

NRRB

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September 2000



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BY CHRISTINE L. PRYOR

Radio PDs from NRB member stations shed light on head-banging frustrations, successful promotions, favorite tools and the industry's future.

All Aboard 36

BY JIM SANDERS

Are you on the right track for future technologies? Put on your conductor hat and open the throttle — or risk riding the rails into oblivion.

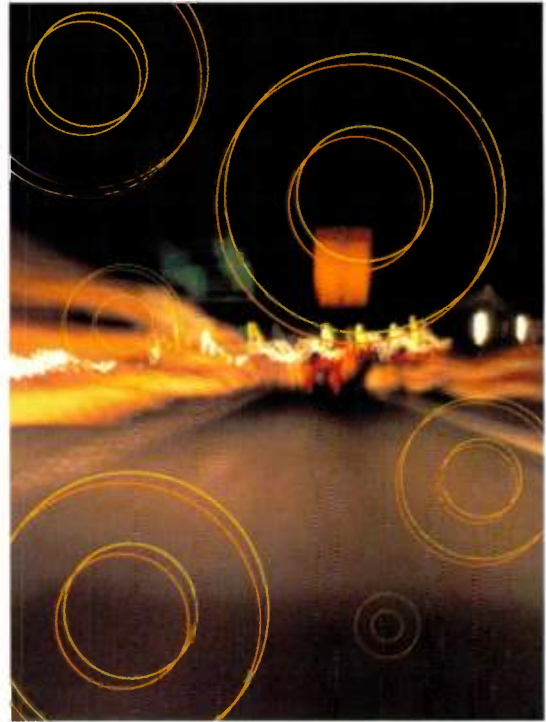
The Financial Future of Christian Radio 40

BY RICK KILLINGSWORTH AND
JULIE LOMAX BRAUFF

Two valuable gems for your files: 1) Four critical success factors for gaining income from your station's Web site and 2) What it takes to build a successful non-traditional revenue department.



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CALENDAR

■ September 2

TheCallDC; The Mall in Washington, DC. Kristin Young, 202-371-9580.

■ 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 20-23

Godsmission.comMUNITY; Orlando, FL. Patricia Swindle, 630-752-5015.

■ September 24-26

Eastern NRB Chapter Convention; Sandy Cove Bible Conference Center, North East, MD. Larry Souder, 570-278-7811.

■ 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. Gina Ebhardt, 703-330-7000, ext. 503.

NRB

National Religious Broadcasters

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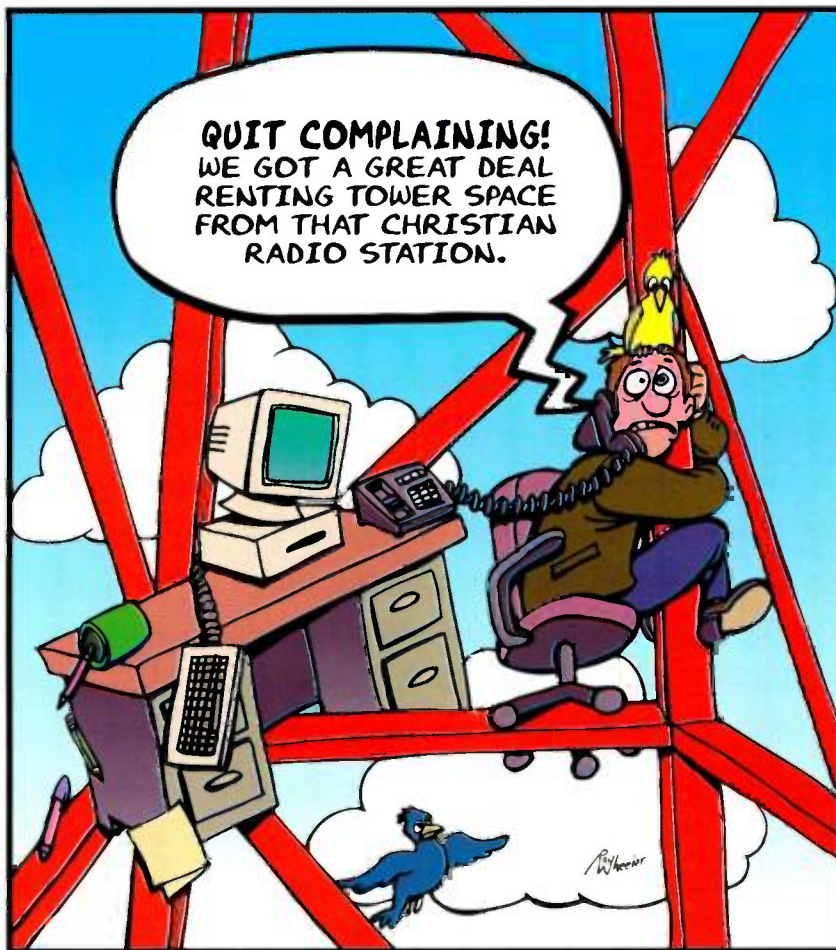
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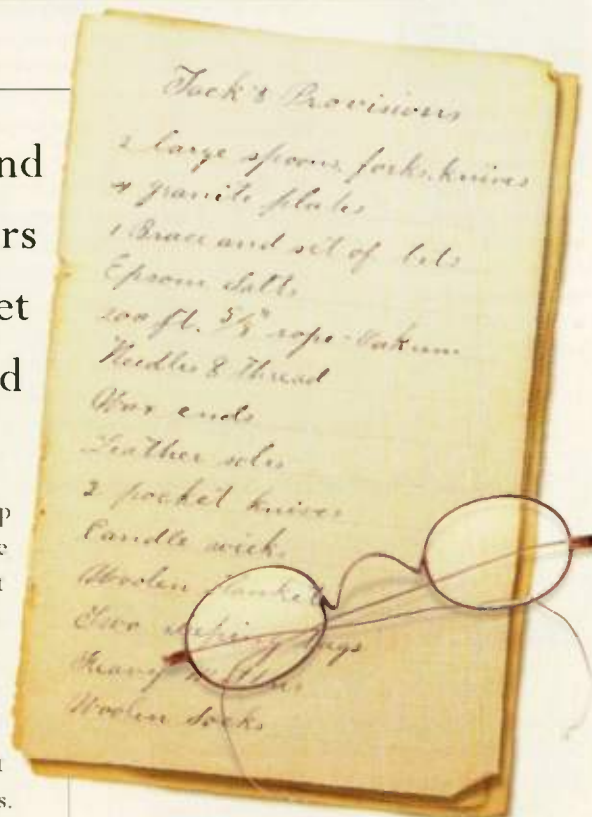
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The Price of Freedom



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.

School is beginning and we're once again practically through the summer. It has not been a slow season for us; in fact, where years ago the association laid off most of the staff in summer, there has been no let-up in the work we're doing for you.

Thanks for your good comments about the progress we're making in producing the magazine. Our goal is excellence. Any time you have comments on content or graphics, call or e-mail communications director Karl Stoll (703-330-7000, ext. 517; kstoll@nrb.org) or managing editor Christy Pryor (703-330-7000, ext. 515; cpryor@nrb.org).

Thanks also for your comments on our Washington representation. We're doing more in the nation's capital than ever before, simply because there are more threatening issues. Thanks to our excellent law firm — Wiley, Rein & Fielding — we're kept up-to-date through Dick Wiley, Larry Secrest and Rosemary Harold. We feel our firm is "in the tub" with us, watching out for every one of our concerns.

Ashton Hardy, our good friend, also notifies us of his concerns. It is great to be cared for by such capable people. Of course, professional representation doesn't come cheap. Because of the extensive protection work we have been doing this year, our legal bill is high.

Wayne Pederson wrote a letter to member and non-member non-comm stations (radio and TV), asking for help with these bills. I'm happy to say that quite a few have already responded with donations:

- KLVV-FM/Ponca City, OK
- KYCC-FM/Stockton, CA
- WCRH-FM-Cedar Ridge Children's Home/Williamsport, MD
- WAY-FM Media Group, Brentwood, TN
- KVTT-FM/Research Educational Foundation/Dallas, TX
- WWEV-FM/Cumming, GA
- PAX TV, West Palm Beach, FL
- KGCB Radio, Prescott, AZ
- WQFL-FM/Rockford, IL
- Missouri River Christian Broadcasting, Washington, MO
- KCBI Radio, Dallas, TX
- KPAE-FM and WPAE-FM/Port Allen, LA
- WWPC-FM/New Durham, NH
- WSEW-FM/New Durham, NH
- WJIS-FM/Sarasota, FL
- WBCL Radio Network (Taylor University Broadcasting), Fort Wayne, IN
- KAXL Radio, Bakersfield, CA

While we greatly appreciate these gifts, we need more dollars during September, before the fiscal year closes. If you can help, we'd be most grateful. Freedom has always come at a price and our continued right to broadcast the message of hope is worth every cent.

What Is in Your Hands?

I'm writing this at the opening session of Amsterdam 2000, where Northwestern College Radio Network's team of broadcast professionals is producing stories for listeners in North and South America.

Fourteen years ago, when our team was here for Amsterdam '86, our crew was competing for cassette recorders, reel-to-reel editing, splicing tape and razor blades. There was not a computer in the entire operation. Today, we have a room full of computers, laptops, minidisks and digital cameras, but not a piece of tape in the building.

Fourteen years ago, we fed programming to North America over the new satellite technology. This time we're using digital ISDN and Internet to get audio to the United States. And Americans also can listen to and watch the sessions live on the Internet; the sessions will be archived on the Web for viewing and listening-on-demand for the next six months.

Fourteen years ago, the great threat to the conference was the Communist world. Today, the threat is from some of the violent forces in the world of religious wars.

Fourteen years ago, terrorists were threatening the safety and freedom of the world. Today, the AIDS epidemic is destroying much of the population, especially in Africa.

Fourteen years ago, Billy Graham and Bill Bright were at the height of influence and vitality. Now the baton of both ministries is passing to the next generation of leadership.

Christian media has an extraordinary opportunity to help facilitate this challenge. Fourteen years ago, we thought

Christian radio was preaching to the choir and only Christians were listening. Today, we know that one-third of those who listen have not yet made a decision to follow Christ. This presents a great opportunity as well as a great challenge to use Christian radio to creatively and clearly present the message of forgiveness and eternal life through Jesus.

We need a vision to reach the lost and a vision to quickly utilize the new technologies God is placing at our disposal in order to reach our culture. We need to ask ourselves two vital questions: "How can we use Christian media to more effectively evangelize our culture?" and "How can I personally give my life to God to win others to Jesus?"

What does the future hold for Christian media? If radio has changed so much in the past 14 years, where will we be in 2014? Will radio as we know it still exist? What will television be like? Will we be watching Amsterdam on direct satellite TV? Will we participate in live-streamed audio and video on wireless Internet via a wristwatch computer or automobile panels?

Years ago, God asked Moses, "What is in your hand?" Moses answered, "A staff." God showed that an ordinary staff — empowered by Him — could set a people free. Today, God is asking us, "What is in your hand?" We answer, "A microphone, a TV camera, a satellite system, a computer." When what is in our hands is dedicated to the Lord, He can use it to liberate the world from sin and death.



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.

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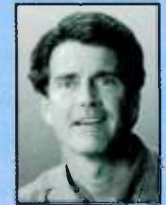
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AIRWAVE NEWS RADIO

An incorrect date appeared in the July-August issue for the *In Touch* rally in Charlotte, NC. The date should have been August 4. The editors apologize for any inconvenience.

St. Paul, MN - ShareMedia's Sharathon updates: WHPZ-FM/South Bend, IN, raised \$33,000 from 332 listeners during a two-day FriendRaiser; WFOF-FM/Covington, IN, received pledges of \$159,500 from 429 listeners in two days; WEMI-FM/Appleton, WI, and WEMY-FM/Green Bay, WI, received pledges of \$220,770 from 1540 listeners in three days; KWPZ-FM/Lynden, WA, received pledges of \$422,650; WBFJ-FM/Winston-Salem, NC, received pledges of \$302,000; WPRJ-FM/Coleman, MI, exceeded its goal of \$100,000; KNWC-FM/Sioux Falls, SD, received pledges of \$11,000 toward equipment needs and partnering with NRB and *Food for the Poor's* "Two Thousand in 2000," building homes for people living in the city dump of Kingston, Jamaica. (Todd Isberner, 651-631-5016)


Sacramento, CA - EMF Broadcasting purchased the following stations: KCRF-FM/Amarillo, TX; KQRI-FM/Lubbock, TX; and an FM translator in Plainview, TX. All three signals began broadcasting the Air 1 Radio format in early June. (Lloyd Parker, 916-282-1400)

Smyrna, TN - In May, Moody Broadcasting Network (MBN)  began simulcasting on its newest outlet, WFCM/AM-FM. Eventually, the AM station will broadcast a unique schedule of teaching and preaching along with key MBN programs. In other news, WFCM provided local coverage of the Middle Tennessee Billy Graham Crusade in a joint effort with WNAZ-FM, WNRZ-FM and WENO-AM, the Trevecca Nazarene University stations in Nashville. The stations aired a live pre-service broadcast each night of the crusade on June 1-4. (Scott Keegan, 615-223-9326)

Florence, KY - American General Media has agreed to acquire from Withers Broadcasting Company a cluster of stations in Santa Fe, NM, for \$7 million cash: KBOM-FM, KTRC-AM, KVSF-AM, KEFE-FM and KZXA-FM, as well as a 1200-foot tower. (John Pierce, 606-647-0101)

Houston, TX - KKHT-FM,  a Salem Communications station, completed its month-long radio Sharathon for Program Ministries, netting \$111,111 in commitments for regular giving to the commercial station. (Gordon Marcy, 713-260-3600)

San Juan, PR - Calvary Evangelistic Mission, Inc., reported results of Sharathon 2000 totaling \$183,314 in one-time gifts and faith promises to provide for the ongoing ministries of WBMJ-AM, WIVV-AM and the Bible Correspondence Schools. (Ruth Luttrell, 787-724-2727)

San Luis Obispo, CA - KLFF-FM  concluded its three-day sharathon with a new station record of \$207,070. After posting post-sharathon renewals, the total reached \$231,070. The theme was "Watch God Work," and time was filled with testimonies from artists, as well as reports of God working at other stations around the country. (Jon Fugler, 805-541-4343)

Zarephath, NJ - WAWZ-FM expanded its drive-time programming effective May 1. *Music Along the Way* now runs each weekday morning from 5-8:30 a.m., while *Symphony of Praise* continues the emphasis on music and information from 2:30-3:30 a.m. and again from 5-6:30 p.m. weekdays. (Allen Lewicki, 732-469-0991)

Florence, KY - Curtis Sigmon of York-Clover Broadcasting Co., Inc., exits radio ownership with the sale of his last AM station in York, SC, to Vernon Baker for \$500,000 cash. (John Pierce, 606-647-0101)

Roanoke, VA - WRXT-FM recently awarded a Virginia family a den of new furniture, a new computer system and a new color TV as part of the Spirit FM Family Values Grand Giveaway. In other news, the station welcomed 3000 people to an Anointed concert during the Christian Celebration Night at Roanoke's Festival in the Park held in June, marking the first time organizers of the festival designated an evening specifically for Christian music. The concert was co-sponsored by Spirit FM, Festival in the Park and Pax TV affiliate WPRX. (Alan Rogers, 804-237-9798)

Florence, KY - Educational Media Foundation acquired KYFT-FM/Lubbock, TX, and KYFA-FM/Amarillo, TX, and an FM Translator, K209BT/Plainview, TX, from Bible Broadcasting Network for \$750,000. (John Pierce, 606-647-0101)

Colorado Springs, CO - In June, KHNR-AM and KGU-AM/Honolulu, began airing *Focus on the Family Radio Magazine* on a weekly basis. (Marjorie Barritt, 719-548-5882)

Rapid City, SD - KSLT-FM and KLMP-FM sponsored the 16th Annual Hills Alive Music Festival July 21-22 featuring Caedmon's Call along with Eight 28, The Waiting, Plus One, Nichole Nordeman, Burlap to Cashmere, Clay Crosse and Jaci Velasquez. (Julie Norwood, 605-342-6822)

