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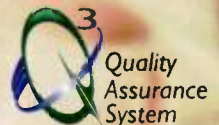
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Survivors in Cyberspace **6**

BY MARK A. KELLNER

Christian dot-coms are battling it out to see who will survive as voices for Christendom on the Web. Discover what players remain in this important game and learn about their strategies.

Internet Upsets **15**

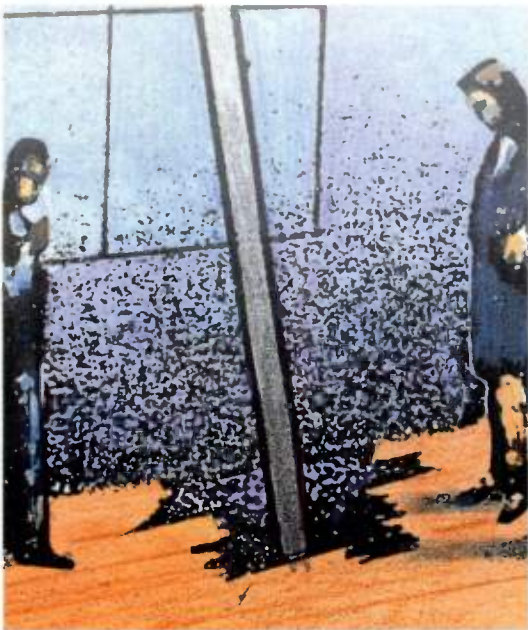
BY DAVID GOODNOW

A long-time newsman is unsurprised by the demise of some Christian dot-coms. Find out what fuels his perspective.

Understanding the Heart of the Listener in the Internet Age **17**

BY JEFF NICKEL

The Domain Group recently performed a survey via the Internet on what listeners think of Christian radio. Caution: reading this may improve your station and gain a larger audience share.



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Presidential Recognition

As news of my health issues spread around the globe, I received a deluge of mail and special honors. Of particular note to me are two items: a lifetime achievement award from the Evangelical Christian Publishers Association (ECPA) and an international scholarship in my name from the Southwestern Chapter of NRB.

Presented by ECPA on April 29, a commemorative plaque named me the recipient of The Gold Medallion Lifetime Achievement Award. As one of the publishing association's founders, the gravity of this honor is not lost on me. In part, the plaque reads:

"Since serving on the ECPA Board of Directors from 1976-1979 and helping to shape the organization in its earliest days, you have demonstrated leadership, Christian character and passion for the world. Your stellar contribution to Christian education, Christian publishing, world missions and religious broadcasting has brought a level of excellence to these various fields of ministry that will have a positive impact on the cause of Christ for years to come. Thank you for your living example of what Christian leadership is all about."

Frankly, I am humbled by the use of such meaningful words to describe my life's work. The ECPA has long been near my heart and my involvement in the association has

reaped benefits both unexpected and invaluable. Education, publishing, missions and broadcasting are vital elements in spreading the Gospel of Christ. May ECPA prosper for many years to come.

Another similarly humbling honor is the Southwestern Chapter's recent Establishment of an International Guest Scholarship in my name, which will enable one international visitor to attend the chapter convention free of charge.

You don't have to know me long to discover how deeply I feel about keeping a worldwide view. Too often we in the United States focus on domestic troubles, paying little attention to the fact that what we consider as hardship would be seen as comfortable — even luxurious — in other countries. I am thrilled that the Southwestern NRB is planning to sponsor one of our international friends to attend this active and innovative Chapter convention. Watch Trade Talk for more details about the scholarship.

I am blessed to be surrounded by such a group as NRB at this point in my life. Thank you for your calls and letters of encouragement. It is a joy to serve you!



Brand New Things

I hate to say it, but radio and TV as we know them will not exist five years from now. There! I've said it ... and I don't feel better.

Radio, a \$14 billion business, is facing its strongest technological challenge in 30 years. With the advent of wireless technology and the Internet, consumers can tune in stations from Miami to Moscow, San Francisco to Singapore. They can not only listen to a multitude of stations, but also customize their own radio stations on portable MP3 players with the music they want to hear: classical, rock, country, talk, bluegrass, alternative, novelty — the array of formats is dizzying. And with streaming technology, they can even create their own "radio station" or "TV station" on the Web.

Recently, I read an article by a TV station manager from Pennsylvania. While traveling in Miami, he downloaded to his wireless PDA the 11 p.m. newscast from his Philadelphia station. Not long ago, I had a chance to see full-motion video on satellite-delivered Internet. The clarity of image and smoothness of motion was astounding, almost like broadcast.

We've heard lots of discussion about HDTV and DAB. But in reality, the consumer may perceive wireless Internet for audio and video as more beneficial than incremental changes in audio and video quality on existing media.

Bandwidth technology undoubtedly will continue to improve; audio and video content will bombard new channels, bringing Web-based entertainment and information into the workplace and the car. Add to these factors the

Web's ability to provide interactive media and it's easy to see why Internet-delivered programming will give conventional media a run for the money.

Sure, there are challenges: costs of live streaming are high; Internet providers rise and fall in the roller-coaster economy of dot-coms and dot-bombs; licensing battles threaten broadcasters' rights to stream audio and video. But the challenges should not keep Christian communicators from exploring the uncharted but promising field of electronic media on the Internet.

One prominent pastor of a growing mega-church has allocated all of the considerable profit from the sale of his books to develop his media ministry, not on radio or television, but solely on the Web.

I don't know where all of this is going. However, if we say "It won't last," or "It's too risky," or "It's too expensive," we risk losing out on the fastest-growing media phenomenon ever. Yes, it's a risk to change. But it is a far greater risk not to change. My prayer is that the NRB and its members will be proactive and visionary in creatively using the emerging technological means of spreading the Good News and ministering to the followers of Jesus.

In Isaiah 43:18-19, God says, "Forget all the past. It is nothing compared to what I am going to do. For I am going to do a brand new thing. See I have already begun. Don't you see it? I'll make a road through the wilderness of the world."



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 or 651-631-5000.

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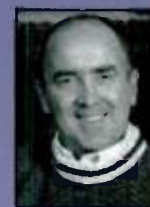
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Investors lost faith in iBelieve.com, Lightsource.com was extinguished, and Crosswalk.com is being run over. What happened to the for-profit Christian Web site boom?

BY MARK A. KELLNER

Choosing an image to convey the sudden crash and fall of scores of dot-com companies, *Inter@ctiveWeek*, an Internet-economy trade magazine, resorted to a photo from the 1950s: Charlton Heston as Moses, from Cecil B. DeMille's *The Ten Commandments*. A wild-eyed Heston lofts above his head the two tablets containing the commandments—and anyone remotely familiar with the story could tell what happens next.

The headline accompanying the photo said it all to the Internet industry readership: old rules rule. The failure of dozens of cash-laden companies to reap vast sales through snappy Web sites and Super Bowl ads brought many of these high flyers fast down to Earth, with their firms and investors in shambles. The old rules of having a solid business plan and making a profit before launching out into the stock market were back with a vengeance.

Dot-coms aimed at the Christian market haven't fared much better. Heavily promoted iBelieve.com lasted less than nine months before a sudden rapture to the land of deceased startups. Another, iChristian.com, made it from November 1999 to July 2000 before being swallowed up by Massachusetts-based Christian Book Distributors, a "brick-and-mortar" mail-order bookseller that also has a successful Web site (christianbook.com). And in December, Nashville-based Gaylord Entertainment pulled the plug on Christian Web sites Musicforce.com (a cd store) and Lightsource.com (which partnered with portal site Yahoo! to provide Christian audio programs).

Many that aren't already dead are on life support. Crosswalk.com's stock plummeted during 2000 and, despite high-profile deals such as an exclusive arrangement to cybercast Billy Graham's Amsterdam 2000 conference, is losing ministry partners such as Charles Colson's Prison Fellowship Ministries. Colson's organization, the Salvation Army, Moody Bible Institute and others are eyeing startup Christianity.com, which itself went through a round of layoffs and a direction change within a few weeks of launching.

Easy Come, Easy Go

For the two years before the fall, however, it seemed that those old rules of business—like the laws of gravity—had been suspended, if not repealed. *Time* magazine featured Amazon.com founder Jeff Bezos as its "Man of the Year," despite the firm's not having made a profit. Ever.

Consider Steven M. Wike, COO for 13 months of Christian Internet portal Crosswalk.com. Wike in 1978 created Media Management, which sold direct-mail advertising to organizations that serve the Christian community. He has built it to \$2.2 million in annual revenues from a base in Roanoke, VA.

As the Internet began to take off, Media Management created a Web site, goshen.net, which offered information, links and e-mail bulletins to Christian leaders. The success of that site led Crosswalk to buy Wike's business in June 1999, at the height of Wall Street's love affair with Silicon Valley. A good chunk of the undisclosed purchase price was paid to Wike in Crosswalk shares valued at \$9.70 each at the time of sale.

Wike, who also became editor-in-chief of Crosswalk, said in a statement at the time that he was excited about the move: "It is clear to more and more people in the Christian community that Crosswalk.com is assuming an increasingly high visibility and is creating something very special on the Web."

That excitement apparently depreciated over the next 13 months. From a price over \$12 per share in July 1999, Crosswalk shares were trading at about \$1.44 per share when Wike resigned as COO in August 2000. By the end of the year, the price had shrunk to less than 60 cents per share, and Wike quit his last official tie to the firm as a member of its board of directors.

"I am saddened and disappointed with the outcome of the merger of Wike Associates Inc. and Crosswalk.com Inc.," Wike

wrote in a letter to James G. Buick, the former Zondervan CEO who is now chairman of Crosswalk's board. That disappointment, while not explained in his resignation, likely included seeing the value of his Crosswalk shares plummet by more than 90 percent during the period, a worse percentage loss than has struck Amazon.com.

Conceded William Parker, the Crosswalk.com president who was replaced in January, "We bought his company largely for stock, and that's no fun, needless to say."

But as of press time, Crosswalk is at least still in business, and its stock is worth something. Consider the customers (and employees) of iBelieve.com, which came out of the gate in late January 2000 with \$30 million in cash from investors, and Family Christian Stores—the nation's largest Christian retailer—behind it.

"We set out to create the best site for Christians and families on the Internet, not by measuring ourselves against others in our niche, but by developing a comprehensive strategy that would put us among the best sites—like a Yahoo!, AOL, or Amazon.com—on the Web," iBelieve president Jeff Fite said in a statement at the time. "Now the real test begins."

Despite strong backing and a multimillion-dollar ad campaign, iBelieve was apparently unable to "monetize" (to use the latest Internet buzzword) its business quickly enough.

The firm not only failed to get its message across in key prime-time shows—its efforts to buy advertising on CBS during the network's *Jesus* miniseries and *Touched by an Angel* were rebuffed—it also failed to find additional funding and pulled the plug on October 20, 2000, less than nine months after its launch. In its 268 days of existence (including Sundays), iBelieve.com hemorrhaged more than \$111,000 per day.

"We met or exceeded all of our traffic metrics, experienced revenue growth every month since launch and realized our goal of becoming the leading Christian Internet site," Fite said in a news release announcing the shutdown. "However, like many other Internet companies, we were not able to raise capital given the current market conditions, and we [were] left without options."

Too-fast Company

Something more than just gravity took effect here. Call it a combination of the cockeyed optimism that has characterized American entrepreneurs from Ben Franklin to Henry Ford, the hubris of buggy-whip makers when Ford burst upon the scene and a level of economic prosperity not seen in decades.

At least that's the assessment of experts such as Michael Wolff, media columnist for *New York* magazine and a battle-scarred veteran of the Internet business. Wolff, whose *NetGuide* book series became (briefly) a monthly magazine and a Web site, saw his own online dreams rise and fall in the early days of the Internet gold rush. He chronicled his experiences in a book, *Burn Rate* (Touchstone, 1999), which took its title from the very thing iBelieve.com's flameout demonstrated: the speed with which a firm goes through or "burns" its seed capital.

What went wrong with the dot-coms, including iBelieve?

According to Wolff, it lies in trying to reap the rewards of a big business before rightfully claiming the status.

Those behind the dot-coms have, Wolff said, "created capital-intensive businesses, no different from lots of other businesses that might require years and years and years of investment before they yield a profit. Because most of them are asset-less businesses,

they're all investing in a very soft notion: building brand, achieving 'mindshare,' and so on."

While an "exuberant" stock market—to use Federal Reserve chairman Alan Greenspan's famous adjective—can support such investments, Wolff said, "Exuberance can go away very, very quickly."

