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June 2000

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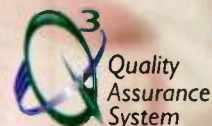


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BY THE STAFF OF GSF & ASSOCIATES

Internet experts expound on the high-profile business of e-commerce. Is it in your Web site's future?

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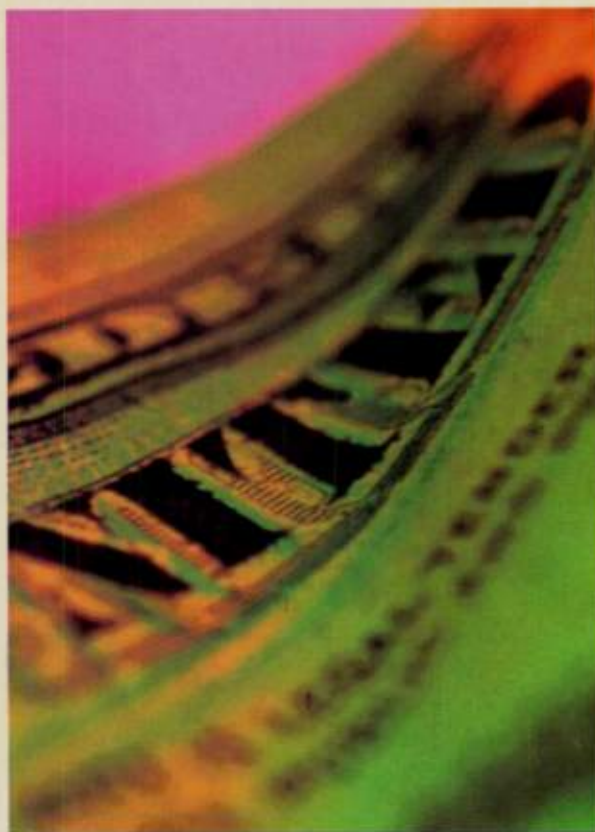
A SESSION FROM NRB 2000

An effective Web site requires three components: strategy, production and distribution — a familiar formula to broadcasters.

SPECIAL REPORT 32 FROM NAB 2000

Television, Interactivity and the Gospel: Remote Possibilities?

"Content is king." was the rallying cry of NAB 2000. It's time for Christian communicators to examine their future in a world of convergence.



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- **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; Maramatha 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

**June 2000,
Vol. 32, No. 5**

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A Commanding Calendar

As I review the past few months, I am amazed at the activity your association has been blessed to participate in. Permit me to rehearse the calendar for the first half of 2000:

- The year began with preparations for NRB 2000 at a fever pitch. Remember, we have a staff of 16 to prepare for a convention of 5312 (actual attendance).
- We were faced with a major fight on the religious discrimination issue with the FCC and Cornerstone TV. We did well over 100 interviews with print media and radio/TV.
- I attended an excellent conference of the Fellowship of European Broadcasters in Warsaw, Poland.
- David Clark, Jerry Rose and I spoke to the Religious Communications Congress in Chicago. Our subject: NRB in 2000 and beyond.
- We attended the 25th anniversary celebration of the Washington-based Christian Embassy, founded by Bill and Vonette Bright.
- The groundbreaking for the NRB village of homes at the Riverton dump in Kingston, Jamaica, warmed my heart. Many of our stations are sharing funds for the

building of the 12-by-12-foot homes for indigent families. Praise God!

- I testified before the House Subcommittee on Telecommunications at the Capitol. The subject was anti-religious views at the FCC which led to the Cornerstone decision. Congressmen Tauzin, Pickering, Oxley, Stearns and Largent are sponsoring legislation which would preclude this adverse action affecting our work from happening again.
- Other association executives and I met in Kansas City to discuss areas of cooperation and working together.
- Toccoa Falls (GA) College asked me to give its commencement address. The school is a faithful, active member of NRB as a station owner and through the Intercollegiate Religious Broadcasters.
- I took part in the *Broadcast Concert of Prayer*, which hundreds of our member stations carried.
- Your NRB Executive Committee met at headquarters in May to discuss many issues of your association.

Incidentally, the pace of our schedule is matched by the association's continued growth, which is approaching 1300 member organizations. May God bless our concerted effort in reaching the needs of our audience.



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.

A Challenge to Change



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.

Broadcasting is facing its strongest challenge. **B**TV morning news shows are eating into radio's historic dominance in morning drivetime. TV viewership has declined at a rate of 4-5 percent per year for the last five years as more consumers are getting information and entertainment from the Internet. Increasingly, TV viewers watch programs from "pizza pan" satellite dishes outside of their homes. Soon you will be able to drive coast to coast and listen non-stop to your favorite programming via a trunk-mounted satellite antenna.

Prophets of doom have always been with us. They predicted that because of television, radio wouldn't survive. But radio adjusted and survived to serve a different function. Will traditional broadcasting again adjust to provide information and entertainment to the next generation?

This is a serious question. During the recent NRB executive committee meeting in Manassas, VA, we were challenged with the opportunities of emerging technology. In fact, we were reminded that it is imperative to our very survival that we utilize the new means of spreading the Good News through electronic media.

But it's not just about technology and equipment. It's about human resources.

Those of us who have been in broadcasting for a while are beginning to feel that our skills are a bit outdated. If we're not bringing into our operations young media professionals who know computers and the Web, we'll quickly find ourselves significantly behind the curve. We must attract this new talent that has the ability to operate the next generation of communications technology.

And what about NRB, an association of Christian communicators? NRB must attract young Christian media professionals who will facilitate the next generation of Christian communicators. We may have to get rid of suits and ties at the convention and welcome jeans and t-shirts. We may have to provide more strategic workshops on the Internet. We must enlarge the membership tent to include Web companies that will lead us forward. Most of all, we need to pray for God's strategic direction as we plan our future outreach.

For us, it's not just an industry or an association at stake. At risk is the ability to effectively share Jesus with a needy world and to impact our culture for God's kingdom.

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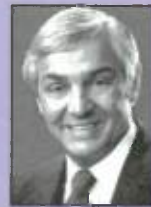
Chuck Swindoll
Insight for Living



Charles Stanley
In Touch



June Hunt
*Hope for the Heart
Hope in the Night*



David Jeremiah
Turning Points



Richard Land
*For Faith &
Family*



D. James Kennedy
Truths That Transform



Kay Arthur
Precept



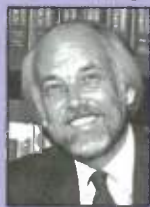
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Grace to You



Dennis Rainey
Family Life Today



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Back to the Bible



Steve Brown
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Leading The Way



Janet Parshall
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Thru The Bible



James A. Scudder
Victory In Grace



Jay Sekulow
Jay Sekulow Live



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Larry Burkett
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Ravi Zacharias
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Chip Ingram
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Dick Bott
President

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Rich Bott, II
*Executive
Vice President*



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EEO Rules to Get Quick Court Review



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.

A court challenge by the 50 state broadcasting associations to the FCC's new equal employment opportunity (EEO) obligations is moving on a fast track. The U.S. Court of Appeals for the District of Columbia Circuit turned down the broadcast coalition's request for a stay of the rules — which would have effectively prevented the new mandates from taking effect during the legal proceedings — but the appellate court took the highly unusual step of expediting its review of the case.

Observers interpret that action as a sign that the court is keenly interested in addressing the various legal issues the new rules raise. In particular, the D.C. court likely will focus on how the new EEO obligations square with that same court's decision in *Lutheran Church-Missouri Synod v. FCC*. That ruling invalidated the old broadcast EEO rules as violating constitutional rights to "equal protection" because the regulatory scheme focused too closely on comparison of a station's workforce to the racial and gender demographics in the local market.

The new rules do not include the same "parity" aspect, but the vagueness of the new mandates likely will be among the issues vigorously debated before the court. The state broadcast association's court challenge has been paired with a separate suit filed by the United Church of Christ, which is expected to argue that the new rules are not rigorous enough.

Opponents and proponents of the rules will file legal briefs this summer, followed by oral argument that probably will occur in September. A decision from the appellate court could come down before the end of this year, but the dispute may end up at the Supreme Court before the case finally concludes.

Initial Election Statement Due

Meanwhile, all broadcasters should have filed their "Initial Election Statement" with the Commission as of June 2. This new form requires licensees to tell the FCC which of two alternative "broad outreach" recruitment alternatives — known as Option A and Option B — a station will follow in partial satisfaction of the new EEO obligations.

Option A requires stations to fulfill a certain number of outreach activities selected from a menu of choices designed by the agency. As an incentive to entice licensees to choose Option A, this alternative also imposes somewhat less onerous data-collection and record-keeping obligations. Option B affords broadcasters the opportunity to design their own tailored outreach program, but this alternative also requires sta-

tions to keep more detailed race- and gender-specific records on all applicants for job openings.

The FCC recently indicated, however, that those licensees meeting the FCC's definition of "religious broadcaster" are not required to choose either option. As I reported in this column (April 2000), the agency adopted a new exemption to its general nondiscrimination rule that allows certain religious broadcasters to choose employees on the basis of their faith. The FCC more recently indicated — through the rather obscure means of the instructions for the Initial Election Statement — that use of the exemption effectively creates a third alternative set of outreach obligations for qualifying religious licensees.