Kansas City, MO - The Missouri Broadcasters Association awarded KCWJ-AM first place for broadcast excellence for "Sports Play-by-play Coverage." The award recognized Brian Johnston's broadcast coverage of Blue Springs (MO) High School Football during the 1999 season. (Nick Marchi, 816-942-7772)

St. Paul, MN - KTIS-AM unveiled a new interactive talk show in May, *Talk the Walk*, which tackles topics from parenting to politics using a biblical point of view. Hosted by Todd Friel, formerly of *Good Company* and *The Steve Cochran Show*, *Talk the Walk* is locally produced and features phone calls from listeners. (Todd Friel, 651-631-5000)

Erie, PA - In May, WCTL-FM's *Good Guys in the Morning* program director Ron Raymond, news director Margaret Caldwell, and announcer/comedic talent  

Mark Bradley Morrow, took three busloads of listeners with them to Toronto, Canada, to act as extras in the film *Left Behind*. After signing in with Cloud Ten Productions, many of WCTL's listeners were assigned to different extra roles. (Ron Raymond, 814-796-6000)

Omaha, NE - KGBI-FM was nominated for the Marconi Radio Award for "Religious Station of the Year" by the National Association of Broadcasters. (BridgeKGBI@aol.com)

Roanoke, VA - The Spirit FM VBS Express, a program designed to encourage Vacation Bible School workers and to excite children about VBS, visited more than 100 churches in Virginia, handing out gift bags and encouraging the children to fill their hearts and minds with wholesome and positive influences. (Alan Rogers, 800-774-9798)

AirwaveAnniversaries



Zarephath, NJ - On May 19, WAWZ-FM marked 69 years of broadcasting to New York, New Jersey and eastern Pennsylvania. A celebration was held at Evangel Church in Scotch Plains, NJ, with special music by Cheri Keaggy. (Allen Lewicki, 732-469-0991)

Houston, TX - The International Broadcasting Network (IBN) celebrated its 20th anniversary in June. After helping in the battle at the FCC to get low-power television (LPTV) established, IBN began broadcasting on February 24, 1983, as one of the nation's first LPTV stations. IBN currently owns and operates 10 LPTV stations in Texas, broadcasting Christian programming 24 hours a day. Additionally, IBN owns and operates an orphanage in Guimacaca, Honduras. (281-774-9922)

Dallas, TX - *Renewal Radio* recently celebrated its 10th anniversary with a free appreciation banquet for supporters. (Sally McPherson, 972-783-8800)



DALLAS NRB 2001 TEXAS

Sunday Worship Service: There are multitudes of people who believe in the message of the Gospel, but it takes a special gift to passionately articulate God's truth in a way that truly impacts lives. Alicia Williamson has that ability. "The heart of our ministry is the Word of God," she emphasizes. "God has given us music to open the heart and His infallible Word to fill the heart and change a life."



Alicia Williamson



Acappella

Monday Public Policy Breakfast: During its 15 years of existence, Acappella has quietly gone about building a reputation of unparalleled excellence as the premier all-vocal group of the Christian music industry. Part of this success is due to their compelling on-stage presence in well over 100 concerts a year. They have encountered sell-out crowds all over the United States, Canada, Brazil, Europe, Australia, South Africa, China and Jamaica, as well as the French West Indies.

Monday Awards Night: With nine albums, more than 200 dates a year and some of the highest charting indie singles in the history of Christian radio, FFH is about as close to an overnight success story as you can get. Jeremy, the group's co-founder and principal writer, states, "FFH spent six-and-a-half years playing to small audiences of 50, or 30, or 100. All of a sudden, lots of people are coming to our concerts already having bought our record and knowing our music. It's very humbling to realize how God has expanded what we're doing."



FFH



Dallas, TX - KCBI-FM joined forces with HCJB World Radio to collect used Christian music CDs to send to 200 Christian radio stations in more than 90 countries around the world including Russia, Romania and Ukraine and several regions such as Africa, Latin America and the Middle East. More than 10,000 CDs were collected. (Troy Kriechbaum, 817-792-3800)



Brownsburg, IN - Cooperative Christian Radio Bulletin (CCRB) debuted the industry's first Praise & Worship airplay chart during April, coinciding with Gospel Music Week in Nashville, TN. A semi-monthly cooperative radio trade paper where all writers and reviewers are radio professionals, CCRB also publishes airplay charts for Inspirational and Christian Country music formats, available on hard copy or via immediate Internet delivery in Adobe PDF format. For subscription information, e-mail info@ccrb.org or fax 317-892-5034. Radio stations can receive CCRB free of charge via the Internet. Articles from past issues are available at www.ccrb.org. (Les Roberts, 317-892-5031)



Brownsburg, IN - Gospel Country recently added affiliates KMJY-AM/Oldtown, ID, and The Light 92.9-FM/Toowoomba, Queensland, Australia, to its network. Gospel Country is a countdown show featuring material listed in the CCRB country chart. Each week's show, hosted by Les Roberts, also can be heard via the Internet at www.gospelcountry.net. (Les Roberts, 317-892-5031)

Houston, TX - In partnership with Dominion Redevelopment Association, KSBJ-FM refurbished 10 homes in one day. KSBJ staff and 300 volunteers painted houses and provided lawn maintenance for elderly residents in the Acres Home neighborhood. Supplies were donated by Home Depot and volunteers were given free T-shirts and CDs from Rocketown Records. (Jason Ray, 281-446-5725)

Florence, KY - James Crystal Radio Group expanded with its acquisition of KXEG-AM/Phoenix, AZ, from Radio Venture Partners for \$4.5 million. Jim Hilliard, president of James Crystal Radio Group also recently announced plans to purchase KCKN-AM/Roswell, NM. (John Pierce, 606-647-0101)

Little Rock, AR - Real FamilyLife with Dennis Rainey is a 90-second short featuring people from various walks of life discussing marriage and family issues, followed by Rainey's biblical perspective. Playing as a pilot on 70 stations since April, the program will become an ongoing short feature beginning September 4. (Mike Clowers, Mclowers@familylife.com)



Lake Forest, CA - Norm Nelson, president/speaker of Life At Its Best recently spoke at four evangelistic services held for junior and senior high students at Isabelle School in Pusan, South Korea. Approximately 700 young people stood during the invitations to indicate their desire to follow Christ. (LAIB@compassionradio.com)

3

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any of these areas of the world



AIRWAVE NEWS TELEVISION

Dallas, TX - Bishop T.D. Jakes beamed the inaugural program of the *Prison Satellite Network* to inmates in 260 prisons in 29 states. Jakes and the Potter's House Church are negotiating contracts with states to supply and install satellites free of charge for penal institutions to receive their programming. To date, Georgia, Louisiana and Alabama have signed on and have received more than 100 satellites, with other states awaiting approval to join. Other states, with existing satellite systems, such as Texas, also receive the proprietary prison-exclusive programming. (Julie Fairchild, 214-373-6665)



Virginia Beach, VA - In a joint statement, Michael Little, president/chief operating officer of the Christian Broadcasting Network, Inc. (CBN), and Regent University president Paul Cerjan announced the sale of the Founders Inn and Conference Center by CBN to Regent University. Regent took possession July 1. In other CBN news, the *700 Club* broadcast live outdoor concerts every Friday morning in July, featuring artists Nicole Mullen, Big Tent Revival, FFH and Fred Hammond. (Carolyn Miller, 757-226-2729)

Hollywood, CA - PAX TV aired highlights from the 8th Annual MOVIEGUIDE Awards Gala and Report to the Entertainment Industry in a one-hour show broadcast on Memorial Day. (Dan Wooding, assistcomm@cs.com)



Chicago, IL - The Total Living Network (TLN) was the title sponsor of the Chicago Gospel Youth Tent during the Annual Chicago Gospel Music Festival. The tent functioned as a stage for youth to perform gospel music. (Debra Hall, Dhall@tln.com)

Los Angeles, CA - CBS's four-hour production, *Jesus*, drew an estimated 24 million viewers on May 14, beating *Who Wants to Be a Millionaire*, which was held to its lowest Sunday night rating. The production ranked as the most-watched miniseries of the season. (LA Times)

San Francisco, CA - Videometry, Inc. released three new royalty-free stock footage titles: *People Leisure Activities*, *People Service Industry* and *People Eating and Drinking*. (Steve Gianfermo, 415-551-1418)

Charlotte, NC - The Inspiration Network (INSP) entered into an agreement with Animazing Entertainment to market products associated with the television show *Swamp Critters*. INSP also created a new subsidiary company, INSP Music and Publishing, to develop its music and publishing activities and its retail market. In other news, *Promise Keepers* specials aired on Inspirational Life Television (ilifetv) during July and August, with others slated for September 17 and November 5. (Sara Lowe, 704-561-7728)

Chicago, IL - The Total Living Network (TLN) is co-venturing with Emerald Coast



Entertainment, Inc., to produce a series of documentaries exploring behind-the-scenes stories of American gospel music. Also, TLN moved to Channel 37 in Chicago, effective June 16. (Debra Hall, 312-433-3838)

Naples, FL - Dominion Sky Angel DBS Television & Radio System aired *Celebrate Freedom 2000*, a 15-hour Christian fest featuring contemporary Christian music groups and artists. The event was held on Southfork Ranch just outside Dallas, TX, and concluded with a fireworks display sponsored by KLTy-FM/Dallas. (Nancy Christopher, 941-403-9130)

Nashville, TN - Three animated excerpts from author/speaker/recording artist Karyn Henley's *Playsongs* video series were accepted for the Nashville Independent Film Festival held in June: "Silly Jack," "It's A Beautiful World" and "Three Pigs Rap." (Turning Point Media Relations, Tptmedia@aol.com)



Worcester, PA - Gateway Films/Vision Video released the 10-part curriculum series *Ten Commandments*. Hosted by British singer/composer Adrian Snell, the series evaluates the main underlying principle of each commandment, its application in Bible days and its relevancy today. (Karen Rutt, Karen@visionvideo.net)

Hollywood, CA - *The Story of Jesus for Children* received a Hollywood premier at the Leonard H.



Goldenson Theatre of the Academy of Television Arts & Sciences on May 27. Its audience included key leaders from children's ministries. (Dan Wooding, assistcomm@cs.com)

Manassas, VA - The Virginia Association of Broadcasters (VAB) announced that NRB member WAZT-TV/Woodstock, VA, received three first-place awards for the "Best News Operation" in any medium market, "Best Local Editorial" in any size market and "Best Event Promotion" for medium market. The station also received three Merit Awards for on-location "News Story", "Commercial Spot Production" and "News Series." VAB also awarded companion station WAZR-FM first place awards for "News Series" and "Best Documentary Public Affairs" program and Merit awards for "Editorial," "Best Morning Program" and "Most Enterprising Idea." (Ron Croom, roncroom@wazt.com)

Branson West, MO - *Revival Fires Fall Campmeeting* is scheduled for September 8-



10 at The Grand Palace and features several nationally known speakers and singers. (www.revivalfires.org)

Newport Beach, CA - Becky Tirabassi Change Your Life, Inc., released new resources: *Let Prayer Change Your Life Event Video Series* and *Let Prayer Change Your Life Audio Series*. Both were recorded at events held this year. (800-444-6189)



Santa Monica, CA - Artisan Entertainment's Family Home



Entertainment signed an agreement with Everland Entertainment to release the animated video, *The Miracle Maker*, to the Christian Booksellers Association (CBA) home video market. (Dennis Disney, 615-287-9215)

New York, NY -

The Christophers is making available the latest in a series of clay-animated holiday features produced in partnership with the award-winning Billy Budd Films. *The Chimes* is based on Charles Dickens' story of renewal and hope. Each program is offered in two formats, 28 minutes with one commercial interruption or 24 minutes with two commercial breaks. The programs are available for airing November 15. (Umberto Mignardi, 212-759-4050)



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INTERNATIONAL NEWS

Toronto, CANADA - Canada's broadcast regulator, the CRTC, denied NRB member Andy McNabb's applications for new licenses for Toronto's first Christian talk station on AM 740 and first Christian music station on FM 93.5. Despite exceeding quantitative licensing criteria by a significantly wider margin than the winners, the frequencies were awarded to the much smaller big band and rap markets. The CRTC would not issue comments regarding the denial. (Andy McNabb, 905-704-0239)

SWITZERLAND - ERF Switzerland is reaching thousands of unchurched people with its weekly program *Fenster zum Sonntag*, broadcast on a secular radio station. ERF is looking to expand its reach through other stations, such as State Radio DRS or private FM stations. (Fellowship of European Broadcasters, feb@feb.org)

INDIA - FEBA is planning to install a new Alpha Series 30 Digital Studio in Delhi in September 2000, to be operational by the end of the year. (Fellowship of European Broadcasters, feb@feb.org)



Kerava, FINLAND - In May, International Russian Radio/TV held an inauguration of its new studio and office facilities. (IRR-TV, 358-9-274 44 40)



San Clemente, CA - During 1999, viewership of the *JESUS* film in Nigeria numbered an estimated 6.2 million. Where responses could be indicated, teams noted 1,403,928 individuals trusting Christ. At least 62 churches were planted. (949-361-7575)

Cary, NC - For the first time over Trans World Radio (TWR), Javanese language programs began airing March 26. The 30-minute *Thru The Bible* program is aired weekdays, while a new topical discipleship program designed to encourage and counsel believers airs Sunday evenings. Later this year, *Insight for Living* will air in the Javanese and Indonesian languages. In other news, *The Reality Zone*, a hip and spiritually provocative nationally syndicated Christian program for Australian teens is projected to begin airing prior to the Sydney Olympic Games in September. Coached by veteran TWR missionaries, Australia's next generation of programmers will produce the program. Additionally, an agreement was signed between

TWR and State radio channels Mayak and Yunost in Russia, significantly expanding the number of stations carrying TWR's programming. (Richard Greene, 919-460-3760)

Virginia Beach, VA - In May, the Christian Broadcasting Network's (CBN) Middle East Television (METV), a super station based in Marjayoun, Lebanon, was seized by the Syrian-backed Hezbollah guerillas. METV lost its two-story, 6000-square-foot studio facility, a 250-foot broadcast tower and \$5 million of equipment, which was stolen and looted by the Hezbollah guerillas. METV employed a staff of more than 55 employees. At press time, several families remain in the area at the mercy of the Hezbollah guerillas. Through the efforts of CBN and Israel's government, seven families made it across the border into Israel and will relocate to the United States. (Carolyn Miller, 757-226-2729)

Lincoln, NE - Back to the Bible launched a Portuguese ministry in Brazil. Leandro Tarrataca, a native of Brazil, has been appointed Bible teacher for the new international outreach. A special chapel and flag-raising ceremony was held in June at the International headquarters in Lincoln. (David Hansen, 402-464-7200)

Timisoara, ROMANIA - Alfa Omega is renting a facility for production and seeks to purchase it at the end of the year's lease. The ministry currently is in the middle of the first stage of setting up seven rooms of the new studio and estimates a tiered budget: Stage I, \$7,000 for minimal arrangements; Stage II, \$8,000 for extensions and small investments; and Stage III, \$10,000-100,000 for additional equipment (audio, video, Internet). Prayer support and financial contributions are sought. (Tudor Petan, 40-56-284913)

Havana, CUBA - The Compassion: Cuba team from KCBI-FM/Dallas, TX, traveled to the Methodist Nursing Home in Havana to deliver 27 boxes of nightgowns, pajamas and vitamins collected during the station's Share '99 campaign. (Troy Kriechbaum, 817-792-3800)

Wayne, PA - SAT-7, the first satellite television service for Christians of the Middle East and North Africa, can now be seen daily on two satellite systems: EUTELSAT for analog viewers and EUTELSAT HOT BIRD 5 East for digital viewers. (610-995-9151)



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How Radio Stations Conduct Audience Research

Small Markets (151+)

Local Christian retail sales reports 5%
Mail out survey forms 42%
Focus groups 7%
Tally request line responses 25%

Medium Markets (100-150)

Auditorium music testing 16%
Local Christian retail sales reports 8%
Mail out survey forms 48%
Focus groups 8%
Tally request line responses 17%
Concert surveys 16%

Large Markets (51-99)

Auditorium music testing 12%
Local Christian retail sales reports 12%
Call-out research 6%
Mail out survey forms 41%
Focus groups 12%
Tally request line responses 18%
Arbitron results through RRC 12%

Major Markets (1-50)

Auditorium music testing 28%
Local Christian retail sales reports 28%
Call-out research 21%
Mail out survey forms 14%
Focus groups 14%
Tally request line responses 14%
Concert surveys 14%

Source: Survey of Christian Radio 2000 by Don Hughes. The survey is available from the NRB Store (www.nrb.org/store.htm) for \$90 (members) and \$95 (non-members). To order, log on or call Valerie Fraedrich at 703-330-7000, ext. 516.