Now—as the dead and dying dot-coms learned the hard way—"There is categorically, flatly, no money available for any of these businesses. Unless you are in a position to radically restructure your business and make it self-supporting, you're going to go out of business," Wolff said.

One of the factors that dot-commers failed to consider was that while the Internet as an information-access technology was fascinating, not everyone has signed on yet. User rates are climbing, but not to the point that businesses can reach enough people to be profitable. Wolff believes Amazon.com would need to reach 99 percent of consumers—that is, have nearly everyone in America visit—in order to be profitable. But Internet use isn't anywhere near that level, he added: cable television, which has been part of the American landscape for more than 40 years and a heavyweight player for at least 20, has still only penetrated 70 percent of U.S. homes.

The result: it costs more, far more, to build an Internet business than was suspected.

The Internet universe is "a lot smaller than people hoped it would be," Wolff said. "Even with these fantastic rates of growth, it hasn't grown to the place to be profitable."

Other analysts appear to be coming around to Wolff's skepticism. Writing about Anthony Noto of bullish New York investment firm Goldman Sachs, the Associated Press reported his prediction in December that "as many as 10 of the 22 publicly traded e-commerce companies he monitors will no longer be alive by mid-2001."

The reason? "Bad business plans." In other words, the old rules have returned.

Knowing the Day and the Hour

When those rules come into play, they can leave lots of people in the lurch. Consider Peter L. Edman, hired by Crosswalk in the waning weeks of 1999 as editor of the News & Culture Channel.

With corporate promises that his channel would be one of the cornerstones of the site, Edman busied himself with convincing several respected columnists to join his digital fray.

Ninety days after arriving, Edman was one of 30 Crosswalk employees, most of them "content creators," shown the door. (He has since been hired by Prison Fellowship to edit BreakPoint Online.)

"It was a complete shock," he recalled months later. "Even in the couple of weeks before the layoff, we had people coming in talking about major expansion. It was completely unexpected."

But the move wasn't beyond understanding, he added. "It always amused me the investment community was ignoring the fact that none of the online properties were making any money ever, and had no plans to."

In announcing the changes last January, Crosswalk's then-CEO, William Parker, stopped short of being that blunt: "We have never before made any public [profit and loss] projections, but we are determined to obtain a black bottom line as soon as possible. There are no guarantees, but we think we can obtain a net profit as soon as the fourth quarter of 2000."

That fourth quarter has come and gone, but profitability still eludes Crosswalk.com, as evidenced by the depressed stock price, more layoffs and exiting leadership. In a December 2000 interview, Parker said Crosswalk expects to be "cash-flow positive"—in other words, to stop bleeding money—"a year from now."

Crosswalk's Parker will not be around to see the result. On January 11, 2001, Parker was dumped as CEO and replaced by editor-in-chief Scott Fehrenbacher (who previously served as head of the Institute for American Values Investing).

In a telephone interview, Fehrenbacher said the replacement of Parker—which was accompanied by another 15 layoffs and the consolidation of all Crosswalk offices into the firm's Virginia headquarters—is an effort to recast the firm as one that makes its money the old-fashioned way: by selling something (in this case, Internet ads).

"The last six months of last year reflected an improvement in quality and depth of content, and quality of our traffic, which helps support increases we saw in ad revenue," he said.

During that period, Crosswalk reported a 15-percent quarter-to-quarter growth in ad revenues, Fehrenbacher said. He expects such increases to continue in 2001, despite an industry-wide slump in Internet ad sales.

Reflective of his confidence is a \$500,000 annual advertising contract signed in January with Christian Book Distributors, which

'We All Believe In Something'

And Beliefnet believes the answer to serving both God and mammon lies in being as interfaith as possible.

By MARK A. KELLNER

While most of the for-profit dot-coms aimed squarely at the evangelical Christian market have faltered or failed, an online service that is about as polytheistic as they come appears to be flourishing. The service receives about 1 million unique visitors each month, and approximately 7-8 million page views per month, according to statistics from the research firm PC Data Online. (MediaMetrix, another online statistics firm, says the site only receives about 418,000 unique visitors a month—fewer than Gospelcom.net, Crosswalk.com, or even Christianbook.com.)

Beliefnet, which burst upon the scene last January, has landed celebrity writers such as Michael Jackson, Colin Powell, and retired

Episcopal Bishop John Shelby Spong while signing up over 1,000 houses of worship for its Web-hosting service.

With its tagline, "We all believe in something"—as nonthreatening a brand ID as can be found in the marketing world—the service also embarked on its first product-marketing venture, a CD of sacred tunes from around the world. Magazines, books, and other items are due to follow, says cofounder Steve Waldman, a former *U.S. News & World Report* editor.

"We seem to be doing well," Waldman said in a recent interview. "We're watching all these other companies dropping like flies. We had our second round of financing in May, and we've gotten some big traffic-driving partnerships."

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is becoming a kind of savior for Christian dot-coms (it also rescued Musicforce.com when Gaylord pulled out).

Fehrenbacher said the consolidation of offices and staff—offices are being shut down in Colorado Springs, CO; Roanoke, VA; and Charlotte, NC—should bring continued improvements in content and lower costs. The firm's September experience in moving its music channel offices from Nashville to Chantilly, VA, (accompanied by another set of layoffs) proved the point.

"By every metric since that move, the quality and the traffic of that channel have increased. Content is newer and fresher, yet we saved a great deal of money in that move, well in the six figures," he said.

Does that mean that the selling point of the Internet—that geography was largely irrelevant and that workers can be located anywhere there's a phone line—is a myth?

"Yes," Fehrenbacher replies. "Will the Internet substitute for human relationships? No. But will it make for speedier access to information? Yes."

New Kid on the Block

Three thousand miles to the west of Crosswalk.com's headquarters, another Christian dot-com is keeping its employees together. In an industrial section of Hayward, CA, Christianity.com sits in modern but unremarkable office space. The computers, monitors, and everything but the licorice in the snack area seems to be leased: "Property of" stickers sprout everywhere.

Unlike Crosswalk, iBelieve.com and other similar sites, Christianity.com isn't trying to promote itself as a destination, but rather as an enabling technology. "If you believe the Gospel is the greatest message ever delivered, then you should endeavor to find the greatest medium in which to share it," said Spencer Jones, COO of the firm.

Jones, who came to Christianity.com from the Christian Broadcasting Network (an organization that has invested \$10 million in the Internet startup), said the goal is not to make "c.com" into a mega-portal for Christians, but rather to spawn thousands of other Web sites under one umbrella. Other funding and credit partners are Sequoia Capital, which invested \$10 million, and Comdisco Ventures Group, which loaned \$10 million for equipment and services.

The largest of these partnerships—for which financial terms have not been disclosed—are with America Online and About.com, a portal for "comprehensive information" Web sites. On AOL, which bills itself as the world's leading Internet service provider, "co-branded" Beliefnet sites "will offer ... tens of millions of users ... information, community applications, resources and products in the religious and spiritual arena," according to an announcement. Beliefnet also will have the ability to sell ads on the co-branded sites.

For About.com, which claims nearly 20 million viewers, Beliefnet is now "the premier provider of religious and spiritual content, news and interactive tools," supplementing the "human guides" About.com has employed in the same fields.

The mixture of content-providing and controversy—with a healthy dash of commerce thrown in—appears to have done the trick for Beliefnet, which continues to be the media darling for all things spiritual. *Time* magazine chose Waldman as one of its six

"We're not a ministry," Jones says. "Our job is to enable those who save souls."

In so enabling, Christianity.com has assembled a diverse group of ministries, from Prison Fellowship and its units to Texas evangelist T.D. Jakes to Catholic Way, a Roman Catholic ministry founded by longtime Pat Robertson associate Keith Fournier.

Asked whether such eclecticism risks alienating some users, Jones said Christianity.com "can't go down a slippery slope. We can't take sides." Still, it has toned down its original organization into areas for Catholic, Orthodox, Messianic, and Protestant Christians in favor of a slimmer, more topical and more Protestant-friendly navigation.

Christianity.com's CEO is David Davenport, a Church of Christ minister who for 15 years headed Pepperdine University in Malibu, CA. No stranger to burn-rate concerns, he jokes that he is "still running a nonprofit" by serving as the (actually for-profit) site's CEO.

He describes the differences between a large liberal-arts university and a small high-tech startup as that between trying to command an ocean liner and piloting a speedboat. Already, he's had to steer the venture around curves as sharp as any he faced on the winding Malibu Canyon Road that traverses his former workplace: "But even as a driver, I've been a broken field runner."

That running included, weeks into the project this year, a scaling back of staff and refocusing away from content provision. As with Crosswalk's now-diminished News & Culture channel, Christianity.com found there was apparently little profit in creating unique editorial content for the Christian market. Or, at least, in doing the creating (and paying) on its own.

Instead, the online venture is focusing on "syndicating" the content of its partner ministries. When groups such as Prison Fellowship, Jakes' "The Potter's House" or the Salvation Army sign on, they can elect to offer as much, or as little, of their content to other Christianity.com site users as desired. An individual church Web site can use a column by Chuck Colson; the Army's *War Cry* magazine devotionals can depict life beyond the evangelical church's outposts.

Such a tactic—one among several technical innovations aimed at ministries and groups that lack the time, money or personnel to develop their own Web sites—is but one way in which

religious innovators who "will guide our inner lives" in the 21st century, Yahoo! named Beliefnet one of the 100 best sites on the Internet and the service was a finalist for a Columbia University Online Journalism award for its Memorial Day area.

The controversy surrounding some of Beliefnet's offerings started when Associated Press religion writer Richard N. Ostling reported in a January 2000 article that the firm had tapped scholar Marcus Borg as its Bible columnist. Borg, a theologian and member of the hypercritical "Jesus Seminar" would not be a favorite of evangelicals; Beliefnet quickly clarified that he would be a columnist, but not the sole one.

The service has not shied away from Spong's participation, even though the retired bishop's other online activity—a column on sexuality for Theposition.com—drew front-page censure from the *New York Post*, which labeled the prelate "The Bishop of Cybersex."

"It's important that the site be fair and balanced; not in any given article, but in the diversity of viewpoints," Waldman says. He

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Christian ministries.
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Christianity.com is becoming something of an "applications service provider" to ministry groups.

ASPs, as they're known in the Internet field, offer a function via the Internet—bookkeeping and word processing are other examples—which the user accesses and pays for directly.

On Christianity.com, the payment can come in the form of accepting banner ads on the Web site, or monthly fees that scale according to a site's size and traffic. The Salvation Army's national organization, headquartered in Alexandria, VA, was facing estimates that topped \$500,000 to redesign an existing Web site (salvationarmyusa.org) once hosted by Crosswalk.com's servers.

"We were getting a lot of hits, but people were only staying on for three or four minutes," said Salvation Army Capt. George Hood, assistant national community relations and development secretary for the group. "Users were looking for their local Salvation Army. We'll see if we can create a stickier environment" with Christianity.com, he said.

The group is going to migrate content from its *War Cry* bi-weekly magazine to the new Web site and allow syndication. Instead of paying for the site, Salvation Army officials told Christianity.com to bring on the banner ads—with the sole exception of the American Red Cross, with which the Army competes for emergency relief donations.

Perhaps the greatest appeal of Christianity.com to ministries—along with its flexible cost structure—is its whiz-bang site management tools, aimed at users who don't have much Web design or programming skills. About \$2 million went into this system, COO Jones said, and, yes, the for-profit Christianity.com could license that technology to other, non-related firms. But for the site's users, the payoff seems to be ease of use.

"We feel it is a win-win, because of their technical skills and flexibility," the Salvation Army's Hood said. "It seemed to be a much more economical approach to have the horsepower and bells and whistles without a tremendous developmental cost."

Adds BreakPoint Online editor Peter Edman, "We're reasonably happy with what we're able to do. They seem to be doing it better than many. They are very professional and continuing to improve."

Davenport, Jones and other employees of Christianity.com are betting that this will parlay into a wide range of deals, leading to a potential IPO at some point. For now, however, staying alive as a business might be as satisfying as a stock exchange ticker symbol.

adds that by including former Family Research Council leader Gary Bauer in the Beliefnet roster (as well as Fuller Seminary president Richard Mouw and the Southern Baptist Convention's Richard Land), Beliefnet achieves that diversity of views.

"Being multifaith actually helped us, from a business point of view," Waldman said. "It's not a practical thing, but there is an economy of scale for an About.com to deal with one Web site like us; so I think [while] some people thought [being] multifaith was our Achilles' heel, it turned out to be the reason for our success."