The FCC defines a "religious broadcaster" as one who "is, or is closely affiliated with, a church, synagogue or other religious entity, including a subsidiary of such an entity." If a question arises as to whether a particular licensee qualifies, the agency will undertake a case-specific review "based on an evaluation of the religious entity's characteristics, including whether the entity operates on a nonprofit basis, whether it has a distinct religious history and whether the entity's articles of incorporation set forth a religious purpose." However, the FCC stated that none of these characteristics will be treated as a sole determining factor in any individual case.

Qualifying religious broadcasters are not exempted from all the new EEO recruiting and record-keeping obligations. The FCC's February order imposing the rules states that religious broadcasters still must "make reasonable, good faith efforts to recruit widely among their co-religionists." Yet, as of this writing, the agency has not specified how religious broadcasters would be required to document compliance with this limited outreach mandate. The Commission's staff has indicated that the matter likely would be addressed in a future FCC order.

As I noted in April, determining whether a station qualifies for the religious broadcaster exemption will not always be a clear-cut issue. Similarly, without explicit agency guidance on the scope of religious broadcasters' recruitment obligations, licensees will have to make some good-faith judgments as to what outreach steps they will take and how they will record them.

Given all the variables that may affect individual NRB-member stations, licensees are well advised to consult with their broadcast counsel about how to proceed with their EEO compliance efforts.



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Trade Talk

Airwave News

HENDERSONVILLE, NC - Dave Christiano, producer of the film *Pamela's Prayer*, is filming the evangelistic drama, *Late One Night*. A fall release is planned. (ChristianFilms.com, 828-891-2767)

LOUISVILLE, KY - WJIE-FM experienced a response of



\$405,000 from 2,270 givers during a three day Sharathon, resulting in a 25 percent increase over last year. First-time givers accounted for 75 percent of the response. (ShareMedia@aol.com)

NAMP/BOISE, ID -

Arbitron statistics show KTSY-FM posting the highest ratings in its history. Ranked in market 125, KTSY eume increased by 33 percent. (ShareMedia@aol.com)



ORLANDO FL - Excellence in Media of Hollywood, CA, has awarded RTC Entertainment a "Silver Angel" award for its production of a pilot half-hour comedy game show for kids, *It's a God Thing!* (407-691-0125)



DALLAS, TX - KCBI-FM won three Associated Press awards, including the top two awards for the "Best Newscast in Texas," marking the eighth time KCBI won the award in the last nine years. Additionally, KCBI won second place for "Best Newscast." (Troy Kriechbaum, 817-792-3800)

COLORADO SPRINGS, CO - Youth With A Mission (YWAM) Strategic Frontiers

International announced the release of *The Waiting World* video series, designed to help churches pray and become directly involved with key unreached peoples inside the 10/40 Window. (Mike Klausmeier, 719-226-3006)



EUGENE, OR - PAX-TV affiliate KTVC, full-power Channel 36, announced a major commitment of air time to Christian programming, retaining the services of Joblin & Associates to secure the programming. (Bob Joblin, 501-224-3889)



United Church of Christ

CLEVELAND, OH - In March, Robert Chase, executive director of the United Church of Christ Office of Communication, released a statement condemning efforts by some members of Congress and the national broadcasting industry to eliminate a new plan for establishing low-power FM community radio stations. The statement announced the creation of the Microradio Implementation Project, a national effort led by Andrea Vargas and based in Portland, OR. (Ramon Williams, rlgmedia@ozemail.com.au)

WASHINGTON, DC - XM Satellite Radio (NASDAQ: XMSR) and LiveTV announced a 10-year agreement to make XM's radio programming available to airline passengers beginning in 2001. LiveTV recently announced a similar agreement with DIRECTV, Inc., to offer airline passengers DIRECTV programming. (Vicki Stearn, 202-969-7070)



LOS ANGELES, CA - Christian film company Providence



Entertainment announced a five-picture deal with Signal Hill Pictures, beginning with *Mercy Streets*. Signal Hill seeks to create profound projects that present a message of spiritual enlightenment while attracting a mainstream audience. (Dennis Disney, 615-287-9215)



MINNEAPOLIS, MN - *Something To Sing About*, the latest release from World Wide Pictures, airs nationally on television this year. The film features Darius McCrary (*Family Matters*), Irma P. Hall (*Patch Adams*), Tamera Mowry (*Sister, Sister*), Kirk Franklin, Rashaan Nall, Davik Parikh, John Amos (*Coming to America*) and Grant Goodeve (*Eight is Enough*). (Tim Morgan, 800-745-4318)

ANAHEIM, CA - The board of directors of Insight for Living announced plans to relocate its U.S. headquarters to Dallas, TX, by March 31, 2001. (Collette Smith, 714-575-5000)

Airwave Anniversaries

LINCOLN, NE - The live call-in program *Life Perspectives* celebrated its 10th anniversary in May. (Don Hawkins, donh@backtothebible.org)

NASHVILLE, TN - For Faith & Family



aired its 500th program in January and celebrated its two-year anniversary in February. (Harold Harper, 615-782-8414)

Julie Volchko
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at Demain, now Media
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Trade Talk

Airwave News, Continued

ANDERSON, IN
- During the annual Aurora



Awards, Anderson University's Covenant Productions earned a platinum "Best of Show" award (corporate image category) for its work for WQME-FM. (Chris Williams, 765-641-4235)

HOUSTON, TX - KSBJ-FM gave away a Troy Bilt riding lawn mower and a front yard makeover as the grand prize of its contest "For-Evergreen Giveaway." (Jason Ray, 281-446-5725)

CHICAGO, IL - Big Idea Productions released its latest installment of VeggieTales. "King George and the Ducky" is a lesson about selfishness. (Ruth Ann Bowen, 636-527-8780)



FORT WAYNE, IN - The WBCL Radio Network provided food for 450 needy families in northeast Indiana and northwest and west central Ohio during its annual Easter Dinner Baskets Project. (Terry Foss, 219-745-0576)

CHARLOTTE, NC - INSP-The Inspiration Network aired A



Woman's Destiny on Mother's Day. Deborah Norville, Stormie Omartian, CeCe Winans, Terry Meeuwssen and Heather Whitestone were featured in the special. (Sara Lowe, 704-561-7728)

LANSING, MI - Powerpoint! Productions completed a 60-second PSA for the SADD (Students Against Driving Drunk) chapter of Jackson, MI. The project was produced, written and acted by students. (Alex Dimmig, 517-646-6066)

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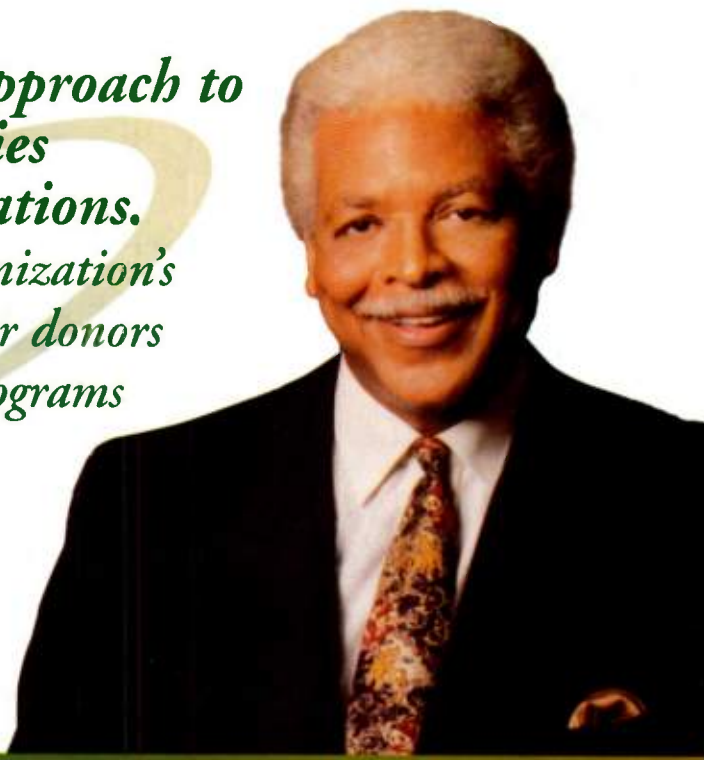
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Angela Hicks, Edmond, OK

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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.

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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

International News

PADSTOW, NSW, AUSTRALIA -  The Australian Broadcasting Authority (ABA) allocated a new FM community radio license to Living Sound Broadcasters to serve Wollongong beginning August 1, 2000. (Ramon A. Williams, rlgmedia@ozemail.com.au)

SIM MONROVIA, LIBERIA - Nearly four years after the radio station was destroyed during Liberia's civil war in 1996, SIM radio station ELWA recently resumed airing programs via shortwave. IICJB plans to eventually broadcast in all 16 languages spoken in Liberia. (Jim Ferrier, 719-590-9800)



SOUTH AFRICA - The Independent Broadcasting Authority (IBA) of South Africa informed two Christian radio stations, Link FM in East London and Kingfisher in Port Elizabeth, that they must close down. The stations were operating on a one-year renewable license for several years. The IBA is currently processing four-year community radio broadcast license applications province by province, replacing the old one-year licenses. The Eastern Cape is left without a Christian radio station. (Ramon Williams, rlgmedia@ozemail.com.au)



Internet

NASHVILLE, TN - Gaylord Entertainment Company (NYSE:GET) changed the name of its Internet division from GETdigitalmedia to Gaylord Digital. (Michele Formosa, 615-457-3028)



GRAND RAPIDS, MI - Korean Christians can access up-to-date, relevant mission news at www.MissionNetworkNews.org/korea. (Greg Yoder, 800-284-9361)