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TRADE TALK



MUSIC

Nashville, TN - Compassion International recently honored ForeFront Records artist Geoff Moore for 15 years of ministry partnership. Compassion International music program director Andy Ivey (L) presents Moore with a signed depiction of *A Cup Of Cold Water* by Colorado artist Scott Stearman at Compassion's Annual Artist Appreciation Dinner. During his association with the organization, Moore has been instrumental in more than 3900 child sponsorships. (Turning Point Media, 615-298-5505)



Washington, DC - Squint Entertainment and Habitat For Humanity recently co-sponsored a Congressional Chapel themed around *Roaring Lambs*, hosted by Squint founder Steve Taylor and syndicated columnist Cal Thomas. Several Congressmen, including Rep. Joe Pitts (R-PA) and Rep. Tony Hall (D-OH), served as guest speakers. Additional speakers included film/television producer Ken Wales, Scripps Howard columnist Terry Mattingly and *Roaring Lambs* artist Michael Tait, who also performed. During the session, Squint presented *Roaring Lambs* Awards to Habitat For Humanity and the Pura Vida Coffee company. (Squint, 615-457-1212)



Fairburn, GA - Adrian Smith released his debut album *Agee* on Evander Holyfield's Real Deal Records label. (Michele Roy, 732-469-5955)

Nashville, TN - Four-time Grammy Award-winner and 44-time Dove Award-winner singer/songwriter Steven Curtis Chapman received the Nashville Songwriters Association International (NSAI) "Songwriter/Artist of the Year" award on June 28 at the 33rd Annual NSAI Songwriter Achievement Awards ceremony held at Cheekwood in Nashville. Chapman is the first contemporary Christian songwriter/artist to receive the award. (Stacie Vining, 615-371-6934)

Nashville, TN - Essential Records group V*Enna, comprised of Sharnessa Shelton and Lucy Britten, made their debut



(L-R) KLTY's Sharrie Rivers and John Rivers and V*enna's Shelton and Britten

U.S. performance at the Ryman Auditorium during the pre-telecast of the 31st Annual Dove Awards. V*Enna also made a guest appearance on KLTY-

FM/Dallas, TX, during GMA Week on its morning and afternoon shows. (Jennifer Hanson, 615-261-6456)

Newport Beach, CA - Crystal Lewis is recording her first Christmas project, tentatively titled *Holiday*. (Stachia Graham, 615-831-1420)

Jacksonville, FL - Savoy Records, in conjunction with Malaco Records, announced the live audio and video taping of gospel artist Troy Sneed on June 30. The event was open to the public and free of charge. (Kishia Kimbrough, 904-772-1490)

San Juan Capistrano, CA - *The Complete Christmas Collection* from Maranatha! features four CDs or cassettes with 60 songs and medleys of traditional and contemporary holiday music. (Brenda Sprayue, 847-516-9533)



(L-R) Franklin, Breeden and Trin-i-tee 5:7 (Adrian Anderson, Angel Taylor and Chanelle Haynes)

Nashville, TN - B-rite Music recording group Trin-i-tee 5:7 recently presented Gospel Music Association president Frank Breeden with a gold plaque during Gospel Music Week, symbolizing sales of 500,000 records of its self-titled debut record as a token of its appreciation for his dedication to the sale of gospel music. The ceremony also featured Kirk Franklin awarding Breeden a platinum plaque for 1 million sales of Franklin's *Nu Nation Project*. (615-262-1727)



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MUSIC, cont.

Washington, DC - The Recording Industry Association of America, which represents U.S. record labels, released its annual demographic survey in 1999 of 3,051 music purchasers. Gospel music surged from 4.5 percent in 1997 to 6.3 percent in 1998, showing the greatest market growth of any genre. (RIAA, 202-775-0101)

Nashville, TN - Atlantic Records artist P.O.D. and Atlantic/143 Records pop vocal group Plus One were two of 90 artists included in Pepsi's national summer promotion "Choose Your Music," which ran May 15-July 23. Consumers who purchased Pepsi products earned points toward creating their own custom CD from more than 150 songs and 90 artists. In other Plus One news, the group broke records by selling over 19,000 units of their album *The Promise* its first week, surpassing the previous debut top sales mark held by a new contemporary Christian artist. (Melissa Hambrick, 615-662-1241)

Nashville, TN - EMI Gospel signed music legend Aaron Neville to a worldwide distribution agreement through his music production company, Tell It Productions. Neville released an album of inspirational material in August. (Monica Coates, 615-371-6547)

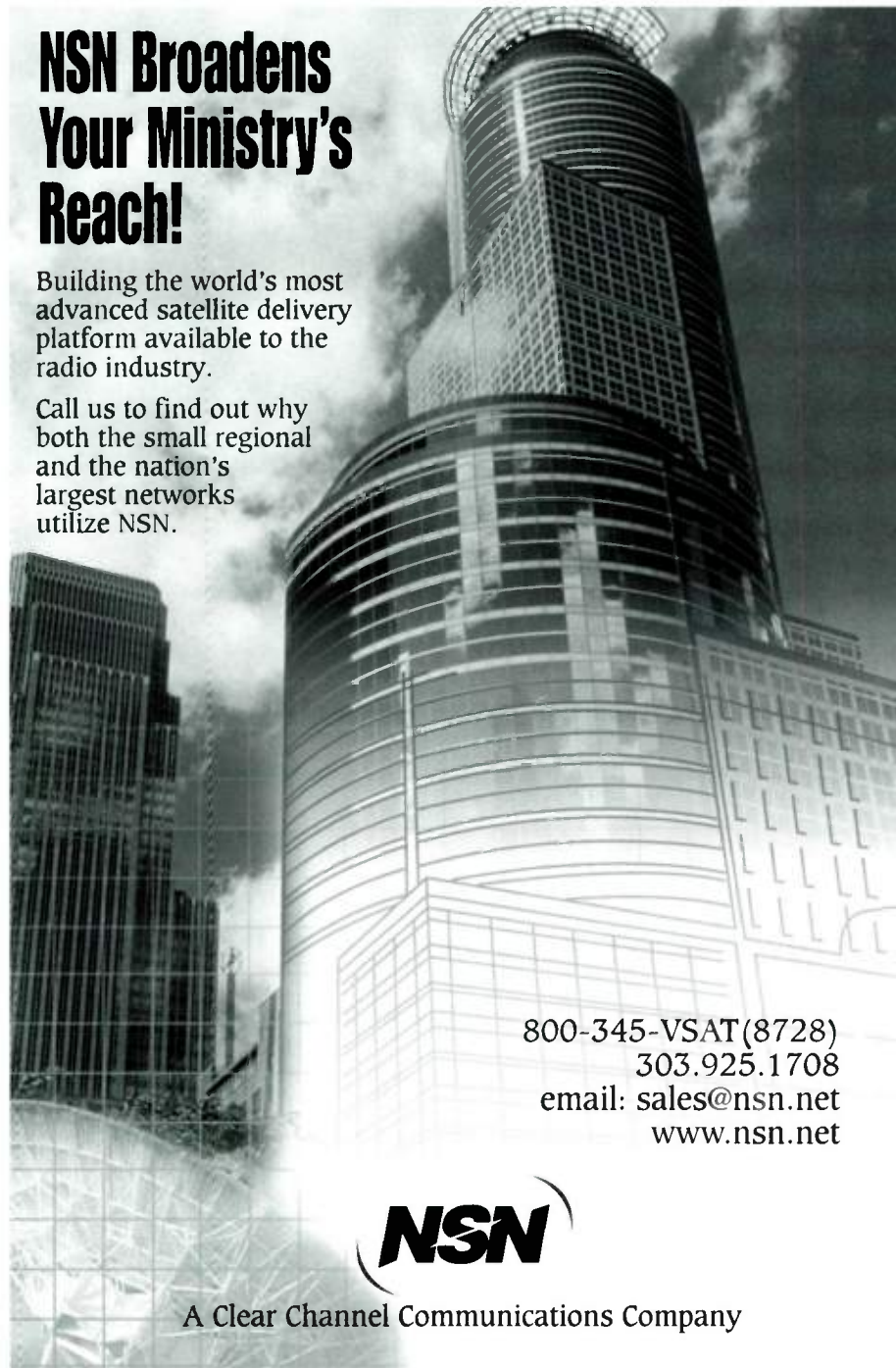


(L-R) EMI Christian Music Group president/CEO Bill Hearn, EMI Gospel managing director Ken Pennell, Neville, attorney Craig Hayes and EMI Gospel director of marketing Shawn Tate.

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Nashville, TN - dc Talk joined the Billy Graham Crusade at Adelphia Coliseum in June as part of the four-day event, marking the group's 14th time to join the crusade as Graham's musical guest. (ForeFront, 615-771-2900)



Madison, WI - The United Catholic Music and Video Association (UCMVA) is sponsoring the inaugural Unity Awards for outstanding music and video artists serving Catholics. The awards will be announced in November. (Phillip Stein, 877-668-2682)

Nashville, TN - Curb recording artist Nicol Smith performed at the R&R Convention 2000 in Los Angeles during the "Hot AC — Taking Stock of the Industry" session, which was expected to draw music and program directors from mainstream radio stations across the country as well as other entertainment industry executives. (Turning Point Media, 615-298-5505)

Hamilton, OH - The National Religious Music Week Alliance announced that National Religious Music Week is September 24-30. (Stewart Jones, 513-868-3868)

Hendersonville, TN - Daywind Music Group held a Christian



Music Video and Retailers (CMVR) presentation during Gospel Music Week 2000. The presentation included new singles performed by recording artists Ernie Haase, The Nelons, The Perrys, LordSong and Sandra Payne. (Celeste Winstead, 615-822-4524)

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Family News

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TRADE TALK



INTERNET

Jackson, MS - Integrity Online signed a strategic marketing and endorsement agreement with Reunion recording artist Michael W. Smith. (Melissa Henderson, 512-335-8771)

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Los Angeles, CA - Christian Pirate Radio, www.mycpr.com, is the second-most-listened-to radio station on the Internet, according to Arbitron, which recently released its latest InfoStream ratings for January 2000. It is the only Christian music station in Arbitron's Top 25 stations, and one of only two Internet-only stations. Virgin Radio, www.virginradio.co.uk, ranked number one. (Christian Pirate Radio, 818-956-5552)

Houston, TX - iExalt, Inc., a provider of Internet products and services to the Christian community, families and businesses, formed an affiliate relationship with CCBid.com, a new Internet auction site designed specifically for Christians. (Don King, 713-267-7280)



Dallas, TX - *Renewal Radio*, hosted by Gene Getz, teamed with ICRN to take its programming online. Listeners can select the day's program as well as archives from the previous 30 days. (Sally McPherson, 972-783-8800)

New York, NY - Beliefnet.com, an online destination for news and information about religion, spirituality and morality, teamed up with ABCNEWS.com to host an interactive forum on the facts and mythology surrounding the life of Jesus immediately following the June 26 broadcast of *Peter Jennings Reporting: The Search for Jesus*. One week before the broadcast, the site also hosted dialogue groups about the historical Jesus as a lead-up to the documentary. (Christine Moore, 972-267-1111)

Orlando, FL - Christian Radio Start Panel (CRiSP) released its latest stream report detailing the most popular Christian radio and audio streams on the Internet by users of the CRiSP Internet Radio Tuner. Top Christian streams during the first five months of the year: KWAM-AM/Memphis, TN, held the top position for the U.S.; Life-FM from Australia was the top international offering; and Calvary Chapel Satellite Network took the number-one slot in the Networks category, surpassing CITV and Crosswalk.com. (Tom Terry, crisp@terrycom.net)

Minneapolis, MN - Billy Graham electronically participated in Amsterdam 2000, where the world had a unique opportunity to share in the experience via satellite, Internet and radio. The event featured Webcasting with streaming video and audio (English, Spanish, French and German), with text versions available to those with limited computer graphics capabilities. (Jeremy Blume, 770-813-0000)

Columbus, OH - Choice 4 Truth, a project of Mission:America, recently created a youth-friendly Web site, www.choice4truth.com, which covers current issues in the lives of youth. (614-442-7998)

Dallas, TX - CCBid.com formed an affiliate and vendor relationship with Women of Faith. The Women of Faith homepage at www.women-of-faith.com offers users a dedicated channel linking directly to CCBid. Additionally, CCBid.com will feature products from Women of Faith on its site at www.CCBid.com. (Christopher Clem, 972-874-7476)

Alexandria, VA - LifeAudio.com launched in June. A clearinghouse for Christian teaching and preaching, LifeAudio.com provides audio resources to encourage people to think while driving or otherwise on the go. Touted as the "Life Bug," talks are available in three formats: standard audio CD, an MP3 download and an MP3 series CD. (Sebastian Traeger, Sebastian@lifeaudio.com)



PUBLISHING

Manassas, VA - *NRB* magazine received two awards during the Evangelical Press Association's convention in Nashville, TN: Award of Merit for Most Improved Publication and Second Place for Best Redesign. Managing editor Christine Pryor attended the convention and accepted the awards. Also receiving an Award of Merit for Most Improved Publication was *In Touch* magazine, the monthly devotional magazine published by NRB member In Touch Ministries in Atlanta, GA. (NRB: Karl Stoll, 703-330-7000, ext. 517; In Touch: Charles Powell, 770-451-1001)

Glen Allen, VA - Public Television aired an interview on Barbara Berlin's program *Along the Appomattox* with former NRB board member Dr. James Birkitt, regarding his book, *Matoaca...The Indian Princess, Pocahontas: (The Plantations of the 1700s — The Baptist Church — The Virginia Village)*. The book is available through Christian Enterprises, Inc., or the Virginia Baptist Historical Society. Birkitt has also written two other books recently published by Christian Enterprises, Inc.: *Lord, Teach Us to Pray and Marriage, Divorce, Remarriage and the Family — A Biblical Exposition*. (804-672-8043)

Nashville, TN - NRB member and Bible teacher John MacArthur released *The Murder of Jesus*. (Diane Crawford, 615-902-3170)

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www.knlr.com/unity.htm

SatRcvr.exe program from Digital Automation allows a PC to communicate with the Unity 4000 satellite receiver. www.digital-auto.com/

SatSked.exe program from Digital Automation that allows scheduling of receiver program changes based on time events.

www.digital-auto.com/satsked.htm

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Harris Allied — www.broadcast.harris.com/

Dawn Satellite — www.dawnsat.com

Wegener Communications — www.wegener.com/

Sell antennas directly to end users:

Andrew Corporation — www.andrew.com

Comtech Antenna Corporation — www.comtechsystems.com

Prodelin Antenna — www.prodelin.com

Vendor selling only filters:

Microwave Filter Company - www.microwavefilter.com

Frequency coordination and interference protection:

Comsearch - www.comsearch.com

Dish alignment issues:

www.salemmusicnetwork.com/tech/interference/aboutoutline.shtml

or see the Spacecom Systems dish alignment utility at:

www.spacecom.com/Customer_Tools/dish_alignment.htm

Primer on satellite dish dynamics:

www.salemmusicnetwork.com/tech/interference/catch.shtml

Calculate Spring or Fall solar satellite outages:

www.spacecom.com/Customer_Tools/SpaceCom_web_utilities.htm

—compiled by Jim Sanders, VP of technical services for Ambassador Advertising Agency, 714-738-1501 or jsanders@ambassadoradvertising.com

