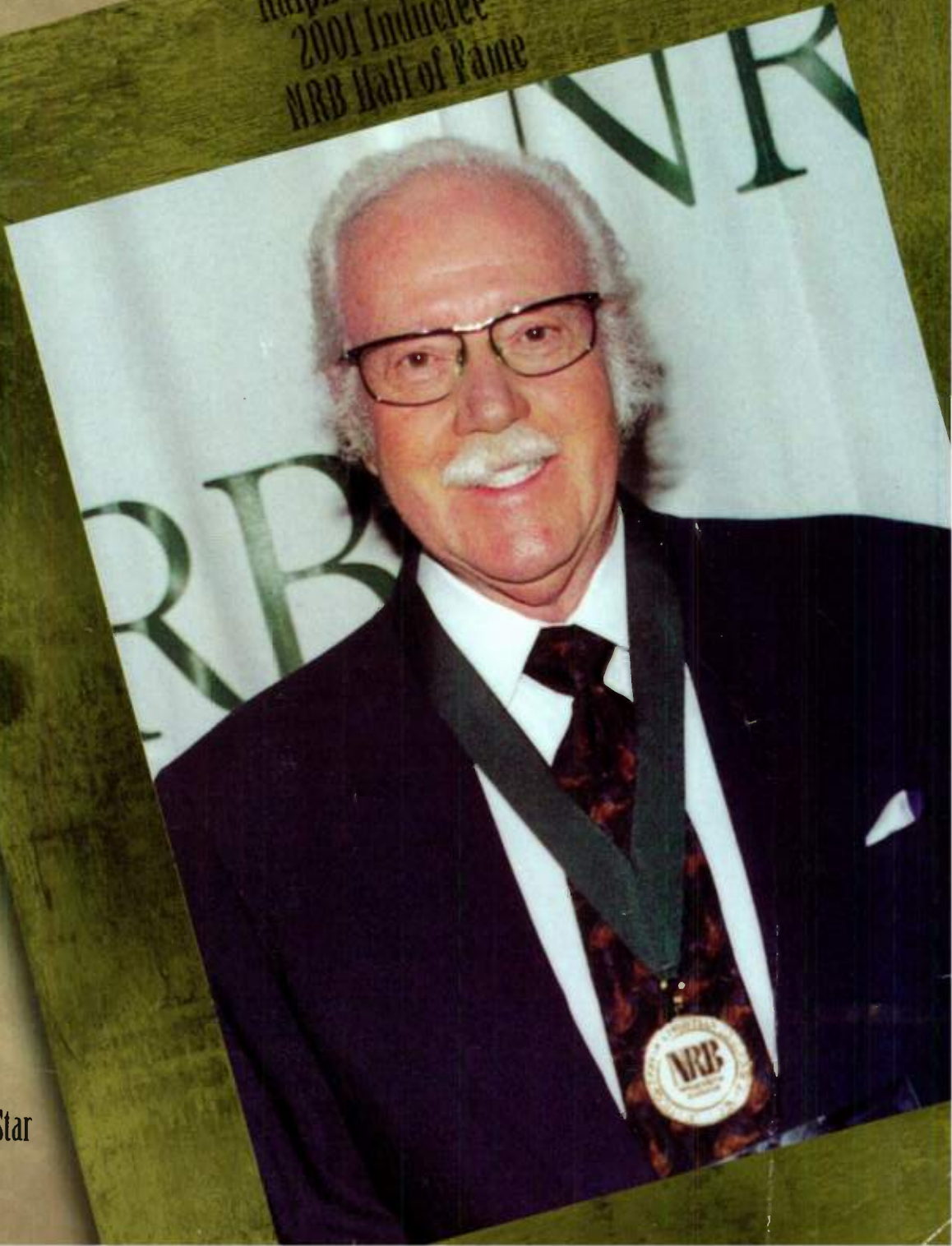


# NRB

April 2001

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- NRB 2001 Round-Up
- Satellite Killed the Radio Star



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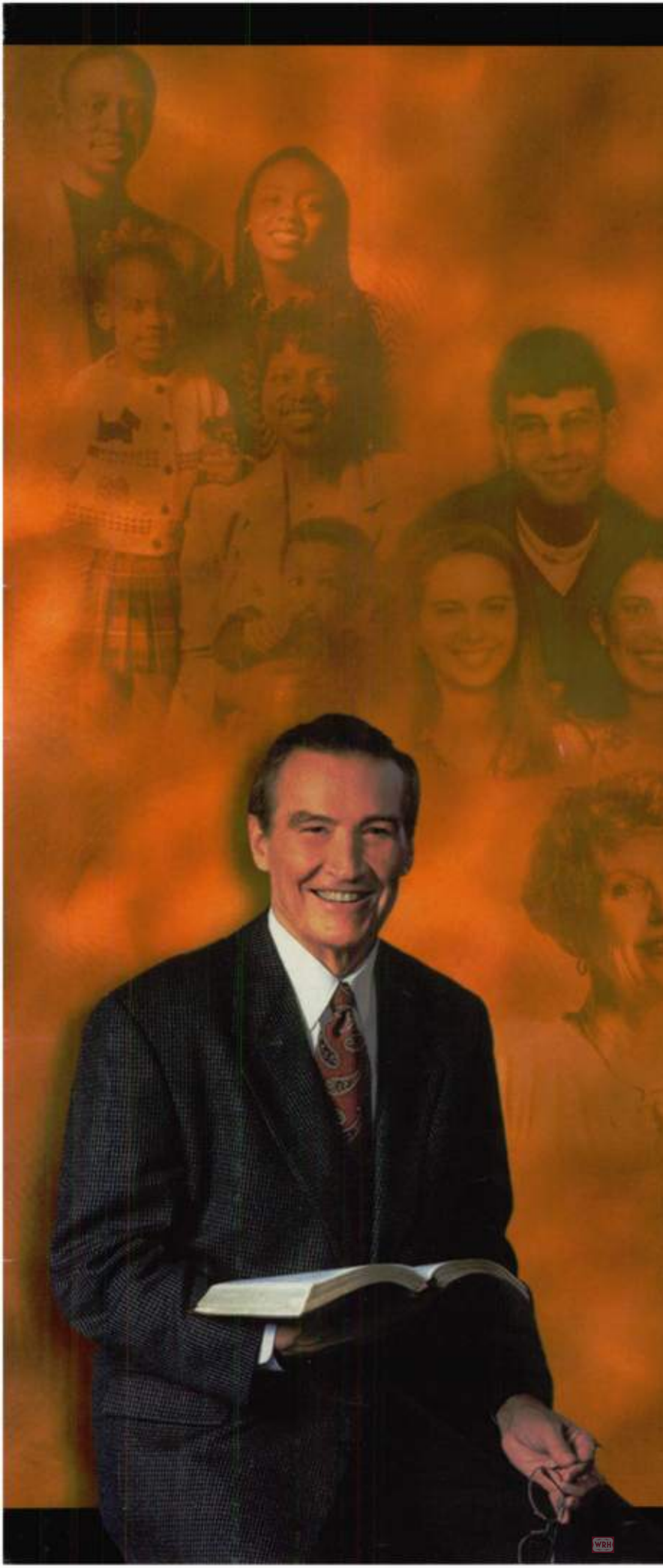
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## FEATURES

### NRB 2001 Round-up 24

*More than 5500 wranglers rode into Dallas for the 58th Annual NRB Convention & Exposition. Pour yourself a tall sarsaparilla and take a gander at the people and events that made this Big D rodeo the largest in NRB's history.*

### Satellite Killed the Radio Star 36

*A writer for FORTUNE magazine takes a detailed look at the business side of XM and Sirius. Will satellite-based radio service be the next DirecTV or another Iridium?*



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# CALENDAR

- **April 22-26**  
Gospel Music Association's Gospel Music Week; Nashville (TN) Convention Center. 615-242-0303
- **April 23-26**  
National Association of Broadcasters NAB 2001; Las Vegas, NV. Kathleen Muller, 202-775-3527.
- **April 23-29**  
National TV-Turnoff week. www.tvturnoff.org or 202-518-5556.
- **April 25**  
7th Annual NRB Media Breakfast at NAB; Las Vegas (NV) Hilton. Gina Ebhardt, 703-330-7000, ext. 503.
- **April 26**  
32nd Annual Dove Awards; Nashville, TN.
- **May 3**  
National Day of Prayer. www.gospel-com.net/npc.
- **May 17-19**  
Church Leadership Conference; Barrington, IL. 800-570-9812.
- **May 20-23**  
Broadcast Cable Financial Management Association 41st Annual Conference; Toronto, Ontario. Mary Teister, 847-296-0200.
- **May 21-24**  
Annual Pastor's Conference; Moody Bible Institute, Chicago, IL. 800-356-6639.
- **July 19-21**  
Southeastern NRB Regional Convention; The Cove, Asheville, NC. Chuck Burge, 954-334-3785.
- **July 26-28**  
Southwestern NRB Regional Convention; DFW Marriott, Irving, TX. Ron Harris, 817-702-3800.
- **August 26-29**  
Western NRB Regional Convention; San Francisco, CA. Dave Kersey, 520-742-6976.
- **September 9-11**  
Midwestern NRB Regional Convention; Maranatha Convention Center, Muskegon, MI. Martin Jones, 402-464-6440.
- **September 23-25**  
Eastern NRB Regional Convention; Sandy Cove Bible Conference Center, North East, MD. Ward Childerston, 301-582-0285.
- **February 16-20, 2002**  
59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.

# NRB

National Religious Broadcasters

April 2001  
Vol. 33, No. 3

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## Rave Reviews of Dallas



**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](mailto:bgustavson@nrb.org) or phone 703-330-7000, ext. 507.

How greatly encouraging to hear from so many of you sending your comments about NRB 2001 in Dallas, TX. Although we had a record 5550 people registered, that is secondary to the spiritual tone which was clearly present. From your input we are getting the impressions of great inspiration, outstanding teaching sessions and excellent fellowship and business.

Here is input from a few:

- "What a great convention, Brandt! It was the best I have ever attended." — Larry Poland, Mastermedia
- "From my perspective, NRB was the best that I can remember. It was just great!" — Dick Bott, Bott Radio Network
- "Thank you, NRB, for a potent conference. Once again we came away renewed, refreshed and challenged... and better equipped to fulfill our call as communicators of the Good News." — Scott Taylor, WAWZ-FM/Zarephath, NJ.
- "Thank you, thank you, thank you! The Hall of Fame experience is one I shall always treasure." — Ralph Carmichael

- "My heart is so full. This year's convention had to be the best ever. WOLC is truly a better radio station because of NRB." — Jim East, WOLC-FM/Princess Anne, MD
- "May I extend heartiest congratulations on another NRB convention! We are so proud of the organization." — Bob Straton, Walter Bennett Communications
- "What a phenomenal NRB! In my 18 years of going to NRB, this was absolutely the finest. The spiritual tenor in particular was rich and meaningful." — Rick Dunham, KMA
- "Super conference! So pleased to see NRB doing so well." — Willits Sawyer, EFT Corporation

I could go on but will stop here. It's encouraging when the staff works so terribly hard before, during and after the convention to know that you are helped and pleased. We look on ourselves as servants and are grateful for each of you who seek to serve the will of God.

Please keep the Association and headquarters staff in your prayers as we prepare to move into our own building this spring, a long-awaited step in NRB's continued development and a signpost of solid growth.

## Long Live Radio

This issue's feature article focuses on radio. In early radio days, families sat in the living room and "watched" the radio. In the '50s, television replaced radio as the source of drama and comedy. Radio survived and began the new era of music and disc jockeys. The transistor radio enhanced radio's take-along ability to "be there" with music, news, weather and sports.

Today radio is still transitioning. With satellite radio, audio streaming and media players threatening to take a bite out of radio's audience, owners and managers wonder about the future health of radio. Yet, with consolidation and mergers, the selling price for radio stations continues to go through the roof.

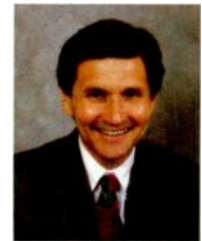
Radio is known as "the theater of the mind." Orson Welles created *War of the Worlds* and sent Americans into panic. Stan Freeberg dropped his 2000-pound marshmallow into Lake Michigan, which had been drained and filled with hot chocolate. When Charles Osgood signs off with "See you on the radio," he attests to the power of radio to see things only the mind can see.

Those of us in radio usually are amused by the comment (often spoken with disappointment) "Oh, that's what you look like!" And for those with a great face for radio, that

should be a comfort. Without the distraction of clothes, jewelry, makeup, good looks, scenery, sets and lights, the radio producer has a blank page to create images and impressions that go powerfully to the mind and to the heart. A friend of mine says that radio is effective in communicating because the messenger is hidden.