SAN MATEO, CA AND TEL AVIV, ISRAEL - Waves Ltd. (www.waves.com)

announced the release of MaxxStream™, a hardware and software suite optimized to stream live audio signals over the Internet. In other news, Waves recently signed a distribution agreement with Broadcast Electronics to integrate MaxxStream technologies into the Broadcast Electronics eSTREAM streaming media solution. (Kristy Needham, kristyn@weinkrantz.com)



MUSKEGON, MI - Eleven ministries were recently added to Gospelcom.net, bringing the total number of ministries to 166: Servants, Inc.; SEND International; Global Resources; Forest Home; Ministry of Helps; Face to Face International; Jumonville; Lifebranch Institute International; Muskoka Baptist Conference; Barnabas Financial Ministry; and Baker's Guide to Christian Distance Education. (Andy Rau, 231-773-3361)

SPARTANBURG, SC - The Sound of Light LIVE Saturday interactive radio for teens (www.soundoflight.com/) recently added its 131st radio outlet. (Jack Eason, 888-765-4487)



Newport Beach, CA - Becky Tirabassi Change Your Life announces its Web site at www.changeyourlifedaily.com. (800-444-6189)

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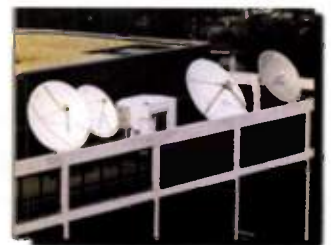
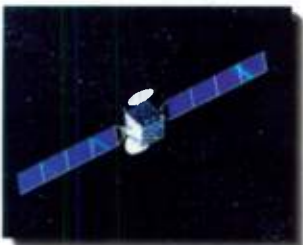


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Trade Talk

Internet, Cont.

COLORADO SPRINGS, CO - Focus on the Family created Pure Intimacy (www.pureintimacy.org), an online resource for people struggling with online sexual temptations, their family members and those concerned with this issue. (Julie Neils, 719-546-4634)

pureintimacy.org
online sexual temptation

CINCINNATI, OH - The National Coalition for the Protection of Children & Families linked consumers and businesses with solutions at its Tech ShootOut 2000. (Debbie Payton, 770-813-0000)

2000 Tech ShootOut

CHANTILLY, VA - Nationally syndicated movie columnist Holly McClure and "Christian Critic" Michael Elliott offer family-friendly and biblical perspectives on box office hits at the new Movies! Channel at Crosswalk.com. (Jennifer Sheran, 770-813-0000)

crosswalk.com
ENTERTAINMENT: **movies!**

NASHVILLE, TN - Sparrow recording artist Margaret Becker is showcasing independent artists on www.maggieb.com. (Carla Archuletta, 615-781-8552)

mb^{2.0}

NASHVILLE, TN - Provident Music Distribution received a prestigious POPAI (Point of Purchase Advertising Institute) OMA (Outstanding Merchandising Award) for its Christmas Clock Tower Display during the annual Global Shop 2000 in Chicago. The display was second to the DreamWorks SKG display for the *Prince Of Egypt* motion picture. (Rick Hoganson, 615-641-1052)

PROVIDENT MUSIC DISTRIBUTION

NASHVILLE, TN - Curb recording artist Nicol Smith signed an exclusive booking agreement with the William Morris Agency, Inc. (Brian Smith, 615-298-5505)



Seated L-R: Paul Moore, Senior Vice President, William Morris Agency; Smith; and Valerie Summers, William Morris Agency; and Standing L-R: Mitchell Solarek, Mitchell Jannsen Management; Gloria Green, William Morris Agency; Brian Jannsen, Mitchell Jannsen Management; and Charles Dorris, Vice President, William Morris Agency

Music

SAN CLEMENTE, CA - Singer/songwriter Terry Clark announced his release, *Only Believe*, introducing Imani Fellowship Choir and the Gutierrez Brothers. (assistcomm@cs.com)

WASHINGTON, DC - FFH participated in an exclusive meeting in the Old Executive Office as part of an NAE White House Briefing. (Rick Hoganson, 615-641-1052)



L-R: Michael Boggs, Brian Smith, Jennifer Deibler and Jeromy Deibler, aka FFH.

NASHVILLE, TN - Singer/songwriter Carolyn Arends released her first live set of recordings as part of her latest Reunion Records effort, *Seize the Day and Other Stories*, recorded at an invitation-only event at the Blue Wind Café in Franklin, TN. The performance was captured on video and Webcast by Liveonthenet.com. (Bethany Smith, 615-261-6330)



NASHVILLE, TN - Curb recording artist Michael English was recently featured on the Soul2Soul radio program. *Heaven To Earth*, English's first contemporary Christian recording in seven years, released March 28. (Brian Smith, 615-298-5505)



L-R: English and Soul2Soul host Chris Coppemoll.

RAPID CITY, SD - KSLT-FM and KLMP-FM holds its 16th Annual Hills Alive Music Festival July 21-22 at Memorial Park. (Julie Norwood, 605-342-6822)

rapid city, sd
Hills Alive 2000

BRENTWOOD, TN - Ministry Music launched a new label, Resolve Records, focusing on youth-oriented worship and ministry. Its first artist, Khanyisa (ka-nee-sa), is a band from South Africa. (Colleen Hoagland, 615-221-5111)

MINISTRY MUSIC

News

RESTON, VA - On April 24, **Paramount Pictures** homosexual activists protested at Paramount Pictures' headquarters in Los Angeles regarding a newly syndicated television show hosted by NRB 2000 Chairman's Award recipient Dr. Laura Schlessinger. Schlessinger, with a radio audience of 18 million, was signed to an hour-long daytime television broadcast which was picked up on more than 160

TV stations, reaching 90 percent of American households. The protesters demanded that Paramount cancel the show, stating that if they refuse, which they have so far, then the activists would boycott the show's advertisers. To express support for Schlessinger, contact Paramount Studios at 323-956-5000 or Paramount Television Division, 5555 Melrose Avenue, Hollywood, CA 90038. (BreakPoint_Staff@pfm.org)



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Trade Talk

People

SIMI VALLEY, CA - H.M.S. Richards Jr., 70, speaker emeritus of the *Voice of Prophecy* international radio broadcast, died of heart failure on April 11. Richards' 40-year career with *Voice of Prophecy* included developing a daily radio broadcast. Richards was instrumental in developing gospel materials for special audiences, including Bible story broadcasts for children, print materials catering to teens and young adults, radio spots for non-religious stations and videos for use in hospitals and nursing homes. (Eldyn Karr, 805-955-7657)

VALLEY FORGE, PA - Francisco Litardo, director of New Media and Events for American Baptist National Ministries, was named team leader with the Mission Education and Communications Team of American Baptist International Ministries. (Ramon A. Williams, rlgmedia@ozemail.com.au)



NASHVILLE, TN - Robert Beeson was named president of Essential Records. Formerly vice-president/general manager, Beeson has been a key player in the company's development and growth since he founded it in 1992. (Rick Hogganson, 615-641-1052)



NASHVILLE, TN - During NRB 2000, *For Faith & Family* announced its new creative team: *Focus on the Family* executive producer Bobbie Valentine, independent consultant/author Don Cartmell, KMA Companies president Rick Dunham, Lightsource.com general manager Dennis Worden, *Love Worth Finding* director of media Larry Nobles, KMA Companies vice president of media Bob Dobbs, American Family Radio general manager Marvin Sanders and Ethics & Religious Liberty Commission vice president for broadcast communications Harold Harper, who serves as *For Faith & Family* co-host. (Harper, 615-782-8414)



QUITO, ECUADOR - NRB vice president Michael Glenn recently traveled to HCJB's site in Quito as part of the 2000 International Council of Broadcasters. Pictured L-R: Tom Fulghum, HCJB; Todd DeNeui, Zion Communications/Salem Radio Network; Larry Walters, HCJB; Dick Jacquin, HCJB; Wayne Shepherd, Moody Broadcasting Network; Lee McIntyre (Shirley McIntyre not pictured), KSGN-FM/Riverside, CA (Good News Radio); Glenn; Wayne and Norma Pederson, Northwestern Radio/Skylight Network; John Baker, Blue Ridge Broadcasting; John and Tonya Maddex, Moody Broadcasting Network; Clair Miller, WFCJ-FM/Dayton, OH; Lee and Jan Geysbeek, WCSG-FM/Grand Rapids, MI (Cornerstone College Radio); Margy Miller, WFCJ-FM/Dayton, OH; Todd and Sharon Isberner, ShareMedia; Glen Volkhart, HCJB; and Pamela Hargis, HCJB. (719-590-9800)



SEATTLE, WA - Scott Valentine and Samantha Kelly are partners on the *Scott & Sam* morning show weekdays from 5:30 to 10:00 a.m. on KCMS-FM. (Jenny Jansen, 206-546-7450)

NASHVILLE, TN - GSF & Associates named Brad Fisk vice president of Client Services and Jim Davison vice president of Operations. (615-361-1810)



NEW CASTLE, PA - FamilyNet president and former NRB chairman David Clark was the featured speaker at the Latin America Communication Development Ministries banquet on April 28. (724-652-0101)



NASHVILLE, TN - Gaylord Entertainment Company named Chaz Corzine and Jennifer Cooke co-presidents of the former Blanton Harrell Management division, which has been renamed GET Management. The Blanton Harrell name reverts to its namesakes. Mike Blanton and Dan Harrell. (www.ecm.com/cemupdate/)

NASHVILLE, TN - Courtesy **ARISE... WATCHES** were presented to speakers at NRB 2000 in Anaheim, CA. (Joe Questel, 615-327-4733)