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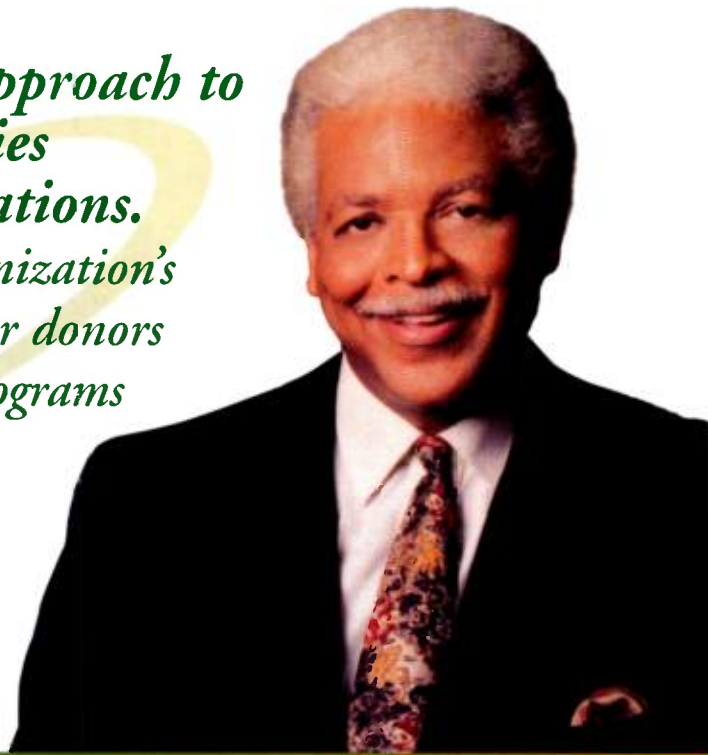
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TRADE TALK



NEWS

Duluth, MN - Davidson Printing Company was presented a prestigious Gold Ink Award for its printing of the February-March cover of *NRB* magazine. The award is co-sponsored annually by print industry magazines *Publishing & Production Executive* and *Printing Impressions*. (Jeff Elliott, 800-777-7609)

Northport, NY - World Information Technologies, Inc., released a market research study of the U.S. premises cabling system market, which indicates that the market has passed its high growth point and is entering into a phase of low growth. One of the key conclusions of the study is that copper will continue to rule for the next five years. The report is available for \$4,900. (Amadee Bender, 631-754-5700)

New York, NY - Online music provider MP3.com has settled a copyright infringement suit with two of the five largest record labels, Warner Music Group and BMG Entertainment, that will allow the company to include the labels' songs in its Internet-based database. Warner Music Group and BMG Entertainment are the first labels to settle the suit, brought in January. (Reuters, 212-603-3300)

Colorado Springs, CO - Compassion International recently dedicated the site of its new headquarters. The 32-acre campus, slated to open mid-March 2001, will include a four-story office tower, a distribution center and a public entry building. (TPM, 615-298-5505)



(L-R) Compassion International president/CEO Wess Stafford and Chuck Bollor of Bollor & Associates Architects. PHOTO BY BRAD ARMSTRONG



TECHNOLOGY

Los Angeles, CA - HHB Communications debuted the PORTADISC, a full-featured MiniDisc portable recorder, at the NAB Convention. (Debra Pagan, 631-784-7865)



Farmingdale, NY - Group One Ltd., distributor of a number of audio and lighting products, entered into a distribution contract with SPL Electronics GmbH of Germany, manufacturer of signal processing, effective June 1. (Chris Fichera, 760-360-8511)

Clearwater, FL - Vela, a leading provider of video compression products for the cable and broadcasting industries, announced the release of Argus Dual-Stream Encoding, a software plug-in option for its Argus MPEG encoding systems that allows both MPEG-1 and MPEG-2 video streams to be generated simultaneously. (Chris Lesieutre, 801-533-2669)

Letters

I want to pay tribute to the pivotal difference former NRB chairman Dr. David Clark made in helping to start the NRB TV Boot Camp. Four years ago, the Boot Camp grew out of my frustration at having only short workshops at the conventions, since it's difficult to teach significant television production techniques in such a short time.

So NRB vice president Michael Glenn and I went to Clark. Although it would take enormous resources and create conflict with existing convention schedules, Clark immediately caught the vision.

Within a few weeks, he set up a conference call with NRB president Brandt Gustavson, NRB Visual Communications Committee chairman Jerry Rose, Glenn and myself, where we presented the vision for the Boot Camp.

From that moment, each of these men has gone out of his way to make it a success. Soon, the Visual

Communications Committee made it a priority, and we've never looked back.

Now, nearly 1000 Boot Camp participants have a fresh, new perspective on producing Christian programming. They've been challenged to think differently and to be innovative and compelling in their programming. But most of all, they've been encouraged.

The NRB TV Boot Camp is a place where once a year we can all come together in an atmosphere of friendship, networking, education and support. It's made a dramatic difference in the quality and effectiveness of Christian programs literally around the world.

Thanks Dr. Clark, for being a critical part of making it happen.

—Phil Cooke, Phil Cooke Pictures, Inc.

They're all hearing **VOICES**

the question is:

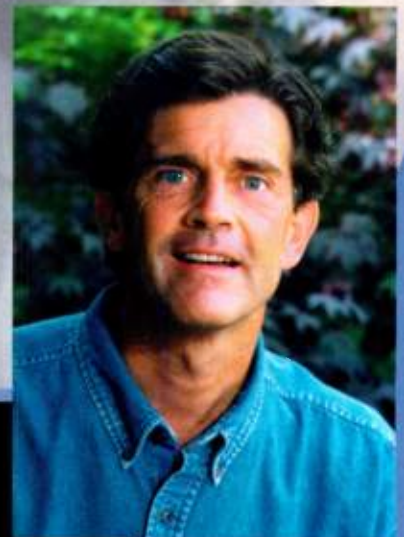
WHOSE voice will
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- ◆ *"When I look down the road to see who the new communicators are for Christian radio, I see Chip Ingram." - Ron Walters, Station Manager, KFAQ (San Francisco Bay Area, CA)*
- ◆ *"Every time I tune in, Chip's subject seems to cut to the core of my soul." - A California listener*
- ◆ *"Words could not do justice to the blessings we receive from the solid and sound doctrinal teachings we are receiving from this ministry." - A prison inmate*

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"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



PEOPLE

Arlington, TX - Grammy nominated gospel singer James Moore died June 7. Moore's professional break came in 1974 at the James Cleveland Gospel Music Workshop of America in Chicago, where he received the Thurston Frazier Scholarship Award. His debut album on the Malaco label *Rev. James Moore, Live* climbed to the Top Ten of *Billboard* and *Cashbox Magazine's* spiritual album charts. Moore received a Stellar Award in 1989 for Best Solo Performance by a Male Vocalist. (Jimmy Swan Productions, 817-461-1908)

Philadelphia, PA - James Boice, 61, who raised his voice for conservative Christianity from the same pulpit for more than three decades, died June 17 of liver cancer. Formerly assistant editor of *Christianity Today*, Boice reached thousands with his radio program, *The Bible Study Hour*, which broadcast weekends to 248 stations nationwide. His daily program aired nationally on 9 stations. Boice wrote or contributed to more than 60 books on the Bible and theology, served as chairman of the International Council on Biblical Inerrancy from its founding in 1977, served on the board of Bible Study Fellowship International and was chairman of the Philadelphia Conference on Reformation Theology for 27 years. (Rusty Pray, pray@phillynews.com)



Nashville, TN - Former *Focus on the Family* executive producer Bobbie Valentine has joined *Faith & Family* as interim executive producer and consultant. (Melanie Dobson, 804-762-4387)

Huntington, NY - Solid State Logic (SSL) appointed Claire Hall national sales manager, Broadcast Products, for the United States. Hall will be based in New York. (Debra Pagan, 631-784-7865)

La Mirada, CA - Debra Brink was appointed director of ministry of advancement for Far East Broadcasting's *Voice of Friendship*. Brink's primary responsibilities will involve major donor development, foundations, planned giving and creating and executing new revenue opportunities. (Alisa Grace, 800-523-3480)

Seattle, WA - Crista Broadcasting welcomed Tony Bollen as general sales manager. (Jenny Jansen, 206-546-7450)



Tony Bollen

Little Rock, AR - Wes Ward was named manager of the Broadcast and Communication department of FamilyLife. Former national program director of Moody Broadcasting and former program director of KCBI-FM/Dallas, TX, Ward will also oversee the production team producing *FamilyLife Today*, *Living a Legacy with Crawford Loritts* and *Real FamilyLife with Dennis Rainey*. (Mike Clowers, Mclowers@familylife.com)

Shanghai, CHINA - In May, Luis Palau visited China in response to an invitation from the Shanghai Christian Council to preach an evangelistic message at three churches. The evangelist's itinerary included speaking engagements at the East China Theological Seminary and the Fudan University, as well as dialogue with officials at the Religious Affairs Bureau and the Pudong New Area Administration. Palau also met privately with Protestant and Catholic leaders from registered and unregistered churches. (David Jones, 503-614-1500)

Virginia Beach, VA - The Board of Directors of the Christian Broadcasting Network, Inc. (CBN) announced the management appointments of two vice presi-



Bob Hammer



Joel Palser

idents: Bob Hammer will lead the broadcast operations division; and Joel Palser will head the National Counseling Center and Chaplaincy. (Angell Watts, 757-226-2450)

Omaha, NE - In April KBGI-FM's Jeff Kaiser of *Ken & Jeff In The Morning* was in Kenya, Africa, by invitation to minister to various churches. (KBGI, BridgeKGBI@aol.com)

Charlottesville, VA - At the annual Evangelical Press Association (EPA) business meeting in Nashville, TN, the following members were elected: board secretary Paula Kirk, editorial director of *Walk Thru the Bible*; and advisor Bob Paulson, associate editor of *Decision* magazine. (EPA, 804-973-5941)



Jim East and Ashley Cleveland

Princess Anne, MD - WOLC-FM recently held a private concert for its staff by recording artist Ashley Cleveland. The concert honored the staff for work done above and beyond the call of duty when its 10-year-old computer automation system crashed. (Jim East, 410-543-9652)

Nashville, TN - Thomas Nelson, Inc., appointed author Michael Hyatt to the position of Senior Vice President and Publisher of Thomas Nelson Publishers, effective immediately. He succeeds Rolf Zettersten, who resigned July 6. (Blythe McIntosh, 615-902-1227)

Dallas, TX - KMA Companies chairman/CEO Tom McCabe announced the new management team for KMAi: president Barry Durman, chief technical officer Dave Cichy and chief operating officer Scott Heflin. (Howard LaMunion, lamunion@consultt.us.com)

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TRADE TALK

PEOPLE, cont.

Manassas, VA - NRB president Brandt Gustavson has been appointed to serve as the new chairman of the Board of Directors for Christians for Israel, an international ministry in Holland, Canada, Germany, Great Britain, Australia and the United States.

New Castle, PA - At the LATCOM (Latin America Communication Development Ministries) Annual Board of Directors meeting in April, missionary Tim Ramsey accepted the position of executive director, replacing his father, Chuck Ramsey, who will become director of Donor Development. (Charles Ramsey, 724-652-0101)

Westminster, CO - Itelco has appointed Gianpiero Scrascia, a 12-year veteran of the electronics industry, as its new Technical Director. Scrascia will manage the Technical and Research & Development Department of Itelco, overseeing more than 60 skilled engineers and technicians. (Bob Decker, 415-409-0233)

Manassas, VA - While attending the NAB convention in Las Vegas, NRB counsel Richard Wiley received *Broadcasting & Cable's* Pioneer Award for his work as chairman of the FCC Advisory Committee on Advanced Television service, an eight-year project that created the standards for DTV and high-definition television. (Wiley, Rein & Fielding, 202-719-7000)

Newport Beach, CA - Martha Basurto was promoted to the new position of Internet marketer of Metro One Music. Among Basurto's responsibilities will be attracting visibility to Metro One's artists and their sites while building artist fan lists; updating label and artist Web pages; and communicating and supplying information to radio, retail and press via e-mail. (Stachia Graham, 615-831-1420)

Dallas, TX - Bob Thayer joined the NeedHim staff as director of operations. A recent graduate of Dallas Theological Seminary (DTS), Thayer oversees recruiting, training, scheduling and coaching of volunteers, as well as other administrative details. Tom Anderson, a student at DTS, also joined NeedHim to assist and coach volunteers. (NeedHim, 972-739-2150)

Louisville, KY - After spearheading a new publishing program at Geneva Press, Thomas Long, director of Geneva Press and Congregational Resources, is moving on to pursue new challenges and opportunities as Bandy Professor of Preaching for Emory University's Candler School of Theology. (Davis Perkins, 502-569-5020)

San Diego, CA - Long-time San Diego radio talk show host Stacy Taylor joined KCBQ-FM in May. He began a series of guest-host assignments on the New KCBQ, starting with the *Larson LIVE* program, sitting in for Mark Larson, who traveled with the Heart to Heart International medical airlift team to China May 24-June 5. Also joining the KCBQ and KPRZ-AM sales team is Judy Bowen, former national sales manager for KFMB-AM-FM. (Vicki Roach, 858-535-1210)

St. Laurent, Quebec, CANADA - Miranda Technologies appointed Pierre Louis Landry as Canadian Sales Manager and Yves Corsi as Business Development Manager of its new Media Transport division. (Chris Lesieutre, 801-533-2669)

Nashville, TN - Mandy Collinger joined the staff of SpinCycle Public Relations as junior publicist. Collinger, a recent honors graduate of Furman University, was an integral part of publicity for the Amy Grant Christmas tour. (Melissa Hambrick, 615-662-1241)



Cary, NC - Trans World Radio (TWR) added three members to its board of directors: Valentine Gitoho, a financial and management consultant from Nairobi, Kenya; Nancy Epperson, a teacher at Piedmont Baptist College in Winston-Salem, NC; and Rodney Stortz, pastor of Twin Oaks (MO) Presbyterian Church. (Richard Greene, 919-460-3760)

Colorado Springs, CO - Dean Galiano, an 18-year veteran of special markets in the CBA, joined WaterBrook Press and assumed the responsibilities of director of Special Markets & Resupply, reporting to the VP of Sales. (Michele Tennesen, 800-603-7051)



Albertville, AL - Tony Smith was named Vice President of Marketing for Bible Factory Outlet, a 29-store Christian retail chain. Smith's responsibilities include overseeing the development and implementation of promotional, advertising and marketing campaigns in all Bible Factory Outlet stores nationwide. (Tony Smith, 256-878-4419)

Amsterdam, THE NETHERLANDS - After nearly five decades of leading one of the world's largest international ministries, NRB member William "Bill" Bright, founder and president of Campus Crusade for Christ International, announced to his worldwide staff the man chosen to succeed him as president: Steve Douglass, executive VP and director of U.S. Ministries for Campus Crusade. He is working alongside Bright in a transitional role and will assume the full post and authority on or before August 1, 2001. At that time, Bright, now 78, will officially retire as president, and continue to serve as chairman of the board of directors. (Jennifer Skatter, jskatter@ccci.org)



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Adult Contemporary music blended with brief commentaries about life by host Brother Jon Rivers

