

# NRRB

September 2001

**INSIDE: 2001  
GM Study**

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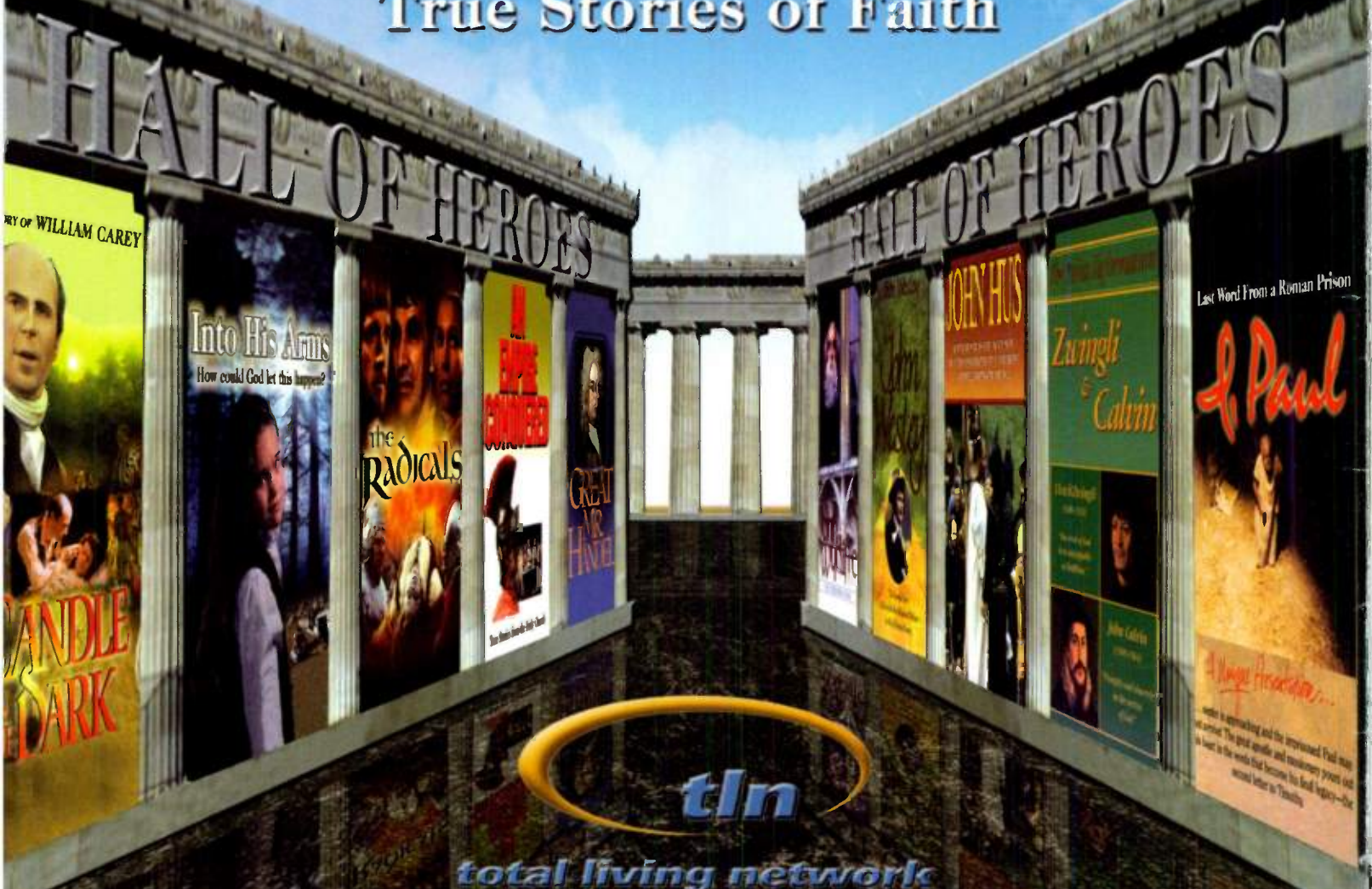


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BY CHRISTINE L. PRYOR AND  
VALERIE D. FRAEDRICH

*The former NRB chairman and long-time executive committee member is retiring from Walter Bennett Communications. Look over this retrospective of the life and career of this communicator extraordinaire.*

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# CALENDAR

## ■ September 9-11

Midwestern NRB Regional Convention; Maranatha Convention Center, Muskegon, MI. Dale Davis, 651-631-5000.