NASHVILLE, TN - Chordant Distribution Group and EMI Christian Music named David Grace vice president of Marketing. (Janet Bozeman, 615-371-6866)



HILLSIDE, NJ - Wireworks Corporation appointed Richard Chilvers Systems Account Specialist. (908-686-7400)

DALLAS, TX - USA Radio Network appointed Theda Holmes director of Affiliate Relations for its *Point of View* radio talk show. Holmes directs Woman to Woman Ministries, Inc.; other credits include director of Prayerlife Ministries for James Robison Association and Church and Ministry specialist for Crawford Broadcasting Company. (972-484-3900)



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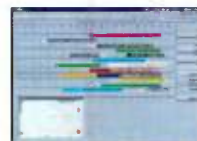
Technology

BELL MICROPRODUCTS

SAN JOSE, CA - Bell Microproducts (NASDAQ: BELM) tendered a letter of intent for the acquisition of Hammer Storage and plans to integrate Hammer into its Rorke Data division. The transaction is expected to close this month. (Sinan Kanatsiz, 714-854-0800)

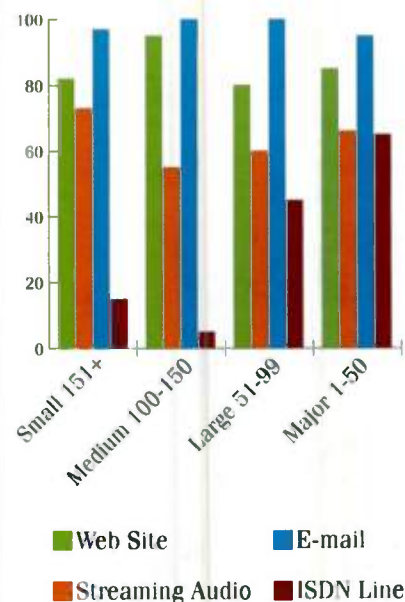
CHANTILLY, VA - Quince Imaging, Inc., announced the addition of the world's brightest projectors to its fleet. The DLP projectors provide more than 12,000 ANSI lumens of brightness at 1280 x 1024 native resolution. (703-802-7320)

BURBANK, CA - Xytech Systems Corporation released FMS 2000, the newest version of its fully integrated scheduling system. (Sandy Pichitpai, 714-854-0900)



Radio Stations & the Internet

How are Radio Stations using the Internet? Discover what percentage of stations (by market) host a Web site, stream audio, work with e-mail and use an ISDN line.



Source: Survey of Christian Radio by Don Hughes, Great Plains Christian Radio, Inc.

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Trade Talk

Publishing

GRAND RAPIDS, MI - The Christian Book Editor's Conference celebrated its 10th anniversary at the Crowne Plaza with 150 attendees representing 27 publishing houses. (480-966-3998)

WHEATON, IL -
Today's



Issues, from the Alliance of Confessing Evangelicals, are topical booklets authored by evangelical teachers/leaders and published by Crossway Books. (Kathy Jacobs, 630-682-4785)

RICHARDSON, TX - Probe Ministries International produced a new four-book series, published by Kregel Publications, to help families deal with issues affecting the home front. (Janyre Tromp, 800-733-2607)



WHEATON, IL - Crossway Books released *The Power of Extraordinary*



CROSSWAY BOOKS

Prayer by Robert Bakke, a balance of historical accounts, storytelling, teaching and inspiration. (Kathy Jacobs, 630-682-4300)

8th Annual MOVIEGUIDE™ Awards



\$25,000 Epiphany Prize

Most Inspiring Movie of 1999:
The Winslow Boy (Sony Pictures)

Most Inspiring Television Program of 1999:
JAG, "Second Sight"
(CBS, Bellisario Productions)

Grace Prize

Most Inspirational Performance in Film:
Richard Farnsworth,
The Straight Story,
(Disney)



Most Inspirational Performance in Television: Chuck Norris, *Walker, Texas Ranger*, (CBS)

Faith & Values Awards

Special Commendation: *The JESUS Film*

Documentary: *The Eric Liddell Story*
(Day of Discovery)

Distributor: Providence Entertainment

Clay Turner Award: Valerie Red Horse,
Naturally Native

Teddy Bear Award

Toy Story 2 (Disney)

Pappa Bear Award

The Straight Story (Disney)



Letters

Thank you for the fine work you and your staff are doing in assisting and defending the religious broadcasting industry. I appreciate the changes and improvements made in your magazine. It has become a more useful tool in assisting us to become the best Christian radio and TV stations possible.

I read with regret the FCC's decision in the Cornerstone Case. Some of the current FCC board members have not demonstrated their desire to appropriately serve the best interests of radio broadcasters. I am disturbed by the comments, and apparently, the new policy made in the Cornerstone Case.

There is a second concern that I have. It is that in defending the right for educationally licensed broadcast facilities to program their station without interference from the FCC and others, we "shade the truth" in defending that right.

I quote from your *Inside NRB* fax, the joint statement made by FCC commissioners Powell and Furehtgott-Roth: (re: church services) "Depending upon the nature and content of the service, it might very well be properly educational. Certainly, millions of Americans attend church services in part, for the educational value of the teachings."

I am sure that we members of NRB would not take a position that our listeners and viewers should listen or watch these church services as an educational experience.

Finally, if we are to be completely honest, we must admit that these are educational frequencies. The original intent of the allocation of educational licenses was not that they be used for religious purposes, nor was there given any guidelines prohibiting such use of those licenses.

We ought never fall into the trap of "The end justifying the means." Our defense must be based on the highest level of truth and justice.

— Les Lanser
President, Lanser Broadcasting
Holland, MI



“ I come to the dump for food and when I don't find anything, we usually go hungry. Yesterday, all I got was two biscuits and a piece of cheese. But today we will have chicken. ”

— Claudette Baker
Single mother of three

Today, Claudette had a "good day" picking through the mounds of garbage at Riverton City Dump — just outside of Kingston, Jamaica. She holds up a piece of rancid chicken, no matter that flies have already converged on the rotten meat — this will be dinner for Claudette and her three young children.

In underdeveloped countries, the poor are forced to use any and every resource available — even city garbage dumps. Riverton dump is surrounded by 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 form the recipient family when possible. It's a big day when a home is completed!

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 thousands of others who are making such miracles a reality for the glory of God?



2000
IN
2000
A Special Outreach of the NRB and FOOD FOR THE POOR

Commitments to date: 468
Goal: 2000

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For more information about how your station or program can be involved, please call Nick Adams or John Ramseur at (954) 427-2222.

If interested in helping, please fill out the following:

Yes, I want to build a Miracle!

- Let the work begin! Here's my check for \$2,000.
- Apply this \$100 gift to a monthly schedule. I pledge to continue my support to total \$2,000.
- I can't build an entire home, but please use this gift toward your efforts.

Please charge me: Visa MasterCard American Express

Account Number: _____ Exp. Date: _____

Signature _____

Please print

Name: _____

Address: _____

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Phone: (_____) _____

Trade Talk

Member Profile: Regent University Offers IRB Scholarship



Paul Cerjan

During the NRB 2000 Intercollegiate Religious Broadcasters (IRB) student award ceremony, Regent University president Paul Cerjan announced the establishing of an exciting new scholarship: \$2000 for an IRB student seeking a masters degree in communications or broadcast journalism at Regent University.

Regent University has sponsored the IRB Student Awards Contest for television and radio production for the past three years. This contest, held during the annual NRB convention, presents students with cash prizes and awards certificates to their schools.

Following the ceremony, Bott Radio Network and Center for Print and Media hosted a dinner reception for IRB members. NRB 2000 featured Cerjan as the speaker for the reception.

Qualifications for the Regent scholarship are academic success and teacher recommendation. IRB students interested in applying for the scholarship must complete admission requirements to the College of Communications and then contact Vicki Glascock at vick-gla@regent.edu or 752-226-4243.

Application deadline for the fall 2000 semester is June 15, 2000.

In other Regent news, a new building will open in 2001 for the College of Communication and the Arts. The 125,000 square-foot building will house a student union, an 800 seat auditorium, a cinema-television production studio, a film sound stage and technical studios. Also housed in the building will be the bookstore, computer services and the School of Divinity.

Attention NRB Members....

Are You Taking Advantage of Your Business Discounts?

StarTowers - Passive Income Opportunity from Tower Rental

Outlook Vision Services

Airborne Express - Overnight Delivery

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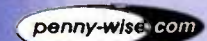
CyNet - Internet Fax Broadcast Service

Royal & SunAlliance - Property, Casualty Insurance

Alamo Car Rental

Please visit our website for more information

www.nrb.org/benefits.htm



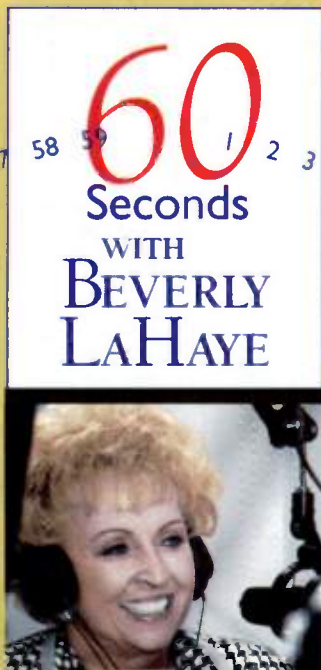
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Whether it's breaking news from Washington, D.C., insider looks at current events, or valuable resources for raising their families and strengthening their walk with God, your listeners will find it five days a week in *60 Seconds with Beverly LaHaye*.

