores throughout northeast Ohio and northwest Pennsylvania.

Michelle Lawver of Akron, OH, realized the ministry impact of the Funhouse and the benefit to the artists. Lawver, a mother of five, founded Little Is Much, Inc., a non-profit organization dedicated to promoting concerts and other outreaches to children and families. Under her leadership, Little Is Much worked closely with Mark Zimmerman to raise the standard of the Funhouse and to begin national distribution of TOONZ!

Distribution

TOONZ! is now produced by Little Is Much and distributed free of charge to stations all around the world that agree to add the program to their schedules. The program nationally premiered last June on nearly 50 stations, including the Children's Sunshine Network, a 24-hour children's ministry of Cornerstone College in Grand Rapids, MI. TOONZ! currently is heard on nearly 70 stations.

The program is provided to stations on compact disc. A two-minute break is included in each episode, allowing time for a commercial sponsor. While most station managers choose to air the program between 7 a.m. and noon on Saturday,

"My mom has TOONZI on and we dance in the kitchen. My baby brother goes to sleep with the TOONZI and my 4-year-old brother loves your show too!" — nine-year-old Mathias of Oshkosh, WI

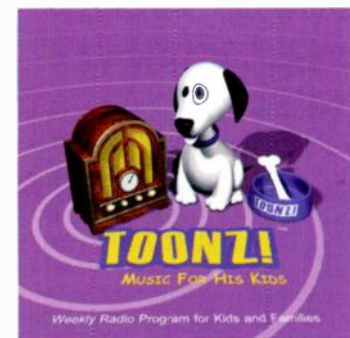
several stations air the program on Friday evenings, Sunday mornings or several times each week.

TOONZ! exhibited at the 2000 NRB Convention in Anaheim, CA, where the response of station managers, program directors and NRB members was most encouraging. Many international broadcasters affirmed the program's desire to translate TOONZ! into Spanish and further increase the emphasis on world missions.

Getting in Touch With TOONZ!

Station managers and program directors can learn more about adding TOONZ! to their stations by contacting Little Is Much, Inc.:

Phone toll-free 1-877-628-4532
P.O. Box 9134
Akron, OH 44305



Future TOONZ!

Listeners are encouraged to visit www.toonz.nu to learn more about the program, cast, music and artists, and even to request a song. Eventually, with sufficient funding, plans call for adding interactive games and activities that reinforce the teaching and music heard on the program. Several artists have made their product available for sale online to help offset production and distribution costs.

Plans are being set for TOONZFEST 2001 — a day-long family concert featuring many of the artists heard on TOONZ!

The event, tentatively scheduled for June 23 in Cleveland, OH, may be the prototype event for a series of TOONZFEST concerts in cities where the program airs.

Little truly is much at TOONZ.

Ken Carder is executive director for TOONZ! Music for His Kids and may be reached at kcarder@limproductions.com or 330-645-4388.



Fabio and Glema Amiralian listen weekly to TOONZ! with their children, Eric (6), Angela (11) and Laura (8).

BANGO!'s On-Time Delivery

by Tresa Bangs

Not many people would see God's goodness and mercy in a FedEx truck. Nevertheless, when I had an overnight package to mail on a national holiday and I was driving in a frenzy to find a FedEx drop, the FedEx truck in my rearview mirror looked full of those qualities! You see, I had an amazing opportunity and needed to get a promo kit of *The BANGO! Radio Show* to... well, perhaps I should start at the beginning.



With creative juices flowing, soon we had more ideas than we could sanely use for the show. So with much prayer, we did what creative types do best: we abandoned sanity completely and tried to do it all.

The Whole SheBANGO!

Twelve years ago, I led worship for kids at my church while my husband, John, led adult music. Once a month the ministries merged, bringing the kids into the main service for a dynamic family celebration. We went on a mission trip to Russia, performing outreach concerts for kids and families, including up to three public school concerts each day and one concert in an orphanage that continues to impact my life in ministry.

When we returned to America, we began praying about whom to invite to become members of a band. John's 16 years' experience as a studio bassist gave us a reservoir of professional Christian musicians to draw from. We wanted members who shared our conviction that ministering to kids was an honor and priority and not in any way a musical and professional demotion. God brought together male lead vocalist Anthony Dorrrough, keyboardist Randy McMillan, drummer Hank Byington and background vocalist Chris McMillan into a band that has been more committed to BANGO!'s ministry to kids than we could have ever imagined.

Three years into BANGO!'s concert ministry, Jim Dalke, a representative of KGNW-AM/Seattle, WA, saw BANGO! in concert. That exposure infected the kids in his family with a strong case of BANGO!-mania. Jim couldn't get over the contagious effect the band had on kids and adults. He went back and pitched a show idea to Rich Ulrich, station manager for the four Northwest stations in The Inspiration Radio Group, and BANGO! was asked to create a radio program dis-

playing the same energy and interaction of the live shows.

Getting the BANGO! of It

I was doing some outside acting work and mentioned the radio opportunity to some friends. Soon, producers were donating studio time and actors and writers were volunteering. The creative team grew to include producer Rich Romero and head writer/actor Joe Monroe, whose expertise allowed BANGO! to take on the challenge of inspiring kids to live for God through radio with *The BANGO! Radio Show*.

With creative juices flowing, soon we had more ideas than we could sanely use for the show. So with much prayer, we did what creative types do best: we abandoned sanity completely and tried to do it all. It took us a year to produce four shows for *The BANGO! Radio Show* audio album. Each show took half as long as the one before until finally we whittled production down to a manageable pace.

Two years into airing on four Salem stations in the Northwest, stations around the globe began to express interest in picking up the show. *The BANGO! Radio Show's* ISDN line quickly maxed out. With satellite being the only means to enable other stations to air the program, I put in a call to Salem Radio Network about the cost of leasing time. During that first promising conversation, Salem Radio Network Director of Affiliate and Administrative Services Leigh Dowe's interest piqued and she asked me to overnight a presentation package to present to Salem owners and executives.

If your telemarketing
firm does not have a
“Mission Statement”...

...it should.