That's why radio is a natural in presenting the Gospel. TV appeals to the eye, showing pictures and telling stories of the visible world. Radio helps the mind and heart comprehend the intangible, invisible world of the Spirit.

Television often is criticized for "talking heads." However, creative television can be wonderfully effective through telling stories, demonstrating pictures and showing action. We need more than talking heads in both radio and TV. And radio is far from dead. We need creative writers, producers, air talent and marketers who will use the unique strengths of the media — plural — to effectively tell the story of Jesus, to encourage one another and to instruct followers of Jesus to live as lights in our culture.



**Wayne Pederson** is chairman of **NRB** and executive VP of **Northwestern College Radio Network in St. Paul, MN**. He may be reached at [wap@nwc.edu](mailto:wap@nwc.edu) or 651-631-5000.



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## Broadcast EEO Rules Suspended; New FCC Chairman Takes Over Changing Panel



**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.**

As most broadcasters know, the Federal Communications Commission (FCC) recently suspended the recruitment outreach components of its broadcast equal employment opportunity (EEO) rules pending further developments in court challenges concerning the obligations. The Commission's action came in the wake of a federal appellate court ruling in January that invalidated the mandates.

Whether the broadcast EEO rules are permanently gone is a different matter. As of this writing, it is still not certain whether the FCC—or one or more of the private parties involved in the litigation—will seek further judicial review of the U.S. Court of Appeals for the D.C. Circuit's decision in *MD/DC/DE Broadcasters Association v. FCC*. However, as explained below, it appears that the agency could revive some of the regulations even if the court action ends.

Broadcasters should note that one EEO mandate remains in effect: licensees still are prohibited from engaging in employment discrimination on the basis of race, color, religion, national origin or sex. Also remaining intact is the exemption for qualified "religious broadcasters," who are permitted to recruit and hire employees based on their faith. The FCC defines a religious broadcaster as one who "is, or is closely affiliated with, a church, synagogue, or other religious entity, including a subsidiary of such an entity."

For the time being, the rules suspension relieves licensees of a wide array of EEO record-keeping and reporting tasks. In addition, licensees no longer face government-imposed obligations to engage in "broad outreach" in recruiting job candidates, to track the productivity of recruitment sources or to participate in a specified number of "supplemental recruitment initiatives" such as job fairs, etc. Nevertheless, the suspension does not mean that stations must—or should—stop efforts to recruit broadly. Many outreach efforts have proved worthwhile in helping the broadcast industry to attract and retain a diverse and capable workforce.

The potential for revival of some recruitment rules stems from the D.C. Circuit's reasoning in striking down both the "Option A" and "Option B" components of the regulations. The invalidation of Option B was not surprising; those rules were fairly similar to previous EEO regulations struck down in 1998. In particular, Option B required stations to keep "applicant flow" data, including racial and gender information, which the FCC would use in evaluating whether a station's recruitment efforts were sufficient.

The D.C. Circuit found that the Option B approach "clearly does create pressure to focus recruiting efforts upon women and minorities." The court determined that a government mandate explicitly requiring recruitment of minorities operated to disadvantage members of other races by depriving them of

equivalent notice of job openings that might have led to employment. Therefore, the appellate judges ruled, Option B violated the Constitution's "equal protection" clause.

In contrast, the D.C. Circuit concluded that the Option A requirements—which incorporate a 13-point list of "supplemental recruitment initiatives" and require no tracking of applicant or interviewee data by race or gender—do not "meaningfully pressure" broadcasters to recruit women or minorities. Accordingly, the court held that these rules were constitutional.

Yet the appellate panel went on to strike down Option A on more technical grounds. Under a legal concept known as "severability," the D.C. Circuit concluded that a key goal of the FCC's Option A/Option B regulatory design was to afford broadcasters "flexibility" in meeting EEO obligations. But with Option B invalidated, the court reasoned that Option A, standing by itself, could not provide licensees with such flexibility. Therefore, the D.C. Circuit ruled, Option A has to be invalidated because it did not serve the agency's intended purpose.

This element of the decision has raised heated debate in certain legal circles. Observers note that because Option A was not declared unconstitutional, the FCC could open a new rule-making to bring back those rules. Whether that actually occurs will depend on the five-member Commission which, as noted below, is facing changes in its ranks.

### New Commissioners to Join Powell This Year

NRB members likely know that Michael Powell, a Republican and three-year veteran of the FCC, recently won appointment to the agency chairmanship. As Chairman, Powell has signaled that he will take a generally deregulatory approach to communications issues; his initial focus is on conducting a comprehensive review of Commission policies and procedures to determine "how well we are organized to be as responsive as possible to the issues and needs of the industries" the agency regulates.

It now appears that the new Chairman will be joined by four new Commissioners during the coming months. One seat on the panel currently is vacant, and two Commissioners who are nearing the end of their terms—Democrat Susan Ness and Republican Harold Furchtgott-Roth—announced last month that they would not seek reappointment. More recently, press reports indicate that Commissioner Gloria Tristani plans to leave the FCC by year's end to pursue elective office in her home state of New Mexico.

The Bush Administration has not indicated whom it may nominate for any of the FCC seats. However, one thing seems certain: because the President may fill three of the five positions with members of his own party, two vacancies will go to Republicans. In future columns, I will report on developments concerning new FCC personnel as events warrant.



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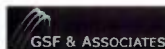


## AIRWAVE NEWS RADIO

**St. Louis, MO** - *Front Porch Parenting*, a production of The Jubilee Network of KFJQ Radio, acquired its 200th radio affiliate, fulfilling a major goal for the network. The one-minute program, co-hosted by Mary Manz Simon, offers information, support and encouragement for today's cutting-edge topics. In addition to the audio broadcast, the program is available via live audio streaming at [www.kfuo.org](http://www.kfuo.org). (Jenny Williams, 800-325-6333)



**Nashville, TN** - GSF & Associates announced the addition of *New Life Live* to its family of clients. Hosted by founder Steve Arterburn, Dr. Henry Cloud, Dr. John Townsend and Dr. Paul Meier, the show provides an interactive resource for listeners through a question and answer format. (GSF, 615-361-1810)



**Florence, KY** - Last fall Atlantic Broadcasting closed the purchase of three stations from Carter Broadcasting: WLOB-FM/Portland, ME; WLOD-AM/Loudon, TN; and WLLB-AM/Rumford, ME. With this purchase, Atlantic Broadcasting re-entered the broadcasting industry. (John Pierce, 859-647-0101)

**Florence, KY** - Salem Communications Corporation agreed to purchase the assets of WROL-AM/Boston, MA from Carter Broadcasting for \$11 million dollars. Carter Broadcasting exits the Boston market with this sale. (John Pierce, 859-647-0101)



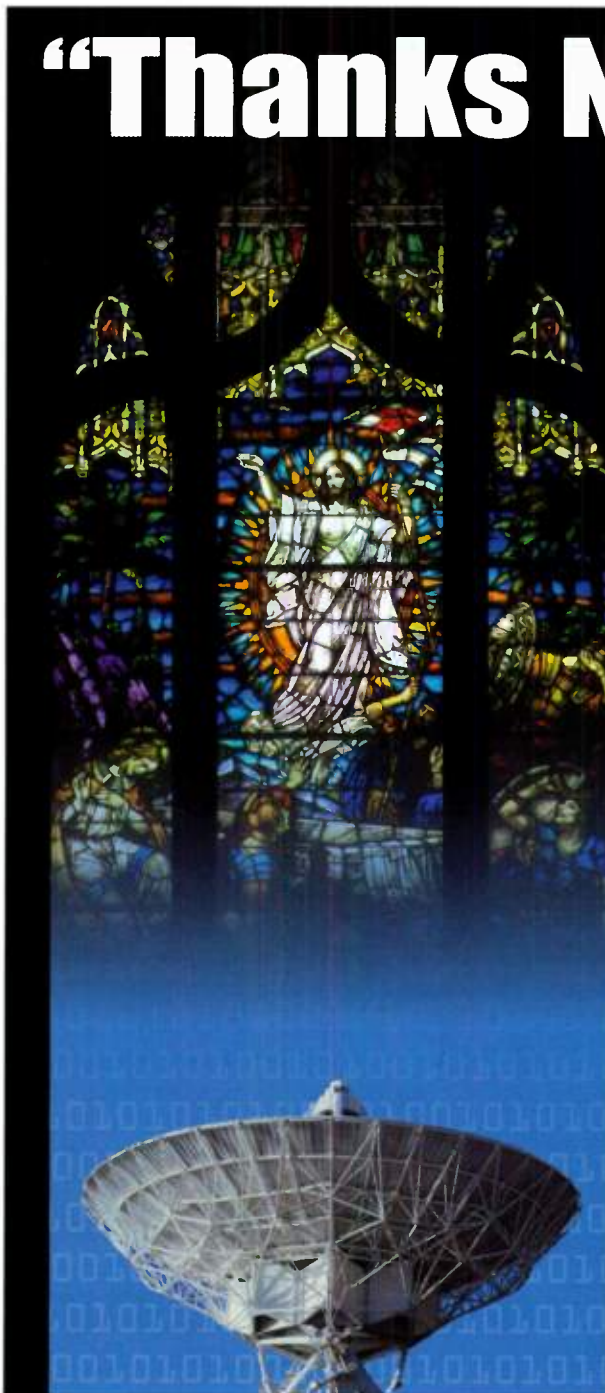
**Humble, TX** - KSBJ-FM/Houston, TX, partnered with the Gulf Coast Regional Blood Center to conduct its 14th Annual Share Life Blood Drive January 2 - 6. The total units of blood donated were 2,238, the highest in KSBJ-FM history. In other news, KSBJ delivered more than 1500 teddy bears in January to the Houston Police Department (HPD) for the HPD's annual Hug A Bear Program, which places teddy bears into the hands of Houston police officers who use the bears as gifts to comfort children in crisis situations such as accidents or arrests. Also, KSBJ's *Morning Show* hosted its first pre-game show at the site of Superbowl 2004 with hosts Brand Hansen and Susan O'Donnell. The show was broadcast live from Reliant Stadium, which is still under construction and is the future home of the Houston Texans NFL franchise. (Jason Ray, 281-446-5725)

**Grand Rapids, MI** - CBH Ministries recently launched its new radio program *Down Gilead Lane*, replacing *Children's Bible Hour*, a program with a 58-year history. *Gilead* was created to be a compelling program for today's children and families to draw them into a life-changing relationship with Jesus Christ. *Gilead* debuted and aired internationally on March 3. (Shannon Nieuwkoop, 616-451-2009)

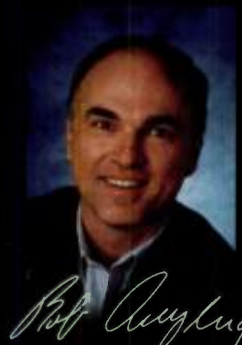


**Dallas, TX** - USA Radio Network launched Christian Music America, a two-hour Adult Contemporary Christian music program available to stations via CD. The program is hosted by Ron Taylor and features top artists in Christian music. The purpose of the program is to give listeners insight into the heart and ministry of the artists, spotlighting the stories behind the songs. (Buddy Vaughn, 972-692-1340)

# "Thanks NSN!"



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# NRB

## Communications Connection

"NRB magazine is a valuable tool for everyone in the religious broadcasting community. The insightful editorials and news updates help to keep us informed about current news within our unique industry. Thank you, NRB, for this outstanding publication!"