Contact us today to find out how you can share the new CWA commentary *60 Seconds with Beverly LaHaye* with your listeners today!

BECAUSE A LOT CAN
HAPPEN IN A MINUTE!

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Hot Topic: E-commerce

Experts expound on an enterprise

by the staff of GSF & Associates



Whether your area of expertise in Christian “broadcasting” is radio, television, Internet, direct mail or some other category, the reality is that you are in the communications business. In today’s digital environment, communication means dealing with computers ... and computers mean going online. But what do you do online? Is a Web site enough? Should you go into e-commerce? And what is e-commerce, anyway?

Let’s begin with the definition: e-commerce is simply an abbreviated term for electronic commerce. For this article, we’ll consider e-commerce to be selling inventory and/or accepting contributions via the Internet.

The panel of experts we gathered for this discussion includes OnePlace.com president Jim Cumbee; Family Life Today manager of Internet marketing Brian Hess; Moody Broadcast Network division manager of broadcast stations John Maddex; NCome, Inc., president Paul Martin; Christian Internet Initiative president Pete Snell; and Christian Financial Concepts vice president of Internet initiatives Bill Wise.

While assembling this article, two things became apparent: 1) an isolated discussion about e-commerce is like honing in on a bucket of water in the huge Internet sea, and 2) your purpose in ministry is of greater importance than the methodology.

Our knowledgeable panel unanimously agreed that a ministry must first be certain of its core purpose and then find the technology to achieve that purpose. Such assessments should be completed prior to beginning the technical work of instituting e-commerce. Ministry should be your main focus rather than “keeping up with the Gateses” of the technological world. It is universally agreed that a ministry is defined by purpose, not methodology.

“Think strategically before you get started and don’t be intimidated. ...In preparation, clearly see the spiritual perspective but also start with a sound business perspective,” says Jim Cumbee, speaking for OnePlace.com. Let’s begin the discussion.

While assembling this article, two things became apparent: 1) an isolated discussion about e-commerce is like honing in on a bucket of water in the huge Internet sea and 2) your purpose in ministry is of greater importance than the methodology.

Because Christians do not live in a cultural vacuum, a ministry might consider using the services of a secular provider in order to have its “product” where the people are they want to reach.

Set-up costs for a ministry Web site can range from a few thousand to a few hundred thousand dollars.

One radio broadcast ministry recently noted an annual overall sales growth of 25 percent; although Internet sales was only 8 percent of the total gross sales, its annual growth was 207 percent.

Ministries that find success with e-commerce will be those whose sites serve the needs of visitors.

On the most practical level, e-commerce provides an unlimited channel for the promotion and distribution of goods and services and the possibility of generating greater income.

Who Are the Major Players?

Although there is no clear leader in the Christian marketplace, some notables include ChristianSuperstore.net, iChristian.com, iBelieve.com, Musicforce.com, Christian Book Distributors, Crosswalk.com and Gospelcom.net — each providing accommodating outlets and gateways for Bibles, books, videos, gift items, church supplies, etc., with the ability for customers to check the status of their purchases. The list continues to grow almost daily and we apologize to sites we may have overlooked.

The major e-commerce players from the secular world are Amazon.com, Yahoo!, Outpost.com, eBay and Travelocity.

Larger ministries can provide their own Internet e-commerce platforms but “the truth is that virtually all ministries will need a Web host or service provider to run their site. The ministry that hosts its own site is inviting serious security trouble and purchasing too much technology and expensive bandwidth,” says Paul Martin of NCome, Inc.

Smaller ministries may need to address the business aspects of partnering with an e-commerce provider and also some philosophical issues. In the case of secular providers, some aspects of their business may be considered objectionable to a religious customer base. However, because Christians do not live in a cultural vacuum and are interested in sports, finances, health, etc., a ministry may use the services of a secular provider in order to have its “product” where the people are they want to reach.

What Is the Initial Investment?

The initial investment can be considerable, depending on how elaborate and interactive you want your site to be. The services of consultants and technicians can come high, because a high degree of creativity is involved and there is no industry-wide standard. A consultant’s task is to keep the ministry focused on results rather than the latest tech tool. Set-up costs for a ministry Web site can range from a few thousand to a few hundred thousand dollars.

According to John Maddex of Moody Broadcasting Network (MBN), “A multi-faceted ministry like Moody Bible Institute — with 30 MBN radio stations, Moody Press, Moody Magazine, Moody Video, education, conferences, etc. — requires a sophisticated site that will service the needs of each division, listener, reader and customer, where one element feeds another. Understandably, the more complex, the greater the investment.”

Our industry is definitely experiencing change. One radio broadcast ministry recently noted an annual overall sales growth of 25 percent; although Internet sales was only eight percent of the total gross sales, its annual growth was 207 percent.

What Spiritual Issues Should Be Addressed?

According to Pete Snell of Christian Internet Initiative, “The Internet offers the most powerful way to deliver spiritual truth and spiritual lies that has ever been invented by man. I advise ministries not to focus on how

they can use the Internet to sell stuff or merely how to use the Internet to do a little bit more with their ministry. We naturally want to use the Internet to improve effectiveness and productivity — but of greater significance is the fact that a spiritual battle is raging and is intensified on the Internet.”

Evil is well represented on the Internet, but the Internet is only as evil or good as the content it carries. As Christians, we have a marvelous opportunity to infiltrate this global medium with the good news of the Gospel through ministry or up-lifting products.

How Do You Maintain E-commerce Fulfillment?

After determining the need for e-commerce, the second most critical element is fulfillment — the processing of orders and customer service. If the infrastructure is in place for off-line fulfillment, on-line fulfillment will likely be easier and help to expand your customer base.

If fulfillment is new to your ministry, you might be wise to contact an out-source fulfillment company or use an affinity (affiliate) program — linking to another site where it’s already being done.

E-commerce sites only work when they make something easier for consumers than what they were experiencing off-line. The best sites offer new and different products and services that a consumer can’t get anywhere else.

Keep in mind the challenge of shipping and tracking, and the managing of the customer data, which should be determined before stepping out into e-commerce.

What Is the Future of E-commerce?

“Wouldn’t we all like to know?” was the response from Brian Hess with Family Life Today and echoed by all roundtable contributors. In broad terms, the penetration and near-omnipresence of the Internet will continue to increase, not just in Web browsers, but in Internet “appliances” and alternative devices such as cellular phones and wireless handheld computers.

Members of the e-commerce roundtable agreed that ministries that find success with e-commerce will be those whose sites serve the needs of visitors, allowing e-commerce to be part of that service but not the major consideration.



"Think strategically before you get started and don't be intimidated. In preparation, clearly see the spiritual perspective but also start with a sound business perspective." — Jim Cumbee, OnePlace.com.



"We believe if you are in the fulfillment or sales business, e-commerce is not really an option but a matter of course." — Bill Wise, Christian Financial Concepts



"The Internet offers the most powerful way to deliver spiritual truth and spiritual lies that has ever been invented by man. We want to use the Internet to improve effectiveness and productivity — but of greater significance is the fact that a spiritual battle is raging and is intensified on the Internet." — Pete Snell, Christian Internet Initiative

"Virtually all ministries will need a Web host or service provider to run their site. The ministry that hosts its own site is inviting serious security trouble and purchasing too much technology and expensive bandwidth." — Paul Martin, NCome, Inc.

"Wouldn't we all like to know [the future of e-commerce]!" — Brian Hess, Family Life Today



"A multi-faceted ministry like Moody Bible Institute requires a sophisticated site that will service the needs of each division, listener, reader and customer, where one element feeds another. Understandably, the more complex, the greater the investment." — John Maddex, Moody Bible Institute

Is E-commerce in Your Ministry's Future?

If you already have off-line commerce, it will be relatively easy for you to expand to on-line commerce. "Our ministry has seen a decline in call ordering and an increase in on-line ordering. Our experience leads us to believe if you are in the fulfillment or sales business, e-commerce is not really an option but a matter of course." reports Bill Wise of Christian Financial Concepts.

If your site is set up to be solely seeker-oriented, you may determine not to mention money or commerce to prevent a possible misinterpretation of your message.

On the most practical level, e-commerce provides an unlimited channel for the promotion and distribution of goods and services and the possibility of generating greater income.

In summary, as you consider the application of e-commerce for your Web site, we suggest the following:

- Re-examine and define your ministry's vision and purpose.
- Evaluate the needs of those you serve.
- Reconsider all aspects of your Web presence as an outreach tool and a ministry.
- Prioritize and invest where ministry dollars will bring the greatest spiritual and financial return.
- Be strategic and discerning about the set up of your e-commerce.
- Understand the medium and use it effectively, especially in marketing your site.
- Plan to develop on-going and integrated relationships with your customers.

The GSF staff and those participating in this article concluded that the Christian community needs to exercise its responsibility and privilege to be light in a dark place from a ministry and business perspective. Plan to do it wisely and with a God-given focus.

GSF & Associates is a full-service agency with commitment to serving the "Next Generation" of gifted communicators. In July 2000, GSF & Associates will introduce GSFInteractive (GSFI), an Internet Services division specializing in site design, maintenance, promotion and e-commerce. Contact GSF & Associates at gsf1@compuserve.com or 615-361-1810.



E-commerce Flash Points

by Casey O'Quinn

A certain prerequisite for an e-commerce site is, of course, your own Web site. What are some of the basic steps in creating a viable web site?