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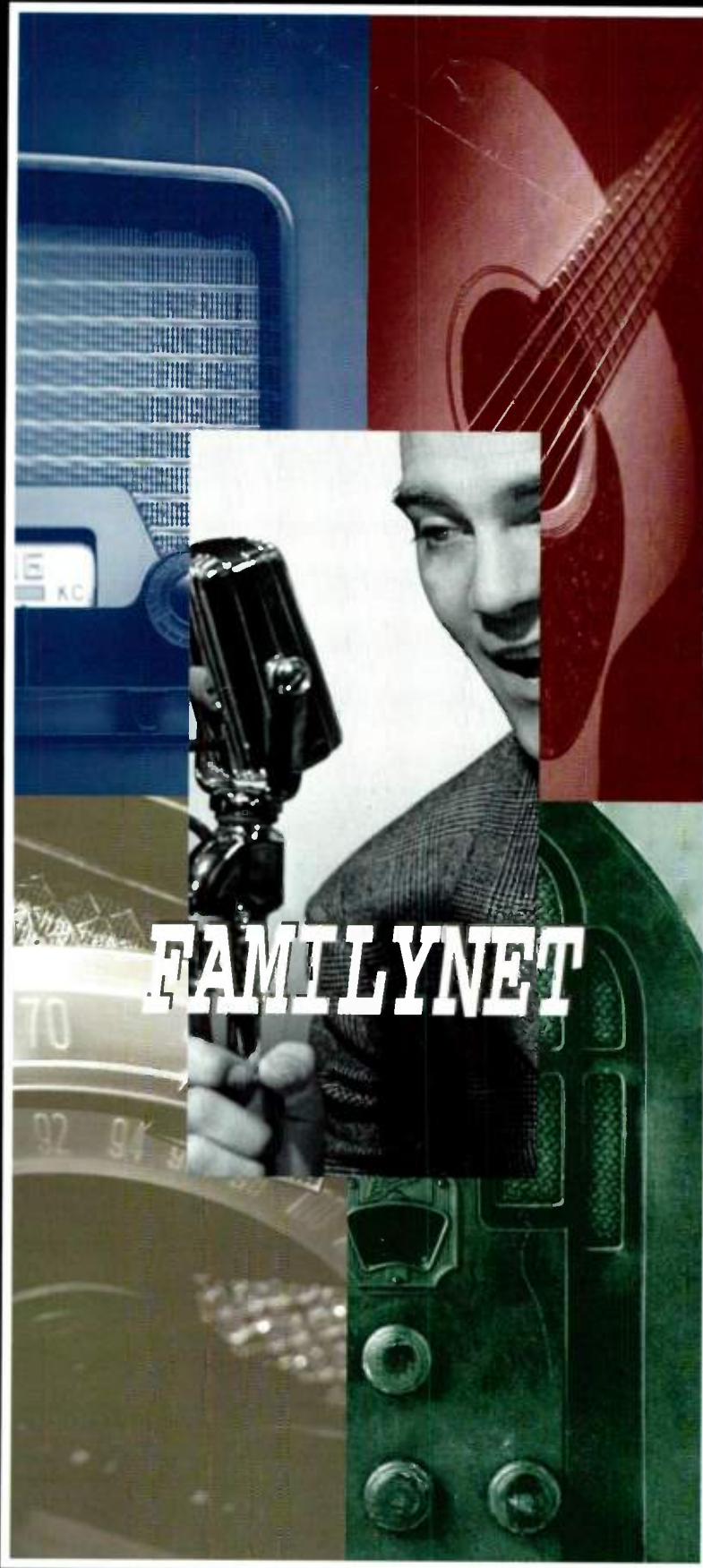
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Texas Gospel Announcers Guild president Bill Martin addresses the Southwestern attendees during the SWNRB convention in July.

PHOTO COURTESY OF ROBIN JONES, GSF & ASSOCIATES.

Southwestern The Southwestern chapter reports that more than 300 participants attended its July convention in Dallas, TX. Workshops challenged attendees in all aspects of media. Dolly Martin, KHCB-AM-AM/Houston, TX, reports that representatives from half a dozen Christian Spanish radio stations met and discussed in Spanish the challenges of reaching their communities with the Gospel. Pat Simmons, president of Tulsa, OK-based Wings Media, says, "A highlight of the convention for me was the spiritual focus. Each speaker independently challenged us to let our lives reflect our Christian commitment."

Eastern Sandy Cove, MD, is the site of the Eastern Convention. Planners are developing stimulating workshops on important topics such as commercial and non-commercial operations, Internet and program production. In addition to the workshops, speakers include Jack Hayford, Charles Hart, Roderick Caesar, Paul Nelson and Larry Secrest. A highlight will be to relax and fellowship during a Chesapeake Bay cruise. Monday evening events culminate with an awards banquet where Clinton and Sarah Utterbach will receive the esteemed Percy Award. Don't skip Sandy Cove!

Western "Don't let the Queen Mary 'leave port' without you," says Western chapter chairman Gary Curtis. The Queen Mary Hotel in Long Beach (CA)

Harbor will host Michael Reagan, James McDonald, Raul Ries, Stephen Arteburn, Charles Morris, Jerry and Suzanne McClain, Kirt Kisling, Larry Lapeere, Andrae Crouch, Haven and Debbie McClendon. Sun, sand and sea — make sure you take sunscreen to this chapter convention!

Southeastern Meet at the Cove — the Billy Graham Cove in Asheville, NC. Enjoy the Blue Ridge Mountains and be challenged by Jim Bakker, Henry Rogers, Keil Seller, Steve Crampton and NRB president E. Brandt Gustavson. The focus of the convention is integrity — in legal matters, ministry and music — with a workshop discussing integrity in an age of pornography. Attendees will be treated to music by Christine Wyrzten, Terry and Barbie Franklin and the Grovestone Quartet. And of course, you can't omit the bus trip for a "Blue Mountain Big Tent Barbecue."

Midwestern A Lake Michigan dinner cruise, exceptional speakers, inspiring music and a relaxed atmosphere are just some of the treats of the Midwestern Convention. Chapter chairman Martin Jones says this year's workshops will focus on FCC issues and testing music formats for the Internet. The guest lineup is impressive: John Eldredge, Crawford Loritts Jr., Charles Morris, James McDonald, River and Matthew Ward. The Midwestern Convention will challenge you professionally and offer a relaxing time, so make sure you take a trip to the Lake!

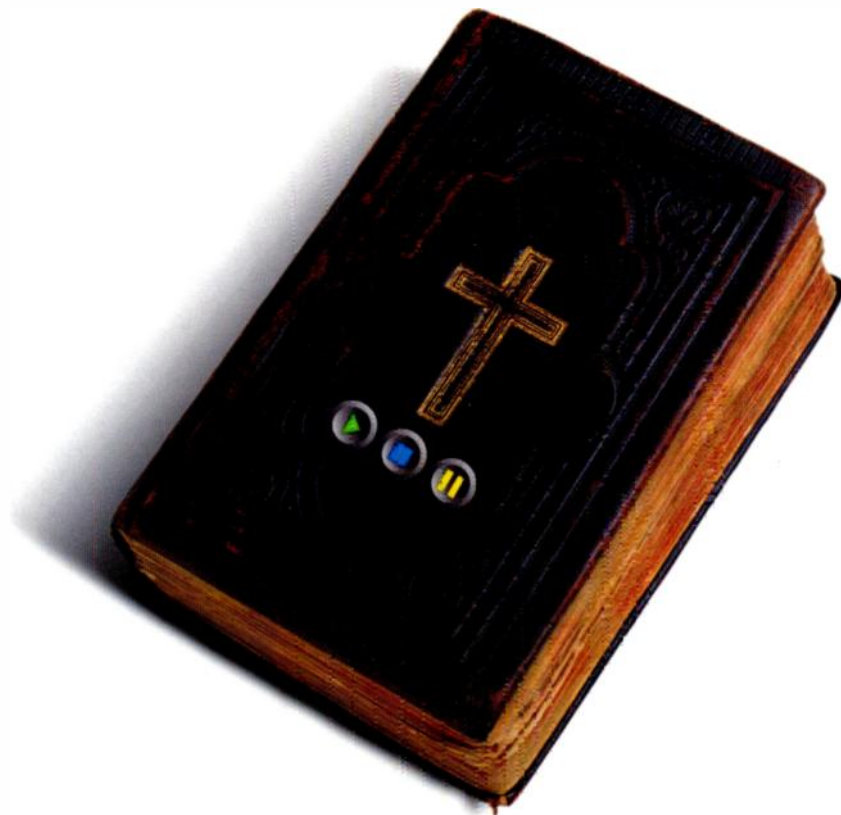
NRB Chapter Conventions

A Time for Professional Education, Outstanding Speakers, Fellowship, Fun and Spiritual Renewal.

- **Mid-Western:** September 17-19 Maranatha Conference Center, Muskegon, MI
- **Eastern:** September 24-26 Sandy Cove, North East, MD
- **South Eastern:** September 28-30 The Cove, Asheville, NC
- **Western:** October 1-3 Queen Mary Hotel, Long Beach, CA

For more information and registration go to <http://www.nrb.org/chapters.htm>

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Spotlight

Survey

NRB magazine e-mailed program directors at member radio stations to find out what frustrates them, what promotions are working, what tech tools they favor and what they see in their future. One thing is clearly communicated: these people are passionate about being PDs!

Feeling Frustrated

"It's sometimes difficult to get done everything you'd like, such as making necessary programming adjustments, getting copy/spots done and doing airchecks. Not (having) enough time is probably experienced in everyone's life, but it's one of my major frustrations. (Another) frustration is the Christian broadcast/radio industry struggling to be united in its purpose and raise the level of quality to the level it needs to be if we are to really compete for retaining/gaining new listeners. We are either ministry oriented or good radio oriented; it's (rare) where you come upon a station that excels in both."
— CHRIS LEMKE, WCSG-FM/GRAND RAPIDS, MI

"I think my biggest frustration is budget limitations. As a PD, I am expected to compete with mainstream radio, but we spend zero money... "

"Not enough time! I know it's often my fault, but it's still hard to manage to do two or three jobs at once." — CRAIG THOMPSON, KAJN-FM/CROWLEY, LA

"First, last-minute program changes. I know they're necessary, but it's tough when you've promoted a particular program for a week, and the programmer decides to change course at the last minute.

"Second, hurry-up-and-wait technical fixes. In the computer age, the sound is better than ever and the work of putting the programming on the air is easier. But when something breaks, you need big-time technical help in a hurry. In the old days you could patch around a problem quickly, but now you have to wait for the engineer or the computer guy to show up. Don't get me wrong: I would not want to go back to reels, records and splicing tape, but waiting for the perfect fix can be frustrating.

"And third, finding people truly committed to ministry and radio. It's (getting) harder to find that combination. It seems fewer young people have the excitement about broadcasting that I and many of my contemporaries had.

"It is also difficult to find good announcers who are sold out to Christ. I'm fortunate to have staff who love radio and seek to be excellent ministers of the Gospel through the medium, but when I need a new employee, the combination of committed follower of Christ and good broadcaster is (increasingly) harder to find." — JOHN BAKER, WMIT-FM AND WFGW-AM/BLACK MOUNTAIN, NC

"The intrusion of the urgent on the important, less money budgeted for marketing than desired and interdepartmental communications problems."
— JERRY WILLIAMS, WVJ-FM/MANCHESTER, GA

"First, non-radio people getting involved in the programming of the station — too many cooks in the kitchen. Second, lack of quality on-air people available in the Christian radio industry. Third,

Light:

The Life and Times of PDs

record companies making the non-reporting stations pay for the CDs they receive as give-aways as opposed to the reporters getting tons of product."

— PAM PUGLIESE, WHIJ-FM/OCALA, FL

"The role of shepherd vs. administrator, the role of on-air minister (not just announcer) vs. administrator and the line between pushing for excellence now (immediacy) and gently leading the way (which takes time)" — RICK BOYD, KJLY-FM/BLUE EARTH, MN

"I think my biggest frustration is budget limitations. As a PD, I am expected to compete with mainstream radio, but we spend zero money on outside promotion to build audience and we spend zero money on production elements like jingles, voice-over talent on retainer and so forth. Another frustration is working with (personnel) who do not have radio industry knowledge and do not understand programming." — STEVE STROUT, WHMX-FM/BANGOR, ME

"Lack of available talent." — TOM GREENE, WMHK-FM/COLUMBIA, SC

"First, lack of time. A PD has so many responsibilities that 12-hour days often become the norm. (Usually your salary doesn't show the extra time spent in the office.)

Second, the revolving door. I work with students, so every three months I have a new staff. Professional radio deals with this problem, too. Just when you get a staff member to the point where they can be really effective, they leave to a different/bigger market.

Third, lack of mentoring for young talent. The professionals need to get more involved with the young, fresh talent, and vice versa. The connections are not happening right now in our business."

— MARCY RINEHART, WNZR-FM/MOUNT VERNON, OH

"Having days that go smoothly for the first hour and then everyone and their brother deciding to pull me in 15 different directions at once."

"Having days that go smoothly for the first hour and then everyone and their brother deciding to pull me in 15 different directions at once.

(Also), knowing that you have done everything possible to make sure programming goes on the air with no glitches, but out of the blue, one you didn't think of occurs.

"We are in the communication business. I pride myself on communicating clearly. When something is not done the way I intended, I know I have not communicated the way I needed to. This is where I get frustrated with myself." — BRIAN SPRAYUE, WYLL-FM/CHICAGO, IL

Successful Promotions

"Our Vacation Bible School (VBS) Express was an opportunity to get out and visit over 75 churches this summer, meeting more than 8,000 kids and adults at 'their' church. During our 2K Mega-Music giveaway, hundreds of dollars of CDs were given away during the summer and more than \$2,000 worth of CDs were given away on one day." — CHRIS LEMKE

"CDs for the Nations: In cooperation with HCJB World Radio, we collected CDs that listeners were no longer using and sent them overseas to Christian stations, which had small or non-existent music libraries. Our goal was to collect 3,500 and we collected over 8,500!" →

"(Hosting) concerts: We had two great spring concerts — Damaris Carbaugh (inspirational) and the Trio (southern gospel). Perhaps the most exciting part of the (Trio) evening was collecting enough food items from the audience for a local rescue mission to feed 150 families for 10 days. To God be the glory!"

— JOHN BAKER

"Our car give-away. Listeners were instructed to be the ninth caller when they heard the sound of a car starting. Each ninth caller was awarded a key. Listeners could also register online at www.j933.com and at the car dealer. We drew a daily key winner from the dealer/online registrations. Keys also were given out at remote broadcasts, and the car (a Chevy Cavalier) was at those remotes.

"Pastor of the Month: A good way for us to communicate to an audience we want to make sure we are reaching — the church!"

"Three times during the promotion we upped the prize package. The first addition was \$933. The second was the choice of a Chevy S-10 pick-up truck. The third was a group of consolation prizes.

"All the key holders came out to a live broadcast at the dealership, where we gave away an additional 20 keys as an incentive for more people to show up. Key holder #93's key started the car. She had her choice between the Cavalier and the S-10, and chose the Cavalier. Key holders whose keys did not start the car tried their keys in the door of the S-10, if it opened, they got their choice from a group of prizes (TV, Nintendo 64, gas grill, etc.) that were in the bed of the truck.

"Another successful promotion was a trip to Paris, France, for Valentine's Day. To enter, listeners mailed, faxed or e-mailed their love stories. We randomly drew letters and read portions of them on the air three times daily for two weeks. If listeners heard their letter read they had nine minutes and 33 seconds to call in to win a romantic CD and register for the grand prize.

"We drew the grand prize winner's name February 3. The winning couple then flew to Paris for Valentine's Day. The trip included air fare, four nights at a hotel, a four-day Metro pass, two tours, \$500 spending money and the Thomas Kinkade painting, "Boulevard Lights, Paris." Our title sponsor was the Thomas Kinkade

Signature Galleries. We promoted it as "93.3 and the Painter of Light" want to send you to the City of Lights!"

"Our Passport Trips promotion also was successful. We described various, numbered trips on air and gave away one trip each of the four weeks of the contest. (Listeners had to be the ninth caller when they heard two specific songs back-to-back.)