— Robert H. Straton, President,  
Walter Bennett Communications

**Ft. Worth, TX** - FamilyNet recorded radio interviews with Christian artists and personalities at the FamilyNet booth during the NRB convention in Dallas, TX. The interviews are to be used as segments on two of FamilyNet's radio programs: *Master Control* and *On Track*. (Denise Cook, 817-570-1400)

**Tucson, AZ** - For the first time in the ministry's 35-year history, Family Life Communications (FLC) is leasing a full-time satellite channel for its exclusive use. The code for the new channel is LF1, or LifeOne. The new channel, which debuted March 5, allows FLC to deliver some of its programs to Christian radio stations that cannot presently receive the programs or receive them on CD. (Adam Colwell, 8100-776-1070, ext. 217)

programs, part of the Awards Gala was Dr. Ted Baehr's annual "Report to the Entertainment Industry." (Dan Wooding, assistcomm@cs.com)

**Burke, VA** - Sixty- and 30-minute programs of a reunion of The Jesus Movement's seminal musicians are being offered free to stations. The program *First Love* was created during a historic gathering of music pioneers from the Jesus Movement, featuring 2nd Chapter of Acts, Randy Stonehill, Honeytree, Andrae Crouch, Love Song, Barry McGuire, Jamie Owens Collins, Terry Clark, Chuck Girard, Annie Herring, Darrell Mansfield, John Fischer, Randy Matthews, Matthew Ward, Paul Clark and a special tribute to the late Keith Green. Also included are interviews with Pastor Jack Hayford, Phil Keaggy, Steve Camp, Pat Boone and others. (Diane Turel, 800-729-2237)

**Dallas, TX** - Peter and Paul Lalonde, producers of *Left*



*Behind: The Movie*, partnered with Feed the Children to sponsor food drives in three cities across the nation January 3 - 5. The Lalondes, owners of Cloud Ten Pictures in Toronto, Canada, were joined by cast member Brad Johnson, Feed the Children founder/president Larry Jones and community volunteers to distribute food boxes and other necessities to thousands of children and families. During the month of January, the *Feed the Children* broadcast featured special interviews and footage from the food drives and provided viewers with the opportunity to request a VHS copy of the film and discounted coupons for the film's nationwide theatrical release on February 2. (Bob King, 972-980-4898)

**Fort Lauderdale, FL** - A special Easter weekend edition of the Silver Angel Award-winning program, *Who Is This Jesus*, will air during primetime and in place of the *Coral Ridge Hour*. A one-hour audio broadcast of *Who Is This Jesus* also is available to radio stations from the Focus satellite network at 719-536-9000, ext. 117. (John Aman, 954-334-5330)



### AIRWAVE NEWS TELEVISION

**Chicago, IL** - *Aspiring Women* returns for 2001 with a new crop of 30-minute shows on the Total Living Network, hosted by Shirley Rose, Michelle McKinney and Tammy Maltby. (Debra Hall, 312-433-3838)

**Ft. Worth, TX** - Airing through February 9, 2001, FamilyNet's Family Enrichment Series presented *The Song of Solomon* series by Tommy Nelson in six one-hour segments. Also, Doug Kaufmann, host of *Your Health Matters*, a daily one-hour television show on FamilyNet, appeared in the FamilyNet booth at the NRB convention in Dallas, TX, to give away autographed copies of his new book, *The Fungus Link*. (Denise Cook, 817-570-1400)



**Hollywood, CA** - On March 21, the 9th Annual MOVIEGUIDE Awards Gala celebrated Hollywood's best family and inspirational movies and TV programs in Los Angeles, CA. Besides offering awards for the best family and inspirational movies and TV

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"... 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.

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Wanda Franz Ph.D.

## Pro-Life Perspective

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

# TRADE TALK



## NEWS

**Cambridge, MA** - Harvard Divinity School will convene the fourth session of the annual Summer Leadership Institute on June 18. The two-week session is a cutting-edge training program for clergy and lay leaders across the country involved in church-based community and economic development. (Nancy Nienhuis, 617-496-3586)

### Grand Rapids, MI -



According to a Zondervan Publishing House survey, 86 percent of Americans find the lessons and stories of 2000 years ago helpful in coping with contemporary issues. In addition, the survey indicates that 80 percent of respondents believe the Bible can help to resolve all or most of today's problems.

Commissioned by Zondervan to quantify what Americans think about the relevance and trustworthiness of the Bible in today's world of rapid culture shifts and change, the survey measured public perceptions of the Bible in the 21st Century among 1,000 men and women age 18 and older. Survey respondents included a cross sampling of age, gender, education, race and geographic region. (Trent Frager, 312-751-4198)

### Minneapolis, MN -



As it launches the Lighthouse Movement into 2001, Mission America announced the formation of The National Lighthouse Coordinating Council. The Council, which will be accountable to the Mission America National Facilitation Committee, will give leadership to strategic planning and coordination of The Lighthouse Movement. The Council will consist of the following appointments: Chairman Mary Lance Sisk, of Love Your Neighbor Ministries; and National Facilitator of Lighthouse Ministries Dr. Alvin Vander Griend, from HOPE Ministries. (Naomi Frizzell, 904-363-1729)

**Dallas, TX** - The winner of the free NRB 2002 registration given away in the NRB Magazine booth at NRB 2001 was Rev. Elwood Chipchase, president of Calvary Bible College & Theological Seminary in Kansas City, MO. (Steve Cross, 703-330-7000, ext. 518)

### Minneapolis, MN -

*Road to Redemption*, the first comedy release by World Wide Pictures, opened in test markets across the country on February 16, bringing the production company back into the theatrical market. Produced by John Shepherd, co-produced by John Schmidt and written and directed by



Robert Vernon, the film is a fast-paced comedy set on the road between Las Vegas, NV, and Lake Redemption, MT. (Kristol Bosshardt, 612-335-1371)

### Colorado Springs, CO -



Compassion International partnered with Crosswalk.com in a fall quarter 2000 campaign raising awareness among the online Christian community which resulted in funding of \$68,544 for the worldwide development of children through Compassion's Un-sponsored Children's Fund, providing impoverished children the means to launch into a Compassion child development program even before that child has a personal sponsor. (Mary Ann Strombitski, 800-336-7541)

**Dallas, TX** - Congratulations to Jim Cody of WCLC-AM-FM/Jamestown, TN, who won a trip for two to Israel in the Membership booth drawing at NRB 2001. The trip is courtesy of Ruth Sims, SOR (Sun of Righteousness) International, in Broad Run, VA. SOR is planning several trips for this year including one with Pat Boone. Members interested in trip details can contact Ruth at SORINTERNATIONAL@Starpower.net or 703-754-0933. (Anne Tower, 703-330-7000, ext. 511)



## MUSIC

**Springdale, AZ** - January 25 marked the official launch of the *Left Behind - The Movie* music tour with Bob Carlisle, Rebecca St. James, Brian Duncan, Russ Lee and the bands JAKE and ShineMK. (update@cloudtenpictures.com)

### Los Angeles, CA -



Former CCM rocker Ken Tamplin is partnering with major churches to create an album, *Make Me Your Voice*, featuring top church worship leaders. Already committed are leaders from such churches as Willow Creek, Calvary Chapel Costa Mesa, Saddleback, Faith World Outreach, Eagle Rock, Church of the Rock, Church on the Way, Friendship Baptist and Bible Enrichment Fellowship. Also participating are Charlie Peacock and Habib Bardowell. All proceeds from sales of the album will benefit the work of Christian Solidarity Worldwide and Samaritan's Purse in Sudan. (Rob Michaels, 615-373-8000)

**Nashville, TN** - Worship artist Circadian Rhythm signed an exclusive recording agreement with 40records. Comprised of five former Liberty University students, the band has led worship at various venues across the country since its formation in 1997. Circadian Rhythm's debut recording, *Over Under Everything*, is slated to release April 24. (Brian Smith, 615-298-5505)



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## INTERNATIONAL NEWS

**La Mirada, CA** - Far East Broadcasting Company (FEBC) has reverted back to its original name and is no longer using Voice of Friendship, largely due to an attachment to the original name by many missions-minded and radio people. (Melinda Wong, 562-947-4651)



**EL SALVADOR** - In the wake of a devastating earthquake on January 13, International Bible Society (IBS) rushed Scripture resources to Christian leaders to meet the spiritual needs of the injured, homeless and bereaved. IBS-Latin America, under the leadership of IBS's Guatemala Director Benjamin Orozco, sent more than 70,000 Spanish-language copies of the Scripture-based booklets, *When Your Whole World Changes* and *In Time of Crisis, There Is Hope*, to churches and ministries in El Salvador, Guatemala, Honduras and Nicaragua. Orozco also sent volunteers from Guatemala to El Salvador to help those struggling to rebuild their lives. (Judith Billings, 719-488-9200)



**West Midlands, UNITED KINGDOM** - The UK Radio Authority declined VOICE



FM's application for a radio license for the West Midlands' second FM regional license. (J. Peter Wilson, info@christianvoice.co.uk)

**Seoul, KOREA** - Manmin TV, an Evangelical Christian Webcasting System, experienced several exciting crusades in 2000, with more planned for 2001. During NRB 2001, Manmin TV held an educational reception with teaching from Dr. William Dembski on replacing Darwinian Evolutionism with Intelligent Design Movement, which detects design and intelligent agency in nature. Find more information at the ministry's Web site: [www.manmin.tv.org](http://www.manmin.tv.org). (Johnny Kim, manmin.tv@korea.com)

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**Organization Name**

INBOX COMPOSE OPTIONS FOLDER ADDRESSES SEARCH LOGOUT

**WELCOME** "donorname@orgname.org"

**INBOX** 3 new messages

DATE	FROM	SUBJECT
1/29/01	Org Name	Thank you! Here is your latest gift receipt.
1/29/01	Org Name	Respond to our donor survey and get a free gift!
1/29/01	Org Name	Volunteers are needed for an upcoming event.

**LOCAL WEATHER** City, State

WEDNESDAY	partly showers	hi 59 lo 40
THURSDAY	showers	hi 53 lo 34
FRIDAY	partly cloudy	hi 49 lo 28
SATURDAY	sunny	hi 66 lo 45
SUNDAY	sunny	hi 69 lo 47

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Donation	5/24/00	\$100.00		
Donation	8/5/00	\$75.00		
Pledge	1/10/00	\$1200.00		
<b>Total Gifts</b>			\$1	
<b>Prior Year Total</b>				

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# TRADE TALK

## COMMUNICATOR CONNECTION



**Rev. David Ireland**

**Pastor,  
broadcaster,  
author**

**Christ Church,  
Montclair, NJ**

**Birthdate**

November 27, 1961

**Describe your personality**

Intense, investigative and passionate about life.

**Mission statement**

Christ Church's mission statement is, "Christ Church exists to unite people to God and people to people." This matches my personal mission to live as an authentic reconciler of people to God and to one another.

**As a pastor, what led you to become a broadcaster?**

The Holy Spirit placed an urgent desire on my heart to share the Gospel, using every form of media.

**What led you to author books, and are there any new ones on the horizon?**

The books that I've authored were borne out of the personal encounters I have had with the Holy Spirit. For example, *Failure Is Written in Pencil* originated from a dream. I intend to write books about building a multiethnic church. I also want to write about leaders and their legacies as well as a book on understanding dreams. My goal is to write one book per year for a while.

**Favorite food**

A nice meatloaf dinner.

**Most needed area of improvement in Christian communications**

Cross-cultural communication. Sometimes we cannot hear someone else's passion or concern because he or she is different racially or culturally. Failing to appreciate other cultures could cost you some of the best relationships of your life.

**Favorite way to spend a weekend**

I love to have my wife curled up next to me on the sofa while we enjoy a Western featuring Clint Eastwood.

**Technical gadgets you own**

Cell phone, Palm Pilot, laptop and electronic organizer.

## NEW MEMBERS

**Christians United, Inc.**  
Summit, MS

**First Baptist Church  
of Guinea**  
Woodford, VA

**Spreading God's Message, Inc.**  
Cedarhurst, NY

**Streaming Faith, LLC**  
Atlanta, GA

**T.D. Jakes Ministries**  
Dallas, TX

**WSFJ-TV**  
Thornville, OH

**Associate Members/  
CNSNews.com**  
Alexandria, VA

**Group Publishing, Inc.**  
Loveland, CO

**Howard Publishing**  
West Monroe, LA

**Mt. Pleasant Church  
& Ministries**  
Baltimore, MD

**Windsor Christian Fellowship**  
Windsor, Ontario, CANADA







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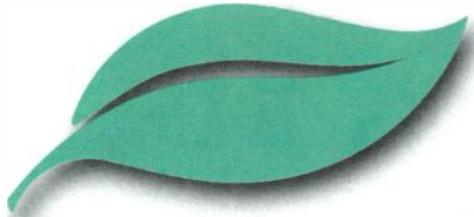
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"Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth." (3 John 2)



## PUBLISHING

**Chicago, IL** - NRB member Shirley Rose introduced her new book *Growing Your Dreams: Seven Keys for Success*, at the CBA Expo in Louisville, KY, January 31 - February 2. Written from personal experiences and aspirations, Rose strives to show women how to become their best spiritually, emotionally and physically. (Debra Hall, 312-433-3838)



**Colorado Springs, CO** - NRB member Kay Arthur's *Search My Heart, Oh God* (Waterbrook Press) was voted Inspirational Gift Book of the Year in The 2000 Inspirational Life Awards. Winners were selected by the votes of people throughout the country, and announced on three one-hour programs that aired on INSP and PaxTV. (800-603-7051)

**Austin, TX** - WayMakers released *Seek God For The City 2001*, a booklet released annually and designed as a 40-day prayer guide to help Christians pray together for spiritual awakening and renewal in cities throughout America. (Susan Joiner, 800-264-5214)