Like you, we see our work as a ministry...
...a way to impact lives for eternity.

You might not expect a telemarketing firm like InService America to have much in common with your ministry, but we share at least one very important value.

Like you, we see our work as a ministry... as a way to impact lives for eternity.

The only difference is that our medium of communication is the telephone. We happen to

think that it's still the most important form of on-line communication. That is why we handle every phone call with utmost care.

Our reliable staff of Christian operators is ready to respond to every call... around the clock. More importantly, our staff is sensitive to the needs of those you need to remain in contact with. That

means that every caller will find a caring and compassionate voice. Someone who is willing to even pray over the phone.

Find out how InService America can partner with you to impact lives and make a positive impression for your ministry—and do it affordably. Call us and you'll see how we touch the lives of those searching for an answer.

1-800-870-9865

**IN SERVICE
AMERICA**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

It's not just a call... It's our calling.



The BANGO! band has a heart for tweens.

We use characters, hot new music, kid co-hosts, true stories, goofy games and sometimes deep and often quirky questions to get our callers and listeners really thinking about the theme in a brand new light.

And that's when God's goodness and mercy roared up behind me in a gleaming white truck that read, you guessed it, "FedEx"!

Several interesting aspects to this story were omitted for the sake of space which would clarify the fascinating details of how the delivery man was persuaded, through some very BANGO! driving maneuvers, to pull over and package up everything and deliver it for me. And how he happened to be a Christian man with kids who were looking forward to a BANGO! concert at their school the next week! Coincidence? By BANGO!'s account it's a "God thing!"

Timely Questions

You probably have a few questions about *The BANGO! Radio Show*. Let's see if I can clear some things up:

- Q: What is the program's format?
 A: It's a weekly, one-hour, live call-in radio show for kids featuring all original music, syndicated by Salem and airing 7-8 p.m. (EST).
- Q: Who is the program reaching?
 A: Anyone who likes to laugh, but primarily the un-reached people groups in the 10-14 (year old) window. We are creating a connection with kids at an

age when forming a lasting identification with Christ is absolutely crucial. These kids all too often have fallen between the cracks.

Tweens or pre-teens are often offended by being lumped into the "children" category but aren't quite old enough to achieve their ultimate goal of attaining "teen" status. They are too hip and savvy for shows like *Auntie Suzy's Bible Story Hour* or *Happy Children Sing Along* but may not be ready for the edgier, tough-issue, talk programming targeting their teenage brother like *Fight off Drugs, Sex, Booze and Bad Music With Ed G.* Christian radio is beginning to provide programming that appeals to the tweener's older brother (Saturday night alternative music) and younger sister (*Adventures in Odyssey*). But 11-year-olds tend to tune out anyone who isn't talking to them. We love the challenge of connecting with kids this age, providing a message they can relate to that is Christian and compelling and doesn't require a Sunday School education to understand.

- Q: What is the program's personality?
 A: Very energetic! The only thing that's predictable is that it is unpredictable! It's original, and believe me, kids can

taste the difference between canned, frozen and fresh any day. *The BANGO! Radio Show* covers topics like "What to Get for the God Who Has Everything," "The Gossip Equation," "Please Pass the Thanky BANGO! Hanky," and a big favorite, "Forgiveness Flushing for the Soul." We use characters, hot new music, kid co-hosts, true stories, goofy games and sometimes deep and often quirky questions to get our callers and listeners really thinking about the theme in a brand new light. It's fast paced and we can never fit everything in an hour. At the heart of it all is the sense that we're celebrating God's goodness. Kids get a jump start on the party that's happening in heaven. The growth that has happened since that FedEx day has just been one "God thing" after another. I pray BANGO! always recognizes God's goodness and mercy ... in whatever form it may take.

Treesa Bangs is host of The BANGO! Radio Show and may be reached at Treesa@BANGO.com or 425-814-5221.

Getting a Big BANGO! on the Air

Contact your SRN Affiliate Relations Representative at mattm@srnradio.com or 972-831-1920. Or get in touch with Treesa Bangs at 425-844-1401, Treesa@BANGO.com or by writing BANGO!, Box 1, Carnation, WA 98014. Make sure you visit the Web site: www.BANGO.com.

We are creating a connection with kids at an age when forming a lasting identification with Christ is absolutely crucial. These kids all too often have fallen between the cracks.

— TB



Bring your ministry to Oneplace.com and we'll give you 3 months FREE.

That's right, FREE. No risk. No worry. No sticker shock. No obligation. At Oneplace.com you'll reach committed listeners who are seeking the biblical broadcast your ministry offers – the kind of new listeners most likely to support your ministry. Oneplace.com has more than 120 broadcasters, including Kay Arthur, Chuck Colson, James Dobson, Dennis Rainey, Charles Stanley and Chuck Swindoll. Your ministry will be right there, in excellent company. The big decision about where to put your broadcast on the web just got simpler. Call or e-mail today.

The logo for Oneplace.com features a blue play button icon inside a circle, followed by the text "oneplace.com" in a blue, lowercase, sans-serif font.

For information call 804-768-9404 ext. 107 or e-mail rickk@oneplace.com

Hitting Evolution Where it Hurts



Watch out Bill Nye — Jonathan Park of Institute for Creation Research (ICR) is hitting the airwaves with scientific answers from a creation perspective. He knows his way around the topic; his father, paleontologist Dr. Kendall Park, was fired from a museum in Havre, MT, for arguing against the timetables of evolution.

The Parks are characters in *Jonathan Park and the Secret of the Hidden Cave*, a radio program created by ICR to “edutain” kids about science from a creation standpoint and teach them truths about God’s Word. The program is slated to air nationwide on Memorial Day weekend.

“[This project has] become a huge undertaking. It started out as a commitment [for my wife and I] to write a kid’s book on creation. From there it’s been adapted for radio and is now on the Web.” says Pat Roy, director of the radio adventure and head of ICR’s radio department. According to Roy, the project has been two years in the making, including writing the book.