## ■ September 9-11

LifePoints Worship Conference; First Baptist Church, Euless, TX. 800-969-2678.

## ■ 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](http://www.syatp.org).

## ■ September 20-23

Godsmission.community; Grenelefe Resort, Haines City, FL. [www.godsmission.com](http://www.godsmission.com) or 630-752-5162.

## ■ 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.



## ■ February 8-11, 2003

60th Annual NRB Convention & Exposition; Opryland Hotel, Nashville, TN. Gina Ebhardt, 703-330-7000, ext. 503.

## ■ February 14-18, 2004 (Tentative)

61st Annual NRB Convention & Exposition; Charlotte (NC) Convention Center. Gina Ebhardt, 703-330-7000, ext. 503.

# NRB

National Religious Broadcasters

September 2001

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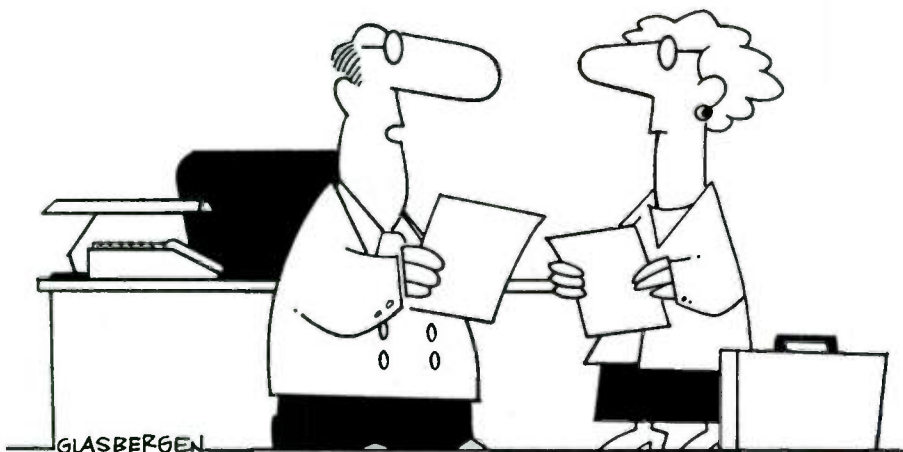
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## Moses Among Us

On June 8, many of NRB President Brandt Gustavson's friends came to Manassas from across the country — and even across the ocean — to celebrate his life. It was a joyful time to reflect on what one individual did for the cause of Christ. The spirited ceremony captured the essence of Brandt.

Someone once said that "growing old is a habit that a busy man has no time to form." During the 20-plus years that I knew Brandt, that's how I saw him. He had great enthusiasm and boundless energy for Christ's work. Rare is a person who impacted the lives of so many. His voice was distinct and his laughter could be heard from his corner office all the way down to mine. If he was in the building, you knew it. After meeting him, even if you had a brief conversation, I guarantee you didn't forget him.

There is a saying that dates back hundreds of years, "Nature made him, and then broke the mold." As we know, nature didn't make Brandt Gustavson; God made him, and created him for a special work.

### Beginnings

My first recollection of Brandt was hearing him over the airwaves of WMBI. Growing up in the northern Illinois farm country, WMBI was the station of choice. I'm sure I heard his voice on *Moody Presents*, along with *Aunt Theresa*, *Stories of Great Christians* and all of the other good programs on Moody. I first met Brandt face-to-face nearly 21 years ago, when he was a member of the NRB executive committee. I was a young buck who had just joined the NRB staff, and the executive committee could be a little intimidating to a new kid on the block.

When Brandt visited the headquarters, he walked around a bit and then strolled into my office. He introduced himself, looked straight into my eyes and wanted to know who I was and what I did. He was a direct man who wanted direct answers. I immediately knew, though, that he not only cared about me personally, but also cared about the work of NRB.