The multiplicity of faiths adds another dimension: the firm's site-hosting venture, Beliefnet Web Services, said in December that it had signed up more than 1000 congregations during its first 90 days.

"With nearly 375,000 churches in the U.S. and Canada, and thousands of other religious and spiritual communities as potential customers, the market opportunity for the Beliefnet Web Services program is huge," Beliefnet's CEO, Tony Uphoff, said in a

The First Shall (Not) Be Last

Christianity.com wasn't the first to promote itself as an umbrella for other Christian organizations. Grand Rapids, MI-based Gospelcom.net also bills itself as "an alliance of Christian organizations dedicated to spreading the Gospel over the Internet's World Wide Web." As such, it's a nonprofit (and thus not really a dot-com), albeit one with some e-commerce components.

The site is the 1994 brainchild of Gospel Films' marketing director Duane Smith and Calvin College professor Quentin Schultze, who remains a special Internet Coordinator for Gospelcom. It's backed by the Gospel Films board, chaired by Amway co-founder Rich DeVos and Gospel Films President Billy Zeoli. Gospelcom was one of the first Christian sites, and today is an umbrella for various online ministries and Bible research tools.

It's also the disputed victor so far in the battle between Christian Web sites. Gospelcom's membership of 190 Christian ministries and organizations range from InterVarsity Christian Fellowship to Taylor University. Even more appetizing to competitors and investors, it also has consistently ranked high in some media surveys, pulling the top ranking in a MediaMetrix review of religion sites with 773,000 unduplicated visitors in the month of November (Crosswalk was second, with 715,000). It's a long way from Amazon.com's 19.1 million unduplicated visitors during the same period, but it's enough to have Christianity.com salivating—and trying to lure Gospelcom's ministries away.

But Schultze says Gospelcom has a better chance of survival than its dot-competition not just because of its user numbers, but because it doesn't have to make boatloads of money.

"I don't see how a Christianity.com or a Crosswalk.com or any other major for-profit Christian portal could become profitable," Schultze says. "Christianity.com has some wonderful ideas, but I see no way they can build a long-term, profitable business based on those ideas." The challenge is particularly tough, he says, with the change in capital markets.

Schultze, whose latest book is *Communicating for Life: Christian Stewardship in Community and Media* (Baker, 2000), is also doubtful that a for-profit business can fill the communications needs of smaller ministries. "The history of evangelicalism in America shows that the real energy and drive come from individual believ-

statement. (Of course, Beliefnet isn't the only company targeting those churches for online partnerships.)

The firm recently acquired online donation service CharityCounts.com, which will allow Beliefnet visitors to contribute to churches and organizations using Beliefnet's Web hosting service.

While Beliefnet's Waldman says the firm "seems to be doing well," there's no easy way to verify this. Unlike other dot-coms who sold stock and then had to produce detailed financial reports, Beliefnet answers only to the venture capitalists who funded the project.

At the same time, Beliefnet is avoiding the massive media spending that apparently helped doom iBelieve.com. While admitting to dreams of expensive Super Bowl TV ads, Waldman said the firm is counting on deals such as those with AOL and About.com to drive traffic to the Beliefnet site.

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ers and from their close-to-home ministries, not from large businesses or organizational structures. I don't think that any top-heavy organization with proprietary technologies will attract a lot of ministries."

Some Christian groups, Schultze laments, have confused the blinding wealth of yesterday's Internet with the eternal demands of the Gospel. "Christians need to be wise stewards of new technologies and capital resources, avoiding the public hype while simultaneously looking for sound ways of taking advantage of new opportunities," he said. "A lot of the public hype about the Internet was driven by false thinking, idolatry that put more faith in technology than God, greed that sought to cash in on IPO money, stupidity that overlooked sound business practices, and arrogance that assumed perfect knowledge of the nature and impact of new media technologies."

Maybe so. But while the battle of the Christian dot-coms has seen its share of casualties, it's probably far from over.

An Alliance of Survivors

It's all over—one might imagine—but for a stock swap: On April 24, Christianity.com and Crosswalk.com announced a deal which observers could be forgiven for viewing as a "virtual merger."

Under the deal, which includes a \$1.2 million advertising commitment to Chantilly, VA-based Crosswalk.com, Christianity.com will use Crosswalk as a "premiere provider" of editorial content. Christianity.com president David Davenport, speaking from the firm's Hayward, CA, headquarters, told NRB that this would entail a scaling back of Christianity.com's editorial team; some will be reassigned and others will be offered freelance positions.

"Some channels we will have to populate ourselves," he added. "Frankly, one difference between us and some of the partners, [is that] we are trying to represent the full face of Christianity, so we're not yet convinced we have all the network partners we need to cover all those bases."

Conversely, Crosswalk will use the technology and services of Christianity.com to manage and distribute its content. The move marks a total end to Crosswalk's original mission of providing filtered Internet access for Christians and Web hosting services for ministries and organizations.

"With this agreement, our company takes significant steps in expanding our market leadership as the largest Christian community presence on the Internet. Now, beyond our own loyal viewers, the existing Christianity.com network of churches, ministries and non-profit organizations will also be able to access our daily content, our Web-based tools, and our community services like chat and forums," said Scott Fehrenbacher, Crosswalk.com president and CEO in a statement.

Such consolidations in the dot-com field are almost commonplace in the wake of the collapse of Internet stocks and a drying up of capital for such ventures. While Crosswalk's leadership had earlier expressed confidence that it could sustain a position in the market, its new alliance appears aimed at enhancing that position.

At the same time, Christianity.com, privately held but still a for-profit entity, is shifting gears somewhat. On May 15, the firm will change its name to Starwire, and Christianity.com will be one of two operating units. The other unit will remarket the content

© 2001 by Mark A. Kellner. Originally appeared in Christianity Today, Feb. 19, 2001. Mark writes the weekly "On Computers" column for the Washington Times (syndicated by Knight-Ridder/Tribune) and the "Hand-Helds" column for the Los Angeles Times, the fourth-largest circulation newspaper in the United States. He created and wrote the monthly column, "Christians and the Internet" for Crosswalk.com, a Christian online service. Mark is Editor-at-Large for Government Computer News, a contributing editor to MicroTimes and most recently was Editor-in-Chief of PC Portables Magazine. Mark's book, God on the Internet, (IDG, 1996) is a comprehensive guide to spiritual resources online. Named one of the "50 Leading Evangelicals Under 40" by Christianity Today in 1996, Mark has made numerous TV and radio appearances, including MSNBC, FOX TV, and BBC News programs in Britain and Wales, as well as Family Radio, Moody Broadcasting Network, Salem Radio Network and the National Public Radio affiliate in Washington, DC.

management and Web hosting systems devised for the launch of Christianity.com to secular firms and Christian organizations interested in having their own version, independent of the Christianity.com network.

"I've likened this to a banquet," Davenport said. "Some groups want to buy a couple of seats at [Christianity.com's] table, others want a table of their own."

Starwire, he said, will allow the firm to sell those other "tables" without infringing on the Christianity.com brand.

Davenport added that he expects both Crosswalk.com and Christianity.com to be among those Christian-related firms that survive the dot-com shakeout.

"There is some sorting out in all of the Internet market, and presumably Crosswalk and Christianity.com are two of the larger entities that will succeed," he said. "As far as the Christian market is concerned, I think the Christian market will continue to be a slower moving and more deliberate market. A lot of companies built their models around huge growth in users and revenue; one message that you can take from the Christian market is that growth will be deliberate and incremental over time."

Davenport said the firm, which spent most of the year 2000 building and perfecting its platform, now has to focus on "sales, marketing and customer service. Can we bring large numbers of churches and ministries onto our network, can we service them well, and deliver enough revenue to make that worthwhile? Our challenge now is to be out in the community marketing, serving and selling for the rest of the year."

He said that initial signs are encouraging. For the first quarter of 2001, Christianity.com "met and exceeded first quarter plans in terms of revenue, [and] exceeded [targets] in being under expenses and in cash on hand."

Some 1500 churches and ministries have signed up as Christianity.com partners, versus a projected 380 for the period, he said.

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Ups ets: Internet Business as Usual

BY DAVID GOODNOW

As one of the original anchors at CNN Headline News, I always wondered why we seemed to have no competition as time passed. Initially the big three entertainment networks laughed at the efforts of the brash Ted Turner and said there was no market for news around the clock. Years went by and they seemed to take no note of the increasing audience for the news machine's wares. There was great interest on the part of the end-users of our product, which was a quick update of daily events easily accessed during any of the 48 half-hour shows.

The large networks weren't listening, or watching, as the audience slowly began to bleed away. In many other industries the reaction time to such a business threat would be measured in weeks or months. In our case, we saw nothing happen for years until CNBC came on the horizon as well as others who would offer competitive counterpoint. While some small imitators in various areas had been trying their hand at our formula, this was the first time major competitors had come to play in the same arena. Some saw this as the beginning of a competition for news audiences that would eventually result in a shakeout of those who would try but ultimately fail to meet the test.

Thus far, the only shakeout has been in audience numbers for the old broadcast networks and the cable news companies. The business reports sometimes generalize and leave the impression that all this is new, that nothing like it has occurred in the past. It is cast as being unique and worthy of some worry.

A number of dot-coms have fallen by the wayside in recent months and that might be the single unusual element in any such reporting. Editors should impress upon their reporters and anchors that this is news because it reflects the woes of a new business sector encountering traditional problems. While it may be worrisome to many, it is anything but unique.

Business Lessons

Some cases in point would be the growth and decline of other businesses. Take one industry in particular and look at what has transpired from its beginning to its present state.

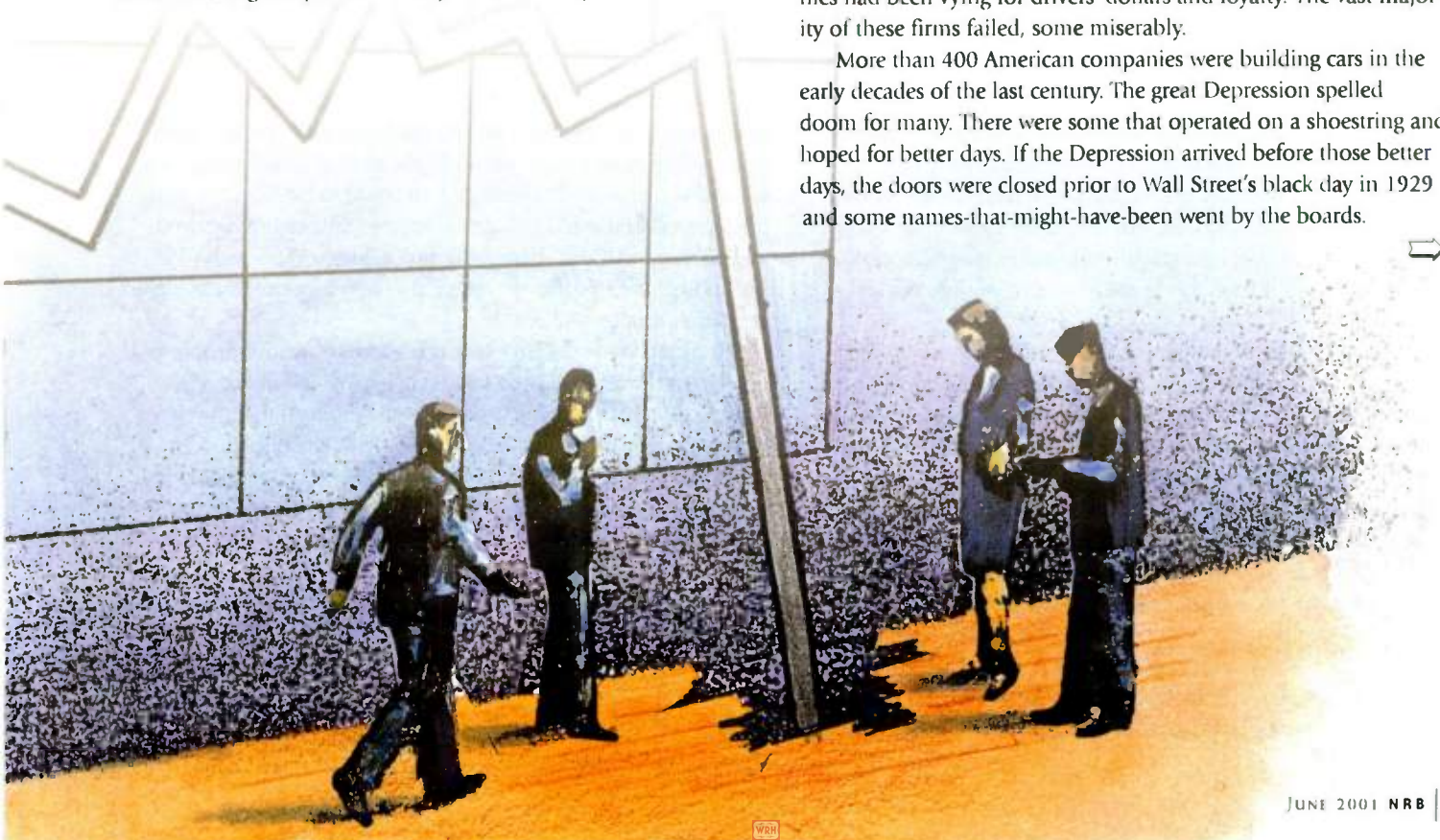
This industry's stock in trade caught the imagination of many and it seemed enough of the commodity couldn't be produced to satisfy demand. More and more companies came to the fore, each promising to best their competitors on the technology and imagination front. The future seemed bright. Finally, many firms were competing for consumer attention and there seemed no end to the euphoria of the industry. The run-up in values, though, seemed too enthusiastic in the minds of more sober-minded observers.