Fighting for Kids

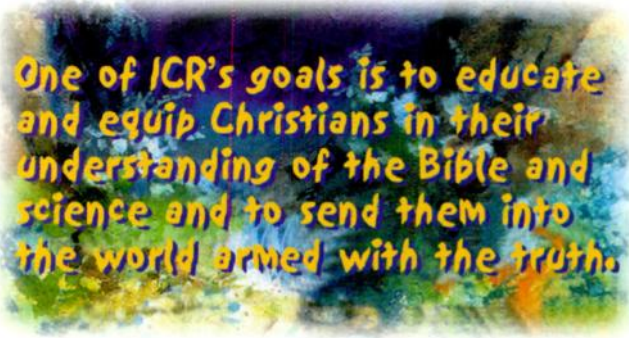
This move toward kids' programming is a shift from ICR's normal broadcast format, which includes a one-minute daily feature, *Back to Genesis*, as well as a 15-minute weekly program, *Science, Scripture and Salvation*. Both programs feature the "science behind the creation" message. *Science, Scripture and Salvation* also features creationists who are scientists from every discipline, some of whom work as adjunct professors at ICR's summer Graduate School.

One of ICR's goals is to educate and equip Christians in their understanding of the Bible and science and to send them into the world armed with the truth. ICR also disseminates its research through the Graduate School, a creation museum, kid's workshops, seminars and a monthly newsletter.

The radio ministry has climbed in its appeal, reaching more than 1500 radio outlets (including stations and translators) with its regular programming. The programs focus on creation as it relates to science and God's Word. Although this message has impacted the Christian community, kids haven't been targeted via the airwaves.

"Up until now we have had a kid's counterpart to every adult ministry except in radio," explains director of outreach Mark Rasche. "*Jonathan Park and the Secret of the Hidden Cave* fills that void. As a Christian culture, we have adopted a lot of the world's thinking and its pagan ideas. We hope the adventure can provide some good clean fun and yet teach kids to go to God's Word as the source for truth, instead of the secular community."

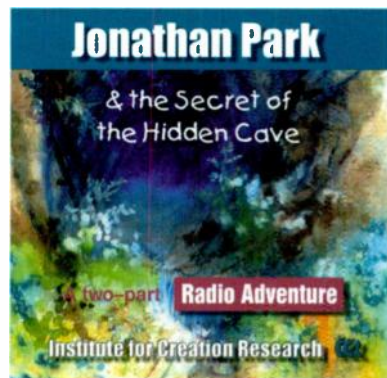
ICR president John Morris says, "We realize that one of the areas where there is a great need is in providing our children with answers to evolution. We like to grab their attention using these high-interest subjects such as fossils and dinosaurs and then teach them biblical truth. That's what we're trying to accomplish here."



According to Morris, the method has been effective in the secular community. "The secularists have very successfully used children's media to evangelize converts to their worldview with disastrous results. It's time we reached them with the truth."

Morris links much of the problems in society with the fact that we don't acknowledge God. "The failed concepts of racism, fascism, Marxism, imperialism, etc., are founded on evolutionary principles. The failing practices of homosexuality, abortion and promiscuity, are the consequences of wrong worldviews and rebellion against parents. Children are taught from an early age that they have no Creator, that they

have no purpose and that they are here because of a series of accidents. And then we wonder why all these kids are shooting each other — why they have such low regard for life."

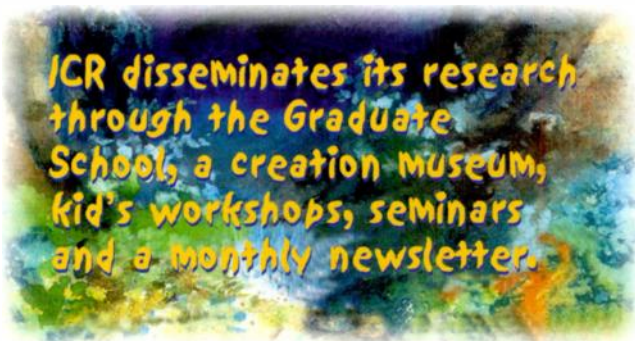


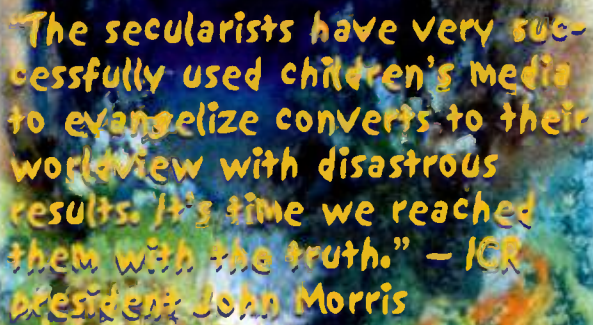
Decking Evolution With Drama

"By the time students have graduated from high school, they have been blitzed by atheistic teaching, bombarded by a sensual media and inoculated against the truth. Programs like *Jonathan Park and the Secret of the Hidden Cave* can reach them while their hearts and minds are still receptive," explains Morris.

Grabbing kids' attention at an early age seems to be an important link to introducing them to the Gospel. According to the article, "Teens and Adults Have Little Chance of Accepting Christ as Their Savior" (*Barna Research On Line*, November 13, 1999), the highest percentage of kids coming to know the Lord are those under 14.

"With Christian children being bombarded with secular ideas from so many different directions, it's important that Christians and ministries commit to filling that gap. It's also important that we grab children's hearts before





"The secularists have very successfully used children's media to evangelize converts to their worldview with disastrous results. It's time we reached them with the truth." — ICR president John Morris

Four Rounds to a Winning Radio Drama

"This has been a two-year project with lots of steps along the way. We've learned a few things that we hope will serve us well," says Pat Roy, *Jonathan Park* director.

1. Certainty. Make sure this is something God has for you to do. "This program has had God's hand of blessing all along the way," says Roy. "ICR president John Morris has stayed 100 percent behind what we're doing. This whole concept came out of a need to reach kids with the Gospel as well as strengthen their faith in God's Word. Our publisher decided to pick up the book and this is their first decision to carry a fictional book. From the writing of the book to the hiring of the actors we've seen the hand of God working on this project."