"They could choose any destination they wanted, but had to identify the trip by number and destination. Each week we introduced several new trips including: New York City with the Newsboys; Cancun, Mexico; San Francisco, CA; Caribbean Cruise; Utah Ski Trip with the artists from Heaven To Earth (Nichole Nordeman, Margaret Becker, Jennifer Knapp, Rebecca St. James and Michele Tumes); Denver, CO, to see the Amy Grant Christmas Concert; shopping spree at the Mall of America in Minneapolis, MN; Seattle, WA; Bermuda; New Orleans, LA; Jamaica; Paris, France; London, England; travel through the Canadian Rockies; Ireland; and Hawaii." — JERRY WILLIAMS

"Splash Bash (water park) Christian concert, Convoy of Hope food drive and local Christian concerts." — PAM PUGLIESE

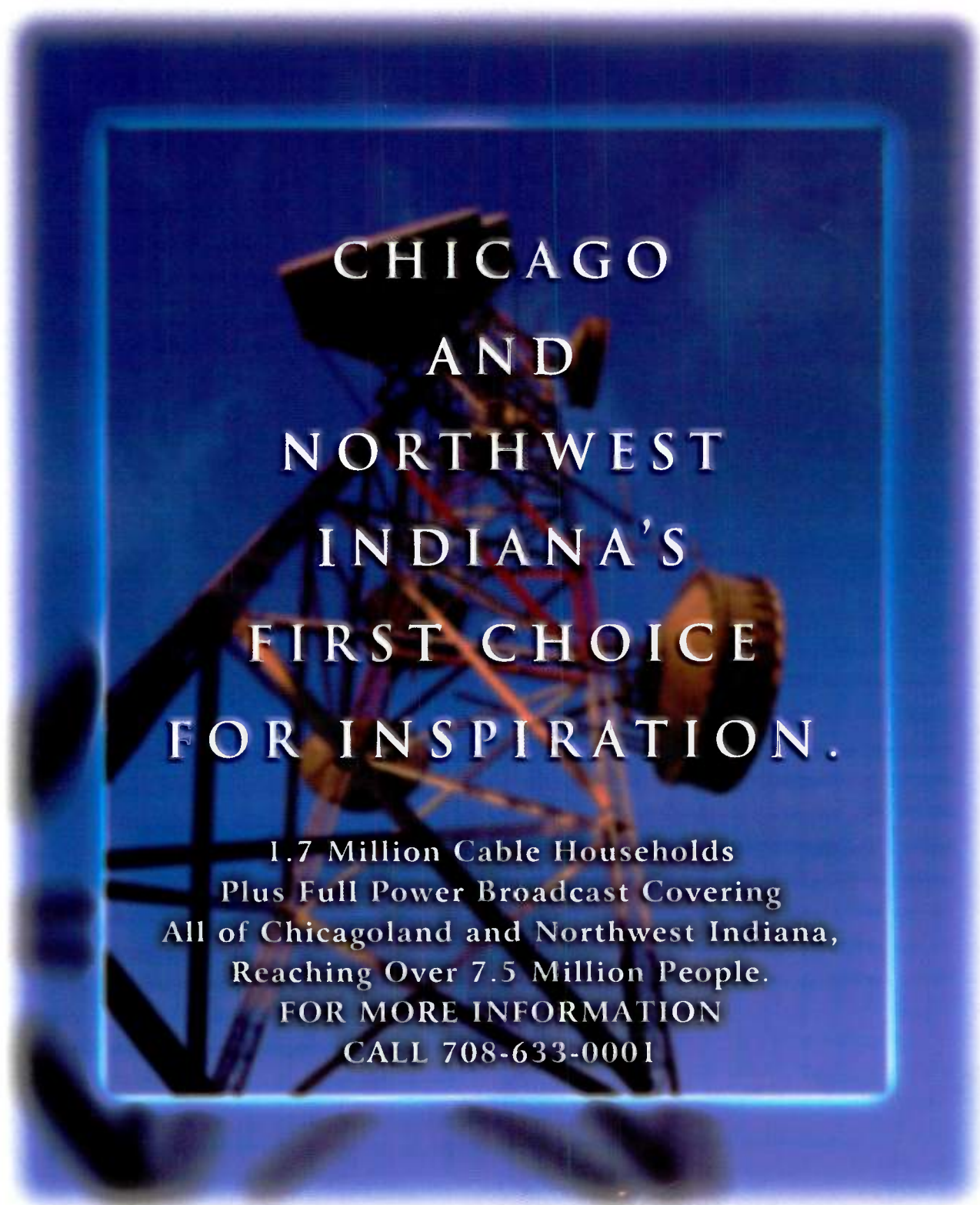
"We gave away a trip for two to the Dove Awards including air fare, hotel and tickets plus \$105. Listeners qualified by pre-pledging for our fund raiser. (Also), a big music festival is four hours south, so we registered people to win the rental of a new 2000 RV for the week plus four passes." — STEVE STROUT

"We sponsored a Christian concert at the South Carolina State Fair last fall, which 7,500 people attended. This year, the fair plans to host two Christian music nights. We also sponsored a concert after a baseball game with the local farm team and it sold out two weeks in advance. The team was so thrilled with (the response) that they're doing two Christian music nights this year. Also, we sponsored a fireworks display with the team on July 4." — TOM GREENE

"Cloud 90.9: We sent two listeners to the front row of the Avalon/Anointed/Nichole Nordeman concert. They received dinner with the bands and a press pass to the meet-and-greet pizza party after the show. The listener had to tell us in 60 seconds or less why he/she wanted to spend a day on 'Cloud 90.9' (our frequency). Runners-up got passes to the pizza party.

"Lunch Bunch: Offices that listen to the station send in their business cards/company letterhead to register for a 'Picnic Party Pack' from a grocery store. The winner is drawn Fridays at noon.

"The WNZR Gift Exchange (Christmas promotion): There are five gifts for each day of the promotion — a



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SIXTY-TWO

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gift with every DJ's name on it and one mystery gift! If the listener is the 9th caller, he gets to choose whose gift he wants. He can choose to exchange it or keep it, but may not exchange the second gift." — *MARCY RINEHART*

"Pastor of the Month: A good way for us to communicate to an audience we want to make sure we are reaching — the church! Congregations nominate their pastors, one is chosen each month and is given the royal treatment on the air, and gifts from the radio station. I also visit the church, which gives me an opportunity to share about the radio station and makes the congregation feel good about their pastor.

"Focus on the Family/Bike Ride for the Family: Next year, Mike Trout will be riding through all 50 states, culminating in Colorado during the 25th anniversary of Focus. WYLL will be involved in several ways, the most intriguing being that I have committed to riding in the Illinois stage as a representative of WYLL.

"I am 31, have high cholesterol, high blood pressure, a heart condition and a family to love and care for. I have committed myself to getting in shape and being a strong part of this ride. I must follow through on this because we are selling promotional sponsorships to businesses that contribute to my training. Bike shops, nutritional companies, sport drinks and other health-conscious sponsors will be associated with this event promotion. I will give periodic updates on my progress to listeners on the Sandy Rios show for accountability.

"We are taking the needs of Focus on the Family, the health needs of Brian Sprayue and the marketing needs of several businesses and turning them all into a promotion that will end in success for many people." — *BRIAN SPRAYUE*

"AudioVault — no more carts, analog hiss, paper program logs or automation equipment with triggers."

Favorite Tech Tools

"First, AVAir and AV100 from Broadcast Electronics. Live and die by it. Extremely versatile for our on-air programming and production. Second, voice mail. I hate it, yet I've grown to appreciate it. We just got voice mail earlier this year. It does save time when someone actually leaves a detailed message." — *CHRIS LEMKE*

"SAW and Scott Studios." — *CRAIG THOMPSON*

"Computer automation, live assist and workstations. No more tape, scratches, razor blades and mess. The computer records satellite programs automatically, thus reducing the possibility of error. Less money for tape traffic. Digital editors are a gift from above! I could go on and on.

"Also, portable computers. When I travel, I can keep up with my station. I can communicate and listen. Portable digital recording gives clean news bites. Mini-disc and DAT recorders are light and produce excellent quality interviews in the field. Even music can be recorded with excellence." — *JOHN BAKER*

"Scott Studios allows us to maximize our full time talent while still developing entry level personnel, and Shortcut digital editor has significantly improved our use of phoners on air." — *JERRY WILLIAMS*

"Phantom automation equipment for recording shows, Shortcut for editing phone calls and a mini-disc recorder for getting liners and interviews backstage." — *PAM PUGLIESE*

"AudioVault — no more carts, analog hiss, paper program logs or automation equipment with triggers. Cool Edit — no more splicing tape, the ability to overlay tracks without the detriment of another generation as in the analog world and good clean sound. And the Franklin Electronic Bible — great in-studio concordance." — *RICK BOYD*

"Scott Studios has greatly improved our on-air sound. We are much more consistent and the system is pretty reliable. We're also using Pro-Tools digital editing system, which has made our produced elements sparkle." — *TOM GREENE*

"The automation computer makes 24/7 broadcasting possible. I love the portable mini-disc recorders! Convenience with digital quality." — *MARCY RINEHART*

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The Future

"I think it's going to have to be more intense toward research and programming to a narrower, more specialized listener. The PD will have to address how to retain/gain listeners who'll be assaulted with a greater number of choices of music/programming. The PD will have to become a real specialist on the marketplace and on how consumers use radio."

→ CHRIS LEMKE

"Multi-tasking! (Isn't that everyone's future?) I see the future PD needing experience with computers, Internet and possibly Web design."

"A successful PD needs to be computer literate and up-to-date on the fast-moving technical changes that happen on a daily basis. Use of the Internet as an outlet for radio is the way things are going in the next few years, so a good understanding of the computer world is essential.

"I truly feel the most important jobs I have are to be an encourager and a teacher. I don't think that will ever change." — JOHN BAKER

"PDs increasingly will need to become mentors and coaches for their air staffs as well as visionaries as they seek to compete and survive in this world of new media and new economy. PDs must insist on educating themselves in a multitude of areas, from the Internet to marketing to business management." — JERRY WILLIAMS

"Good PDs with proven track records will stand firm at the decent-paying gigs, otherwise they will become just a figure or a robot at the station with little or no input. With the buy-outs from the larger companies, small-time PDs will just be small-time programmers with no recognition in the market." — PAM PUGLIESE

"The Christian PD offers life, redeemed and abundant life, every hour of every day. In the struggle to appeal to more listeners today than yesterday, the Christian PD needs to be committed to quality,

always keeping in mind that the Christocentric message is the heart of the purpose for Christian radio. If Jesus Christ is not offered, why are we here?"

"Christian PDs are responsible for their staff and its ministry, and that means staff lives as well. Simply put, the future Christian PD must be a shepherd with a vision. Not a coach or a boss who merely sets an example, but a shepherd who feeds and cares for the flock in a personal way." — RICK BOYD

"I think the future is sketchy. (Keeping) consultants on retainer makes a lot more sense for many stations, especially with so many big broadcasting companies owning multiple frequencies. So the PD (must) be a great on-air talent or a production or marketing wiz to be worth his weight." — STEVE STROUT

"It seems like being PD of a group of stations will continue to be a trend, thanks to consolidation. Hopefully, working in radio will never stop being fun. PDs need to gain a better understanding of research and how to apply it to their station." — TOM GREENE

"Multi-tasking! (Isn't that everyone's future?) I see the future PD needing experience with computers, Internet and possibly Web design. The Internet broadcast and Web site set-up is becoming part of the PD's responsibility.

"I hope the PD never loses the desire to meet the listeners and discover their needs, preferences and styles. I know that we are busy, but if we don't understand who our listener is, why do we come to work?" — MARCY RINEHART

"I believe there will come a day when owners who only run one or two small stations will become non-existent. Large companies owning conglomerates of stations in small, medium and large markets will run the biggest percentage of stations throughout the United States.

"As companies become more reliable on networks, digital voice tracking and pre-recorded programming, PDs will need to be more flexible regarding format and responsibility. I think PDs will be asked to program several stations at once, concentrating on all the different formats.

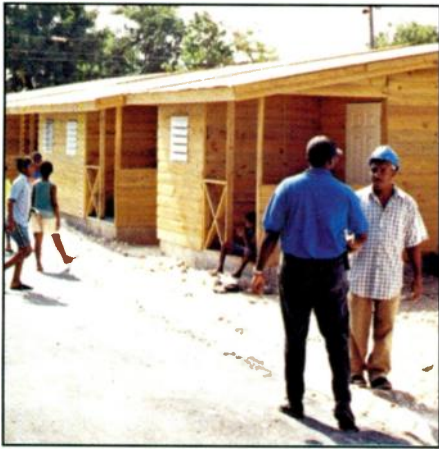
Being flexible enough to maintain a great sound in all these formats will determine a PD's effectiveness." — BRIAN SPRAYUE

Christine L. Pryor is managing editor of NRB and can be reached at cpryor@nrp.org or 703-330-7000, ext. 515.

If you have the WILL, We have the WAY

It takes tools to build 2000 homes for the poor of Jamaica. Not only tools to pour foundations, put up walls and raise roofs -- but fund-raising tools as well.

At Food For The Poor, we are committed to giving you the tools you need to participate in NRB's "2000 in 2000" campaign to help Jamaica's poor.



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Our new "tool kit" is exactly what you need! The package includes a wealth of images and audio tools to maximize the success of any on-air campaign you choose to undertake.

Please, don't hesitate any longer. Struggling families in Jamaica desperately need your help. Share this unique outreach with your listeners and give them an opportunity to do something meaningful "for the least of these" in our world.



Partners in the "2000 in 2000" campaign to build homes for Jamaica's poor are supplied with a full "tool kit," including:

- * *Ten fully produced spots that tell "miracle" housing stories.*
- * *Dramatic turn-key radio special (26 and 56-minute versions)*
- * *Audio clip resource CD with music beds, interviews, liners and quotes -- everything you need to give the campaign life.*
- * *A "photo album" CD of images for newsletters and web sites.*
- * *Samples of a "2000 in 2000" direct mail piece -- quantities available for mailing to your listeners (under your control and at your discretion).*
- * *Much, much more!*

To order your tool kit or to learn more about the "2000 in 2000" campaign, call project supervisor, John Ramseur, at (954) 427-2222 or e-mail him at JohnR@foodforthe poor.org.



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ALL ABOARD

BY JIM SANDERS

Radio's Ride Into



Our radio industry faces the same paradigm shift as rail travel experienced nearly a century ago. And, similarly, we must be willing to recognize what we are: not broadcasters, but deliverers of audio programming.

At the turn of the 20th century, railroads were the primary method of transportation for Americans. Traveling across country was no longer a lengthy series of tiring stagecoach rides. Trips were now faster and comfortable. As a result, railroad barons of yesteryear reaped the rewards of their rail line monopolies.

But the directors of AT&SF, B&O, Penn Central, Union Pacific and others made a strategic error: They failed to recognize the nature of their business. Those railroad decision-makers presumed they were in the train business when, in actuality, they were in transportation.

Early in the 20th century, air travel loomed on the horizon as a competitive means of transportation. Flying gradually became the preferred method of travel, leaving the rails to carry cargo (which largely remains true to this day). Those rail barons missed the boat! (Pardon the pun.)

Railroading and Radio

Our radio industry faces the same paradigm shift as rail travel experienced nearly a century ago. And, similarly, we must be willing to recognize what we are: not broadcasters, but deliverers of audio programming. We simply transport music and talk. Broadcasting just happens to be the primary delivery mechanism for most of us.

Railroaders never regained their prominence of those glory days. And, without change, neither will radio broadcasters.

Laying New Tracks

You'd have to be from another planet not to know that a new medium for transporting audio or video to the consumer has entered the market. While the threat isn't huge today, the long-term outlook does give cause for concern.

The first thing a broadcaster should do is identify the future

the 21st Century

competition and be engaged in that industry. Had our railroad friends done the same, we might be flying on AT&SF Airlines!

So, with the goal of identifying threats to broadcasters, below are a few of the more significant technological issues and media that should be on the radar screen.

Track 1: Measurement

At the risk of being overly obvious, broadcasting is just that ... broad. The broadcast audience is difficult to measure. On the other hand, the Internet allows you to finely target and finitely measure your audience. As a result, advertisers are flocking to the Internet for highly specific consumer profiles.

Broadcasters can and must do a better job of measuring their audience. At Ambassador, we are constantly asked, "How many people listen to my program each day?" And, while we have reasonable estimates, the fact is, they are just estimates.

Fortunately, Arbitron also recognizes the shortcomings of its current measurement system. Consequently, they're developing the "Personal People Meter." This is a pager-sized device which uses transmitted sub-audible information to precisely record the listening habits of a particular person. U.S. testing begins in the fourth quarter of this year.

Track 2: Internet Streaming Audio

Six million American homes will have broadband access to the Internet by the end of this year. It's no news to anyone that streaming audio via the Internet has had an impact on radio and television audience shares. But to what extent? And how can we capitalize on this alternative audio transport system?