Then, as time passed, things headed in the other direction. Some companies with no flair for innovation were taking losses, layoffs made the news, the downturn was hitting many in the bank account and the future seemed much darker than before. Many doors were closed for good. The media had a field day. Some investors and business observers professed bewilderment and confusion over it all.

Is this a description of the illness and demise of some of the Internet dot-coms? No. It was the beginning of the end of the great automobile boom.

In the words of Winston Churchill speaking about the outset of World War II, "It was the end of the beginning." Many companies had been vying for drivers' dollars and loyalty. The vast majority of these firms failed, some miserably.

More than 400 American companies were building cars in the early decades of the last century. The great Depression spelled doom for many. There were some that operated on a shoestring and hoped for better days. If the Depression arrived before those better days, the doors were closed prior to Wall Street's black day in 1929 and some names-that-might-have-been went by the boards.



Thus fared companies producing automobiles called Winton, Whippet, Jordan Playboy, American Underslung, Octoauto, Doble, Stanley, Baker Electric and Simplex. In the case of Octoauto, the ads read, "If four wheels are safe, eight are safer!" This was a time when tires blew out with regularity. The drivers had to get out and patch the puncture right there at the side of the road. Safety aside, the idea of eight tires to worry about instead of four didn't catch the imagination of the public. Also, it looked vaguely like a cross between a tank and a farm wagon. Octoauto was history.

Modern Applications

Take the stories about the waxing of the Internet in size and influence and some of the high-profile failures. The tales of dot-com problems have been in the news for months as stock values and interest plunged. Since the Internet is still a novelty to many, including some reporters, its problems naturally arouse curiosity. The fact that both Christian and secular sites have closed down hasn't escaped the notice of the press, although the better known secular firms have received the lions' share of attention.

Here's where a lack of historical perspective dogs some members of the press. Breathless recounting of the day's business events as one or more dot-coms close down seems to say this is all new. Investors with little understanding of business history and any notion of how recoveries can happen may be left to their own devices and the result is like a snowball of sorts.

New ideas almost always give birth to many imitators and there is a resulting growth in that particular business. The result can be a series of spectacular failures. Just as a thunderstorm cell grows until it achieves a certain mass and then collapses upon itself, there is an undeniable parallel with the automobile business and the Internet's recent problems.

The result of the storm's collapse can be downbursts of cold wind and rain that cause damage in a fairly circumscribed area. The storm is then mostly history except for the cleanup that follows. Some who hadn't prepared for such eventualities then reflect on what they might have done, indeed, should have done, to prevent such damage. It's not as if they don't know what weather can do.

The market has rained on the parades of many investors who thought some of the dot-coms were where their investment positions should be. A year ago, growth was impressive and notions about failure took a back seat to the run-up in stock prices and general euphoria.

But in the midst of the present chagrin, there are notable exceptions. The Internet newspaper, WorldNetDaily.com, has continued to grow in readership. What is the most recent noteworthy item about WorldNetDaily in the midst of the storm and drang of failing Internet enterprises? The Florida recount.

Founder and CEO Joseph Farah says the readership took a decided jump when the Florida story hit the news wires. What is more than a little interesting is the fact that the spike in numbers turned out to be a new plateau instead. The numbers have essentially stayed and now Farah says it's on to the next higher plateau of ratings for the Web newspaper. (It should be disclosed that I am listed on the WorldNetDaily site's "Who's Who at WND" as Broadcast Consultant and have offered occasional advice in that

area to the company. WorldNetDaily initially was the Internet project of the nonprofit Western Journalism Center and began operating as a for-profit corporation in 1999.)

Free Market Means Competition

And so all with an interest in Christian and secular broadcasting, news and communication in general are witness to a new re-telling of the same old story: an idea catches on, imitators proliferate, market saturation occurs and those who don't succeed in successfully branding their company become casualties. It's one of the basic laws of a free market: competition at work.

Some of these business stories take on lives of their own. They hit the media with varying degrees of vigor and may have a short shelf life. But let it be a slow news period and the resulting constant repetition of the business story makes it news. It then becomes news because it is news. Ask some reporters why it's an important piece and they may tell you the story is "out there" and must be followed. It's their job to help feed the monster machine that is the 24-hour news wheel. It is never sated and growls for more.

Heat, haste and hitting the deadlines can cause even seasoned reporters to miss some important elements of a story. What news organizations should require of their writers is an appreciation of history and how this could play into a story that might seem unique at first glance.

Christian Web sites will successfully compete if they capture the imagination of their audiences. It's the same formula that applies to a secular enterprise. They must be prolific and creative in their efforts at promotion. The Christian management also must be resilient and know that the downturns are followed by recoveries. Discouragement is not part of the recipe for success. Audiences can be coaxed back to a station or Web site by content and effective promotion. That alone may not be newsworthy enough to bring questions from a business reporter, but the increasing audience numbers may.

The Internet story is just beginning. Not many years ago, the notion of something like it and all the buzz words we hear daily surrounding its operation would be the stuff of fiction. It's grown so rapidly that many have jumped on board to be part of it, hanging on for dear life and trying to compete while technology and audience expectations change. But just staking a claim to a Web site address and putting up content that may be perceived as a pale copy of other sites will not do.

Christian Web sites have as much access to creative people as other Web companies. There will be inevitable failures on the Internet. The past has taught us this is the case and that the creative will prevail. The audience for well-defined and creative Christian Web sites is surely immense. The Web site that does not just preach to the choir but, instead, successfully invites general audience readers to return will succeed.

Dave Goodnow is a journalist and writes columns for the L.A. Times and Washington Times.

Understanding the Heart of the Listener in the Internet Age

BY JEFF NICKEL

As professional communicators, our first task is to understand our audience. The better we know our listeners, the better we can serve them, fulfill our mission to preach God's love and forgiveness and make disciples.

With this in mind, The Domain Group, in partnership with Crosswalk.com, earlier this year undertook a research project in order to help Christian broadcast ministries and Christian broadcast stations better understand their audiences.

Our goal was to understand the heart of the listener. This meant that beyond capturing measurable data, we solicited hundreds of verbatim responses to feeling-level questions, which reveal a listener's heart.

Specifically, our research looked at:

- How the Internet is affecting the use of other Christian media
- What type of Christian programming listeners are consuming
- What listeners like best and least about Christian radio programming
- How listeners' lives would be different if Christian programming were not available

Research Summary: Top 10 Main Findings

1. Christian broadcasts play a significant, irreplaceable role in the spiritual lives of our respondents.
2. Most respondents said their spiritual lives would be diminished if Christian broadcast programming were not available.
3. The most frequently used media to receive Christian broadcasts is (still) radio.
4. Contemporary Christian music is the most favored type of programming across all respondents.
5. However, among those with a college education and those 35 years and older, Christian talk and teaching programs are the most favored type of programming.
6. Given the choice on funding, respondents favored stations airing regular donor fund-raising drives over airing commercial advertisements (57 percent to 43 percent).
7. According to the respondents, the best thing about Christian programming is teaching, encouragement, uplifting content and availability to worship at any time they desire.
8. Many respondents could not think of anything that was "the worst thing" about Christian broadcasts. Others mentioned Bible expositors who are not theologically qualified, limited availability or distribution and too much focus on asking for money.
9. Respondents liked hearing about Christian mission work through radio programming, even when the organizations asked for prayer support and financial contributions.
10. Respondents were evenly split between males and females. Nearly three in four were currently married; the median age was 40 years. Almost 60 percent had children living in the home and more than one-third of the respondents had a four-year college degree.

The Best Thing About Christian Broadcasts (in order of frequency mentioned)

1) Teaching

- "It allows me to know what is going on in the world so I can pray specifically and it teaches me more of what God is saying to His children."
- "It teaches me how to get closer to God."

2) Encouragement

- "[Broadcasters] offer encouragement and support [in] crisis situations."
- "Daily, Christian broadcasts give you a constant flow of encouragement, hope and edification."

3) Uplifting

- "They are Christian! It is uplifting and encouraging. It helps me get through the day!"

4) Worship

- "Being able to enjoy God's presence through worship."

5) Focus on God

- "Helps me keep my life focused on God. Each and every day, I hear something that deepens my knowledge and faith."

6) Music

- "I love the contemporary Christian music because no matter what I am going through, there is always a Christian song that will come to mind that will minister to me."

The Worst Thing About Christian Broadcasts (in order of frequency mentioned)

1) Nothing!

- The most common response among those who took this survey was "nothing." There was no "worst thing" about Christian broadcasts.

2) Teaching of unsound doctrine

- "The lack of quality doctrinal teaching. [Current offerings are] full of opinions and not what God's Word says."

3) Christian broadcasts not always available

- The second most common criticism of Christian broadcasts was that it is not available in all geographic areas. This is not a content or format problem; it is a distribution problem.

4) Focus on money

- "Sometimes I feel like [broadcasters and program producers] just want my money."

5) Dull programming

- "Sometimes the speakers are a little dull."
- "Dull, lackluster programming, with too much talk and not enough music."



How would your spiritual life be different if there were no Christian broadcasting?

- Dramatic Difference 33%
- Minor Difference 33%
- No Difference 33%



How do you feel about ministry specials on the need for missions (feeding the hungry, healing the sick, spreading the Good News overseas)?

- Positive 75%
- Negative 25%



How do you feel about ministry specials requesting volunteers, prayer or financial support?

- Positive 75%
- Negative 25%



Research Methodology

This survey was conducted using Instant Insight™, The Domain Group's proprietary online research tool.

More than half of all American households now have Internet access, and the profile of this group is nearing the overall profile of the country. *American Demographics* magazine reported: Technological advances are reinventing the way intelligence gathering is done. The way it is getting done is online.

Due to the nature of this research we chose to use a very specific audience pool. The respondents to this survey were recruited through banner ads on Crosswalk.com—the nation's largest Web advertising venue targeting the Christian audience.

The survey was conducted January 18-19, 2001. There were 209 completed surveys. Respondents under the age of 18 were excluded from the analysis.

What matters most in market research is whether the information gained promotes better understanding of the target audience and whether it provides actionable opportunities for marketers to create programs that meet the needs of their audience. We feel the information offered here meets both of these criteria.

Conclusions and Recommendations

- 1) Christian broadcasts are in demand. Providers of Christian broadcasts have a powerful presence in the lives of the respondents. The content of the broadcast is meeting real needs, strengthening and encouraging listeners through music, talk and teaching.
- 2) Broadcast stations are spiritual gatekeepers. It's clear that the respondents listen to CCM and to Christian talk and teaching. But regardless of the favored format, listeners want quality content. Lack of sound theology was considered a "worst thing" about Christian broadcasts, which means that management must take seriously its role in helping to guide and define a specific and theologically sound platform that their target audience can agree with and support.
- 3) Broadcasters need to maintain a strong mission focus. It is also clear that many view Christian radio as an extension of their church, or sometimes as a replacement for church.
- 4) Fund raising can be good or bad for the listener. The difference is whether the fund raising is organizationally focused (placing its need above those of the listener) or listener focused (recognizing that donors have a God-given need to give). Donors want to be involved in changing lives: feeding the hungry, clothing the naked, healing the sick and preaching the Good News to the lost. They don't want to give to an organization. When you connect listeners to a cause and they can readily identify the recipients of their giving, your fund raising will become "good" and it will bless the giver and the broadcast ministry.
- 5) Continued integration of online and radio broadcasts is key. Although radio continues to be the most favored medium for enjoying Christian broadcasts, the Internet is an important channel to navigate. This convergence is good and we are seeing many models of both traditional broadcasters and program-producing ministries that have leveraged their broadcasts into an expanded audience base by taking their ministry online.
- 6) Commute/drive-time programming is critical. One area of the market that the Internet cannot replace (at the moment) is drive-time programming. Broadcasters and ministries know the influence and power of getting this time slot. One recommendation is that broadcasters may want to open up opportunities during drive time to air more spot commercials that indicate Web site addresses, including the station's own Web site.
- 7) Get to know your specific audience. Whether you're a broadcaster or ministry program producer, you need to know the heart and mind of your specific audience. Your effectiveness at communicating with them and meeting their needs is what will determine your success in fulfilling your ministry and business goals.