2. Cooperation. "Teamwork [is key]," says Dorothy Daly, the newest member of the radio staff. The project involved not only the complete radio staff, but also other outreach departments.

3. Consult colleagues. Find mentors and colleagues who are successful at what you're seeking to do. "We felt we had a good script and talented actors," Roy says. "However, because this was a new undertaking, we realized that at every step of the way we needed people who had been there before. We talked to folks who worked on *Adventures in Odyssey* as well as the producer for the *Left Behind* tape series. We talked with scriptwriters, producers and directors. We toyed with the idea of having other organizations produce this for us, but we felt this was something God had given us the ability to do with His help."

4. Call out to God. "Making sure that this whole thing is covered in prayer, and that this is what God has in mind is the most important point. Getting the gospel message out has to be the top priority or you've already missed the point," Roy observes.

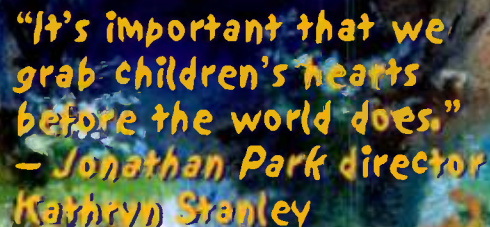
— SR

the world does," states *Jonathan Park* director Kathryn Stanley, also director of the ICR children's ministry *Good Science*.

"We can give children facts and ideas and principles," Stanley continues, "but when they see it worked out in lives, that's what makes a difference. Christian drama gives us the opportunity to show those principles in action and, in turn, make a lasting impression. Suddenly they have role models with which they can identify."

Apparently, radio stations everywhere have identified a need for more kids' programming. "We've heard the radio networks cry for more kids' programming. What I hear all the time is that this is good information for kids. When are we going to have a kids program?" Roy says. "The great thing about radio is that ... kids' minds create the dramatic images (with a little help from great sound effects and a good cast) that surpass even the best TV and movie effects and engages them in active listening ... plus, it's just a lot of fun."

Sandy Roy is the public relations coordinator for ICR and Co-author of the book Jonathan Park and the Secret of the Hidden Cave. The program debuts nationwide on Memorial Day weekend. For more information or to request a copy for your station, please contact Christianne Lange of Ambassador Advertising at 714-738-1501, ext. 239. Visit www.icradventures.org to hear a promo spot for the program.



"It's important that we grab children's hearts before the world does." — Jonathan Park director Kathryn Stanley

NRB Power Points

1. Evolution pins children at an early age.
2. Institute for Creation Research sends *Jonathan Park* into the ring.
3. *Jonathan Park* dramatically knocks out evolution.



Poor Families Rely on Trash For Food, Clothing —

Survival

Special Report
by Geraldine Hemmings

As the garbage truck rolls into "Riverton" dump, scores of men, women and children who had been picking on the mountains of trash raise their heads to see what might be coming in for gleaning.

Will it be discards of a local restaurant or grocery store? Perhaps it's trash from one of Jamaica's resort hotels or some old clothing from homes in the city.

From every corner of the sprawling dump, people begin to shuffle out to meet the truck. The heat of the day is oppressive and the air burns with the bitter-sweet smell of rotting food and gray-brown dust. Other than the truck crew and the rag-tag residents of Riverton, the only life here are flies, vermin and the pigs brought here to feed. I almost feel as if God is providing me with a foreshadowing of Hell.

A woman yells and the crowd is soon at her side. Thirty feet away, I can smell the rancid chicken she has uncovered. She holds up a piece and her friends examine it. No matter that the flies have already converged on the meat. This is food. This is a meal for families who might otherwise eat nothing tonight.

CLAUDETTE BAKER gathers the discarded

chicken for her three young children — ages 5, 7 and 9. "I come to the dump for food and when I don't find anything we usually go hungry," she says. "Yesterday, all I got was two biscuits and a piece of cheese. But today, we will have chicken."

Robert, Claudette's youngest child, has brain damage. "I hustle bottles and other things so he can see a doctor." Her other two are "school aged," she admits, but they rarely get to school. She only has one complete set of cloths for school and no soap for washing. "I'd hoped they could go to school so they could come out as something."



Claudette Baker

PAULINE DOUGLAS is another Riverton mother who lives with the daily misery of failing her family. "I buried a son a month ago and my youngest is in the hospital," she says with a haunting pain in her eyes. "I don't want to come to the dump, but I have to. I pick up clothes and wash them. I get sick every time I come here. The dust gets in my lungs. But I don't have any choice. I don't have any other way to keep things going."

GEORGE ROBERTS, age 73, lives in the rusted out shell of a van in the dump. "When it's cold at night, the wind blows in

and I do what I can to set my mind on not feeling it," he says. "I also fight the hunger. I didn't eat today — probably won't." Asked if life is hard, he nods slowly. "My hope is that I know I'll soon be dead," he says matter-of-factly.

Fortunately, in the midst of this darkness, I also discover a ray of light — a spark of hope. Nearby, stands a row of lovely new cottages in a rainbow of pastel colors. Food For The Poor has also seen the despair in Riverton dump and is bringing hope to the area's resi-



George Roberts

dents by providing housing, food and clothing, educational opportunities and self-help projects.

Yes, there is hope for Riverton's poor, as the Lord works through Food For The Poor — and the thousands of American Christians who support that ministry's work. These poor families can be lifted up. They can regain their dignity.

I leave Jamaica feeling hope. Yes, I have seen a glimpse of Hell, but I have also learned what Christ-like compassion can do. Riverton still exists, but Food For The Poor's outreach proves that it can be changed — one life at a time. I commit myself to being part of that change. Will you?

2000
IN 2000

468 Houses committed to date

thousands of families that have no other place to go for food or shelter. They pull together scraps of sheet metal and lumber and create makeshift homes. "Food and housing are the most urgent needs," explains Ferdinand Mahfood, founder of Food For The Poor. "And housing has the greatest impact. By giving a poor family a simple one room home costing \$2,000, we provide them with a new start in life. They gain a sense of dignity and hope. A completed house often brings tears of joy and heartfelt prayers of thanksgiving to our Lord."