- Research and explore current Web sites for perspective.
- Review the purpose of your ministry.
- Define the purpose(s) of your Web site: is it to share information, sell product, build a database for mailings or a combination?
- List short- and long-term goals of the site with measurable results, such as number of visitors, quantity of names added to the database, dollars generated, etc.
- Determine your audience demographics.
- List information you would like to obtain from visitors to your site.
- Establish the budget for building, maintaining and marketing your site.
- Decide whether you will design the site in-house or outsource the work.
- Register a domain name — perhaps www.yourcompanyname.com. Keep it simple.
- Determine how to be listed on the various national search engines.
- A key factor in the success of your site is traffic. Once the visitors come, make certain the site's design, ease of use and practical content are attractive and updated frequently enough to keep them coming back.

— Casey O'Quinn is Internet services director of GSFInteractive.

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WEBSITE

Gospel Communications Network director Robby Richardson (robby@gospelcom.net) says an effective Web site is made up of three major components: strategy, production and distribution.

Richardson, moderator of "The Care and Feeding of a Web Site" workshop during NRB 2000, explains the components: strategy includes thinking through the core purposes of your ministry and determining the best tools to use to accomplish your purposes; production deals with using those tools to build an effective Web site; and distribution covers promoting your effective Web site and attracting visitors via online and offline campaigns.

Joining Richardson on the workshop's expert panel: Christianity.com COO Spencer Jones, Crosswalk.com director of marketing Steve Biggerstaff and The Domain Group media director Mimi Natz.

Component One: Strategy

1. A digital revolution is afoot that combines the Internet, mass media, individuality, the printing press and portability.
2. The Internet is the greatest platform created to carry a message.
3. Your first decision is your most important. Study the options and choose a path you can live with in the future.
4. Speed is critical — you must get online now.
5. Strategy is also critical; think about the user experience and what makes sense to the visitors to your site.
6. Remember: ideas are cheap and execution is valuable.

— Christianity.com COO Spencer Jones can be reached at 757-226-2772.

Component Two: Production

1. Site visitors need a reason to come to your site, a reason to stay at your site and a reason to return to your site.
2. Visitors come to your site for information, interaction and involvement. Your ultimate goal is the visitor's heart. Create a compelling site that shows them what makes your ministry different.
3. Visitors stay at your site primarily because of relevance. The essence of your mission and its relevance to the visitor must be front and center on your Web site.
4. Create a seamless experience for the visitor by making sure you provide options when a user finishes exploring any piece of content. Such options include links, surveys, e-commerce and audio archives.
5. Visitors are likely to return to your site when they leave a little of themselves there: filling out surveys, signing the guestbook, subscribing to e-mail newsletters and taking polls.
6. The infrastructure required to continually pump out new content — editors and writers — is very expensive. Re-purpose content you already have and share or syndicate content with other like-minded providers.

7. Customer service is critical. If you invite people to your Web site, you must respond to their questions.

8. Use e-mail as a fast and inexpensive way to distribute content and maintain regular contact with site visitors. Remember to keep the e-mailed content text-based and forego any big graphics.

— Crosswalk.com director of marketing Steve Biggerstaff can be reached at biggerstaff@didax.com or 703-968-4808.

Component Three: Distribution

1. Set goals and objectives for your site.
2. Determine a realistic budget. (If you have aggressive goals, you'll need an aggressive budget.)
3. Define your campaign objective. Do you want to attract membership, get direct response, enhance branding or get the word out?
4. Determine your online and offline needs to drive traffic to your site. Do you want to use only the Internet or use it in combination with outside methods (radio, television, print, outdoor

advertising)? When using offline strategies, select your media mix, know your target, focus on your objectives and work for value-added perks.

5. Keep in mind that a recent study showed that 91 percent of people surveyed became aware of a URL from an offline source. Of those, 62 percent actually visited the site.
 6. Define your target audience. Who is visiting your Web site? For whom are you aiming?
 7. Consider when your target audience will likely access your site.
 8. Choose your online promotion options: links with directories, keyword buys, banners and buttons, text links, e-mails, newsletters and sponsorships.
 9. Re-register your site with search engines and directories every three to six months. (You may have to purchase key words to be in the first 25 entries; most of the free links are within specific industries. Keep in mind that paid links are continually evolving.)
 10. Explore the exchanges available to you: Web rings, banner trades and link swaps.
- The Domain Group media director Mimi Natz can be reached at 206-682-3035.

Expert Picks

Examples of excellent sites:

Yahoo! (www.yahoo.com) is zealous about making sure the user has a good experience.

Geocities (www.geocities.com) is a good example of a community.

Gospelcom (www.gospelcom.net) shows a great way of binding communities together.

Crosswalk.com (www.crosswalk.com) is a good portal site.

ThirdAge (www.thirdage.com) is a focused community site for folks moving into upper middle age.

Insight for Living's site (www.insight.org) has great personalization features.

Back to the Bible (www.backtothebible.org) and Radio Bible Class (www.rbc.org) have done a good job of incorporating the purpose of ministry into the Internet.

The Association of Christian Fighter Pilots (www.gospelcom.net/acfp) does an excellent job of living out its core purposes.

Answer Center

What ranks your site at the top of a list of search engine returns?

It varies by search engine. Each has its own formula of ranking returns. Cost is a determining factor; you pay for ranking and can buy certain key words. You also can write metatags containing key words that create better matches. Visit www.searchenginewatch.com for a compilation of search engines and explanations of how they work.

Is the Internet taxation rumor true?

There is no proposal about Internet taxation before Congress. Although there are various discussions regarding sales tax on the Internet, nothing formal has been put forth.

How long should it take for a page to load?

Research shows that people give up on loading a page after 30 seconds. Keep your home page clean and make certain it loads quickly to prevent fatigue in first-time visitors. Save the bells and whistles for other pages; people who have developed a loyalty to your site will wait for the extras to load.

Is there a place on the Internet for a small- to medium-sized organization to make an impact without a lot of capital?

Yes! Although many large organizations are spending a lot of money, they desperately need content. If you have relevant content and keep it current, you will be noticed. Don't try to do everything at once; start with one or two core purposes and build on those. Leverage your other distribution channels and point people to your Web site. Partner with sites that have an infrastructure in place to handle large hits and have a technology backup plan.

What are the staff priorities for a Web site?

There are many ways to meet the needs of a Web site. You don't have to hire a Web master, a graphic designer and an editor; you can outsource the work. The most important person to hire is the one who will take ownership of the site and carry out the ministry's core purposes. If your purpose is to do ministry and you hire the best technical people in the world, but they don't connect with how to accomplish your purposes, your Web site will not be successful.

Crosswalk.com's Offline Campaign

Crosswalk.com ran an extensive media campaign 1999 using radio, television and print. As a result, the site grew from 147,000 to 1.1 million users; average monthly page views went from 2.6 million to more than 17 million.

Although an enormous part of that growth happened during the fourth quarter when the majority of the television ads ran, we discovered that there are more efficient ways of spending advertising dollars than buying expensive television time.

We also learned a lot about efficient recruitment regarding registered users. In light of what we spent and what we gained, we consider it a success.

- Crosswalk.com director of marketing Steve Biggerstaff

Special Report
From NAB 2000

Television, Interactivity and the Gospel: Remote Possibilities?

Will Christian communicators make
a place for themselves in the new
media or miss the opportunity?

by Karl Stoll

The way viewers experience television and the Internet is about to change forever. Visionaries are blending conventional media with new technologies and ideas in unconventional ways, affecting everything from transmission to marketing. A theme often repeated by various companies is C.O.P.E. — Create Once, Publish Everywhere. New technologies will allow producers and publishers — content providers — to find new uses for their products without recreating them for each new use.

This raises the question of technology standards. As with other debates over standards, either the government will mandate them or (for better or worse) the marketplace will shake them out — remember VHS versus Beta? Whatever the standard, it is imperative that Christian communicators understand, use and respond to new technologies. The future has arrived.

Words of Wisdom from Interactive Veterans

TV Technology quotes ABC Internet Group vice president/general manager

Brian Bowman: “In the next few years, no one will talk about TV and the Internet separately.” ABC currently offers viewers an interactive multi-tasking experience by driving viewers of *Who Wants to Be a Millionaire* to play along on its Web site.

Broadcasting & Cable recently asked Microsoft president/CEO Steve Ballmer for general advice to the broadcast industry about preparing for these changes. He said, “First, pick the right technology. ...Second, [don’t] be the last guys to make some preliminary bets. Invest and get some experience in what it really means to start the process of changing [your] operation and content for the new world.”

Graeme Weston, managing director of the Entertainment Division at The Fantastic Corporation, is paraphrased in the NAB 2000 *Daily News* as believing broadcasters should focus on sophisticated programming, good storytelling, branding and careful research into the customer base.