WayMakers



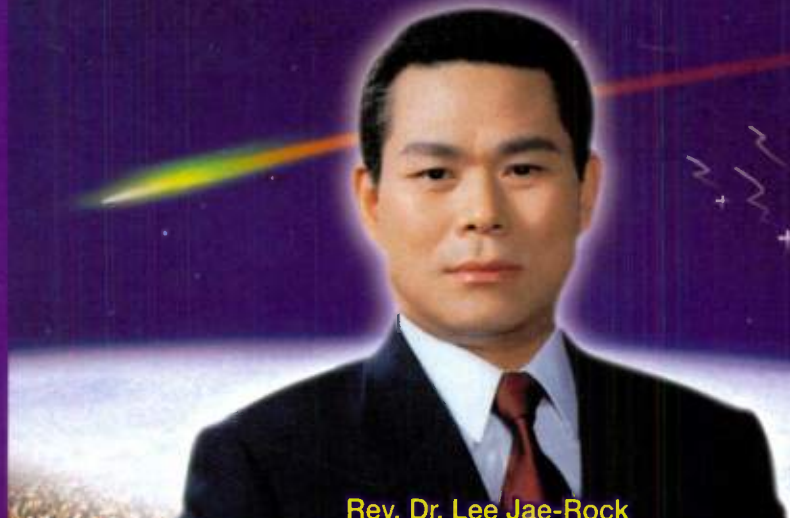
**Fullerton, CA** - In his latest book, *Feel the Zeal*, Dr. Ron Cline, president of NRB member HCJB World Radio, shares real stories about real people who decided to do what God asked them to do, then stood back and watched the zeal of the Lord accomplish amazing things. This same theme also has



been the focus of a special five-week national radio series that launched in 2001 on stations across the country, culminating in a two-week concentrated campaign to urge listeners to share an occasion they felt the zeal of the Lord at work. (Kim Kinnett, 714-738-1501)

**Astana, KAZAKSTAN** - For the first time in history, Kazaks can read the entire New Testament in their own language. The Bible League's offices in Kazakstan welcomed the arrival of the second edition of the Kazak Holy Book, which now contains the entire New Testament and 16 Old Testament books, including Psalms, Proverbs and Isaiah. It took 10 years for translation of the New Testament into the Kazak language to be completed. (800-334-7017)

Rev. Dr. Lee Jae-Rock



Rev. Dr. Lee Jae-Rock

After meeting God miraculously by being healed from seven years of severe diseases in 1974, Lee Jae-Rock devoted himself to pray and study the Bible so that he could understand God's will clearly and practice it. He was called to be the servant of God and established Manmin Joongang Church with thirteen members and just ten dollars in 1982. The church has been continually growing to have more than 75,000 members now.

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## TECHNOLOGY

**Tempe, AZ** - Core Digital Technologies-SWTV (Southwest Television) recently installed a 96-channel Solid State Logic Aysis Air Mobile Digital Broadcast Console in its newest addition. The Sundance is a fully SDI 601-implemented production truck with digital wiring for 20 cameras, 24 tape machines and the Aysis Air Mobile, all routed through a Kalypso switcher. (Michelle DiPaolo, 631-784-7865)

**Carlsbad, CA** - Dot Hill Systems Corp. released its full Fibre Channel



SANnet™ 7000 series, the newest member of Dot Hill's SANnet family of storage solutions, and boasts enhancements in management, performance, reliability and capacity. In other news, Dot Hill Systems Corp. entered into an OEM agreement with Comverse Network Systems, a division of Comverse Technology, Inc. Under the agreement, Comverse will integrate Dot Hill's SANnet storage systems into its TRILOGUE Infinity™ line of telecommunications systems. (Sandy Pichitpai, 714-854-0900)

**Los Gatos/Milpitas, CA** - Streaming21, in collaboration with Neon Technology, Inc. and Sigma Designs, announced a joint solution for the delivery of broadcast-quality video and audio streaming. Streaming21 will spearhead the alliance by providing carrier-class delivery and content distribution platform enabling the future of IP television. Neon's participation will be through its SurfReady Set-Top Box environment, which delivers easy-to-use Internet access and high-quality video by using Sigma Design's decoder chips. (Sinan Kanatsiz, 714-854-0800)



**Burbank, CA** - Xytech Systems Corporation introduced the newest version of FMS 2000 at this year's NAB show in Las Vegas, NV. Designed for the production and post-production markets, FMS 2000 Version 4.0 uses the scheduling module as its foundation. FMS 2000 4.0's updated Web Browser module features improvements in breadth, flexibility and graphics, including a Web-based connection to real-time schedule and vault information. The FMS reporting capability includes 68

standard reports to track the usage and profitability of a facility. Sixteen new reports are included in this release, including some graphs, project summary spreadsheets and vault catalogs. The new FMS billing module features shortcuts, and the shipping module is now standard. (Sinan Kanatsiz, 714-854-0800)

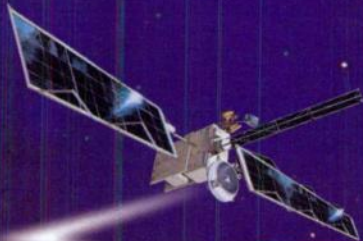


## INTERNET

**Roanoke Rapids, NC** - Roanoke Technology Corp. (RTC)



announced the first release of RTC Web Site, [www.rtcwebsite.com](http://www.rtcwebsite.com), to create an Internet presence. RTC Web Site allows users to register a new domain name for the U.S., Canada or the UK, and within minutes have a professional, quality Web site up and running. RTC Web Site is integrated with RTC Web Mail to offer e-mail, a Web site, Web hosting and Web design in one package. RTC offers multiple templates from which to choose with prices beginning at \$49.95. (252-537-9222)



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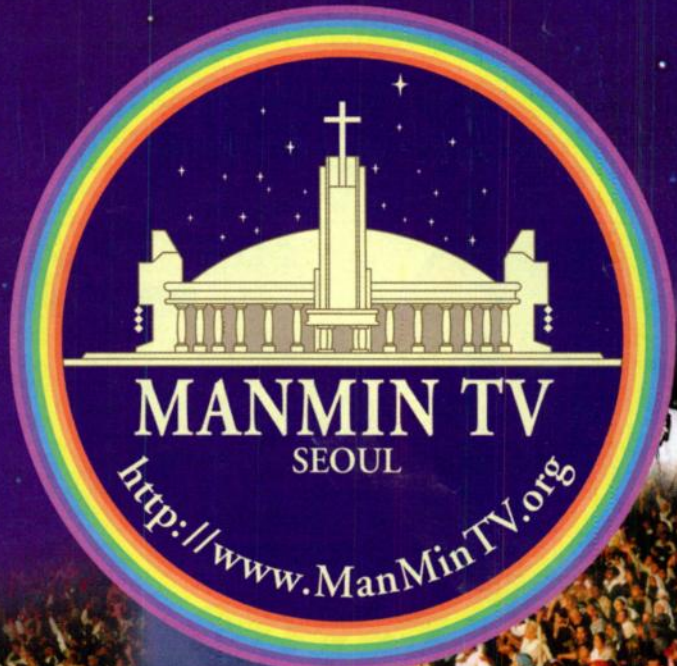
In the beginning God created the heavens and the earth. [Gen 1:1]

### Christian Culture

Praise him with tambourine and dancing. [Psalm 150:4]

### The Spiritual Realm

The Holy City, the new Jerusalem It shone with the glory of God. [Rev. 21:2,11]



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## PEOPLE

**Washington, DC** - NRB general counsel Wiley, Rein & Fielding announced that John E. Fiorini, III, has become a partner in the firm's communications practice. Fiorini, formerly a partner with Gardner, Carton & Douglas, is principally devoted to telecommunications law with particular emphasis on radio and television. With extensive experience representing clients before the FCC, he routinely counsels clients on regulatory matters surrounding mergers and acquisitions with the communications industry. (WRF, 202-719-7000)

**South Holland, IL** - Herb Chapman, who served on The Bible League's board of directors for 44 years, 32 as chairman, has retired. The board age limit is 70 and Chapman turned 71 in June 2000. Son of Bible League Founder William Chapman, he has been involved with The Bible League for 62 years. As a boy in the early 1940s, Chapman helped his family send out dozens of Bibles. As of 2000, The Bible League has provided 598,049,553 scriptures. Chapman will continue to serve The Bible League in a board advisory role. (866-825-4636)

**Nashville, TN** - In an effort to better serve media through the publicity departments within Provident Music Group's family of labels, Jackie Marushka Smith has been assigned to the new position of senior director of public relations for Provident Music Group. In addition to overseeing



publicity for each label, she will assume the role of primary contact for Provident Music Group's corporate publicity. Jennifer Hanson, publicity manager, will remain the label contact for Essential Records; likewise, Bethany Smith, publicity manager, will continue as contact for Reunion and Diadem Records. Publicity Coordinator Jaimee Paulich will assist Marushka Smith in all facets of publicity for Provident Music. (Jackie Marushka Smith, 615-261-6439)

**Nashville, TN** - Turning Point Media Relations, Inc., announced two key promotions. Emily Kohl has been promoted to senior publicist, while Michael Dukes has advanced to the position of publicist. Since joining Turning Point Media more than four years ago, Kohl has held the titles of regional media coordinator and publicist. Dukes has served as coordinator of media relations for the company since joining the staff in 1999. (Brian Smith, 615-298-5505)

**Akron, OH** - John Jay Schmahl joined InfoCision Management Corporation as an account executive. "Jay" will implement telephone fund-raising programs on behalf of InfoCision's religious clients, with responsibilities including coordination of all logistical aspects of the program, training program supervisors and communicators, working with the call center management team and analyzing the results of the program. (Jerry Harris, 330-670-5119)



**Cincinnati, OH** - Harris Corporation appointed Sarah Foss director of marketing for Harris's Broadcast Communication Division. Foss is responsible for all marketing efforts of the division, including strategic marketing and planning, brand management for existing products, new product development, Web-based marketing initiatives, relationship management and marketing communications. (Angie DeJaynes, 217-221-7442)



**Humble, TX** - KSBJ-FM/Houston, TX, welcomed two local broadcasting veterans to its on-air team: Lori Bradley, mid-day host Monday through Friday/music director; Joey K, Imaging Director/*Morning Show* Producer. (Jason Ray, 281-446-5725)

**Champaign, IL** - WBGL-FM recently made several staffing changes: David Conour has returned to WBGL-FM to resume the duties of production director, as well as handle the afternoon drive shift; Tim Nelson is moving to program director and also is handling music director duties following the departure of Michael Sadowski; Jennifer Wagoner, a recent graduate of Eastern Illinois University, assumes promotion director duties, along with coordination of *Spotlight Magazine* for the station; Melany Jackson, former mid-day announcer, has been named Information and Technology Specialist; Meredith Foster, former public relations director, has been promoted to operations director and will also continue as co-host of *The Morning Rush*. (Meredith Foster, 217-359-8232)

**Miami, FL** - Trans World Radio's (TWR) ministry to women, Project Hannah, named Jennifer Hayden executive producer of its *Women of Hope* English broadcast. This version serves as a blueprint for the program now translated and adapted into nine languages. *Women of Hope* brings practical information and spiritual encouragement to women in desperate circumstances. Previous to her appointment with TWR, Hayden was station manager of WFIF-AM/Milford CT, owned by Blount Communications Group, where she served since 1987. (Sandy Damick, 919-460-3799)



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Participate in peer networking, a mentoring program and workshops during the annual and regional conventions.

### Leadership Development

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### Technical Education

NRB's exclusive Boot Camps provide awareness and training in industry trends. Also, you'll find helpful online and print resources available at [www.nrb.org](http://www.nrb.org).

### First Amendment Protection

Find out first from NRB's weekly members-only newsfax, chat about issues with NRB's interactive e-mail listserve and visit the online Legislative Action Center at [www.nrb.org](http://www.nrb.org).

### Communication Tools

Receive the premier industry connection for Christian communicators: *NRB* magazine. Also, find out who's who in the industry with the *Directory of Religious Media* (your first year is FREE!) and the Directory on CD-ROM (an incredible resource that is FREE this year to new members who sign up from April 15-July 15).

### Annual Awards Voting

Members nominate and vote for the NRB Annual Awards. (TV and Radio stations of the year are self-nominated ... tell us what you're doing!)