NRB and Food for the Poor have joined forces to launch a bold, new ministry outreach to help the poorest of the poor in Jamaica. The goal of 2000 in 2000 campaign, recently launched at NRB's annual convention in Anaheim, is to build an NRB Village with 2000 homes for struggling Jamaican families. Food For The Poor works through local ministries to locate the neediest people. Homes are constructed using local labor, including help from the recipient family when possible. It's a big day when a home is completed!

In underdeveloped countries, the poor are forced to use any and every resource available—even city garbage dumps. Riverton dump is surrounded by

Food for the Poor is asking all NRB members to join together and use the power of the media to rally collective Christian charity to provide the people of Riverton City with decent, humane shelter. Each house costs \$2,000 to build and if each NRB member could commit to raising funds for one house--the NRB Village in Jamaica would be built.

Won't you join the scores of others who are making such miracles a reality for the glory of God?



For more information about how your station or program can be involved, please call Russ Russell at (954) 427-2222 or e-mail at RussR@foodforthe poor.com

Media kits are available upon request.

NicoZone.net Makes the Web Child-Friendly

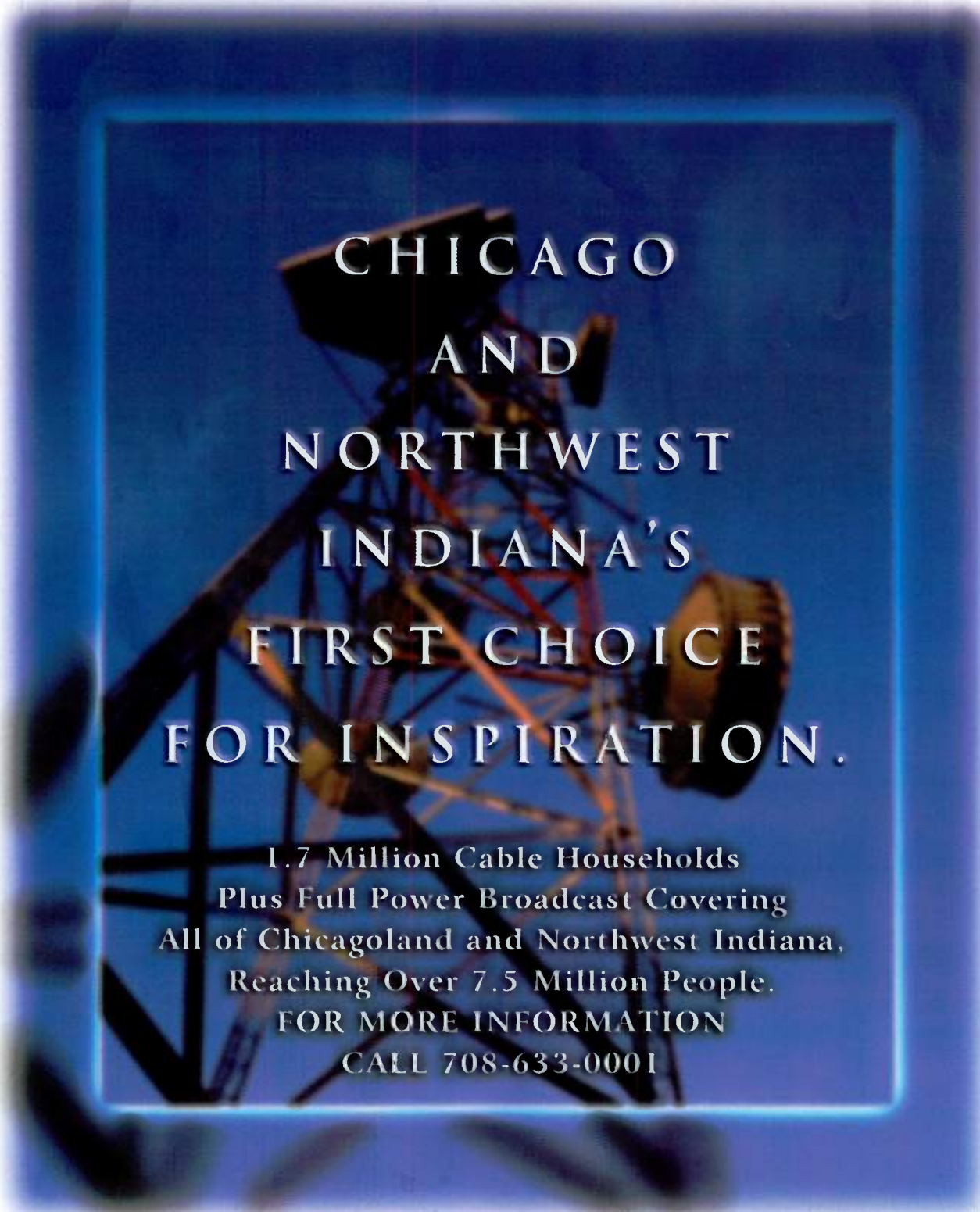
by Tony Lofaro



Gerry Morgan wants to curb the seamier side of cyberspace from getting into the hearts and minds of children surfing the Web.

Morgan's company created NicoZone.net, an Internet product that essentially builds a virtual private network especially for children and prevents them from entering pornographic, violent or other questionable sites on the Web. By surfing through this private network built around the Internet, children can go online and find everything they need to know about history, geography, games, science and dozens of other categories.

continued on page 44



CHICAGO
AND
NORTHWEST
INDIANA'S
FIRST CHOICE
FOR INSPIRATION.

1.7 Million Cable Households
Plus Full Power Broadcast Covering
All of Chicagoland and Northwest Indiana,
Reaching Over 7.5 Million People.