Jeff Nickel is a principal at The Domain Group and Director of Strategic Planning (Atlanta office). For more information about this research or about Instant Insight™, call 404-915-1267 or e-mail jnickel@thedomaingroup.com.

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Christian Booksellers Association International Conference; Atlanta, GA. 800-219-7483.

July 19-21

Southeastern NRB Regional Convention; The Cove, Asheville, NC. Tom Atema, 828-669-8477.

July 26-28

Southwestern NRB Regional Convention; DFW Marriott, Irving, TX. Ron Harris, 817-792-3800.

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. Dale Davis, 651-631-5000.

September 16-18

Christian Stewardship Association 2001 National Conference; Marriott-Downtown, Indianapolis, IN. 414-483-1945.

September 19

See You at the Pole. www.syatp.org.

September 21-24

111th AES Convention; Javits Convention Center, New York, NY. 212-661-8528.

September 23-25

Eastern NRB Regional Convention; Sandy Cove Bible Conference Center, North East, MD. James East, 410-543-9652.

February 16-20, 2002

59th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.

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**"The red blobs are your red blood cells.
The white blobs are your white blood cells.
The brown blobs are coffee. We need to talk."**



AIRWAVE NEWS RADIO



Atlanta, GA - Hosts Taylor Scott and Kevin Avery flank Eli after his live performance on their program, *Kevin & Taylor in the Morning*, on WFSH-FM. (Taylor Scott, 404-995-4010)

Raleigh, NC - TransWorld Radio (TWR) held a meeting at its headquarters for local Hispanic ministers to discuss the possibilities of a Spanish-language radio broadcast. Led by Jim Munger, director of U.S. Spanish Ministries for TWR, two other North Carolina sites are also being explored. (Stephen Little, 919-833-5667)

Houston, TX - KSBJ-FM gave away a pair of 14-karat gold watches during its Spring Ahead Sweepstakes. The station helped its listeners prepare for the spring ahead time change by purposely announcing the wrong time by one hour. After hearing the incorrect times, listeners called KSBJ to win limited-edition wall clocks and wristwatches featuring the KSBJ God Listens logo. A drawing was held among previous winners for the grand prize—the gold watches—worth more than \$5,000. (281-446-5725)

Fullerton, CA - Ambassador is now serving the ministry of The Alliance, a council of respected Christian theologians. The new relationship includes representation of the daily and weekly 30-minute *Bible Study Hour* featuring Dr. James Boice, and the weekly 30-minute *White Horse Inn* talk show hosted by Michael Horton. (714-738-1501)

Champaign, IL - WBGL-FM concluded its annual Sharathon with more than \$450,000 in faith promises. More than 2,000 listeners responded during the event, which ran April 3-5. (Meredith Foster, 217-359-8232)

Sacramento, CA - EMF Broadcasting entered into a long-term affiliation agreement with Elgin Broadcasting Corporation to broadcast K-LOVE on WJKL-FM/Chicago, IL. In addition, EMF Broadcasting recently began broadcasting the Air 1 format on KDRH-FM/King City, CA. EMF also added its third K-LOVE translator in Ketchikan, AK. In other news, EMF purchased WKVE-FM/Danville, VA, from Southern Entertainment Corporation for \$3.5 million. (Lloyd Parker, 916-282-1400)

Florence, KY - Carter Broadcasting agreed to purchase KCKN-AM/Kansas City, KS, from KCBR, Inc. for \$1.5 million. (John Pierce, 859-647-0101)

Florence, KY - Salem Communications closed on its second Boston, MA, station with the purchase of WROL-AM in April for \$11 million dollars. (John Pierce, 859-647-0101)



AIRWAVE NEWS TELEVISION

Hollywood, CA - MOVIEGUIDE[®] honored family-friendly, moral and Christian movies at its 9th Annual MOVIEGUIDE Awards Gala and Report to the Entertainment Industry, held March 21 at the Skirball Cultural Center in Los Angeles. *The Basket*, a small independent masterpiece about a teacher who helps a town learn tolerance with the help of a basketball and an opera, won the Best Film for Families Award at the Gala, while *The Patriot*, a Christian-oriented saga about the American Revolution starring Mel Gibson, won the award for Best Film for Mature Audiences. *Return to Me*, a romantic, redemptive tale about a heart transplant patient and her family, won the \$25,000 John Templeton Foundation Epiphany Prize for Most Inspirational Movie, with Carroll O'Connor's performance in that movie winning the Grace Prize for Most Inspirational Movie Acting. Ulrich Tucker's performance in the PBS production, *Bonhoeffer: Agent of Grace*, as a Lutheran theologian fighting the totalitarian tyranny of Nazi Germany, won the Grace Prize for Most Inspirational Television Acting. *The Miracle Maker*, an animated feature about the life of Jesus Christ broadcast by ABC, won the \$25,000 John Templeton Foundation Epiphany Prize for Most Inspirational Television Program. The Awards Gala was co-sponsored by Total Living Network, which also is one of several networks and television station which run MOVIEGUIDE's weekly TV program, which now reaches nearly 17 million viewers each month. (Dan Wooding, assistcomm@cs.com)

New York, NY - Due to the response to Becky Tirabassi's appearance on the *CBS Early Show* in December, she is returning to begin a 10-week "Change Your Life with Becky Tirabassi" segment during the 8 a.m. hour (EST) starting June 4. Immediately following the show at 9 a.m. (EST) Tirabassi will host a weekly one-hour live, online chat through www.cbsnews.com. (800-444-6189)

Colorado Springs, CO - *Bad Girls of the Bible* and *Really Bad Girls of the Bible* by Liz Curtis Higgs have been released to VHS from WaterBrook Press. (800-603-7051)

Ft. Worth, TX - Max Lucado appeared on *At Home-Live!* on March 29 to promote his national tour, *He Chose the Nails*. The appearance aired nationally as a television special on FamilyNet April 7. Also, FamilyNet replaced *Deniece Williams and Friends Easter* and *Mother's Day Special with Francesco's Friendly World: The Last Stone*, airing as a companion piece to *Francesco's Friendly World: The Broken Cross*. (Denise Cook, 817-570-1400)

Ft. Lauderdale, FL - Dr. D. James Kennedy and film star Dean Jones hosted the Easter prime-time special *Who Is This Jesus: Is He Risen?* which aired nationwide April 13-15, and was produced by Coral Ridge Ministries. (John Aman, 954-334-5330)



AirwaveAnniversaries

Des Moines, IA - Family Radio Network's KDFR-FM/Des Moines, IA, celebrated its 12th Anniversary March 24. KDFR serves Central Iowa and started broadcasting the "Sound of the New Life" on Good Friday, March 24, 1989. A translator of KDFR serves the Ames area at 89.1 FM. KDFR is one of the 43 stations owned by Family Stations, Inc., based in Oakland, CA. (Larry Vavroch, 515-262-0449)

Dallas, TX - To kick off LifeLine's 10th anniversary celebrations this year, marking 10 products and more than \$55 million given to 30,000 charities worldwide, corporate spokesman Mary Lou Retton spread her world-famous smile in praise of the company's mission and contributions to churches, non-profit



Christian media and Christian organizations around the globe at the annual National Religious Broadcasters' convention. (Kelly Crane, 972-341-2905)

Columbus, OH - RadioU, WUFM-FM, celebrated its fifth birthday March 29 with a concert featuring The O.C. Supertones, Switchfoot and Relient K, along with RadioU's extreme dance team InFLUence. RadioU's Fifth Birthday Bash was preceded by the station's Birthday Bash Blowout contest to win free tickets to the bash and to a sound check party with the artists prior to the show. Winners also received CDs from each of the artists and a Virgin MegaStore gift certificate. (Jason Tucker, 614-839-7107)

Los Angeles, CA - ActionHouseTV, part of Action House Youth Ministries located in the Dream Center, promotes music of top Christian artists with 30 fast-paced minutes of top Christian music videos. (www.actionhouse.net)

San Francisco, CA -

A television commercial promoting a free 60-minute documentary called *Survivor Stories* linking the Holocaust and Jesus was banned for national airing by major TV and cable networks. The spots were to be broadcast during Passover, Easter and Holocaust Remembrance Week but network executives refused to run the promotion. *Survivor Stories*, featuring life stories of seven Holocaust survivors who later became followers of Jesus, was created by Jews for Jesus. National magazines, newspapers, billboard and top-ranked Internet companies agreed to run the ads from April 10-20. Participating publications were *Newsweek*, *People*, *Rolling Stone*, *Parade*, *US News and World Report*, *Talk*, *The New Yorker* and *New York Magazine*. (Susan Perlman, 415-864-2600)



INTERNATIONAL NEWS

Auckland, NEW ZEALAND - Hal

Short, president of United Christian Broadcasters International, challenged Christian broadcasters around the world to embrace rapid technological changes in the mass media at the conclusion of 2001: A Broadcasting Odyssey, a conference held March 15-18. American Bible teacher Chuck Missler and international journalist Dan Wooding were two of the many speakers scheduled. (admin@ucb.com)



Hal Short

NORWAY - Anders Torvill Bjorvand of Norway's GospelSearch, Inc., created an e-tract based on the TV show *Big Brother* to draw visitors to a Gospel presentation in Norwegian, Swedish, Danish and English. Readers interested in learning more can link to www.powertochange.com for a Gospel message and an opportunity to receive Christ. The Web site, www.bigfather.org, shows a creative method of introducing non-Christians to a loving heavenly Father who waits to welcome them to His eternal family. (*Internet for Christians Newsletter*, 4/10/01)

CHINA - Trans World Radio (TWR) airs more than 1500 hours of Christian programs per week in 165 languages and provides many helpful services including *Seminary on the Air*, a new radio program for Chinese ministry leaders. This teaching program shows Chinese ministry leaders how to effectively use and teach systematic study of the Bible in their leadership. Additionally, for a small fee, TWR offers a Children's Ministries Missions Packet for teaching vacation Bible school in China. Learn more at the Trans World Radio Web site: www.gospelcom.net/twr. (*Internet for Christians Newsletter*, 4/10/01)



TECHNOLOGY

Huntington, NY - Talking Books division of the American Foundation for the Blind, which has recorded tens of thousands of audio books for the Library of Congress' National Library Service for the Blind and Handicapped, uses Quantegy during the process of bringing books to life for the blind and visually impaired. A narrator's original recordings are transferred onto the 407 Audio Mastering Tape and 456 Grand Master™ Studio Mastering Audio Tape, used to run masters for high-speed duplication. (Stephanie Biagioli, 631-784-7865)



Lou Gutierrez, production and engineering manager for the Talking Books division of the American Foundation for the Blind.