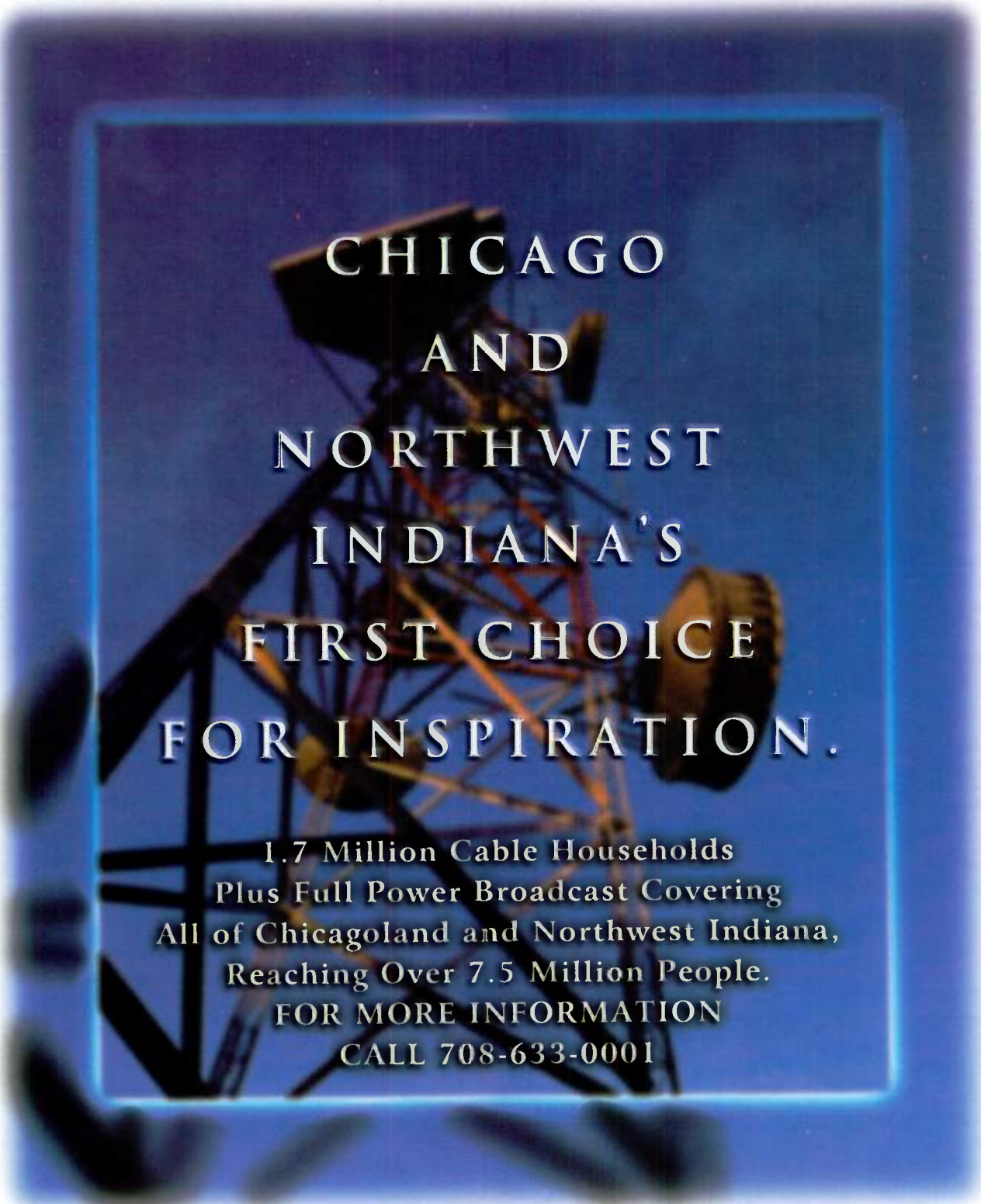
In a way, the future of new media is up for grabs. Will traditional models of Christian broadcasting work in this new

environment? Will Christian communicators make the transition? How can Christians adapt these new technologies to build and strengthen the Church? Let’s examine the landscape and some key players.

OpenTV

OpenTV already offers a digital interactive television experience in more than six million homes. The OpenTV position brief, *The New World of Convergence*, states: “We believe that the quality of television programming drives the deployment of digital television receivers, which in turn drives viewers to interactive services on television. Interactive enhancements to prime time television programs, and the e-commerce opportunities that they generate, will become essential vectors in the promotion of interactive television services.

“We also recognize the necessity of preserving the business models that sustain the television industry. ...Our strategy is to offer technical services that, while preserving the integrity of the television experience and business



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model, provide seamless integration of the digital television infrastructure into the global network infrastructure.”

WebTV

Microsoft bought WebTV in 1997 and is making headway with interactive programming such as *Jeopardy!* WebTV's premium Personal TV service is now being used in more than 100,000 homes through Echostar's DISH Network.

According to a WebTV press release, users can:

- Watch programs from 500 channels available via DISH Network, including local programming in 18 major markets.
- Record and store up to 12 hours of full digital-quality programming without a videotape.
- Pause and replay live broadcasts, never missing a moment of a favorite show.
- Simultaneously record and play back recorded programming.
- Search and browse an interactive seven-day electronic program guide and record programs with a click of the remote.
- Easily archive recorded programs to a VCR.
- Play games such as *You Don't Know Jack*.
- Create a personalized Instant News channel to receive continually updated business, stock, weather and sports information.

“In the next few years, no one will talk about TV and the Internet separately.”

— Brian Bowman, ABC Internet Group vice president/general manager

Paul Mitchell, Microsoft's group manager for Interactive Television recently told *Broadcasting & Cable* magazine, “What you're seeing is people embracing the opportunity to use broadcasting for more than pictures and sound. They've begun to embrace the notion that the transmitter can be used to create new business opportunities through datacasting. Broadcasters will be building business models around their unique asset, which is a wireless tether in a local community, something not matched by cable or satellite.”

With Microsoft heavily investing in interactive television, it's a natural for America Online, with its close relation-

According to Graeme Weston, managing director of the Entertainment Division at The Fantastic Corporation, broadcasters should focus on sophisticated programming, good storytelling, branding and careful research into the customer base.

ship with Time-Warner, to be in the game, too. Watch for AOL TV to launch later this year as part of its “AOL Anywhere” strategy. AOL's mission statement reads, “Our mission is to build a global medium as central to people's lives as the telephone or television ... and even more valuable.”

AOL's Web site explains, “Through ‘AOL Anywhere,’ AOL's members, online consumers of its other Web brands and millions of other consumers will be able to access popular AOL features whenever and wherever they need them — from the Web, and when using their television, Internet-ready phones, handheld computers and other personal wireless devices.”

Broadcasting and Cable quotes America Online chairman/CEO Steve Case: “AOL TV will give people the interactivity they want when they watch television. ... We'll use some Time-Warner content assets, but we'll also use other company assets.”

PC vs. TV

While the whining about lack of bandwidth has dissipated, another battle is brewing over delivery systems. No longer are visionaries feeling frustrated by their inability to deliver innovative ideas to the marketplace. During an NAB workshop, Badiyan, Inc., chief technology officer Chad Badiyan said, “By 2003, 26 million users in the U.S. will have broadband access — that's about 36 percent of all Internet users.”

The new debate appears to be broadband TV versus broadband PC. Will consumers prefer the TV set, the computer screen or some new combination of the two? It seems that most of the new technologies favor the TV screen; the marketplace will figure out that part.

But broadband is here and millions of dollars are counting on it. In fact, many new tech companies are designing their products to enhance both programming and commercials. It's moving

so fast, e-commerce is already passé, the new catch phrase is t-commerce (t for television).

Geocast

Later this year, Geocast is launching a multi-cast system utilizing the broadband capabilities of DTV stations — instead of the Internet — to deliver “rich media” and customized content through a receiver connected to the PC desktop. The system depends on the user's Internet service as the back channel. Geocast plans to include local broadcasters as part of its content as well as delivery service.

Geocast allows users to customize content preferences through an on-screen menu. The system identifies and saves content in the receiver to match the preferences for immediate or future use. Such customization gives marketing experts the ability to create and deliver highly targeted, individualized advertisements.

ACTV

Similarly, ACTV in New York developed Individualized Television, an interactive system that stores demographic and usage data to deliver tailored content based on those parameters.

According to company description, it can “create individualized programming by simultaneously sending the viewer multiple television signals related in time and content and switching among those signals without a visually perceptible delay. With Individualized Television, the viewer experiences the video, audio and graphics of a single fluid programming stream, while the programming on the other signals remains transparent

“With Individualized Television:

- The viewer of a pay-per-view sporting event or regional sports telecast can select different views of the action, highlight packages, statistics or instant replays;
- A car commercial can ask viewers to identify the models that most interest them and ... provide individualized information about the identified models;
- Neighbors watching the same program can see entirely different advertisements based upon demographic information stored in their respective set-top boxes; and



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— ALL AMERICAN TELEVISION NETWORK CHIEF OPERATING OFFICER T.J. MALIEVSKY

- A child viewing a program can engage a favorite television character in what seems to be a one-on-one dialogue.”

“Interactive enhancements to prime time television programs, and the e-commerce opportunities that they generate, will become essential vectors in the promotion of interactive television services.” —
 “The New World of Convergence,”
 OpenTV position brief

ACTV has also developed HyperTV, a system that synchronizes TV and Web content. HyperTV works by embedding a stream of Web page addresses into the video or audio signal or by transmitting the addresses directly over the Internet to the user’s computer. The Web content is synchronized to what is being shown on a particular television channel.

Wink

A company called Wink claims to “[provide] a complete end-to-end system for electronic commerce on television.” Wink’s goal is to enhance existing programs and commercials by promising viewers a system to “order products or request information, play trivia games about the show, look at statistics of a ballgame, and more, while continuing to watch the program.” Then, “Wink collects the responses for purchases and information requests, aggregates them and forwards them to the appropriate advertiser, merchandiser or programmer.”

Wink technology may mean the end of 800-number per inquiry ads.