FOR MORE INFORMATION
CALL 708-633-0001

WJYS
SIXTY-TWO

A Jovon Broadcasting Company

Tech Talk From the Creators of NicoZone.net

- Q: How does NicoZone.net work?
- A: NicoZone.net is the first product in the world to combine Web portal and access control technology to protect and entertain children on the Internet. What does that mean? Keep reading!
- Q: What is a Web portal?
- A: A Web portal is a site on the Internet that categorizes other Web pages. A portal usually combines a directory of links to pages within that category as well as a search engine to help people find what they are looking for. Good examples of Web portals would be yahoo.com, lycos.com, altavista.com, etc.
- Q: What is access control?
- A: Access control uses software technology to block or limit access to certain sites to people who are authorized.
- Q: So how does NicoZone.net combine these two?
- A: NicoZone.net is an extensive Web portal site geared specifically for kids. We have painstakingly categorized thousands of Web sites and placed them in a friendly, easy-to-use portal site. This is a process that is ongoing — we're constantly adding new sites as we approve them. However, we're not the only company doing that. Other large portal sites like Yahoo! have kids' sections, too.

The problem with other portal sites is that they do not provide any means of keeping your children there. Kids can follow links from a portal site only to find questionable material in a matter of minutes, even by accident! What we do (and we're the only ones who do this) is provide parents with software that communicates with our portal site and ensures that kids only go to sites listed on the portal.

In effect, it combines portal experience with access control security to provide a safe and enjoyable Internet experience for children.

This kids-only network is being seen as a solution for parents trying to shield their children from the ugly side of the Internet.

"It's obvious that the current Internet with strictly a software solution is not working that well and that concerns me as a parent," says Morgan, president of MFE Inc., an Ottawa-based company that launched the product.

"A child can log onto this and the parent does not have to worry about what they're doing or where they are," says Morgan, a professional musician for 25 years who several years ago switched to the high-tech world of computers and helped develop more than 20 corporate Web sites.

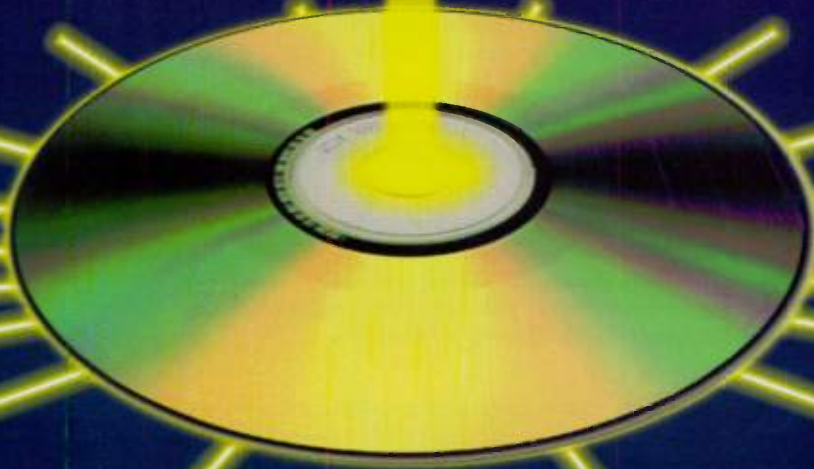
He says the Internet is growing so fast today that all of the search engines running 24 hours a day would not come close to indexing the new Web sites that are constantly being created. He saw this as an opportunity to build a "new Internet" for children that encompasses a limitless database for them, but more important, carries with it an established set of rules that forbids sites that feature pornography, violent images or profanity.

The sites on NicoZone.net are all parent-approved and new ones are added only after careful scrutiny, Morgan says. The difference NicoZone.net has over established Web sites is that children can move to questionable Web sites on the Internet, while NicoZone.net controls the sites in their network, he adds.

Users click on a graphic-driven search engine to surf the categories in NicoZone.net. The service is primarily geared to children age five to 15. Members pay a fee of \$9.95 monthly to subscribe to the web service.

(C)1999 BY THE OTTAWA CITIZEN. REPRINTED WITH PERMISSION.

THE ULTIMATE CHRISTIAN MEDIA DATABASE

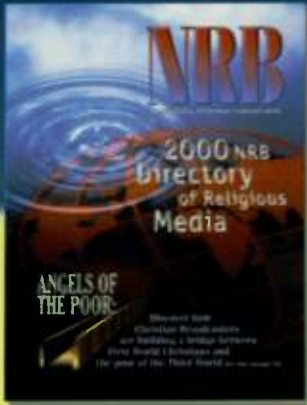


NOW ON CD-ROM!

Key industry information with contacts for more than 4,700 listings, including radio stations, TV stations, program producers and more

Features Include: Customized searches

- Build phone, fax and e-mail lists
- Print cost-effective labels



\$195 for NRB members • \$295 for non-members

(each order also includes a print version—a \$79.95 value)

To order: FAX 703-330-7100/6996, order from the NRB store at www.nrb.org/store.htm or CALL 703-330-7000 x516

Method of payment (U.S. funds only; payment must accompany order)

Check AmEx MasterCard Visa Money Order

Card # _____ Exp. Date _____

Name on card _____

Signature _____

\$195 (NRB members) \$295 (non-members) x _____ = \$ _____

4.5% sales tax (VA only) Qty. \$ _____

Shipping & Handling: \$4 (U.S.) + \$2.50 ea. additional \$ _____

\$10 (Canada & non-cont. U.S.) + \$4 each additional \$ _____

\$20 (International) + \$5 each additional \$ _____

\$12 express shipping (FedEx or Airborne) + \$4 ea. add. \$ _____

TOTAL \$ _____

Member # _____

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

National Religious Broadcasters
7839 Ashton Avenue, Manassas, VA 20109

Help Wanted

GENERAL SALES MANAGER — RADIO. Live in a truly great small city: Columbus, IN, recipient of an "All-America City Award." Three-station cluster needs an "in-the-field," coaching-postured sales manager who can develop people. Small but expanding group will have additional opportunities for anyone seeking upward mobility outside major markets. Resume to Keith Reising, Reising Radio Partners, Inc., 825 Washington St., Columbus, IN 47201. EOE.

STATION AND NETWORK MANAGER. Christian NCE stations with translators, Colorado Springs, CO. Administrative and donor development experience in a growth environment a must. Send tape and/or resume to KTLF, 1665 BriarGate Blvd., Suite 100, Colorado Springs, CO 80920, fdice@KTLF.org.