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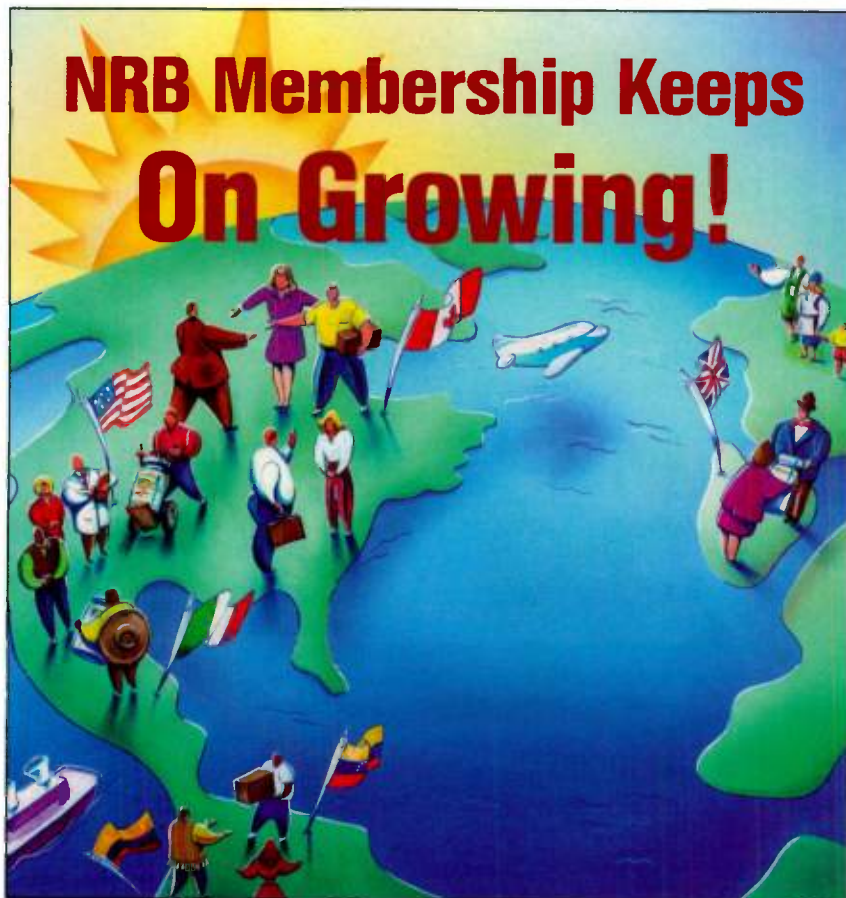
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*Anne Tower is NRB's VP of Membership.*



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# NRB 2001

## Speakers Who Spurred Us On



The Point/Counterpoint session ran through many emotions: passion, laughter, gravity. (L) The humorous response from Janet Parshall (host of *Janet Parshall's America*) tickles Lanny Davis, former special counsel to former President Clinton. (Center) Elliott Minberg, general counsel of People for the American Way, holds the attention of moderator Michael Little, NRB second vice chairman (R) Alan Sears, president of Alliance Defense Fund, delivers a passionate point regarding the Fairness Doctrine: "[It] is about selective liberty — allowing one message with no limitations and another message with limitation. This is about liberty versus government control."



ByLine host Dan Betzer delivers the Anniversary Banquet benediction in his signature storytelling style.



Author Patsy Clairmont encourages the Women's Luncheon audience, saying, "One of the things that we can give to this world is stardust ... in the form of gentle touches. Sometimes when you invest stardust in the lives of others, that gentle touch comes back to you. ... Make a difference! Spread some stardust in your world, girls."



LIFE Outreach founder James Robison shares his motivation during the Anniversary Banquet, "God does not want the church to polarize. He wants it to penetrate every area of life with His glorious light and love."



Pastor Greg Laurie of Harvest Ministries instructs the Opening Session audience on how to communicate with this generation: "1) Know the [audience], 2) Speak in the culture's language, 3) Arrest their interest, 4) Be biblically relevant, 5) Tell them how to come to Jesus and how to be forgiven."



AnGeL Ministries founder Anne Graham Lotz challenges the Worship Service audience, "Could it be that with all of our prosperity and technology, we're in danger of missing the message?"



Dr. George Sweeting, chancellor of Moody Bible Institute, installs the officers of NRB during the Anniversary Banquet, reminding them that NRB's purpose is to protect access, promote excellence and encourage fellowship among the broad sector of religious programming.



# Round-Up

## Wanted for Reward: Award Winners



Renowned composer and musician Ralph Carmichael accepts the Hall of Fame award, NRB's highest honor. Carmichael said, "[Working in music] never loses its thrill. ... I thank all of the broadcasters who have lent me their platform through the years. If we fill the world with the sound of His praise, He will fill our lives with His glorious presence."



President NRB Brandt Gustavson (L) and Chairman Wayne Pederson (R) confer the William Ward Ayer Distinguished Service award upon Charles "Uncle Charlie" Vander Meer, long-time host of *Children's Bible Hour*. Vander Meer noted, "It's been estimated that 75 percent of those who ever trust Christ as Savior do so before they're 15 years of age. That's one of the reasons that I dedicated my entire life to reaching boys and girls with the Gospel."



President Oleen Eagle accepts the award for TV Station of the Year on behalf of Cornerstone Television's WPCB-TV/Pittsburgh, PA. Eagle acknowledged, "It's because of our staff we are able to accept this award."



Dr. and Mrs. Tony Evans (center) accept the TV Program of the Year award for *The Urban Alternative*. Evans observed, "In 1996 I had the opportunity to speak at NRB, and that launched our media ministry."



PHOTO CREDIT: Chuck Clark Photography, Dallas

The Station of the Year award is accepted by representatives of WOLC-FM/Princess Anne, MD: Jim East, general manager (wearing ribbon) and Board President Ralph Scott (holding glass award). East remarked, "I'm so grateful for the fellowship, the encouragement, what I learn and what we gain from NRB."



Pastor Adrian Rogers (center) accepts the Radio Program of the Year award for *Love Worth Finding*. Rogers commented, "I want to give thanks to NRB for all you've done."



Host Larry Burkett accepts the Talk Show of the Year award for *Money Matters*. Burkett stressed, "I particularly want to thank the station owners and managers, our partners."







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# Wanted for Reward: Award Winners Continued



Scott Fehrenbacher (center) accepts the inaugural Internet award on behalf of Crosswalk.com. Fehrenbacher articulated, "It's an honor. I can tell you that God is working on the Internet, changing lives and changing hearts."



News Director Bob Holmes accepts the News award for WMHK-FM/Columbia, SC. Holmes pointed out, "I'm in an occupation very unique in that it's the only one protected by the Constitution."



Mike Reed (center), national sales manager for Salem Radio Network, accepts the Board of Directors award for author, broadcaster and film critic Michael Medved, who was unable to attend.



PHOTO CREDIT: Chuck Clark Photography, Dallas



John Sergey



Rev. Gertrude Caesar and Pastor Roderick Caesar Sr.

More than 350 years of ministry are represented on one stage in these Milestone award winners. (L-R) Ray "Black Buffalo" Wilson of Black Buffalo Trails; Norman Sanders, representing Dr. Howard Jones of *Hour of Freedom*; Lee DeYoung, representing John Sergey of *Words of Hope*; John Lenning, representing Dr. Billy Graham's *Hour of Decision*; Adrian Rogers, representing Bellevue (TN) Baptist Church; Frank Pollard and David Clark, representing FamilyNet's *The Baptist Hour*; and Bishop Roderick Caesar Jr., representing *Full Gospel Hour*.



Intercollegiate Religious Broadcasters award winners display their certificates. Awards include scholarships for the Al Sanders award and cash prizes for the Student Production awards.



PHOTO CREDIT: Chuck Clark Photography, Dallas

(L photo) Flanked by NRB chairman Wayne Pederson (L) and Executive Committee member Jerry Rose, Doris Brucgham of Overseas Radio & Television receives the award for Individual Achievement in International Broadcasting. In her acceptance remarks, she said, "As we support each other around the world, we'll see that every person has the chance to hear about Jesus Christ before He comes again."

(R photo) Terry Ascot (center), CEO of SAT-7, accepts the International Ministry Award during the World Fellowship Luncheon.



This tribal woman  
waited 100 years  
to hear about Jesus.



Meanwhile, all her loved ones perished  
without ever hearing the Gospel.

**W**ith tears streaming down her wrinkled face, the 100-year-old woman watched heartbroken as the flames consumed the body of her last and dearest friend.

One by one they had died. Life became lonelier and more hopeless with each passing day. She wished the gods had taken her too. That night a team of native missionaries came to her little tribal village in Orissa, India, and shared Jesus' love.

As she sat among the villagers to watch a film on the life of Jesus, she listened with astonishment to a simple Gospel message. For the first time, she heard that through Jesus her sins could be forgiven. She gladly gave her heart to Jesus.

But through the tears of joy, she was gripped with the question: why had no one ever told her this before? How many had perished during her lifetime—lost for eternity in hell—without ever hearing this Gospel?

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Emcee Chonda Pierce greets the NRB audience by pretending to confuse it with the NRA (National Rifle Association). "I'm really happy to be here. You know my husband and I, we've got them in all our trucks..."

PHOTO CREDIT: Chuck Clark Photography, Dallas



PHOTO CREDIT: Chuck Clark Photography, Dallas

The joyful duet of Huntley Brown's passionate piano and Neville York's mesmerizing steel drums harmonizes with an international flair during the World Fellowship Luncheon.



4HIM's worship-centered performance of "It Is Well With My Soul" is well-received during the Anniversary Banquet.

## Around the Campfire



The richly textured voices of FFH lend a special touch to Awards Night during the group's inaugural appearance at NRB.



Singer Alicia Williamson ends the Worship Service with songs of hope and healing. Diagnosed with cancer in 1998, she shared how the power of Christ healed her spirit along with her body.



PHOTO CREDIT: Chuck Clark Photography, Dallas

Composer Graham Kendrick, Irish singing sensation Maire Brennan and Grammy nominee Winsley Phipps perform excerpts from *The Millennium Chorus* during the Opening Session.



Acappella's tight harmonies on "Amazing Grace" kick off the Public Policy Breakfast.



"Musicianary" Nia encourages the World Fellowship Luncheon diners to focus on what matters most in life.

PHOTO CREDIT: Chuck Clark Photography, Dallas



*When our listeners tell us which programs they like the most—"UNSHACKLED!" always ranks among the top five! And, when they tell us which programs minister the most—"UNSHACKLED!" is number one! It's more than just good programming, it's about touching hearts and minds and lives for Christ.*

*Dawn Hibbard, KSGN-FM, Riverside, CA*



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## Around the Campfire Continued



Awards Night emcee Ken Davis instructs the audience to let go and let out a good laugh, shouting, "Shouldn't we be the most excited people on the face of the earth? God is the author of joy!"



John Tesh performs during Awards Night. Tesh presented Pastor Tony Evans of *The Urban Alternative* with the TV Program of the Year award and revealed how Evans had personally touched him at a Promise Keepers conference. "You were screaming at us, 'It is not OK to be a closet Christian!'" Tesh thundered, adding in a lowered voice, "and it was to me, and since that day, it's made such an impact on my life."



Recording group Selah leads the Worship Service audience in a cappella renditions of hymns, later teaching the worshipers an African song.



Sam Levine provides dinner music during the Anniversary Banquet, entertaining the attendees with inspirational hits.



Kasey Curtis and her band bring a fresh sound to the IRB concert.



Larnelle Harris builds up to one of his signature vocal cascades during the Anniversary Banquet.



Children's songwriter/performer Mary Rice Hopkins entertains a different audience: the Women's Luncheon.

PHOTO CREDIT: Chuck Clark Photography, Dallas

## Roping an Education



PHOTO CREDIT: Chuck Clark Photography, Dallas

Lecture-hall seating provides an academic touch to a workshop.



PHOTO CREDIT: Chuck Clark Photography, Dallas

Many workshops incorporate expert panels. The News — Texas Style panel includes award-winning news professionals: (L-R) Steve Coleman, religion editor of the Associated Press Radio Network; Sharon Geiger, news anchor for KCBI-FM/Dallas, TX; Mark Elfstrand, morning host of WMBI-FM/Chicago, IL; and Collin Lambert, news director of KIXL-AM/Austin, TX.



Fowler Productions creates a mobile video studio for the LCD projection systems imaging during the TV Boot Camp. The company provided its services throughout the convention.





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In Christ, *Larry Burdett*



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# Rodeo Sights and Sounds (Bull Included)



PHOTO CREDIT: Chuck Clark Photography, Dallas

A Cyber Lounge, sponsored by Agape Media, enables registrants to check e-mail on-site.



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Attendees respond to a call to worship during the Sunday morning service.



A live bull attends the Radio Reception, providing unique photo ops.



A new, streamlined registration process makes short work of long lines. The 5500 registrations for NRB 2001 topped all previous conventions.



NRB VP of Membership Anne Tower (L.) pauses from her work in the festive Membership Booth to chat with attendee Vonnie Childerston.

## TV Program Showcase

A standing-room-only crowd previewed two-minute video clips by production companies and independent producers around the world during the NRB 2001 TV Program Showcase in Dallas.

The 59 entries of the NRB 2001 Program Showcase ran the gamut of programming, from music video shows to magazine-format single-episode shows, all available to television stations for licensing fees, co-production agreements and on a cash basis.

The Judge's Award winners will air on major Christian TV outlets, including Total Living Network, FamilyNet, Cornerstone, I-LIFE, World Harvest and the Australian Christian Channel. The People's Choice Awards were selected by the audience present at the program showcase.