The company is poised with strategic relationships with ABC, CBS, FOX and NBC, 10 cable operators, 27 cable channels and DirectTV. In late March, Time-Warner Cable of New York City, the largest cable system in America, rolled out Wink to select Manhattan subscribers. It is currently available to some cable viewers in California, Connecticut, Illinois, Michigan, Missouri, New York, Tennessee and Texas. Wink Enhanced Broadcasting has been available in Japan since October 1996 and in the United States since June 1998.

Several advertisers are trying this new means of marketing. For example,

an enhanced Ford commercial invites Wink users to click on the screen to have a dealer contact them and Wink supplies the dealer with qualified leads from potential buyers. Clorox offers a \$1 coupon in its Wink ad. This technology may also mean the end of 800-number per inquiry ads as other advertisers experiment with impulse buying through Wink; one click on the screen fills the order.

Wink’s executive vice president of sales and business development Allan Thygesen suggests this new marketing scenario will also lead to a new system for measuring the effectiveness of broadcast advertising. No longer will the number of impressions or exposures be key selling points. The advertiser will know exactly how many responses and sales resulted from each specific placement and will know exactly who is responding, signifying the end of smoke and mirrors. Advertisers will accurately track how their dollars are being spent.

“Digital Localism”

The consensus among industry leaders seems to be that while changes in technology will expand a broadcaster’s ability to involve the audience and offer new ways for advertisers to market their wares, localism remains essential.

DBS, Internet and cable have caused tremors with the major broadcast networks as viewers shift to other program and information sources, but viewers still have a healthy appetite for local information. Robert Dechard, president/chairman/CEO for Belo, which publishes eight daily newspapers, owns 18 television stations and operates two more as LMAs (reaching more than 14 percent of U.S. television households), believes strongly that localism will endure as a business model when combined with marketing know-how.

Dechard suggests local broadcasters diversify and develop multi-revenue streams: “The idea is to squarely confront this fast-moving, competitive environment and preserve and extend our revenue base. Our strategy focuses on becoming like our new media competitors ... developing multiple revenue streams and using digital capabilities.

“We re-purpose our proprietary local programming, exploit our ownership clusters, form strategic relationships with local media, develop our interactive businesses and employ our new digital technologies — all to

increase revenues. The strategy is an updated version of localism that combines both traditional and new media. It is essentially ‘digital localism.’

“Technology paves the way, but make no mistake: content is the fuel that drives this industry forward.” — Sumner Redstone, Viacom chairman/CEO

“The hallmark we made in local television [for] more than 50 years,” Dechard continues, “is quality local programming, principally local news and information. At WFAA in Dallas/Fort Worth, for example, [more than] 38 percent of our broadcast week consists of news and other non-entertainment programming. At KING-TV in Seattle/Tacoma, the percentage is 33 percent. This local programming component is our exclusive asset, the critical competitive edge that we can exploit across media platforms.”


Content Is King

During the opening session of NAB 2000, Viacom chairman/CEO Sumner Redstone said, “Technology paves the way, but make no mistake: content is the fuel that drives this industry forward.” His words echoed throughout the convention as other industry leaders emphasized the need for good content. Art Cohen of ACTV took the mantra a bit further, saying, “If content is king, then technology is queen.”

Defining “good” content is obviously a subjective exercise. But, judging from the programming on many TV channels, good content is rare. As messengers of the Gospel, Christian media possess the ultimate asset. Now is the time to re-think conventional approaches to using TV, radio and the Internet to spread the Gospel and fund ministries.

This is a time to call on God to reveal how the Church can use these tremendous tools to find new ways to make the gospel message interesting, interactive and inviting.

NRB director of communications Karl Stoll attended NAB 2000 in Las Vegas, NV. Contact Stoll at kstoll@nrp.org or 703-330-7000, ext. 517.



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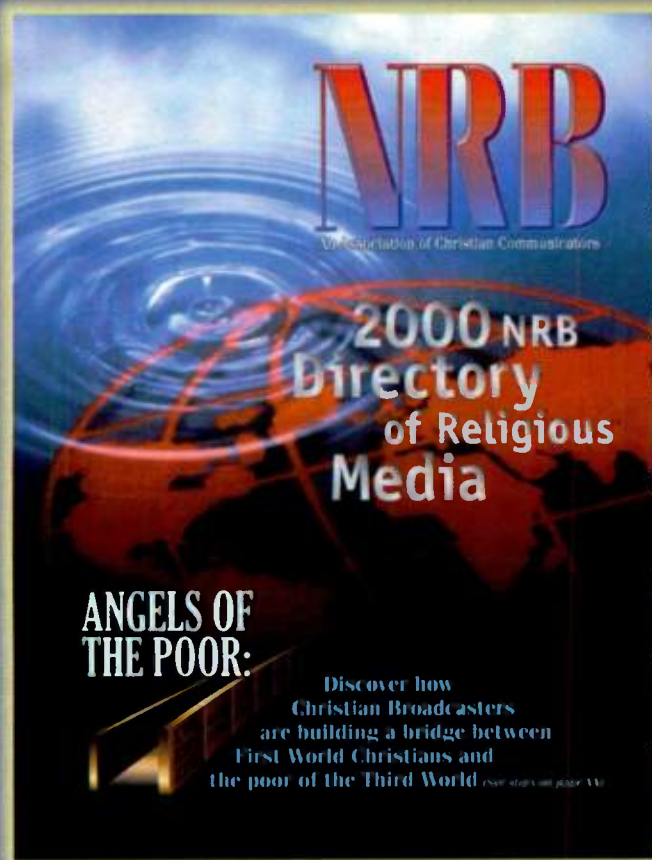
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Opinion

Making a Public Issue of the Public Interest

"Shall we just carelessly allow children to hear any casual tales which may be devised by casual persons, and to receive into their minds ideas for the most part the very opposite of those which we should wish them to have when they are grown up?" — Plato

Television is America's storyteller. More than any other form of media, it helps shape the attitudes, assumptions, and imagination of the next generation.

The extraordinary power and influence of the broadcast media can be used for good — or for ill. Certainly, there are high-quality television programs that intelligently educate and wholesomely entertain; many of the readers of this column are foremost among their producers.

The awesome power of the television medium prompted early requirements that television stations which enjoyed free access to the electromagnetic spectrum must serve "the public interest, convenience and necessity." Congress entrusted the FCC with the implementation and enforcement of this requirement, granting the FCC the power to issue, renew or approve the transfer of a broadcast license only upon determining that doing so will serve the public interest.

But defining the "public interest" has proved a tricky business. Some FCC commissioners have pressed for well-defined educational programming requirements to fulfill "the public interest"; others have referred to television as a "toaster with pictures," claiming that "the public interest is what the public is interested in." Attempts to resolve the debate often have raised more questions and allowed for politicized interpretations of public interest requirements.

Hence we have the FCC's recent redefinition of educational programming as excluding "statements of personally held religious views and beliefs." According to the FCC's policy (announced during the Christmas season, when Congress was out of session), church and synagogue services do not serve the educational and cul-

tural needs of the public (unlike *Barney* or any PBS program).

For the FCC to single out religious broadcasters for such treatment smacks of more than religious discrimination; it demonstrates deep confusion over what the public interest is and how it is served. In response to the FCC's ill-advised guidelines, I introduced S. 2010, the Non-Commercial Broadcast Freedom Act of 2000, that would have rescinded the guidelines dealing with content of religious programming on non-commercial broadcast television stations. Fortunately, the FCC announced its decision to rescind the guidelines in late January. But while the guidelines are gone, the confusion remains.

Ironically, at the same time the FCC has sought to obstruct religious broadcasting, programming standards at the commercial broadcast networks have been in free-fall. Indeed, according to the Parents Television Council, in the last 10 years the amount of vulgarity and sexually explicit material on prime-time network programming has increased three-fold. The use of profanity has jumped by more than 500 percent while violence remains pervasive on prime-time television.

Such programming is not without consequences. In the plethora of studies conducted on the impact of television viewing — by the Surgeon General, the American Medical Association, the American Academy of Pediatrics, the American Psychological Association, and many other well-respected sources — virtually all of them concluded that exposure to televised violence had a negative public health impact. As Leonard Eron, past president of the American Psychological Association, concluded: "Television violence affects youngsters of all ages, of both genders, at all socio-economic levels and all levels of intelligence. ...If media violence is reduced, the level of interpersonal aggression will be reduced eventually."

Yet network programming's addiction to violence shows no signs of waning. Moreover, the American Academy of Pediatrics recently counseled parents to

keep children under the age of two away from the television altogether.

Nevertheless, some programs aimed at toddlers continue to enjoy the protected status of "educational programming" almost denied to certain religious broadcasting.

The time has come to open a public discussion of broadcasters' public interest requirements. I am not calling for greater FCC involvement, more government intrusion or any form of content regulation.

Broadcasters have been required to serve "the public interest, convenience and necessity" from the birth of the broadcast age. If that requirement has engendered such confusion at the FCC that Howard Stern is given more protection than religious broadcasting, then we need some clarification on what the public interest is, and whether it is being served.

I hope to jump-start this discussion with a Senate Commerce Committee hearing on "How Well Does Television Programming Serve the Public Interest?" But it is far more important that this debate take place in corporate boardrooms and on the public airwaves. Religious broadcasters, who have set standards for responsible broadcasting, are essential to this discussion.

Government cannot control television content; it should not try. But it is time to give a public forum to a most important public issue: the responsibilities and rights incumbent upon broadcasters, and their public impact. It is in the public interest to do so.



Sen. Sam Brownback (R-KS) may be reached at www.senate.gov/~brownback/email.html or 202-224-6521.

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