Ten years after our first meeting, he was installed as the president of NRB. For the next 11 years, I was privileged to see his leadership style and observe his dedication to mentoring. His life reminds me of Fred Smith's wonderful book, *Leading with Integrity*. Brandt displayed leadership in practical business matters, in vision and purpose, and in placing the spiritual emphasis where it belonged — all with the highest of integrity.

### A Mind for Mentoring

Many words come to mind to express what Brandt was. All who knew him have something special to cherish, some role that he played or some way that he enriched their lives. To me, the key word is mentor.

The dictionary defines a mentor as a wise and trusted counselor or teacher. Wise and trusted; correct on both counts. A couple of weeks before his diagnosis, Brandt recollected how God strongly impressed upon him, 20 years ago, to become a mentor and an encourager.

Whether you were an employee, an NRB member, a college student or a waiter he met in a restaurant, he made contact with you, wanted to know you better and wanted to encourage you. Brandt had joy in ministry and service. I recall him saying that the greatest thing in ministry is the privilege of working not "for" the Lord, but "with" Him. He went on to say that laboring in the field is cooperative work, which is one of the joys of ministry: joining hands with other laborers.

### Transitions

A crisis does not make a person, but reveals what a person is made of. A crisis exposes what we are, what we live for and what we trust. Brandt's leadership of NRB came at a challenging time for the Association, and his contribution was priceless. He left NRB at a new level — far beyond what it was when he arrived.

Since 1944, NRB has protected the airwaves for the Gospel message, fostered fellowship among Christian communicators and helped lead the way in promoting the highest standards in broadcasting. For the first 20-plus years, there was no permanent home for the Association. The annual convention served as the main gathering point and action center. NRB elected officers to oversee the work while volunteers handled the duties required to prepare the convention and other relevant matters.

In 1966, Dr. Ben Armstrong was hired as the Association's first executive secretary (a position now known as president). Day-to-day operations began on his kitchen table in Madison, NJ. In a few years, the Association's office moved to Morristown, NJ, where the staff and services of NRB continued to expand. In 1990, Brandt came on board as president. NRB rented four different offices in the Morristown area before moving to the Washington, DC, area in 1992.

After a smooth transition from New Jersey, NRB settled into its new home: Manassas, VA, in strategic proximity to the FCC, Capitol Hill and the White House. Within a short time it was apparent that Northern Virginia was the right place for NRB.

The Association has seen tremendous change since then. Membership now tops 1,400 organizations. The annual convention outgrew its old home at the former Sheraton Washington Hotel and now travels the nation, drawing well over 5000 attendees. The communications department continues to develop the

two premier publications for Christian communicators: *NRB* magazine and the annual *Directory of Religious Media*.

Communication with members increases as new products are developed, such as the *Members Only* weekly newsfax and the e-mail listserv. The Web site ([www.nrb.org](http://www.nrb.org)) continues to expand with the new Legislative Action Center, interactive convention registration and the NRB Store.

And all of this on Brandt's watch.

### Building on Accomplishment

Under Brandt's leadership, it became possible to finally realize our vision of a permanent building for the Association, our own space to house a Museum of Religious Broadcasting, a research library and professional studios ... with room to grow for the future. After reviewing a number of land parcels and buildings, we felt the Lord's leading to purchase an existing building at 9510 Technology Drive in Manassas, Va. But there is more to the location than its hip address.

With 18,100 square feet, the space will meet our present and future needs. It is situated in the major high-tech development area of Manassas and is sure to appreciate. Its location is easily accessible: 19 miles from Dulles International Airport, 35 miles from Reagan National Airport and 34 miles from downtown Washington, DC.

During the NRB '98 Anniversary Banquet, NRB Board Member Dr. Tony Evans conducted the installation of officers. In his comments, he compared Brandt to a type of Moses for NRB. At the time, the tribute was an honor; today, it seems prophetic.

In Deuteronomy 34, Moses went up to Mount Nebo and the Lord showed him the whole land. In April, Brandt was well enough to come into the office to sign the purchase agreement for the new headquarters office in Manassas. Brandt was able to see it with his own eyes, to enjoy the knowledge that we were moving forward into a new level of work for the Kingdom. But, like Moses, Brandt was not able to move into the land. We praise God for leading him to NRB and for endowing him with such admirable leadership ability.