CHIEF ENGINEER. Progressive Midwest full-power Christian TV station looking for chief engineer to head infrastructure and digital transitions. Must be experienced in daily maintenance of production, master control and field production. Remote EIC experience helpful, but not necessary. UHF RF experience required. Minimum SBE certification of CSTE required. Mail or e-mail resume to M. Moore, 10077 Jacksontown Rd., Thornville, OH 43076, mjmoore@wsfj.com.

DIRECTOR OF OPERATIONS. Direct and coordinate operations, programming and pastoral relations departments of all-Spanish Christian Radio Network; carry out general policies established by company officers including evaluation, quality assessment and supervision of all network production and/or satellite programming; prepare and administer budget of program department; make decisions pertaining to general policies beyond scope of authority of department heads under jurisdiction, such as management of on-air staff members, development of news programming and/or Internet broadcast, maintaining oral and written contact with Spanish speaking pastors and leaders in existing and potential network markets. Approve hiring/dis-charging department personnel. May compose memos on budget and policy matters, using computer. Requires seven years experience in the job offered plus three years in related occupation and demonstrated ability to speak and write in the Spanish language at a business level 100 percent of the time. \$53K/year minimum. Location of job and interview is 2310 Ponderosa Dr., Suite 28, Camarillo, CA 93010. Send this ad and resume/letter of qualification by mail to the address above, attn: M. Guthrie.

EVENING ON-AIR PERSONALITY. Would you like to work for a Christian radio network with a commitment to excellence in broadcasting through creative programming, fun with listeners and a team that works together? WBCL Radio Network is looking for an evening on-air personality who can relate to an adult audience and generate creative ideas. Must have production, on-air and computer experience/skills. State of the art equipment. Competitive salary and excellent benefits. Send resume/demo tape to Director of Personnel, WBCL Radio Network, 1025 West Rudisill Blvd., Fort Wayne, IN 46807. EOE.

DJ/ON-AIR PERSONALITY. Experienced, energetic person wanted for slot on AFR network. Production skills a plus. Send tape and resume to Marvin Sanders, American Family Radio, Box 3206, Tupelo, MS 38803. EOE.

Business Opportunity

LPFM RADIO. Churches, schools, ministries — blanket your community with the Gospel from your own low-cost, low-power FM station. Free frequency search, coverage maps. Your questions answered, including deadlines. ChristianCommunityFM.com, phone 770-441-1968.

Advertiser Index

ADVERTISER	PAGE
Acquire - The Domain Group	21
Back to the Bible/ Good Life Assoc.	11
Billy Graham Evangelistic Assoc.	25
Bott Radio Network	7
Broadcast Software International	IBC
Chesapeake Audio/Video Communications, Inc.	47
Concerned Women for America	13
Domain Group, The	5
Food For The Poor	41
InfoCision Management	2
InService America	35
Institute for Creation Research	15
Investor Life Services	19
Life Issues Institute	16
Lifeline Communications	BC
Lightsource.com	1
Love Worth Finding	17
National Right To Life	14
NRB 2000 CD-Rom	45
NRB Membership	24
NSN Network Services	20
Oneplace.com	37
Raymond Group, The	9
SofTrek	29
TOONZ-Little Is Much, Inc.	31
Total Living Network	IFC
WJYS-TV 62/ Jovon Broadcasting	43

• LIVE RECORDINGS • LIVE RECORDINGS • LIVE RECORDINGS •

From The 57th Annual Convention of The National Religious Broadcasters

NOW AVAILABLE ON AUDIO CASSETTE!

If you were unable to attend NRB's Annual Convention, or may have missed a particular session, here is another chance to hear this year's topics!

\$10.00 Per Cassette

- ___AD010 Opening General Session with speaker Jack Hayford Pastor
The Church On The Way, The First Foursquare Church of
Van Nuys, CA
- ___AD020 Worship Service with a Dramatic Presentation by Max McLean,
and Keynote Speaker Ron Cline, President, HCJB World Radio,
Colorado Springs, CO
- ___AD040 Public Policy Breakfast with Jay Sekulow and Cal Thomas
- ___AD050 Using Research Strategically in Management Decisions
- ___AD060 The Care and Feeding of a Website
- ___AD070 New Marketing for the Millennium
- ___AD080 The Three Seasons of Dynamic Teams (Part A)
- ___AD090 Creating News, Making Headlines
- ___AD100 FCC Update
- ___AD110 Non-Traditional Revenue: The Financial Future of
Christian Radio
- ___AD120 Seven Deadly Diseases of Ministry Marketing
- ___AD130 Ministry Promotion: From Your Church to the Community
- ___AD140 Can a Christian Show Ever Get a Green Light from
the Networks?
- ___AD150 World Fellowship Luncheon with speaker Billy Kim,
President, Far East Broadcasting Company, Korea
- ___AD160 Using Research Strategically in Programming Decisions
- ___AD170 Using the Internet for Friendraising/ Fundraising
- ___AD180 Don't Pay Commissions -- Plus 9 Other Ways to
Improve Your Agency Relations
- ___AD190 The Three Seasons of Dynamic Teams (Part B)
- ___AD200 Salt & Light: Reaching the World from LA
- ___AD210 The Future of Radio
- ___AD220 "You Want to Do WHAT!" - Practical Guidelines for
Successful Promotional Events
- ___AD230 If God Will Provide, Why Do We Have to Ask for Money?
- ___AD240 Church Media Producers: What You Need to Know!
- ___AD250 What's Our Future In The New Millennium
- ___AD260 Evening Celebration: "UNSHACKLED!" Radio Broadcast
- ___AD270 What Can U.S. Ministries Do To Reach the 10/40 Window
With Models of What is Being Done Already
- ___AD280 Integrating E-Commerce into a Ministry Website
- ___AD300 Ezra: A Biblical Model for Leadership
- ___AD310 Raising the Standard of Christian TV and Video
- ___AD320 Commercial Radio Open Forum: Achieving Balance
in Pivotal Times
- ___AD330 The Role of News in Broadcast Ministry