Cincinnati, OH - Harris Corporation has been selected by Dotcast, Inc., as the preferred manufacturer and systems integrator for the Dotcast Digital Network.™ Additionally, Harris will provide television transmitter technology for technical and market trials to be conducted by Dotcast this year. (Angie DeJaynes, 217-221-7442)

Brooklyn, NY - Solid State Logic's 32-channel Aysis Air Digital Broadcast Consoles now reside in the newly rejuvenated JC Studios, the historic film and television production facility purchased by NBC in the 1950s. The facility was home of the original *Peter Pan* with Mary Martin. (Debra Pagan, 631-784-7865)

Mountain View, CA - Digital Dimension, an Emmy Award-winning production house, recently used the RenderDrive advanced 3D rendering system from Advanced Rendering Technology to render computer-animated television spots for FOX network's first televised broadcast of the NASCAR 2001 season. (650-254-7610)

San Diego, CA - Omneon

Video Networks signed an OEM agreement to purchase nStor's enterprise-level NexStor storage enclosure for use with its Networked Content Server System, an applications platform for companies that produce, manage and distribute video program material ranging from streaming video through high definition television. In other news, nStor Technologies, Inc. sold \$3.25 million of its 8%, two-year convertible promissory notes to private investors. Purchasers also received three-year warrants for an aggregate of 812,500 shares of nStor's common stock at an exercise price of \$1.20 per share. nStor also announced the release of AdminiStor Plus, a new RAID configuration and storage management software suite fully integrated for use with nStor storage solutions. (Tom Makmann, 858-453-9191)



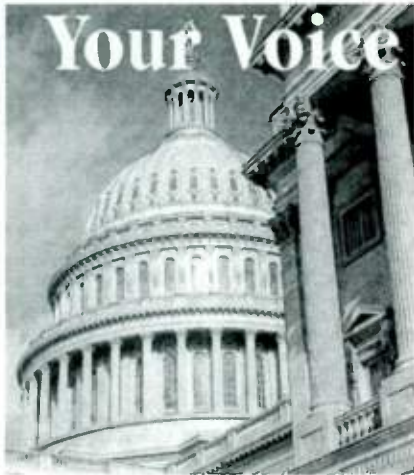
Huntington Beach, CA - Aspen Electronics unveiled the ProBrick series battery, designed for durability and reliability and meeting the requirements of high-

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NEWS

Manassas, VA - Radio and television talk show host Dr. Laura Schlessinger was the featured guest speaker for the National Religious Broadcasters' annual Media Breakfast on Wednesday, April 25 during the National Association of Broadcasters convention at the Las Vegas Hilton. (Karl Stoll, 703-330-7000, ext. 517)

Ventura, CA - The annual State of the Church survey, a representative nationwide study of the nation's faith practices and perspectives by the Barna Research Group, was released March 5. It shows that while Americans remain interested in faith and consider themselves to be religious people, little has changed in relation to the religious practices of Americans in recent years. Barna also conducted a study revealing that Protestant churches of America are more numerous and are raising record amounts of cash each year, but attendance remains at its lowest point in the past decade. Free, bi-weekly updates of the latest research findings from Barna are available at www.barna.org. (David Kinnaman, 805-658-8885)

Washington, DC - Regent University hosted The National Leadership Summit March 19-20. The summit's theme was The Battle for the Soul of America — Confronting Liberal Bias in the Media and included Michael Medved, Pat Robertson, Janet Parshall, Brent Bozell and John Fund as speakers. (Baxter Ennis, 757-226-4093)

South Holland, IL - *The 2000 Country Reports on Human Rights Practices* confirmed the Bible League findings of persecution in China. Instances of arrests and torture of religious leaders, police raids of worship services and discontinuance and demolition of places of unregistered places of worship were noted. The government report also indicated an increased demand for Bibles. The Bible League estimates the size of the Church in China to be at least 80 million with an addition of 5 million each year. Figures show that 45 million Chinese Christians do not have access to a Bible. (866-825-4636)



PUBLISHING

Dallas, TX - *Heart of a Champion* by Clark Kellogg, John Humphrey and Steve Riach (Broadman & Holman) is an extensive collection of inspirational commentaries, anecdotes and profiles which illustrate the strength of character and faith present in some of today's sports heroes, such as Kurt Warner, David Robinson, Michelle Akers, Jeff Gordon, Alex Rodriguez and many more. (Beth Thornton, 877-972-9255)

San Luis Obispo, CA - Parable Christian Stores released four Spring 2001 products for a limited time to its member stores: The Psalms Collection of gift items; *Dear Graduate* leather edition book; Noah's Ark Travel Pack; and *I Will Be Your Friend CD*. Parable also launched Reader to Reader, its in-store campaign promoting new authors and undiscovered books. (Jana Muntsinger, 615-376-9442)

Neptune, NJ - *First Corinthians* and *The Epistles of John & Jude* are the latest releases available from the Ironside commentary series published by Loizeaux Brothers. (Tom Adamo, 732-918-2626)

Colorado Springs, CO - Dr. Os Guinness, best-selling author and Senior Fellow at the Trinity Forum in McLean, VA, entered into a multi-book publishing partnership with WaterBrook Press. The first book, *Long Journey Home: A Guide to Your Search for the Meaning of Life*, will be released in September. (800-603-7051)

Grand Rapids, MI - Zondervan and the American Bible Society (ABS) entered into an agreement for Zondervan to exclusively publish the Good News Translation (GNT) commercially. Previously known as Today's English Version (TEV) or commonly known as the Good News Bible (GNB), the GNT will continue to be published by ABS for the church market. (Trent Frager, 312-751-4198)

Nashville, TN - Written by Lewis A. Drummond, Beeson Divinity School Professor and former associate of evangelist Billy Graham, *The Evangelist* was released by Word Publishing in April. A biographical examination of Graham's legacy, each book includes a CD of audio and video clips including never-before-seen footage from some of the earliest and most recent crusades as well as sermon clips from each decade since the 1950s. (615-902-3400)

COMMUNICATOR CONNECTION



Elaine Trumbo
President
Your Story Hour

Birthdate
4/19/43

Describe your personality
Basically upbeat and optimistic, organized (well, somewhat), creative, supportive, focused, and delighted by kids and puppies. My motto: "Onward and Upward."

Mission statement
Your Story Hour seeks to bring children and their families to a knowledge of the Gospel and a saving relationship with Jesus. Our dramatized stories build character and equip today's youth for life's challenges and good decision-making.

Most needed area of improvement in Christian communications
Relevance. People need to feel that Christianity has something to offer them. If our programming does nothing to speak to their needs or hold their interest, then the message will be ignored.

Gadgets you own
The usual: computers, VCRs, video camera.

Favorite food
Aha! Now there's a question! Maybe, if I had to choose just one—chocolate (which, as all chocolate-lovers know, should be nominated as the fifth food group).

Favorite way to spend free time
Long drives on beautiful days and putzing around tourist towns.

Personal goal(s)
To be where God wants me to be, doing what He wants me to be doing. And to live as closely to my personal "guideline" as possible: "Love God and treat people well."

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MUSIC

Nashville, TN - Diamante Music Group and Servant Music Distribution announced a merger agreement and the formation of a new distribution company, Diamante-Servant Distribution. Bill Conine, Diamante founder, will continue as president of the new organization, and Martha Sorensen, president and founder of Servant Music Distribution, will become CEO of the new company. The headquarters for Diamante-Servant will be housed in new offices now under construction in the CNI Distribution Building in Nashville, TN; a satellite office will be maintained at Diamante's current location in Newport Beach, CA. (Gina Adams, 615-331-3314)

Nashville, TN - On March 24 and 25, singing sister foursome The Darins performed "Love Is The Greatest Miracle" from the group's latest Pamplin Records release, *Letting Go*, on the nationally broadcast television show *Hour of Power* from the Crystal Cathedral. The Darins also graced the March cover of *Brio*, Focus on the Family's publication for teen girls. (info@sparrowrecords.com)

Nashville, TN - Switchfoot's music video for "You Already Take Me There" has been added to MTV2's 120 Minutes, an all-video program showcasing new and developing artists. (info@sparrowrecords.com)

Nashville, TN - Passion conferences worship leader Chris Tomlin recently released his debut album, *The Noise We Make*, on the new sixstepsrecords label. Tomlin writes and performs modern worship music and toured with Delirious in April. (info@sparrowrecords.com)

Nashville, TN - Following up her RIAA certified gold, award-winning *Alabaster Box* album, CeCe Winans

will release her new self-titled pop record on June 19. Producers for the project included Brown Bannister and Tommy Simms. Most recently, Winans sang at the ceremonial launch of The Smithsonian Institute's mobile museum, devoted to the history of black spiritual music. Winans will join the museum exhibit on select dates along its 50-city U.S. tour and perform "Looking Back At You" from her album. (info@sparrowrecords.com)

Nashville, TN - Sparrow Records artist Twila Paris, a first-time mother, recently released *Bedtime Prayers, Lullabies and Peaceful Worship*, blending lyrical truth with soothing worship music. (info@sparrowrecords.com)

Nashville, TN - After garnering two RIAA certified gold recordings, the top-selling Christian holiday project in 2000 and a Grammy award nomination, Avalon released its new studio album, *Oxygen*, in May. (info@sparrowrecords.com)

Nashville, TN - Whisper Loud recently toured Germany and Holland, sponsored by Provident Music Group-Europe. The teen trio's promotional tour included Christian and secular retail and media appearances. (L-R): Rik Bennik, Director of Marketing Provident Music Group-Europe; Whisper Loud's Alana Carris, Keri Blumer and Tessa Gaskill; and Provident Music Group-Europe President Hans Groeneveld. (Jaimee Paulich, 615-261-6486)

Nashville, TN - Essential Records launched a massive marketing campaign for pop group True Vibe, encompassing Christian and mainstream publicity, Internet marketing, radio promotions, local and international touring, advertising, retail support, and a presence at the Gospel Music Association week and CBA International. True Vibe has appeared on *Late Night with David Letterman* as well as several major sporting events, and is the only commitment to a new artist in 2001 by Essential Records. (Jennifer Hanson, 615-261-6456)



New York, NY - Male vocalist Donnie McClurkin was officially awarded RIAA gold sales certification for his Verity Records debut album, *Live In London and More*, that premiered at the top of the charts, peaking at No. 1 on the Current Gospel Chart and at No. 26 on the Current R&B/Hip Hop Chart. McClurkin recently made appearances on BET's *Celebration of Gospel* as well as the 2001 *Dove Awards* and *Essence Awards* telecasts. (Janet Bozeman, 615-952-3319)

Nashville, TN - Rocketown Records announced plans for a June 19 release of apt.core's *rhythms of remembrance*, a display of singing and spoken Scripture featuring Psalm 40 along with a reading of the Apostle's Creed set to a backbeat of electronic and world music. (Velvet Rousseau, 615-599-2777)

Mobile, AL - *Lion of Judah*, a Messianic worship album focusing on the theme of the Bridegroom and the Bride and recorded live in Jerusalem with artist Paul Wilbur, was released by Hosanna! Music February 21. Recorded during the Feast of Pentecost, the album is the third Hosanna! Music project to be recorded in the Holy Land during a feast holiday. (Shannon Walker, 800-223-7333)



Nashville, TN - Hezekiah Walker and the Love Fellowship Tabernacle Choir released *Love Is Alive!* March 20 on Verity Records. Also released in March was *In Case You Missed It...and Then Some* by Fred Hammond through a partnership with his record label and Verity Records. (Jackie Marushka Smith, 615-261-6439)

Brentwood, TN - inpop records released *Karaoke Superstar* May 22, the debut CD from Superchick. Superchick, formed to give youth an alternative role model in a culture where being good-looking is valued more than being good, takes biblical truths and puts them in relevant context for today. (Velvet Rousseau, 615-599-2777)

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INTERNET

Garden Grove, CA - Web surfers have another site to visit for up-to-date Christian news and feature stories from around the world, www.Christianity.com/ assistnews. An e-mail edition from ASSIST News Service is also available by request. (Dan Wooding, assistcomm@cs.com)

Chantilly, VA - Crosswalk.com launched its Entertainment Channel at www.entertainment.crosswalk.com. The company has combined its Music and Movie Channels, with key components including movie reviews through the Dove Foundation; Christian radio music streaming provided through a partnership with Oneplace.com, a division of Salem Communications; and local Christian events listings through iTickets.com. The new Entertainment Channel features original content via artist and celebrity interviews, increased reader interaction through polls and surveys, and a chronological listing of featured stories. (Chrissy Doherty, 703-968-4808)

Dallas/Ft. Worth, TX - Christianity.com, a California-based company that launched September 2000 with David Davenport as president, recently announced a strategic partnership with Crosswalk.com whereby Crosswalk.com will provide content for Christianity.com while Christianity.com will provide infrastructure for Crosswalk.com. Christianity.com has three major financial partners: Sequoia Capital, CBN and Comdisco Ventures. The company offers Web site development, Web site management, design templates, content creation and syndication, Internet access, Web-based e-mail, eMarketing, eFundraising, eCommerce, personalized directory, shopping and distance education. (Beth Thornton, 877-972-9255)

Brentwood, TN - At HearItFirst.com, an extension of EMI Christian Music Group, Inc., you can listen to new music before it is available in stores. Available with music advances are new pictures, artist biographies, screen savers and wallpapers for a complete sneak-preview experience every time a new album is released. (Internet for Christians Newsletter, 4/09/01)