Will Internet-only radio stations diminish broadcasting audience? No doubt to some extent it will. But how much?

Take a look at Arbitron Research's Web site (www.arbitron.com). Along with Edison Research, Arbitron has extensively examined broadband Internet listening and its impact on radio. Look for "Internet V," the fifth in a series of reports released at the NAB Radio Show. You'll find fascinating data on the purchasing and listening patterns of the "streaming" audience.

To summarize the findings, if you're interested in a presence on the Internet as a radio broadcaster, two things remain fundamental: 1) You must stream audio and 2) Your Internet site must be local. Listeners will go to your site for information about your community they can get nowhere else.

Keep an eye on the issue of performance rights payments for digital reproduction of music via the Internet. (ASCAP, here we go again!)

Track 3: Napster and Gnutella

These file-sharing utilities, which have drawn a great deal of attention this year, seem like no great immediate threat to religious radio. However, they most certainly will be in the long haul. (Fallout from the recent Napster ruling remains to be seen.)

Boarding SPACECOM

List of program providers on the SPACECOM DVB carrier (as of August 4):

CHANNEL NAME	CHANNEL IDENTIFIER
*Ambassador Inspirational Radio 1	AA1
*Ambassador Inspirational Radio 2	AA2
American Family Radio	AFR
CSN International	CSN
Information Radio Network	IRN
Faith Communications/SOS Network	SOS
*Focus Satellite Network 1	FN1
*Focus Satellite Network 2	FN2
*Focus Satellite Network 3	FN3
*Moody Broadcasting Network 1	MB1
*Moody Broadcasting Network 2	MB2
*Moody Broadcasting Network 3	MB3
*Salem Music Network - Today's Christian Music	SMA
Research Educational Foundation/KVTT	REF
*Salem 1	SR1
*Salem 2	SR2
*Salem 3	SR3
*Salem 4	SR4
*Salem Music Network - The Word in Praise	SMB
*Salem Music Network - Solid Gospel	SMC
*Skylight	SKY
SongTime	SGT
SRN News	SNN
*USA 1	US1
*USA 2	US2
*USA 3	US3
*USA 4	US4
+VCY America 1	VC1
+VCY America 2	VC2

* Compel™ providers and members of the Christian Radio Consortium

+ Member of the Christian Radio Consortium

For more information, go to: www.dvb-radio.net

— JS

Two things remain fundamental to radio broadcasting Web sites: 1) You must stream audio and 2) Your Internet site must be local.

The music of many popular Christian music artists is available free of charge through these utilities. The audience of stations that play popular Christian music is now able to go elsewhere to immediately access the music they want.

While lengthy pulpit messages aren't readily available through these file-sharing tools, there's nothing technical which would prevent that. Those who work hard to prepare and create original material should closely watch the court rulings and issues governing MP3 utilities such as Napster and Gnutella.

Track 4: LPFM

The FCC's issuance of low-power FM licenses has been the subject of praise and attack. The fundamental question is whether existing signals will be affected by new transmitter sites. By LPFM design, protection is granted to previously existing full-power stations. However, it is not likely the FCC will have the time to regulate and monitor these relatively minor outlets. With the help of engineering and legal support teams, broadcasters must make sure their primary signals are protected from LPFM degradation.

Track 5: Direct Broadcast Satellite

Two players in this arena are attempting to provide seamless coast-to-coast radio coverage: XM Satellite Radio and Sirius Satellite Radio. Each has formed alliances with major car manufacturers in an attempt to gain headway in the audio delivery pipeline. Ford expects radios to be available in the first quarter of next year (with Sirius) while GM anticipates second quarter as the rollout for digital satellite radios with XM.

Initially, the systems were not compatible. However, talks in recent months reveal that both companies desire to construct a receiver capable of capturing both delivery systems.

The cost for either service is approximately \$10 per month. Will enough listeners pay for the hardware and additional monthly fees just to listen to radio? XM and Sirius hope so.

Each system will provide only national programming. Given the number of national broadcasts distributed on Christian radio, this might seem like an immediate threat. However, neither Sirius nor XM have indicated plans to provide a religious radio stream, although Salem Radio does have an agreement with XM for a yet-to-be-announced format(s) of Christian programming.

Track 6: In-Band On-Channel

This system describes embedding a digital audio signal in the same band and on the same channel as the original broadcast carrier. From a technical point of view, IBOC is the nearest hope for salvaging the erosion of audience share.

IBOC provides near-CD-quality for FM and at least FM quality for AM broadcasters without a significant upheaval in the station's broadcast chain. It also provides an ancillary data stream for additional information transmitted to the receiver.

AM IBOC is free from static interference while FM IBOC avoids multi-path. Signals have lower signal-to-noise while audio bandwidth increases dramatically. All this for a fraction of the power required to transmit the primary analog signal.

Two leading companies, USA Digital Radio and Lucent Technologies, merged their efforts this summer, thus deepening the research and development teams to address the final technical hurdles.

Until a final system is approved, the goal of broadcasters should be to ensure that all equipment meets new broadcast digital audio standards. The goal is to keep audio in the digital domain as long as possible. New digital equipment has far better specifications, is much cheaper and is easier to maintain than the analog components they replace. Start preparing now by making the migration to a full-digital domain.

In part, the work of the Christian Radio Consortium has helped take a step in that all-digital direction (see sidebar). Many major Christian radio broadcasters are now available via digital satellite delivery.

Also of note is IBOC's provision for "coupon radio," where the listener can press a "buy now" button while listening. Purchasing information is then returned via a cellular network. Imagine being able to sell a product during its on-air commercial!

Get on Board

So, back to our train analogy. Obviously, trains were never meant to fly. However, the owners of the rail lines should have shifted their focus to let trains capitalize on their strength (cargo) while exploring an alternative transportation system. Similarly, as our industry changes, we should focus on strengthening what radio does best — serving a local community — while investing in future alternate audio delivery systems.

Jim Sanders is VP of technical services for Ambassador Advertising Agency. Contact him at jsanders@ambassadoradvertising.com or 714-738-1501.

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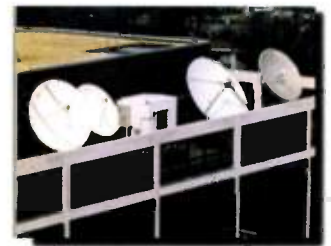


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the financial future of christian radio

Four Critical Success Factors to Gain Income From Your Web Site

BY RICK KILLINGSWORTH

The Internet did not exist five years ago and we will not recognize it five years from now. None of us really truly know what it's going to look like when we get there. But it is without question the creation of a new media — perhaps the only one we may see in our lifetime.

Every second, seven new users sign on to the Internet. Every day, 175,000 real audio players are downloaded. Should your radio station be streaming on the Internet? Yes! Especially since 33 percent of office workers have a radio on their desk, and 90 percent have a PC. If you're not on their PC, you're not on their dial at work.

You make money on the Internet the same way you make money on radio. You have attractive, quality programming that attracts a lot of listeners. Then you sell the access to those listeners to advertisers. It sounds simple enough, doesn't it? Let's explore four critical factors to do it successfully.

ONE: Create a Compelling Experience

Just as you must have an audience for your station, you must generate traffic to your site. Keep in mind that 75 percent of the people on the Internet are looking for information to meet their needs. Although 33 percent of all Americans online have visited a radio station Web site, only 3 percent have been back in the last week. Why? The site is not igniting the imagination of the visitors.

When Yahoo!'s co-founder and "Chief Yahoo!" Jerry Yang was asked what the secret to his success was, he replied, "We absolutely respect what the user wants. Everything begins and ends with the consumer."

TWO: Learn to Sell Differently

Educate your reps. Study these two excellent sites for a few weeks and you'll get an idea of what works: www.channelseven.com and www.thestandard.com. You can choose to have the sites send you just the news in the industry via e-mail. You'll discover what advertisers are doing and what's new. It's a great education.

Become familiar with common Web advertising terminology, because the Web is a viable and different medium. It's viable because it's the most trackable medium. You can check every day to see what your advertising results are and control the process. Engage Media (www.engage.com) and DoubleClick (www.doubleclick.com) are two tracking software programs available.



Q: How does a radio ministry or station get an online advertising program going?

A: Get the tracking software in place. Contact Engage (www.engage.com) or DoubleClick (www.doubleclick.com). If you don't have trackable systems in place for the advertisers, they won't renew.

Q: What did you use as parameters for pricing in building your rate card?

A: We invented it as we went along, because none of the Christian Web sites were doing much. Control the process; do the same thing on the Internet as you do on your radio station. Tell them, "This is what most of our advertisers do that are happy. This is what we recommend." Tell them what results they can expect.

FYI: As far as ministries and non-profit radio stations go, there seems to be no problem in generating advertising sales over your Internet pages. The only real consideration you must consider is the unrelated business income aspect. Involve your financial advisors in the site planning. — RK

Use good quality collateral material to send a message to your advertisers that your site is a viable medium.

Be creative with your site. There are many options in addition to standard banners and buttons. If you're streaming on the Internet, do a custom player that allows an advertiser to communicate with the audience while they're listening to the station.

Feature products for sale in the player window. Also, sell audio pop-up ads: a 15-second message from a sponsor that pops open when the user clicks to listen to the station.

Offer opt-in e-mail to your listeners. They choose to sign up for station news and events, supplying their e-mails to you. It is the most inexpensive way to communicate with your biggest fans.

Sell sponsorships on your site. Take a portion of the site and let somebody take over top billing of that area.

THREE: Outsource

Outsourcing is key if you're going to make money on the Internet. You can't have a team of five people working on your Internet site, but you can hire a company to handle it.

I don't recommend that you try to do streaming yourself. It's very difficult and if you do succeed in getting it right, who will fix it when it breaks?

Use this checklist for the minimum you'll need on your site. Do not attempt to build these features yourself. You probably don't have the resources or time and the programs are fairly affordable.

- Free e-mail
- Weather
- News
- Chat
- Community calendar

FOUR: Focused Execution

It's easy to drown in opportunity on the Internet. Don't try to be the Amazon/Yahoo!/Broadcast.com/RealNetworks/e-Bay of the Internet. You will fail. But there are so many things you can do. Pick one area based on your core strengths and execute that one area. Don't worry too much about a long-term strategic plan for your Internet venture. Find something you can do well and execute.

Have at least one dedicated staff member with a passion for the Internet — someone who understands it, finds it compelling and gets excited about it. Let that person take some ownership of the site.

Triple whatever you think it's going to cost. It will cost more money and time than you think.

Rick Killingsworth is vice president of Salem Communications Media Division. Reach him at rickk@oneplace.com or 804-768-9404.

Building a

non-traditional

Revenue Department

BY JULIE LOMAX BRAUFF

Creating a successful non-traditional revenue (NTR) department is not easy. Finding and hiring the right point person is crucial. You need someone who will motivate sellers out of their comfort zone and train them to penetrate accounts and call on decision-makers.

Convincing your programming and promotions departments to participate in this new thinking is challenging and requires commitment. In order to develop a successful NTR department, you must create a proactive environment and spend money to make money.

Let's tackle some of the basic questions about NTR.

What is non-traditional revenue (NTR)?

Revenue generated from new and existing clients on a local and national basis, which results in the implementation of new business development sales and marketing techniques. It is capturing new sources of revenue (aside from advertising dollars) not currently being tapped. An example is co-op dollars.

Define trade promotion and consumer promotion.

Trade promotion is money used to leverage product into a retailer and encourage in-store activity (i.e., in-store samples, sale signs). Consumer promotion is money used to create consumer excitement around a product or service, such as an enter-to-win trip, a cross promotion, a gift with purchase or a purchase with purchase. It is anything that will create brand loyalty, consumer excitement and a purchase.

Why do broadcasters invest in an NTR program?

It is customer focused. It tailors training to client needs. It develops long-term relationships. It provides turnkey proven marketing campaigns with a partnership marketing approach. Not only does it provide you with information, but also shows you how to apply it to generate new revenue.

What is necessary for launching a successful new business development program?

- Initial and continual top-down management support
- Highly motivated and trainable retail marketing director
- Mandatory participation
- Accountability standards
- Retail marketing monthly budgets for account executives
- Realistic revenue goals

What traits should you look for in hiring the right person to head up an NTR department?

- Sales person — an initiator as well as a closer, with sales management skills
- Creative director — a leader and visionary who believes no idea is a dumb idea
- Executive administrator — solution-oriented, organized and able to multi-task
- Proactive investigator — takes the initiative to find the source of problems.

What are the expectations in the first year of an NTR program?

1. Establish a strong training foundation
2. Develop cross-promotional partners
3. Cultivate manufacturer contacts
4. Build merchandising side retail relationships
5. Create a station revenue road map

What kind of decision-makers will the NTR department call on?

Regional manager, district manager, VP of merchandising, special events director, category manager, ethnic marketing manager. Prospects are as close as the current account list your account executives call on. For example, one account executive could have approximately 11 different contacts who are decision makers at one Ford dealership: new car sales, used car sales, parts, service manager, agency, finance, insurance, car merchandising manager, truck merchandising manager, dealer association and zone managers that work directly for Ford who call on the parts manager or the service manager.

What are these decision-makers looking for in a promotional program?

- Branding and building brand awareness
- Increased sales
- Leverage additional display
- Getting product samples/coupons into the hands of customers to promote brand trial
- Help in coordinating consumer promotions to drive traffic to a particular display or Web site

Julie Lomax Brauff is president of Breakthrough Marketing, based in Bellevue, WA. She was named one of the 20 most influential women in radio by Radio Ink magazine. Reach her at julie@breakthroughmarketing.net or 425-747-0647.

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—Larry Burkett, Founder of Christian Financial Concepts

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—John Maddex, Division Manager of Broadcast Stations, Moody Broadcasting

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FCC to Consider Several Broadcast Ownership Rule Changes



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.

The Federal Communications Commission recently completed its first biennial review of the broadcast ownership restrictions with a promise to open new proceedings that could revise several regulations. But the only proceeding actually launched as of this writing focuses solely on the television “dual network” rule — and the November election might well affect both the timing and substance of Commission action on other proposals. Updates on the status of these initiatives are provided below.

Dual Network Rule Proposal Pending

The proposed change to the dual network rule would not eliminate the restraint entirely. The regulation, with roots dating back to the late 1930s, currently bars the four “established” television networks — ABC, CBS, NBC and Fox — from combining with one another or acquiring either of the two “emerging” networks, WB or the Paramount Network (formerly known as UPN).

Now, however, the FCC has tentatively concluded that an established network should be able to acquire one of the emerging networks, reasoning that the change would lead to economic efficiencies without undue harm to competition or diversity. The agency will continue to accept comments on the proposed rule change through September and is expected to act within the next few months.

New Definition for Radio Ownership Possible This Fall

As of this writing, the Commission has not yet opened a promised proceeding to modify the definition of a local radio “market” under its ownership rules. Action on the definition could significantly affect how the rules operate because the number of stations any one entity may own depends on the total number of radio outlets in the locale.

Currently, the FCC looks at the “overlap” of “the principal community contour” of various stations in counting both how many stations exist in any one market and how many of them are under one owner. But several commissioners have expressed dissatisfaction with this contour-based definition, which sometimes results in an owner’s somewhat distant station counting toward the size of the overall local market but then not counting as part of the owner’s holdings in that locale.

The agency is likely to propose an alternative means of defining a radio market, such as an Arbitron or other rating service definition, which would apply in the same way for both calculations. The proceeding to formally consider the change should begin this fall, perhaps as early as September.

No Rush to Amend Newspaper/Broadcast Restriction

Quick action is not anticipated, however, on the newspaper/broadcast cross-ownership ban. That restriction, first imposed in 1975, bars common ownership of a daily newspaper and any broadcast station serving the same market. The Commission announced that it may ease but not eliminate the

restriction in certain circumstances, such as in large media markets where the newspaper and broadcast outlets are both relatively small.

However, informal indications are that even this modest action is unlikely to occur for some time, meaning that the issue might be pushed off until after the presidential election. That event, in turn, could radically alter the timing and scope of any FCC action on this rule (and possibly others as well). If the Democrats retain control of the White House, little change from the current course is expected — but a new Republican administration likely would view broader relaxation of many ownership restrictions more favorably.