- ___AD340 God, Mammon, and Evangelicals: A Report from the
Institute for the Study of American Evangelicals
- ___AD350 Non-linear Editing
- ___AD360 Convergence to DTV -- It's Here. How to Make it Work.
- ___AD370 Women's Luncheon with speaker Jill Briscoe, author
- ___AD380 Effectively Communicating the Gospel to Your Own Culture
- ___AD390 Real NOW
- ___AD410 Find 'em, Get 'em, Keep 'em -- Smart Hiring
Choices for Smart Managers
- ___AD420 DVD
- ___AD430 Non-Commercial Radio Open Forum...Open Heart...Open Mind
- ___AD440 General Principles of Research
- ___AD450 Direct Mail and the Telephone
- ___AD460 From Brain to Screen
- ___AD470 Branding, Relationship and One-on-One Marketing
- ___AD480 Anniversary Banquet with speaker Tony Evans, Senior Pastor,
Oak Cliff Bible Fellowship in Dallas, Texas

AD499 COMPLETE SET OF NRB'S 57TH ANNUAL CONVENTION
& EXPOSITION AUDIO CASSETTES - ONLY \$420.00

Account#: pos100354

Total Amount Enclosed \$

(Please Include Postage) (Md. Residents, Please Add 5% State Sales Tax)

Three Ways To Order:

1. **By phone:** Call (410) 796-0040 to place credit card orders.
2. **By FAX:** Chesapeake accepts credit card orders via FAX machine
24 hours a day - (410) 379-0812
3. **By mail:** Send this form with your payment (Please include
postage) to:
Chesapeake A/V Communications, Inc.
6330 Howard Lane, Elkridge, MD 21075

(e-mail: cavc@mindspring.com) (Visit Our Web Site: <http://www.cavc.com>)

Domestic Postage: Add \$1.50 per Cassette (\$15.00 max.)

International Postage: Add \$3.00 per Cassette (\$35.00 max.)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____

Please bill my: VISA Master Card AMEX DISCOVER

Card #: _____ Expires: _____

Cardholder's name: _____

Signature: _____

Payment: Credit Card Money Order Check# _____ (payable to
CAVC)

Silencing Dr. Laura: When “Tolerance” Is Just a Word

In late March, hundreds of homosexual activists gathered outside of Paramount Pictures' headquarters in Los Angeles, CA. They were there to protest a newly syndicated TV show hosted by Dr. Laura Schlessinger.

The stated motive for the protest was opposition to what the marchers called “hate speech” by the talk-show hostess. But what's really going on here is the attempt to suppress all opposition to homosexuality.

Schlessinger, an Orthodox Jew, has a radio audience of 18 million. A big part of her popularity is due to her insistence on strict standards of right and wrong. Callers are often told to take personal responsibility for their actions; and Schlessinger speaks out against our culture's moral decline.

She has addressed homosexuality with sincerity and candor, telling listeners that homosexuality is a “deviant behavior” and “a biological disorder.” But she insists that homosexuals are “entitled to love and respect” just like everyone else.

Hoping to build on Dr. Laura's success, Paramount signed her to an hour-long daytime broadcast picked up on more than 160 TV stations, reaching 90 percent of American households.

And that's when the fur began to fly. Activists demanded that Paramount cancel the show. And if they refused — which they have so far — then the activists would boycott the show's advertisers.

Gay-rights groups consider Schlessinger's views on homosexuality — views shared, incidentally, by millions of Jews and Christians — as hate speech. David Lee, the producer of the sitcom *Frasier*, told protestors at last week's protest that Paramount has behaved “irresponsibly by giving a platform to a woman who is hurting the gay community, literally.”

His word, “literally,” is in reference to the activists' contention that even raising moral objections to homosexuality inevitably leads to violence.

Yet, for her part, Dr. Laura recently issued a statement in which she denied any intent to “hurt anyone” or contribute to “an atmosphere of hate or intolerance.”

Of course that is not her intent. But this protest isn't about intolerance. It's one more attempt to purge from public discussion all views on homosexuality that differ from those of the activists. It's an example of what Jean Bethke Elshtain of the University of Chicago calls “liberal monism.”

Unlike pluralism, which our founding fathers promoted and which tolerates many views on a subject and invites discussion of different points of view, monism is intolerant of opposing points of view. It excludes the possibility of good-faith dissent, seeking instead to impose its own brand of orthodoxy on the rest of us.

And the liberal and gay activists seem oblivious to the absurd irony in all of this. Take the case of the government official in Europe who denounced Haider, the Austrian with a Nazi past who was elected to office in his country. “We will not tolerate intolerance,” he thundered. And he did it with a straight face.

If you want to express your support for Dr. Laura, call us here at *Breakpoint* and we'll give you the information you need to contact Paramount studios.

The tactics being used against Dr. Laura show how vicious gay rights activists can be. And if they succeed in silencing her, just imagine what they'll do to those who don't have 18 million loyal fans.

© 2000 by Breakpoint, a ministry of Prison Fellowship.



Charles Colson is founder of Prison Fellowship Ministries and host of the daily radio program, *Breakpoint*. He may be reached at 800-995-8777 or correspondence@breakpoint.org.

DJ Dave... I am sorry to bother you at home, but I've detected a fault
in spot number 321. It may be missing. Perhaps you should look into it.



WaveStation 3.0 with WebConnect

www.bsiusa.com



We've got **The Perfect Team.**

When I won the Olympics, the number **10** meant victory and gold. Today, I am excited to announce my sponsorship of LifeLine, where **10** means giving. Thanks to LifeLine, **10** percent of every long distance phone call supports an organization you believe in. Now you can pay as little as **4.9¢** a minute on every phone call and be a part of a company that has given more than **\$50 million** in the past **10** years to ministries, charities and nonprofit organizations like yours. With LifeLine's fundraising programs, many are discovering that teamwork really does pay off. Call LifeLine today because the perfect team can make a difference.

1.800.511.4346

Mary Lou Retton

LifeLine[™]
COMMUNICATIONS