## Judge's Awards

**First Place:** *The First Easter* by Don Triezenberg of Tinley Park, IL

**Second Place:** *Future...Technology* by Deborah Riddle of Marietta, GA

**Third Place:** *Gospel Fire* by Gerrit Long of Boone, IA

## People's Choice Awards

**First Place:** *Cherub Wings* by Robert Fernandez of Marietta, CA

**Second Place (tie):** *Contagious* by Peter Blasé *Find a Local Church* by Aaron Darr of Perrysburg, OH

## Rootin', Tootin' Exhibits



NRB Executive VP Michael Glenn introduces a Mini-Bibleman, 6-year-old Zachary Collich of Plano, TX, standing in for his hero and cutting the ribbon to open the NRB 2001 Exposition.



John Ankerberg tapes a broadcast at the Cornerstone TeleVision booth.



NRB First Vice Chairman Glenn Plummer prepares to tape a program from the Expo floor for his Christian Television Network.



The Life Today booth overflows with activity during a taping.



KCBI-AM-FM, Dallas, TX, broadcasts live from the exhibit floor.



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- \_\_\_AD640 Public Policy Breakfast - Janet Parshall; Ralph Neas;  
Lanny Davis; Alan Sears
- \_\_\_AD770 World Fellowship Luncheon - Ulrich Parzany, ProChrist
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- \_\_\_AD750 TV - News
- \_\_\_AD760 Church Media Production - How to Recruit and  
Train Technical Volunteers in the Church
- \_\_\_AD780 International - Open Forum
- \_\_\_AD790 Legal - EEO Regulations & Procedures
- \_\_\_AD800 Radio - The Big "D" Showdown: Programmer vs. Station
- \_\_\_AD810 Stewardship - The Buck Starts Here
- \_\_\_AD820 TV - Using TV to Enhance Your Church Image
- \_\_\_AD830 Church Media Production - Point, Click and Worship
- \_\_\_AD840 Management - The Power to Be Your Best
- \_\_\_AD850 Legal - Washington Regulatory Update
- \_\_\_AD860 Stewardship - Third Paradigm, Major Gift Development:  
A Forward Thinking Model for Media Based Ministries
- \_\_\_AD870 Radio - What Is Branding?
- \_\_\_AD880 TV - Branding Your Media Ministry
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on Projection and I-Mag
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- \_\_\_AD930 Media Technology
- \_\_\_AD940 Radio - Local Relationships

- \_\_\_AD950 TV - Toy Stories: What's Hot & What's Not in  
Children's Television
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for Ministry Leaders: Relating to Your Constituency  
with Grace and Wisdom
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and The Ugly
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***Two upstarts, Sirius and XM, plan to rock the radio world. Will their satellite-based service be the next DirecTV or the next Iridium? Stay tuned.***

BY BETHANY MCLEAN

**R**ecently, Sirius Satellite Radio launched its third satellite into space from the Soviet Union's once secret Baikonur Cosmodrome in Kazakhstan. As any space historian knows, Baikonur is where Sputnik was launched in 1957 and where Yuri Gagarin, the first human to orbit Earth, blasted off in 1961. Sirius is hoping for just a touch of the same transformative magic. This year the Manhattan company and its competitor, XM, based in Washington, D.C., plan to begin broadcasting 100 channels — from gospel music to heavy metal, from sports to science news, from CNBC to NPR — to cars anywhere in the country.



# SATELLITE Killed the RADIO Star



ON AIR



The programs will boast CD-quality sound and few if any of those awful ads that can make it seem as if a carnival barker had crashed your car pool. Instead listeners will, for the first time ever, pay to listen to the radio in a car, with a \$9.95-a-month subscription fee. "This is a once-in-a-lifetime opportunity to truly reinvent radio — across America," says FM radio pioneer Lee Abrams, 47, who works for XM. If Abrams is right, Sirius and XM may rattle the nation's \$17-billion-a-year radio industry the way those early Soviet space successes shook America's psyche four decades ago.

The FCC granted Sirius and XM licenses in 1997 to use a portion of the S-band spectrum for satellite radio, and in the past few years the concept has won some big believers. Corporations including General Motors, DaimlerChrysler, and Clear Channel, as well as financiers like Sid Bass' Prime 66 Partners, Apollo, and Blackstone, have sunk almost \$3 billion into Sirius and XM. Most of the top automakers have also struck agreements with either Sirius or XM to install satellite radios in their cars as early as this summer. Analyst William Kidd at CE Unterberg Towpin, who calls satellite radio "the next major consumer phenomenon," predicts that it will generate up to \$10 billion a year in revenues by 2007.

But neither company has earned so much as a penny in revenues yet, and skeptics aren't hearing the music. Indeed, satellite radio could be, quite literally, a pie-in-the-sky dream — one that may end up more like the next Iridium (Motorola's satellite phone fiasco) than the next DirecTV (Hughes' wildly successful satellite-TV operation). After all, the tech-

nology (which really is rocket science) may not deliver on its promise of stellar sound anywhere, anytime. As for the crucial question — will people actually pay to listen to the radio? — well, there's no way to know for sure until you ask them. In other words, this is a gamble — one that may pay off for both, one, or neither of the two companies.

David Margolese, Sirius' 43-year-old CEO and the owner of 13% of its shares,

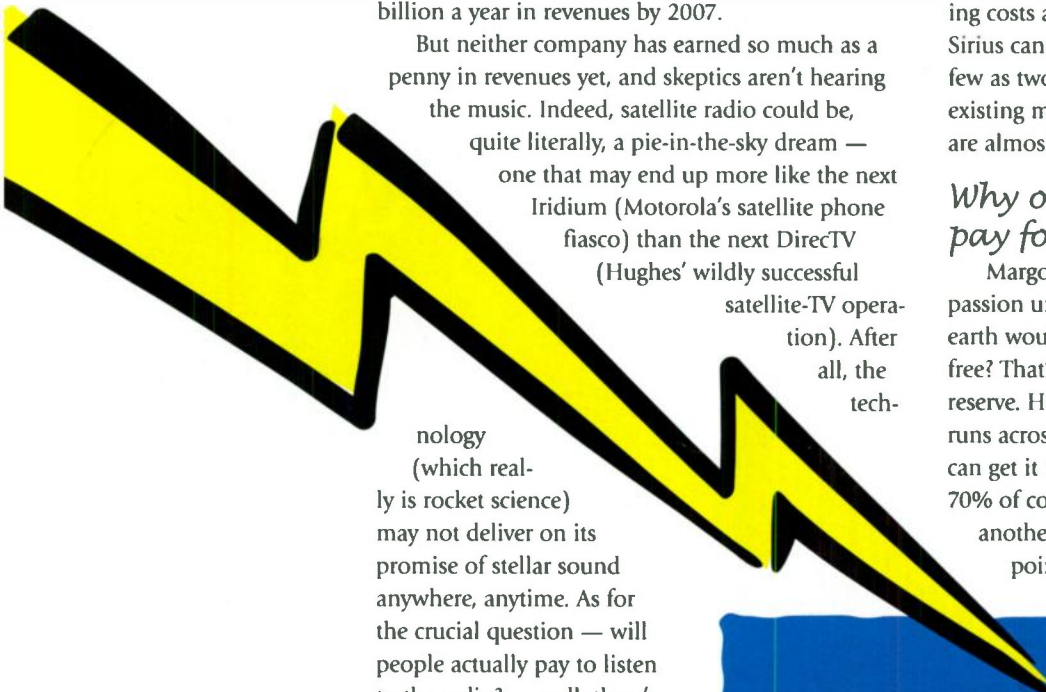
doesn't look like a guy out to rock the entertainment world. Slight, with dark, straight hair and black-rimmed glasses, he's formal despite his black jeans and blue button-down shirt. He's not obsessed with using new forms of communication. Quite the opposite. He has no e-mail, no voice mail, and no computer, and until he got married last year, he had no TV. "If I live for 5,000 years, I might have time for TV," he says. "But I'd rather stare at the wall and think."

But when Margolese starts talking numbers, you begin to see how he persuaded all those bigtime investors to fork over \$1.5 billion. There are 200 million cars on American roads today, and another 15 million or so are sold each year. Despite radio's antiquated image, some three-quarters of people over the age of 12 listen to the radio daily — and almost 90% of those who commute by car tune in for at least 50 minutes each day, according to the Radio Advertising Bureau and media research firm Arbitron.

If the math behind the business will work at all, it will work beautifully. While satellite radio does require massive up-front expenditures — Margolese will spend the \$1.5 billion he raised and more — the cost barely budes whether Sirius gets one million or ten million subscribers. The ongoing operating costs are quite low — Margolese claims that Sirius can break even on a cash flow basis with as few as two million subscribers, or just 1% of the existing market. At that point additional subscribers are almost pure profit.

*Why on earth would people ever pay for what they can get free?*

Margolese seems driven more by logic than by passion until he's asked a simple question: Why on earth would people ever pay for what they can get free? That's when his excitement breaks through his reserve. He grins, wrinkles his nose, leaps up, and runs across the room to grab a bottle of water. "You can get it for free, right?" He adds, "TV is free, but 70% of consumers choose to pay for cable — and another 10% pay for satellite TV." The key, as he points out, is that cable and satellite TV offer



**"This is a once-in-a-lifetime opportunity to truly reinvent radio — across America." — FM radio pioneer Lee Abrams**



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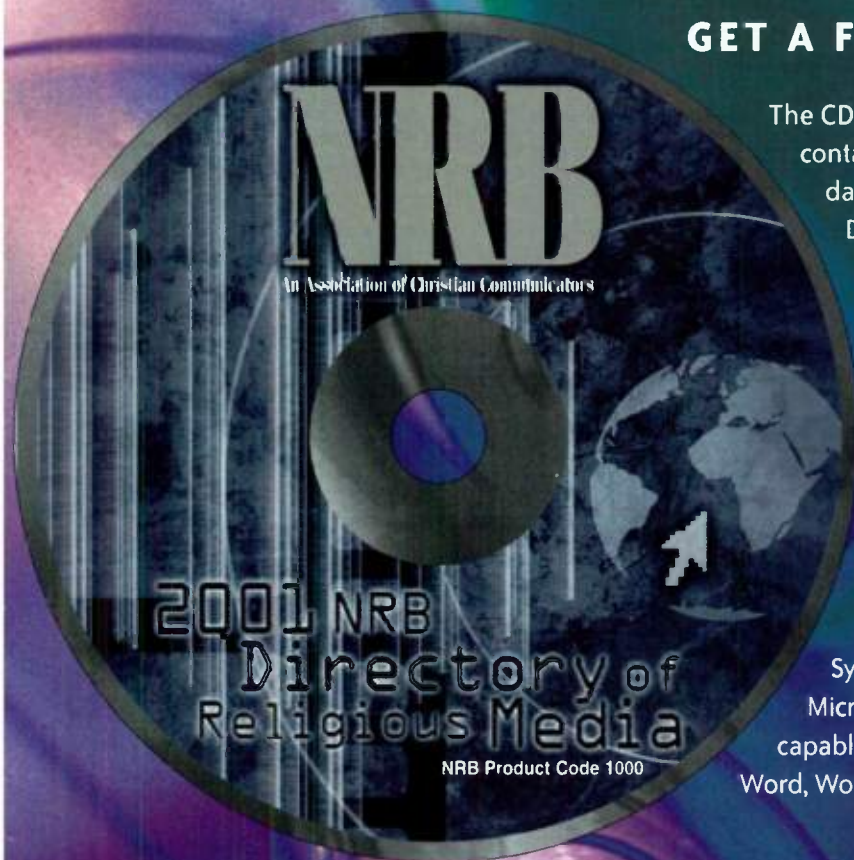
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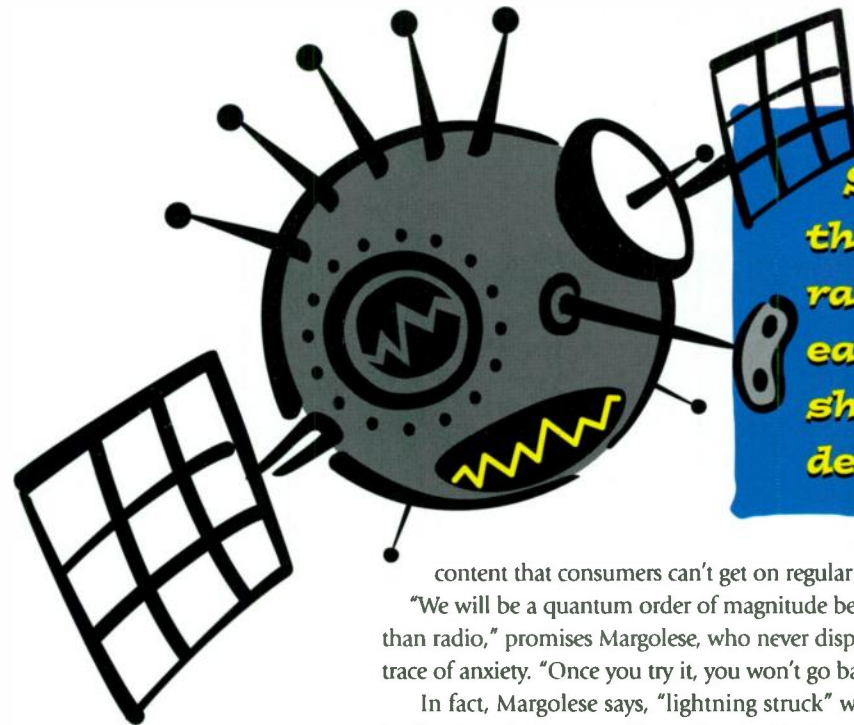
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**Sirius and XM may rattle the nation's \$17-billion-a-year radio industry the way those early Soviet space successes shook America's psyche four decades ago.**

content that consumers can't get on regular TV.