New York, NY - Sharp declines in advertising revenue and a generally soft market has caused NBC to pull the plug on its Internet division. The announce-

ment added to the list of media giants such as Disney Corporation (ABC) and News Corp (FOX) who have joined with other companies in reformulating their Internet strategy. Before last year's dot-com slide, many traditional companies spun off Internet divisions with the hopes of cashing in on extraordinary growth in the area of technologies. In the final quarter of 2000, NBC's Internet posted a net loss of \$245 million on revenues of \$31 million. NBC proposed to pay \$2.19 in cash for each publicly held share of NBC Internet. NBC owns 39 percent of the company, which will be absorbed back into NBC. The company has not announced which services will remain active and how they will be used. (CNET News, news.cnet.com)

Chicago, IL - The Total Living Network (TLN) launched two new Web sites in March, www.ktln.tv and www.lntv51.tv. The sites were designed to support TLN's two owned-and-operated stations, KTLN-TV/northern California and TV51/Rockford, IL. Viewers can visit the Web sites for the inspirational "Daily Uplinks," to catch the latest news about TLN, use easy access links to companion Web sites, send greeting cards and watch engaging videostreams of TLN original programming. (Debra Hall, 312-433-3838)

Muskegon, MI - Gospelcom.net now offers the NIV Bible in audio format on the Web as part of its relationship with Zondervan Publishing House, International Bible Society and the Fellowship for Performing Arts. The NIV Bible on audio, as well as other Bible translation audio links, is accessible at www.BibleGateway.com/news. (Kathy Backus, 517-773-0816)

WEBWATCH: CHRISTIAN DOT-COMS

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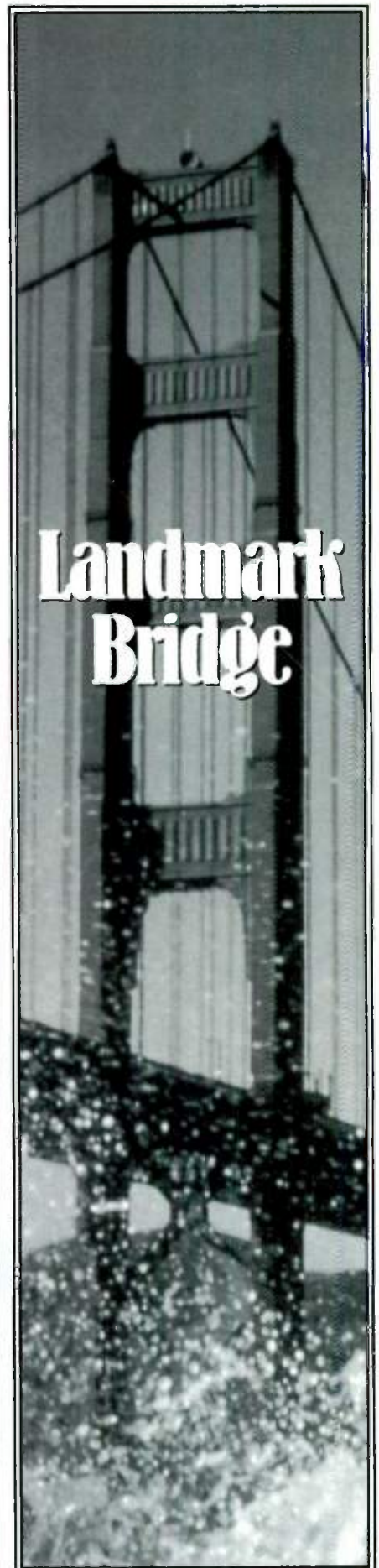


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MEMBERSHIP - Behind the Scenes at NRB

New Member Campaign Continues

All organizations that join April 15 - July 15 receive the *Directory of Religious Media* and CD ROM free! Offer expires soon, so hurry and send for your application kit today. (See ad below.)

Membership Renewal Kits

These were sent to all members in April. Kits include information about the Board of Directors, a list of the Executive Committee members and promotions about Chapter Conventions. Please note the new member benefits which are included in the mailing. Information can be stored in the member notebooks mailed last year. Questions? E-mail atower@nrb.org.

Financial Accountability for Members

Nonprofit NRB full members soon will be receiving information regarding their financial accountability in the mail. Please return these documents so that your files can be updated. Nonprofit NRB members whose broadcast donated revenue is more than \$500,000 are required to join ECFA. Call or write ECFA for further information and application at 540-535-0103 or e-mail at info@ecfa.org.

Radio and TV Committees

Ever wonder who makes decisions on the workshops held during convention? Both the TV and Radio committees meet at NRB to prepare for the next national convention. Our committee members do a great job to make sure that the information you gather at convention is relevant to today's marketplace and technology.

Intercollegiate Religious Broadcasters Committee

Leaders of NRB's student chapter met at the Manassas headquarters in May. Decisions were made regarding the Al Sanders scholarship contest and the Student Awards. Last year more than 300 schools and faculty were mailed a video promoting the IRB, which caused the IRB membership to quadruple!

New NRB Legislative Action Center

Looking for a way to contact your congressman? Want to be informed on hot legislative topics in broadcasting? Check out our new Legislative Action Center on the Web, www.nrb.org. It's one more way NRB is meeting your needs.

Directory of Religious Media

Information forms are rolling in for the 2002 publication. If you haven't responded, fax your form back today so that you won't be left out.

Deadline for the Directory

July 20 is the ad deadline to reserve advertising space in the industry-leading reference book, *Directory of Religious Media*. Don't leave your company out in the cold! Contact Steve Cross at scross@nrb.org or 703-330-7000, ext. 518.

Exhibit Hall for NRB 2002 Selling Fast!

At press time in early May, the hall is more than half sold out! If you are planning to exhibit next year, contact Tammy Singleton at tsingleton@nrb.org or 703-330-7000, ext. 506, as soon as possible. Space is limited and is assigned on a first-come, first-served basis.

New Home for NRB

Progress continues on the new permanent headquarters building. We hope to move this summer.

Anne Tower is VP of Membership and may be reached at atower@nrb.org or 703-330-7000, ext. 511

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PEOPLE

Nashville, TN - Daniel J. "Danny" Gaither, 62, died April 6 after a five-year battle with lymphoma. The original tenor voice of the Bill Gaither Trio, he joined the group at 18. His brother, Bill, led the group, and his younger sister, Mary Ann, was the group's original female singer. Gaither traveled with the family trio for about 10 years until the early 1980s, when he started doing solo work. Problems with his vocal chords forced him to give up his solo career after a decade. Gaither won several Grammy and Dove awards for his work. He was inducted into the Gospel Music Hall of Fame in April 1999. (www.Christianity.com, 4/9/2001)

Chicago, IL - Jerry Rose, Total Living Network television executive, received the National Award from the Motion Picture, Radio and Television Committee of the National Society Daughters of the American Revolution (NSDAR). The National Award is given annually to an individual within the motion picture, radio and television industry who has contributed greatly to the American culture in one or more areas within the objectives of the National Society Daughters of the American Revolution: historic preservation, education and patriotism. Rose spearheaded the Operation 10 initiative, a multi-faith volunteer effort to give public school students access to free book covers listing the Ten Commandments. The award presentation marks the first time the award was given to the head of a religious television network. (Debra Hall, 312-433-3838)

Atlanta, GA - In Touch Ministries recently appointed Art Brooker as executive director of In Touch Ministries of Canada. Brooker will oversee the daily operations of the ministry, including booking and reviewing TV and radio stations, ministry correspondence, counseling and overall ministry promotion. For the last eight years, he has served on the In Touch of Canada Board of Directors. (Charles Powell, 770-451-1001)



Linnae Young Greg Lhamon Mike Reed

Dallas, TX - Salem Radio Network, a division of Salem Communications Corporation, announced several key promotions: Greg Lhamon, VP of National Sales; Linnae Young, VP of National Sales; and Mike Reed, VP/General Manager of Salem Radio Representatives. (Tricia Whitehead, 615-599-7746)

Washington, DC - F.R. "Bob" Duplantier, writer and producer of *Behind The Headlines*, a conservative commentary broadcast daily on more than a hundred radio stations and published weekly in more than 500 newspapers, has joined the American Policy Foundation, an educational foundation devoted to public policy issues headquartered in Herndon, VA. (Tom DeWeese, 703-925-0881)



Worcester, MA - Steve Tuzeneu, WVNE-AM station manager, recently celebrated 10 years in management with the station. WVNE signed on the air June 1991 and is owned by Blount Communications Group of Warwick, RI. (WVNE@aol.com)

Nashville, TN - Tim Marshall, former Director of Sales and Marketing Systems for Provident Music Distribution, was promoted to Senior Director of Marketing for Provident Music Distribution. Marshall will oversee the marketing department. (Brooke Tucker, 615-261-6361)



Washington, DC - Andrew G. McBride joined NRB's general counsel Wiley, Rein & Fielding (WRF) as a Partner in the communications, litigation and appellate practices. Prior to joining WRF, McBride served almost 10 years in the Justice Department, including six years as an Assistant United States Attorney for the Eastern District of Virginia. McBride also is a former law clerk to Justice Sandra Day O'Connor, United States Supreme Court and to Judge Robert H. Bork, United States Court of Appeals for the District of Columbia Circuit. (202-719-7000)

Louisville, KY - Dr. Jack Keller Jr. joined the Presbyterian Publishing Corporation as VP of publishing and editorial director of Westminster John Knox Press. (Bill Falvey, 502-569-5085)

San Luis Obispo, CA - The Parable Group recently made the following staff changes: Jim Seybert moved from VP of Marketing to VP of Business Development; Kay Cementina shifted from Manager of Merchandising and Retail Development to Manager of Planning and Development; and Marilyn Largent went from Product and Promotion Development Coordination to Manager of Merchandising and Marketing. (Jana Muntsinger, 615-376-9442)

Ft. Worth, TX - Rosser McDonald, television producer for the Broadcast Communications Group (FamilyNet) of the North American Mission Board (NAMB) of the Southern Baptist Convention (formerly known as the Southern Baptist Radio/Television Commission or RTVC) is retiring after 27 years of service. (Denise Cook, 817-570-1400)

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FCC Nominees: Experienced Washington Hands



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

Federal Communications Commission (FCC) Chairman Michael Powell soon will be joined by three new commissioners. Assuming that President Bush's nominees for the posts are confirmed by the Senate, the new office holders differ by political party but share one key attribute—considerable Washington experience.

The President's nominees are Republicans Kathleen Abernathy and Kevin Martin and Democrat Michael Copps. As of this writing in early May, the three are scheduled to appear in mid-May for confirmation hearings before the Senate Commerce Committee, which has jurisdiction over FCC issues. The nominees could be in place by June.

Kathleen Abernathy

Abernathy, a lawyer, has been nominated to fill a term expiring June 2005. She is well known in Washington telecommunications law circles, thanks to her service in several high-level staff positions at the FCC and her prominence in the private bar. Until recently, she served as VP for Public Policy for BroadBand Office, a start-up telecommunications company in Northern Virginia (in which former Commissioner Rachelle Chong also has been involved). Prior to that position, Abernathy served as a VP for US West and for AirTouch Communications. She also has worked in several law firms, most recently as a partner in the communications practice of Wilkinson Barker Knauer. In 1996-97, Abernathy served as president of the Federal Communications Bar Association and has remained active in that specialty bar organization.

Earlier in her career, Abernathy was a personal legal advisor to then-FCC Chairman James Quello on telecommunications issues. She also worked as a legal aide to Commissioner Sherrie Marshall and was a special assistant to the agency's general counsel. Abernathy earned a bachelor's degree from Marquette University and her law degree from Catholic University's Columbus School of Law.

Michael Copps

Copps has been nominated to fill a term expiring June 2004. The only non-lawyer among the nominees, he has less direct communications experience than Abernathy or Martin, but is a veteran of Capitol Hill, which should afford him very useful insights for his new post. From 1970 until 1985, he worked for Sen. Ernest Hollings (D-SC), first as an administrative aide and then as Chief of Staff. Hollings currently is the Ranking Member on the Commerce Committee, which is chaired by Sen. John McCain (R-AZ).

Copps moved into the private sector in the late '80s, working in legislative affairs for the American Meat Institute and Collins & Aikman Corp., a Fortune 500 company. He went into the Executive Branch in the '90s, serving in the Clinton Administration's Commerce Department. From 1993 until 1998, Copps was Deputy Assistant Secretary for Basic Industries Trade Development; he was appointed to the position of Assistant Secretary for Trade Development in 1998. Copps earned a bachelor's degree from Wofford College and a Ph.D. in American history from the University of North Carolina.

Kevin Martin

Martin has been nominated to fill a term expiring June 2006. Also a lawyer, Martin has both political campaign experience and a Commission stint on his resume. He signed on to the Bush campaign in 1999, serving as Deputy General Counsel for that effort. Since the election, Martin has worked as the Bush Administration's FCC transition team leader and as Special Assistant to the President for Economic Policy.