We have been blessed with more than \$1.1 million in pledges and know that God will supply every need while we prepare a building that boldly serves the needs of Christian communicators ... and stands as a fitting tribute to a man I loved.



**Michael T. Glenn is executive VP of NRB and associate publisher of NRB magazine. He may be reached at [mjglenn@nrb.org](mailto:mjglenn@nrb.org) or 703-330-7000, ext. 502.**



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## FCC Faces Decisions on Auctions and EEO Rules



**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.**

As the new members of the Federal Communications Commission (FCC) settle into their positions, several important broadcast issues confront them. The three newcomers — Commissioners Kathleen Abernathy, Michael Copps, and Kevin Martin — and the veteran FCC members, Chairman Michael Powell and Commissioner Gloria Tristani, likely will deliberate this fall on at least two such matters: the fate of broadcast auctions and broadcast EEO rules, both of which were the subjects of recent court action.

### Broadcast Auctions

A federal appellate court in July threw out a key element of the FCC's rules for auctioning off new broadcast licenses. In doing so, the court cast doubt on the FCC's plans for auctions of more than 350 FM frequencies in December 2001.

The particular regulation at issue in *National Public Radio, Inc. v. FCC* concerns noncommercial educational (NCE) applicants for new stations. When Congress authorized broadcast auctions in 1997, it made clear that the agency was to rely on competitive bidding when two or more applicants sought the same new frequency. (Auctions took the place of trial-like "comparative hearings" designed to determine the best licensee among rival applicants.) But lawmakers also carved out an exception to the auction requirement for NCE applicants.

Applying this exception in the context of channels specifically designated for noncommercial FM or television stations is not a difficult task. The FCC simply determined that it would never conduct auctions to license such channels; rather, it devised a point system for selecting among competing applicants for the so-called "reserved" channels.

But a noncommercial applicant is not limited to reserved frequencies. It may compete for a channel in the non-reserved band against commercial applicants and, if it wins the license, may operate the new station as a noncommercial station.

This situation left the agency to grapple with how to apply the statutory auction scheme when faced with a mix of commercial and noncommercial applicants for a non-reserved frequency. The Commission pondered several alternatives, including establishing a special track for processing NCE applications or excluding noncommercial applicants from applying for non-reserved channels. The FCC decided to allow NCE applicants to participate by bidding like any other applicant for such new stations.

A group of noncommercial broadcasting entities sued over that determination, arguing that it conflicted with the plain language of the statute; the U.S. Court of Appeals for the District of Columbia Circuit agreed. The court recognized that the statutory language was not "perfectly crafted" with respect to how the NCE exception was to operate in the context of non-reserved frequencies. But the appellate panel declared that the statute was clear enough to require that the FCC follow it: "Inartful drafting is not the same as ambiguity."

As of this writing in August, it is not clear how the agency will take on this challenge, but the scheduled December FM

auctions may prompt it to act soon. A filing window for interested applicants is set to open on September 24, 2001, and close on October 5, 2001. If noncommercial entities seek to obtain one or more of the 350-plus licenses, the issue will be squarely before the FCC.

### Broadcast EEO Rules

In separate action, the recruitment mandates of the FCC's equal employment opportunity (EEO) rules formally expired in July — but Chairman Powell has stated publicly that he favors the development of new requirements to replace them. The Chairman's remarks came only a few days after the D.C. Circuit rejected the agency's request to reconsider its earlier decision striking down the recruitment obligations.

The original decision in *DC/MD/DE Broadcasters Ass'n v. FCC* invalidated both the so-called "Option A" and "Option B" rules. Many licensees followed the Option A approach, which consisted of various "outreach" and "supplemental" recruiting requirements but did not call for recording race or gender data. A few stations followed the Option B alternative, which required no specific supplemental recruiting efforts but instead obligated licensees to track race- and gender-specific applicant flow data.

The FCC did not ask the D.C. Circuit to reconsider its decision on Option B, which the court had declared unconstitutional, but did ask the appellate panel to take steps that would revive the Option A rules, which were struck down on more technical grounds. The court refused to do so. As a result, stations no longer are required to engage in "broad outreach" in recruiting job candidates, compile detailed recruiting records, undertake a specified number of supplemental recruitment initiatives such as job fairs, or fill out EEO-related forms for public files and Web sites. (However, many broadcasters still are undertaking such measures voluntarily as a matter of good business practice.)