Auction of TV Spectrum Delayed Again

In separate action, the Commission recently announced that it would put off until March 2001 the agency’s planned auction of spectrum currently used for television channels 60-69 — where several religious broadcasters, among others, are located. The decision marks the second delay of the auction for rights to frequencies now occupied by TV licensees but slated to be returned to the government as part of the transition to digital television (DTV) broadcasting.

Postponement of the auctions is expected to give the FCC, wireless communications companies and affected broadcasters more time to work out an acceptable arrangement for “clearing” the 700 MHz band of these television stations quickly in order to make room for advanced two-way services. Wireless providers are keenly interested in obtaining licenses for that spectrum in order to meet the booming demand for their services.

Congress also is interested in that outcome, in part because the new licenses for the band are to be awarded by auction — which is expected to reap billions of dollars for the U.S. Treasury. Last year, lawmakers ordered the agency to deposit the auction proceeds into the Treasury by this month. That statutory directive effectively required the agency to hold the auctions now although the DTV transition period will not end until at least 2006, as mandated by a different congressional enactment.

This situation has led to a quandary for the Commission and the industry. Broadcasters currently operating on channels 60-69 typically are small enterprises with limited capital; few have been able to move rapidly to digital operations on their new channels. (Virtually all of the paired “second” channels assigned to these licensees for digital transmissions are located at channels below 60.) Wireless service providers, on the other hand, have said they are reluctant to pay high prices at auctions for the spectrum unless the incumbent stations vacate the frequencies soon.

Given these circumstances, a number of interested parties have been trying to negotiate voluntary band-clearing agreements that could help fund the broadcasters’ move to their second channels and thereby allow wireless providers to make use of the 700 MHz frequencies more quickly. The auction delay is expected to afford interested parties additional time to reach a workable solution.

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Help Wanted

NEWS REPORTER. Midwest Christian radio network seeks full-time News Reporter. Must have minimum of two years' experience in broadcast news. Familiarity with cool edit, wave cart and mini-disc a plus but not required. Send resume and demo tape to Director of Personnel, WBCL Radio, 1025 West Rudisill Boulevard, Fort Wayne, IN 46807. EOE.

SYSTEMS ENGINEER. Christian television network, formerly TV38, has an immediate opening for a systems engineer. Responsible to see that all components of a system function in harmony to deliver the most sophisticated signal for recording, feed to satellite or transmitter or for monitoring. Work closely w/maintenance, production, editing and satellite engineering. Experience required. Send resume to Human Resources, 38 S. Peoria St., Chicago, IL 60607. Fax: 312-433-3839.

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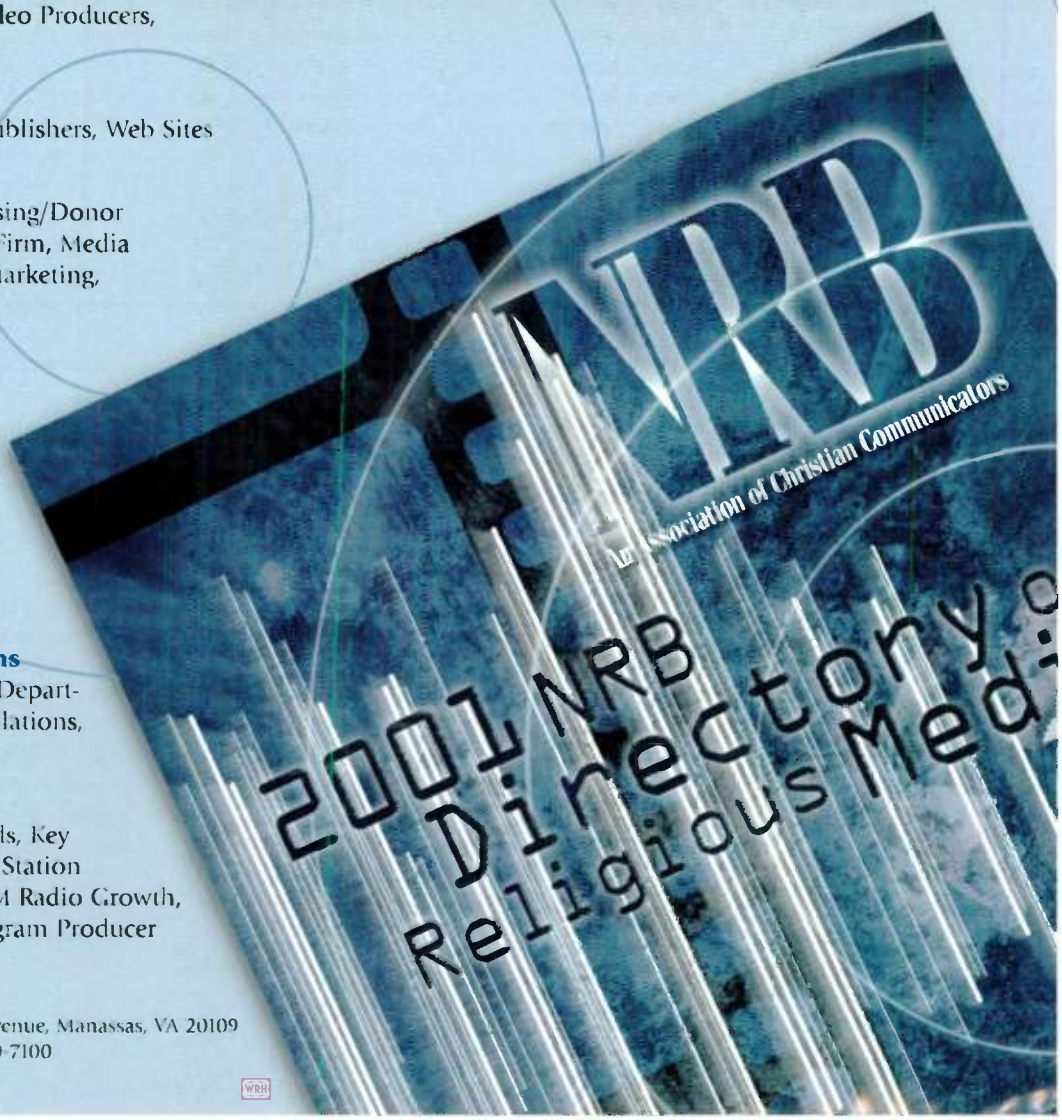
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Christian News Media Vital to Free Speech and Freedom of Religion



Andrea Sheldon Lafferty is executive director of Washington, DC-based Traditional Values Coalition, an interdenominational public policy organization of more than 43,000 member churches. For more information, contact Christy Moore at tucwashdc@traditionalvalues.org or 202-547-8570. Visit the coalition's Web site at www.traditionalvalues.org.

The views expressed in this column are not necessarily those of NRB.

If you've seen Mel Gibson's movie *The Patriot*, you have an understanding of what it cost to gain our economic and religious freedom from England. We cannot take these precious, hard-won freedoms for granted.

The First Amendment to the U.S. Constitution protects religious belief, freedom of speech and of the press. It reads, "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

We Christians are rapidly losing our freedom of speech and the freedom to practice our faith without government interference. The attacks upon religious belief and free speech for Christians come primarily from homosexual militants who are aggressively working to stifle our rights. The Senate, for example, recently passed a pro-homosexual "hate crime" bill that will criminalize actions that "intimidate" homosexuals or even transgressors (crossdressers, homosexual drag queens and transsexuals).

Laws are being passed in state legislatures that criminalize "hate speech" (words that might offend homosexuals). On college campuses, Christian groups are coming under attack for "discriminating" against homosexuals. At Tufts University in Boston, MA for example, the Tufts Christian Fellowship was no longer recognized by the student government because it refused to allow a lesbian to assume a leadership position in the group. This was later overturned by the university, but it is a growing trend. Grinnell College in Iowa has no Intervarsity Christian Fellowship because this group "discriminates" against homosexuals.

In California, the homosexual-controlled state legislature is currently considering legislation that will prohibit "discrimination" against transgendered students. Currently, there are no religious exemptions for Christian schools or businesses.

Why are these things happening? Many want to blame the Republican leadership in Congress or other politicians for failing to take a strong stand, but the real blame lies at the feet of passive and uninformed Christians who fail to get involved in political activism.

Political leaders who truly want to do the right thing need our help if they are to withstand the pressures being brought against them. They need to hear from us on these important issues. Yet, far too many Christians have become the equivalent of the New Amish. They have decided to drop out of the culture, to hide in their Christian enclaves while the culture dies.

What these Christians fail to realize is that homosexual militants and their allies will not rest until everyone obeys the new moral code — tolerance of every immoral behavior — and the silencing of every critic, including religious broadcasters.

We are not in a polite debate with the enemies of God. We're in a deadly war, and we need to recognize that this is a war with only one winner and one loser. This is why the religious media is so important to our future as a free people. Religious broadcasters are equivalent to Paul Revere in this war.

With your radio, TV, news magazines and Internet sites, you can inform and energize a lethargic Christian public to get involved.

How many Christian media outlets keep their constituents informed about hate crime legislation? How many are encouraging Christians to write letters, send e-mails or make phone calls when dangerous legislation is about to be passed?

Recently, I spent most of a grueling day alone, just off the floor of the U.S. Senate, lobbying against passage of the Kennedy hate crimes bill. TVC had sent out alerts to our members about this dangerous bill and other groups may have done the same, but the Senators received few phone calls from Christians. I am convinced that the bill passed because of Christian apathy and lack of information.

How can religious broadcasters help energize the Christian? I urge you to put more emphasis on the serious threats facing Christians from secularists, including homosexual radicals and liberals who work tirelessly to undermine our religious freedoms.

Literally every day, some anti-Christian activist files a lawsuit to prohibit the free exercise of religion. Or a homosexual tries to get a law passed that will criminalize speaking out against homosexuality. The time is coming — and not far off — when pastors will be fined for preaching from the Bible on homosexuality. Moreover, religious broadcasters may eventually lose their freedom to criticize homosexuality.

The religious media has a vital role to play in informing Christians about the serious threats facing them. But they can do more. They can urge political and social involvement from their listeners/viewers. A person who becomes informed must also become an activist. As you report on current affairs, give your listeners or readers something they can do to make a difference. Tell them where to write and give them action items.

Many congressional legislators are ready and willing to do the right thing, but they need to hear from Christians on legislation that impacts morality and the church. These men and women need to be strengthened by the knowledge that their constituents are praying and working for them.

You can give them the information they need and encourage them to do something. Keep in mind that this is a spiritual war we are waging and souls are at stake.

Remember the words of Martin Luther: "If I profess with the loudest voice and the clearest exposition every portion of the truth of God, except precisely that little point which the world and the devil are at the moment attacking, I am not confessing Christ, however boldly I may be professing Christ. Where the battle rages, there the loyalty of the soldier is proved, and to be steady on all the battlefield besides is mere flight and disgrace if he flinches at that point."

As a religious broadcaster, you possess immense spiritual and communicative powers to wage war against the forces of evil. Use them wisely or you may lose both.

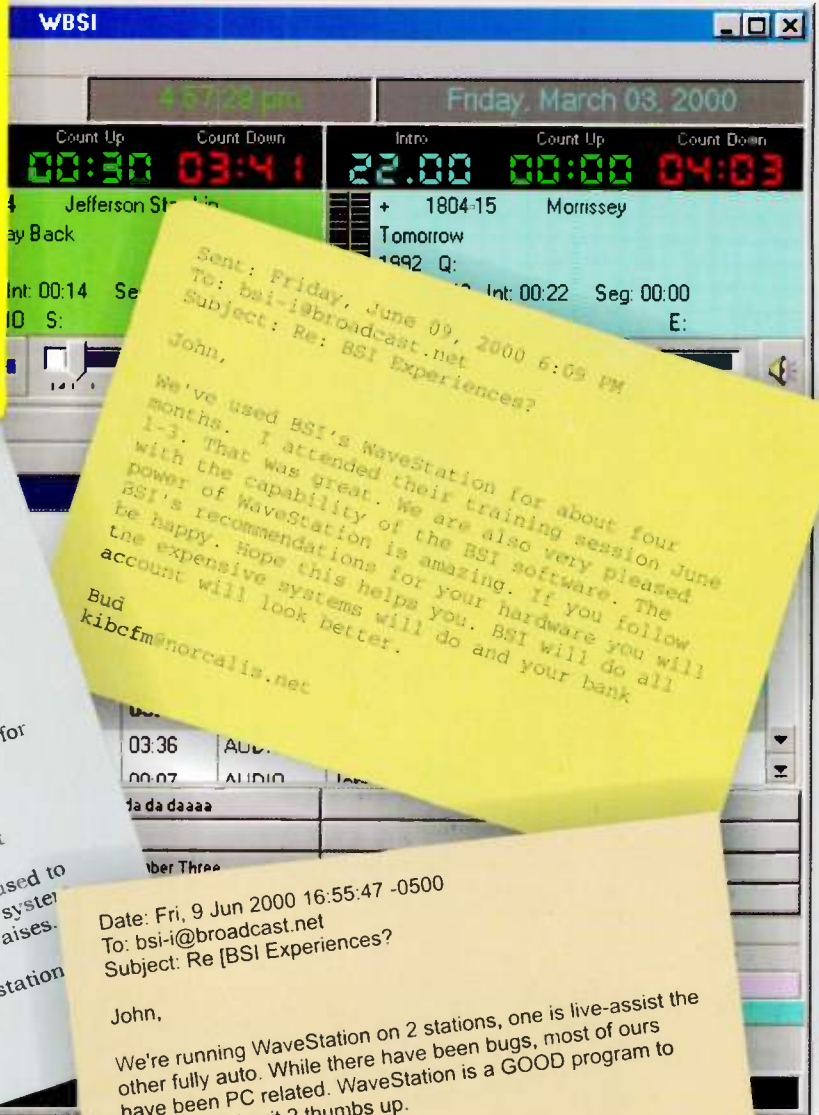
One Question, Three Answers

An actual email thread, June 8-11, 2000 on broadcast.net

Thursday, June 8, 2000
 To: bsi-i@broadcast.net
 Subject: BSI Experiences?

We are a small AM station considering implementing BSI software to automate our station. It seems to have all the functionality that we would need. Is this a good solution? Thanks for your input.

- John



Sent: Friday, June 09, 2000 6:09 PM
 To: bsi-i@broadcast.net
 Subject: Re: BSI Experiences?

John,

We started using WaveStation in January and are extremely pleased with it. It's been running glitch free.

We use it weekdays in live assist to play our spots, PSA's, etc. and on weekends in full-automation. At 1p.m. both days, we lock the door and leave. WaveStation plays programs recorded earlier, picks up some programs live from satellite...joins news live at the top of the hour....records a couple of sports updates for playback a few minutes later...fades programs out...runs fill music...fades fill music, etc.

We currently have only one computer set up for WaveStation. We will probably purchase a second one in the not too distant future.

Perhaps it's a sad commentary on life, but WaveStation is much more reliable and dependable than the human beings we used to use...and "Wave Station," as we call the system here, doesn't ask for vacations or pay raises.

By the way, we are a small town AM station

Bob Ketchersid
 WYXI, Athens, TN

Sent: Friday, June 09, 2000 6:09 PM
 To: bsi-i@broadcast.net
 Subject: Re: BSI Experiences?

John,

We've used BSI's WaveStation for about four months. I attended their training session June 1-3. That was great. We are also very pleased with the capability of the BSI software. The power of WaveStation is amazing. If you follow BSI's recommendations for your hardware you will be happy. Hope this helps you. BSI will do all the expensive systems will you. BSI will do all account will look better.

Bud
 kibcfm@norcalis.net

Date: Fri, 9 Jun 2000 16:55:47 -0500
 To: bsi-i@broadcast.net
 Subject: Re [BSI Experiences?]

John,

We're running WaveStation on 2 stations, one is live-assist the other fully auto. While there have been bugs, most of ours have been PC related. WaveStation is a GOOD program to consider. I give it 2 thumbs up.

Tim Swanson
 timswanson@kswp.com
 East Texas Christian f
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