"We will be a quantum order of magnitude better than radio," promises Margoese, who never displays a trace of anxiety. "Once you try it, you won't go back."

In fact, Margoese says, "lightning struck" when he first heard about satellite radio. And he knows what it's like to receive such a bolt. Canadian by birth, Margoese dropped out of college in 1978 to found a Vancouver-based paging company. A few years later he came up with a plan to acquire the licenses to Canada's cellular phone rights. He joined forces with others, including Ted Rogers of Rogers Communications and the Belzbergs, the once feared Canadian corporate raiders. "David knows what he wants, and he focuses all of his attention on it," says Mark Belzberg. That partnership was the beginning of what is now Rogers Wireless, Canada's largest cellular company. In the late '80s, at 31, Margoese sold out to become a venture capitalist.

It was in that capacity that he met Robert Briskman, an early engineer at NASA and the former operations chief at Geostar, a satellite messaging company that went bankrupt in 1991. Briskman had designed the core technology for satellite radio, and he and other ex-Geostar employees had started a company named Satellite CD Radio. Margoese initially invested \$1 million and soon decided that this was the best business he had ever seen. "I thought about it and thought about it and thought about it," he says. "I was very concerned that I was overlooking some flaw, but it is what it is."

On paper the business plan may indeed seem flawless, but executing it hasn't been easy. In 1994, Margoese estimated that satellite radio would be operational by 1997 and cost some \$500 million. Not even close. One immediate problem was fierce opposition from the National Association of Broadcasters (NAB). Margoese recalls NAB filings predicting that kids would get killed on the way to school by a tornado they didn't hear about because the local radio station was out of business. (The NAB denies making such a claim.) It wasn't until 1997 that the FCC finally auctioned off the spec-

trum, for which Sirius paid \$83 million. "It's been ten years, and I really feel like it's been 20," Margoese says.

There's no hint of that long struggle at Sirius' new headquarters, 37 floors above the bustle of Midtown Manhattan. The \$38 million space, which Margoese designed, is all ultramodern hipness: clean blond wood, stainless steel, spotless white walls, and planes of glass. On one side of the soaring, atrium-like entrance is a music studio with a photo of the New York skyline at sunset; on the other side is a control room with a huge black screen that tracks the paths of the three orbiting satellites. Margoese insists that the access to artists that the location provides — Emmylou Harris came by after her appearance on the *Letterman* show; Sebastian Bach wandered over after finishing a Broadway performance in *Jekyll & Hyde* — more than justifies the cost of 150,000 square feet of pricey Manhattan real estate.

The showcase space is designed to do more than lure the glitterati, however. To succeed, Sirius must create content that compels people to tune in and pay up. That takes serious tools, including state-of-the-art networking and recording equipment, some 150 miles of cable, 76 studios, four performance spaces, and a library with more than two million pieces of music. "We could duplicate radio easily — but people are tired of it and aren't going to pay \$10 a month for it," says Maria Carchidi, Sirius' VP of music programming.

For a supposedly tired medium, radio is remarkably popular. But at least some music lovers say it leaves a lot to be desired. "Radio programming is at an all-time low," says Matt Feinberg at Zenith Media. "It's more generic than ever all over the country." Music outside the mainstream, like gospel and New Age, doesn't get airtime. Some 20% of music sold on CDs, tapes, or records falls into a format that isn't available on commercial radio, according to Margoese. Try finding a classical music station if you're driving through, say, Detroit. And then there are those ads. The typical FM station now has



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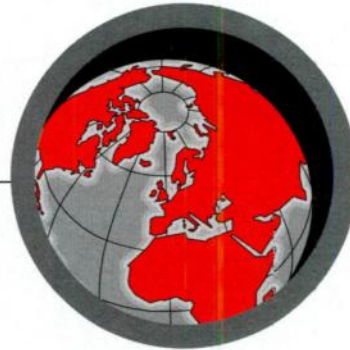
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**Analyst William Kidd at CE Unterberg Towpin, who calls satellite radio "the next major consumer phenomenon," predicts that it will generate up to \$10 billion a year in revenues by 2007.**

around 15 minutes of advertising every hour — which sounds like a pretty plausible explanation for road rage.

*Sirius is betting that its nationwide reach will allow it to provide the specialized programming that local stations can't.*

Add up all America's classical junkies, for instance, and you may collect enough listeners for not one but three classical channels — symphonic, chamber music, and classical voices. The same math suggests that there's enough demand for five country channels, ranging from bluegrass to alternative, three jazz channels, five Latin channels, and even a sock-hop oldies channel.

A Sirius station won't be an endless stream of music but rather a show (including live performances from Sirius' studios) put together by a programmer who knows a genre inside and out. Sirius' staff of 30 veterans runs the gamut from Don Kaye, the hard-rock guy who wears spiked white-blond hair, lots of metal, and a funky silvery-blue shirt, to Broadway impresario Mike Peters, a gray-haired gentleman in a suit. Sting, in addition to serving as creative consultant, will host a daily show. MC Lyte and Grandmaster Flash will host their own channels.

Sirius isn't just about the music. The 50 other channels, overseen by Elana Sofko, a former senior manager at News Corp., will offer news and information provided by third parties. One of the first to

sign on was NPR, which announced in 1999 that it would program two Sirius channels. "Sirius is a new form of distribution. We must be there. We feel it's imperative," says NPR CEO Kevin Klose. Sirius has deals with other big-name content providers too, including A&E, Discovery, CNBC, and the BBC. One of its sports channels will be devoted to major-league baseball; Sandra Bernhard will host a weekly live show from Sirius on the comedy channel. Sofko says everyone is calling, from the intriguing (Tina Brown) to the absurd (a podiatrist who wants to do a show on foot fungus).

Sirius was supposed to be rocking by now. Outsiders blame the delay on the later-than-expected launch of its satellites and the chip set for its radios. [Editor's Note: At press time in early March, Kenwood USA Corp. announced delivery of the first Sirius-ready radios, available in nine models.] Margolese, who is talking about a slow rollout to ensure that all the systems work flawlessly, with a major retail push planned for mid- to late 2001, says that schedule wouldn't change even if the chip set were ready. But as David Kestenbaum, an analyst at ING Barings, says, "it's good to be very safe and slow, but the markets are impatient."

Perhaps more disturbing for Sirius, the delays have given rival XM a chance to catch up. On Jan. 8, XM's first satellite, Roll, was scheduled to take flight from Sea Launch, a converted oil rig near the equator that's a Boeing joint venture. Rock, XM's other bird, was scheduled to launch in early March. [Editors Note: At press time, Roll was rescheduled for a mid-March launch, with Rock's launch postponed until late spring.] XM, which developed its chip set in-house (a source of great pride for CEO Hugh Panero), recently rolled out a complete set of radios at the Consumer Electronics Show. Panero is planning to unleash a \$100 million advertising campaign this summer, when XM radios should be available in 2002 Cadillacs.

Panero, 44, has proved he can get things done. XM's original backers (including American Mobile, then owned by Hughes and McCaw Cellular), anted up \$89 million for a license in 1997. Not a lot more happened until June 1998, when Panero, who had helped build Time Warner's cable system in New York, arrived. "There was a name, a license, technology, and a CFO," says Panero. Within 20 months he raised \$1.3 billion from investors including General Motors, Clear Channel, DirecTV, and the public markets. Ron Zarrella, the president of GM North America, and Randall Mays, the CFO of Clear Channel, are on XM's board.

Panero is as casual as Margolese is cerebral. He's got his feet up on his desk, and is dressed in khakis and an open-necked black shirt, with his graying



brown hair swept back from his face. "It was dark brown a year ago," he says. A self-described "TV nut," Panero has filled his office with personal artifacts, including a photo of construction workers perched on a sky-high girder ("You're always on the ledge"), a black-and-white photo of a pair of hands ("Work hard"), and a plastic Darth Vader (no explanation needed). He scoffs at the idea that a Manhattan location is important. "AOL is in Dulles, and BET is a mile from here. The idea that you need to be in Rockefeller Center is almost ludicrous."

XM's four-month-old headquarters at 1500 Eckington Place, in a decidedly unglamorous section of D.C., costs just \$14 a square foot, less than one-quarter the standard rent in Midtown Manhattan. The three-story building, formerly the headquarters of a commercial printing firm, was abandoned (save for pigeons) until XM moved in. Now XM's 180 new employees buzz around the loftlike space, and construction of XM's 82 music studios — including one that will hold a 30-piece orchestra — is under way.

The difference between Sirius and XM is more than superficial. Start with the technology. Sirius' three satellites travel in elliptical orbits 23,000 miles above the earth, while XM's pair of more powerful geostationary satellites will sit 22,300 miles up. Sirius will use a small network of 100 ground repeaters to amplify the signal in places where tall buildings or tunnels could interfere. XM will use around 1,700 repeaters. It's hard to say whether there will be a noticeable difference in sound quality. "We're better," insists XM engineering chief Jack Wormington, a former Air Force brigadier general who ran Cape Canaveral. "I'm not going to get into it," says Margoese.

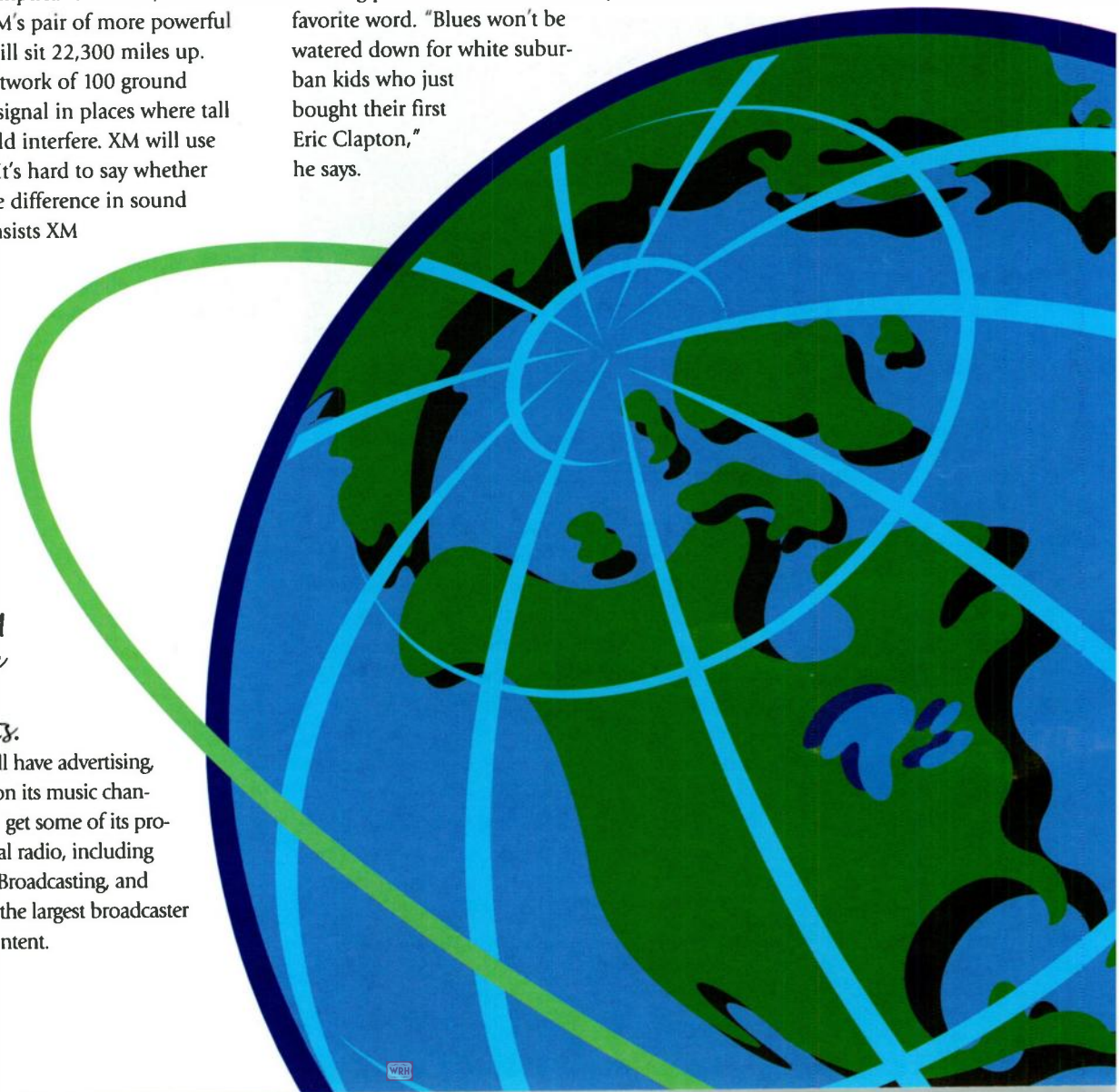
*Even if the technology is more or less equivalent, XM and Sirius are still different beasts.*

For one thing, XM will have advertising, albeit a limited amount, on its music channels. For another, XM will get some of its programming from traditional radio, including Clear Channel, Hispanic Broadcasting, and Salem Communications, the largest broadcaster of religious and family content.