From 1997 until 1999, Martin served as Commissioner Harold Furchtgott-Roth's legal advisor on common carrier and wireless issues. Prior to that experience, Martin worked for Kenneth Starr in the Office of Independent Counsel. Martin began his legal career as an associate at my firm, where he worked primarily for broadcasters and cable programmers. His exposure to virtually all aspects of telecommunications regulation should serve him well in his new position.

Martin earned a bachelor's degree from the University of North Carolina, a master's degree from Duke University, and a law degree from Harvard University.

Reaction to the Bush Administration's announcement identifying the nominees has been widely positive. House Commerce Committee Chairman Billy Tauzin (R-LA) told trade press reporters that the three nominees "may be incoming freshman, but there are no rookies in this class. All three of the nominees have impeccable credentials and fully understand the important role telecommunications plays in our global economy."

In a brief statement released after the White House's announcement, Chairman Powell also applauded the nominations. He stated that the three individuals, if confirmed by the Senate, "will bring important experience and expertise to the Commission and I welcome the opportunity to carry out the responsibilities of the FCC with them."

Two of the nominees are slated to take seats currently filled by Democrat Susan Ness and Harold Furchtgott-Roth, who have officially announced their departures. The third will fill the empty slot vacated by former Chairman William Kennard, who resigned in January. Current Commissioner Gloria Tristani, a Democrat, has informally indicated that she is likely to step down by the end of the year, although her term runs to 2003. If so, President Bush will have the opportunity to name yet another FCC Commissioner.

Once the trio of appointees assumes office, the Commission will be prepared to face an array of pending—or soon to be pending—proceedings important to broadcasters. Among them is a proposal to modify or jettison the decades-old, newspaper-broadcast cross-ownership rule, which currently bars station owners from holding interests in a daily newspaper serving the same community. The FCC was scheduled to launch that rulemaking proceeding at its monthly meeting in May but later deleted it from the agenda, an action that was widely understood as reflecting disagreements among the current Commissioners as to the scope of the proposal.

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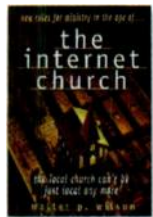
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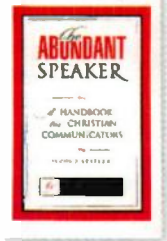
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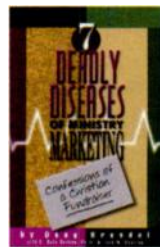
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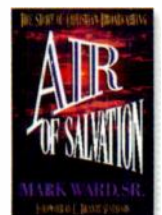
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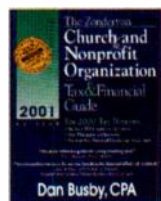
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Sudden Descent of the Dot-coms



Called "one of the most recognized conservative voices in America" by the Washington Post, Armstrong Williams is CEO of the Graham Williams Group (an international PR firm) and COO of The Renaissance Network (a television network). Williams hosts a self-titled television program and two weekly online chat programs. He also writes a newspaper column syndicated by The Los Angeles Times and is author of *Beyond Blame* (Simon & Schuster's Free Press, 1995).

The dot-comer spent generously. Why not? He was living in a sacred place. He had figured how to wean something from nothing.

He knew something about the new economy: it was now safe to build without a foundation. The dot-comer pounced on that handy bit of knowledge. He mortgaged his home, his children's future and his family's savings on the new economy. It did not matter. The economy swelled with health.

Hadn't the Internet commercials, after all, promised a revolution? What was that character's name from the Ameritrade commercials? You know, Stuart, the hyper-kinetic slacker with orange-dyed hair who was given a free pass by society because he had learned how to trade effectively online. He was the voice of a new generation. He carried the promise of liberation and riches so ripe for the plucking that even an orange-haired slacker could stumble into them. For a generation of Stuarts, tech stocks and the new economy carried the promise of redemption.

At first, the new economy was a gift. Then came the longing for more. The line between need and greed became blurred, and then obscured by the red light flashes going off in their heads: Need More Tech Stocks! How did they pay for their stocks? Family members were often too shy to ask. Late at night, attached to his hardware, the dot-comer funneled his life savings into inflated stocks, with the hope of nourishing some elephantine greed, some spiritual anxiety.

Then one day, the world tilted on its axis, the market crashed and the dot-com messiahs suddenly descended. They rubbed their eyes but the vision remained: \$4.5 trillion in market

losses with the major indexes all showing double-digit losses.

Once, not long ago, a chow line of hip, young tech firms fattened themselves on dreams of public offerings and taking over the world. Now their chief ambition was merely to stay afloat.

Many individual investors aren't so fortunate: "I have not paid attention to what my husband has been doing in our account. We have lost close to everything," said one Charles Schwab account holder in an article reported by *The Washington Times*. She also said that their marriage seemed to be cracking up under the pressure of their financial free fall.

Of course, greed remains the engine of our economy. As even those stodgy, old Wall Street types (who are quickly reclaiming their position as the country's chief economic geographers) can tell you, there remains a need to stay tied into the economy through investments.

Still, the rapid rise and fall of the dot-comers remains instructive: One does not often form sustainable economic-social movements on the promise of getting something for nothing.

The other chief lesson resides in a question many dot-comers have been forced to ask of late: If you place your passion in beauty, what happens when beauty vanishes? If you spin your life around objects, what happens when these objects crumble? If you place your faith in a loved one, what happens when that loved one dies? It is only when we place our love in God that we create for ourselves an immutable foundation.

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On The Air

A Monthly Newsletter from Broadcast Software International

Issue 4

Quote of the Month

"WaveCart is really an awesome tool. When I trained our weekend board-ops, who had no radio experience, it took only about 15 minutes before they had a real grasp on it."

Clive Millett
KKVV- Las Vegas, NV

News

First Professional MP3 Audio Cards

BSI and AudioScience have teamed up to create soundcards that play four MP3 files simultaneously without a software CODEC. The \$2095 ASI4344 and the \$2795 ASI4346 were available on May 1st, exclusively at BSI.



This is the first time a professional audio company has created devices specifically for the MP3 format. The two cards decompress audio files on their own hardware so the processor doesn't have to. With these cards, the skipping and slowness that plague broadcasters with MP3 files have been eliminated.

The concept of decompressing audio on an audio card has been used with other formats, however the Fraunhofer Institute has controlled the CODECs for the MP3 format. Putting the CODEC on the card vastly improves PC performance, so playing multiple MP3 files simultaneously will be no different to your PC than playing multiple linear files.

"Our corporate mission is to respond to customer requests. AudioScience has a record of leadership in the digital audio market. When BSI and AudioScience formed the concept of combining our hardware with MP3 technology it made sense for both of us," says AudioScience President Richard Gross.

"The radio industry has been heading towards an audio card like this one ever since the MP3 format became popular. Broadcasters wanted to use MP3 files, but could not get the consistent sound they needed," says Ron Burley, BSI President. "We were happy to have AudioScience as a partner in this because of their record of creating products users want, rather than finding customers for the cards they decided to make."

BSI will be the exclusive distributor of the new audio cards. And only BSI will distribute the upgrades to two other cards, the ASI4334 and the ASI4336, allowing them to play triple MP3 files. The \$200 upgrades allow you to buy the earlier card with upgrade for the same cost.

Tip

Online Tech Data

If the net clock for your station is locked in the PD's office or you can't find the wiring diagram for your audio switcher, you'll probably find the info you need at www.bsiusa.com/support. The BSI web support area has a database that includes wiring instructions for connecting to external devices, whether or not you're using BSI software! It also includes network program & tone clocks. You'll also find complete online manuals for all BSI programs.

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User File

WJIL - Dan Kolenda

Dan Kolenda visited BSI for WaveStation Weekend in February. "I thoroughly enjoyed it. It's so good to be able to see BSI President Ron Burley demonstrate things. Reading the manual is great, but being able to see him do it, the lights just all come on. He really wants to help us, instead of just trying to sell a product. Ron kept saying that BSI was a user-driven company, and you can really feel that from what he says to you."

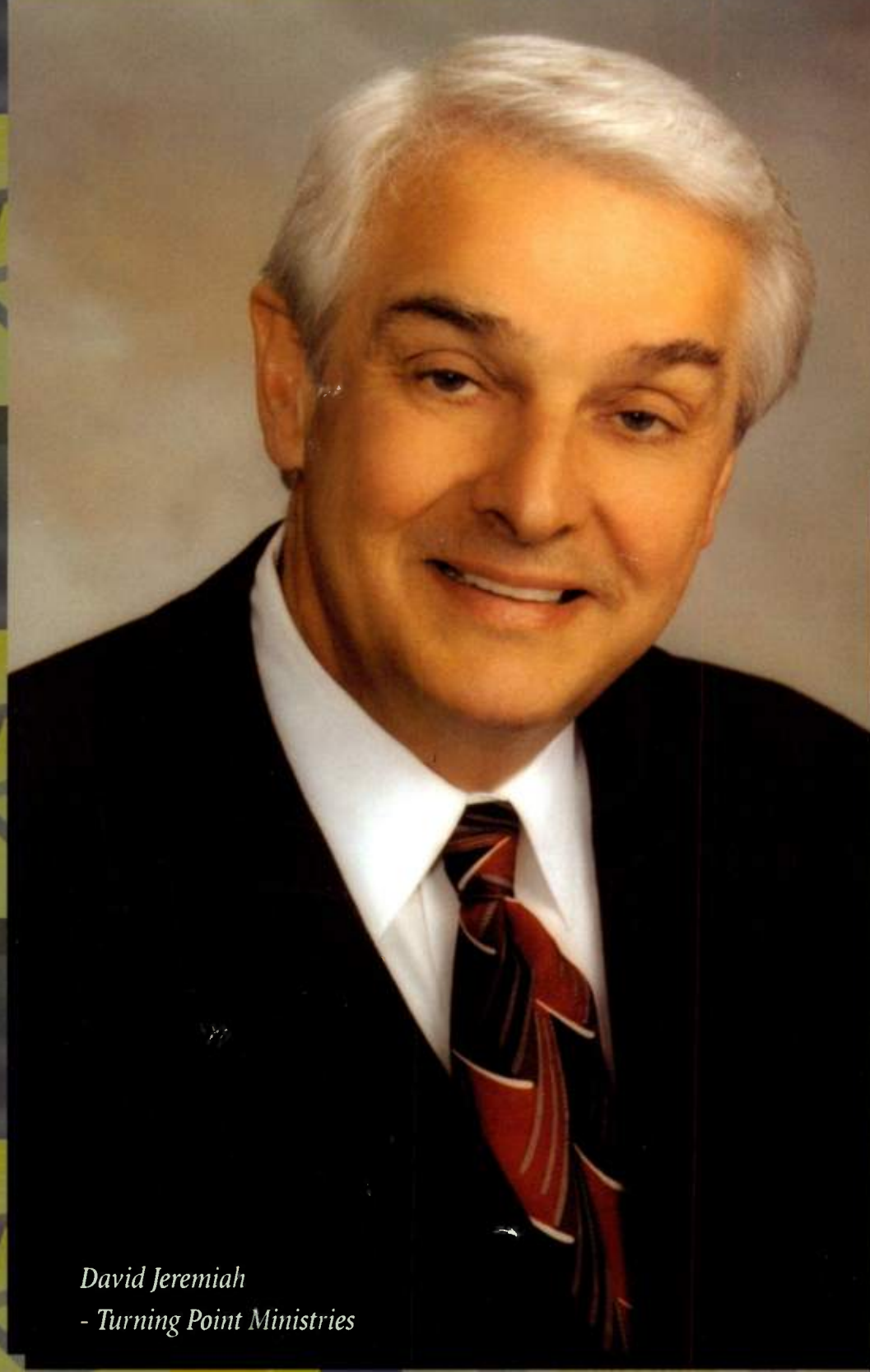


Dan has been using WaveStation for a while now. Although he was familiar with the product, there was more to learn. "I've always had a little bit of reluctance to try new things because I might go off the air. WaveStation Weekend really raised my confidence level. I don't mind experimenting more now. And the technology has changed so much that this really brought me up to date. I also think it's good to ask for a roommate," he says, "I planned to go, not for a vacation, but to learn. My roommate and I sat in our room and just bounced ideas off each other."

The thing Dan liked most about the \$1499 WaveStation Weekend was the personal aspect. "I really enjoyed talking to the different technicians. I've talked with them before over the phone, but being able to sit down and pick their brains was worth its weight in gold."

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