The terrestrial folk say that their collaboration with XM is a low-risk way to keep an eye on satellite radio. "I don't think anyone has a crystal ball, but we expect some degree of success," says Ed Atsinger, the CEO of Salem. "After all, in the '60s people didn't take FM seriously." Clear Channel declines to comment, saying only that "XM is a good long-term investment." "Clear Channel is covering its bases," says Robert Peck, an analyst at Lehman. Panero points out that ABC embraced cable and launched ESPN, while CBS ignored the burgeoning industry — with almost fatal results.

Even so, XMers are no more complimentary to terrestrial radio than are the Sirius people. XM's 40 or so channels of original programming are overseen by Lee Abrams, who in FM's early days pioneered the now ubiquitous "classic rock" format. "We're out to revolutionize the sound of radio," says Abrams, whose office walls are covered with gold records given to him by grateful bands, from U2 to Iron Maiden. "Great TV commercials are doing a better job with sound than radio is."

Abrams' plans revolve around passionate deejays with big personalities. "Authenticity" is a favorite word. "Blues won't be watered down for white suburban kids who just bought their first Eric Clapton," he says.



Eddie Webb, the metal guru, who's wearing a Monsters of Rock T-shirt, adds, "In traditional radio, advertisers become the programmers. We'll say the F-word and be true to it. It's going to be in your face." XM's promo material promises that Sirius will sound "canned" by comparison.

Nor does XM intend to be confined to your car. XM wants to be in your home, on the plane, and at the beach. One clue to the future is a four-by-five-inch Sony XM radio. It'll slide into a docking station in your car stereo or in your home. There may even be a package deal with DirecTV in the works.

If Sirius, XM, and their backers are right, then radio is on the verge of its second Golden Age. But skeptics point out that in the early 1990s, subscription digital radio over cable into the home was the hot idea. Lon Troxel, the CEO of DMX, one of two remaining companies, says that penetration rates fell short of expectations. Now DMX is bundled in with digital cable, and Troxel cites research showing that around 75% of homes listen to it for an average of eight hours a week. In other words, the problem wasn't the product but the payment.

OFFAIR

**Satellite radio's new best friends — the car companies — may not live up to expectations. Satellite radio becomes a much easier sell if it's embedded in the cost of a new car along with the leather interior, air bags, and floor mats.**

There's also lots more competition now, including Internet radio. For instance, a startup called Sonicbox has created what it calls the iM band — 800 "best of planet" channels, ranging from Nashville acoustic blues to Scottish chanting. Listeners can even add MP3 downloads. Sonicbox CEO Scott Smith says that in three years wireless broadband will enable a car crossing the country to receive Sonicbox broadcasts. "I would not be building a subscriber model today," he says.

Most important, satellite radio's new best friends — the car companies — may not live up to expectations. Satellite radio becomes a much easier sell if it's embedded in the cost of a new car along with the leather interior, air bags, and floor mats. Sirius trumpets its deals with BMW, Ford, and DaimlerChrysler, while XM announced its GM agreement with great fanfare. But details remain scarce. "The success of

this is predicated on how hard the car manufacturers push," says Vijay Jayant, an analyst at Morgan Stanley. "And we don't know what they've really committed to."

Nor will the auto manufacturers necessarily act in unison. GM says that it plans to rapidly deploy XM across all its lines. Ford's director of telematics, Russ Minick, notes that with services like GPS on the rise, consumers could be overwhelmed. "It's hard for us to jump onboard quickly," he says. "We don't want to overload the consumer." Minick emphasizes that nothing has been decided yet, but says that Ford is planning on a pilot program in late 2001 and then on offering Sirius in its 2003 model-year SUVs and Lincolns.

All of this can be sorted out — eventually. But even with optimistic projections, Sirius and XM are nowhere near done consuming cash. Analysts estimate that Sirius needs to raise another \$450 million, while XM needs some \$500 million. If technological delays or slower-than-expected consumer acceptance adds to those estimates, it's an open question whether investors — even current backers — will cough up more money.

To date, almost no outsiders have heard satellite radio live in a car. One who has is Ford's Minick, who flipped between FM stations and Sirius during a test drive. "The difference is really impressive," he raves. "It's pretty hard to beat." That's music to Sirius' ears.

*Bethany McLean is a writer for FORTUNE magazine and can be reached at [bmclean@fortunemail.com](mailto:bmclean@fortunemail.com). © 2001 Time Inc. All rights reserved. Originally appeared in FORTUNE magazine; reprinted with permission.*



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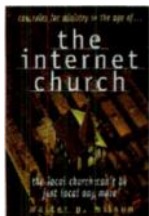
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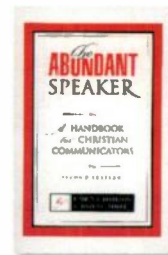


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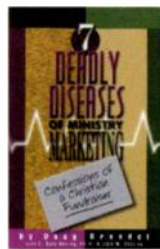
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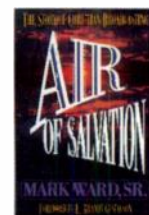
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# The Essential Sourcebook to Christian Communicators

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## Faith-Based Initiatives: Rediscovering Historic Solutions



**Charles W. Colson, chairman of Prison Fellowship Ministries, was Special Counsel to President Nixon and served time in prison for Watergate-related offenses. Colson is founder of Prison Fellowship Ministries and host of the daily radio program, BreakPoint. He may be reached at [correspondence@breakpoint.org](mailto:correspondence@breakpoint.org) or 800-995-8777.**

This is for evangelical Christians (and the nation) a historic time. For the first time, a sitting president has declared as national policy the goal of involving faith-based and community organizations in solving the nation's social problems.

On Monday, February 12, President Bush invited religious leaders to the White House to unveil his plan for promoting "faith-based solutions." The priority he has given it is symbolized by the fact that it's only the second initiative proposed in his presidency, and he has devoted this week to gaining public support.

During the meeting, Bush recognized Prison Fellowship and told about InnerChange, the prison we run in Texas, which he approved three years ago as governor. Truly, it's a remarkable success story. As I reported to the President, of the 80 inmates who've completed the program, only three are back in custody — a recidivism rate under five percent, compared to a national average between 40 and 60 percent.

Eighty percent of all those who've been released from InnerChange have jobs and Christian mentors, and they're welcomed in churches — showing how strong a deterrent to crime Christian conversion can be.

President Bush will make this happen, because he keeps his word. In Texas, he cut through the bureaucratic red tape and gave us the backing we needed, allowing InnerChange to become a showcase for faith-based ministry.

I sat at the same table with rabbis, imams and Christians of every denomination. I've never seen a more enthusiastic group. Some at the table had opposed Bush in November, but all of them pledged their support to this program.

The President has appointed John DiIulio — a brilliant social scientist, and a former member of the board of Prison Fellowship — to head the office. Faith-based solutions have been DiIulio's passion for years, and he'll be aided by two strong evangelicals with on-the-ground experience.

This is an idea whose time has come, and it's going to work. The President realizes there will be controversy. Barry Lynn, of American United for the Separation of Church and State (whom I recently debated on *Larry King Live*), said, "George Bush believes religious conversion is the answer to every problem. He has every right to believe that, but he doesn't have the right to use taxpayer money to convert others."

Lynn also called Christians bigots. Well, arguments like these, which are false, are merely exploiting the hostility toward religion from recent court cases. And, they're trying to stop social progress by preventing communities from doing the things that really work.

Christians must learn how to counter these arguments and to make the case for faith-based ministry. Future *BreakPoints* will provide you with ammunition.

More importantly, we must respond to the challenge the President has given us. We need to get out of our comfort zones and get involved in homeless shelters, soup kitchens, mentoring programs for kids, and ministries like Angel Tree and other volunteer programs pioneered by Prison Fellowship. These provide us countless opportunities to put our faith to work.

Make sure to visit our Web site for a list of faith-based ministries. And if you call us here at *BreakPoint* (1-800-995-8777), we'll send you a powerful *Wall Street Journal* article about the prison in Texas that we run.

What an opportunity! We now have a president who's fighting for us. And it's up to us to show the world the difference the Gospel makes!

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





# On The Air

A Monthly Newsletter from Broadcast Software International

Issue 2

## Quote of the Month

"We were in a lot of trouble and you bailed us out. Your software and customer service are above and beyond the industry standard."

Katina Stamat  
WPDQ- Howell, NJ

## Calendar

Apr 24, Demonstration of a new product at the NAB by BSI President Ron Burley. Call for an invitation.

Aug 16-18, WaveStation Weekend

Birthdays:  
Apr 25 1918 - Ella Fitzgerald  
Apr 29 1899 - Duke Ellington

### News

## System Design Made Easy

What do you do when you want more than software, but don't need a turnkey system? Look to BSI's new studio automation kits.

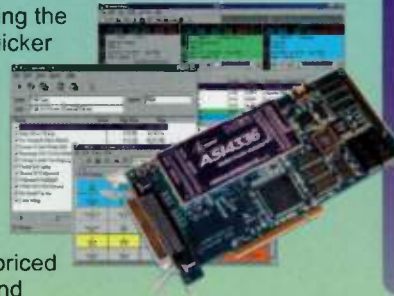
BSI's new Studio Kits give greater design and cost-saving opportunities to broadcast engineers and studio designers. The three kits are optimized combinations of software and hardware customized for small, medium and large market broadcasters.

"These are complete two-studio automation kits... just missing the PC's," says BSI President Ron Burley, "System design is quicker and easier because we've done all the difficult research and testing."

The Studio Kits come in three configurations and offer significant savings when compared to purchasing the components individually. The \$4,799 US Studio Kit 100 is geared towards smaller markets and single stations. The Studio Kit 200 provides the versatility and power required in mid-sized markets, for just \$6,599 US. The Studio Kit 300, priced at \$9,999 US, is a world-class package for major markets and enterprise broadcast facilities.

Each Studio Kit contains all of the hardware and software needed to equip a production and air studio. Among the products included in the Studio Kits are BSI's acclaimed WaveStation digital automation system, Cool Edit Pro editing software from Syntrellium Software and professional audio adaptors from AudioScience. Each kit also comes with one year of free tech support and software upgrades.

"With our Studio Kits, all you need is a Pentium class PC and you're on the air," says Burley. "Our customers often already have computers or have the ability to barter them. Studio Kits give them the ability to build a top-of-the-line system using that hardware."



### Tip

## Dynamic Web site

You don't need an expensive hosting service to have a dynamite station web site. BSI's \$1499 US WaveStation automation software can automatically post to your web site what's playing, recently played and what's coming up. Build your own page with station graphics and text, then just insert a few special HTML tags for WaveStation to fill-in. You can even give songs and spots their own web pages or frames. Banner ads anyone?

# New Horizon

BSI's turnkey automation systems are setting a new standard for reliability, affordability and power. Two studio complete systems start at \$8,999 US.



Series 300 shown

[www.bsiusa.com](http://www.bsiusa.com)

### User File

## KRQZ - Lenny Harris



Lenny Harris of Trinity Church realized that he wanted to combine his love of music and his ideals into a radio station for teens. "We searched a long time for an automation system," said Lenny. "We didn't have a large budget, so we needed something that was going to be

affordable, user-friendly and really easy.

"I downloaded the WaveStation demo and was able to figure it out just by playing with it. Other stations I asked about the program were really happy with it. I was pretty sold on buying the WaveStation, and then I went back to Ohio to see our network and they were using it. I thought if it worked for them, it would surely work for us."

WaveStation has been a KRQZ hero. "We were on network, but nothing was coming out," recounted Lenny. "It only took me a few seconds to get our next stopset on-the-air and line up a few songs to cover the outage. WaveStation saved the day."

Lenny is really happy with his system. "We checked just about every other kind of software out there. There're a lot of good people in the industry, but BSI's WaveStation is the most reasonably priced and user-friendly product that we found anywhere." Send us your User File story.

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# MUSIC?

Yes, music.



The **CCM** Update



Welcome to Gospel Music Week