Licensees should note that one broadcast EEO requirement was not affected by the court ruling: Stations still may not discriminate on the basis of race, color, religion, national origin or sex. Also remaining intact is the exemption for qualified religious broadcasters, who may recruit and hire employees based on their religious faith.

After the latest court ruling, Chairman Powell stated that he was "disappointed" with the decision. He also said that he "intend[s] to recommend to my colleagues that we consider pursuing new rules that increase employment opportunity in a manner that complies with the judicial limitations of the Constitution, and that are not unduly burdensome on the industry."

That statement is in keeping with the Chairman's past pronouncements on the now-invalidated rules. In voting to adopt the obligations in 2000, then-Commissioner Powell singled out the Option A regulations as a particularly worthy approach to the issue. As of this date, no formal rulemaking is underway, but I will report on any developments in future columns.



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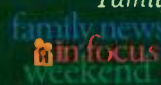
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## AIRWAVE NEWS RADIO

**Lincoln, NE** – In September, listeners will hear a fresh approach to Bible teaching on *Back to the Bible* radio program.



The program now places more emphasis on how to practically apply the Bible to real-life situations. New features such as dramatic vignettes, interviews, special guests and joint teaching by Senior and Associate Bible Teachers, Dr. Woodrow Kroll and Dr. Tony Beckett, respectively, are also part of the program. Other changes include Brent Matz as the new senior producer and Dan Norton as the new co-host. *Back to the Bible* was formerly produced and co-hosted by Don Hawkins, who recently accepted the position of president of Southeastern Bible College in Birmingham, AL. (Tami R. Weissert, 800-759-6655)

**Omaha, NE** – NRB member KGBI-FM was named The SkyLight Network Station of the Year at the annual INSCO Radio Conference at Northwestern College in St. Paul, MN. (BridgeKGBI@aol.com)

**Boca Raton, FL** – Relief organization Cross International launched a radio program called *Kids in Crisis* in June. (tlewis@aol.com)

**Spartanburg, SC** – In April, Wilkins Communications Network, Inc., purchased WWNL-AM/Pittsburgh, PA, for \$900,000 from Mortenson Broadcasting. With this sale Mortenson Broadcasting exits the market. (Kae Beth Rosenberg, 859-647-0101)

**Eules, TX** – NRB member *LifePoints*



with Dr. Claude Thomas is holding a Worship Conference September 9 – 11 at the First Baptist Church in Eules, TX. For more information log onto www.firstonthe.net. (Randal Taylor, 817-267-3313)

**Nashville, TN** – The Salem Music Network hosted the new, one-hour weekly entertainment show *I'm Talking and I Can't Shut Up! The Chonda Pierce Radio Show*, as it premiered on 110 radio stations nationwide on June 16. The show is hosted by Pierce, Gospel Music Association's 2001 Grady Nut Humor Award winner. (Jessica Atteberry, 615-331-3203)



**Sandwich, IL** – Midwest Broadcasting announced the purchase of WAUR-AM/Sandwich, IL in June. (Kae Beth Rosenberg, 859-647-0101)

**Tucson, AZ** – On June 6, WUNN-AM/Mason, MI, officially became Solid Gospel 1. When WUNN first aired in 1969, it was the first radio station in the Family Life Radio Network. Now, it is the first station in the network to broadcast Southern Gospel music. (Adam Colwell, 800-776-1070)

**Morrison, CO** – Education Media Foundation closed on KWBI-FM/Morrison, CO.



Included in the sale were KDRH-FM/Colorado Springs, CO, and KJOL-FM/Grand Junction, CO. (Kae Beth Rosenberg, 859-647-0101).

## AIRWAVE ANNIVERSARIES



**Chicago, IL** – In celebration of WMBI-FM's 75th anniversary, 75 listeners participated in an exclusive reception with Point of Grace, and 1500 others attended a concert/release party featuring acoustic versions of the group's new songs. (Judy Kron, 312-329-4290)

**Zarephath, NJ** – WAWZ-FM marked 70 years of broadcasting to the New York, New Jersey and eastern PA region in May, with a celebration at America's Keswick in Whiting, NJ. Recording artists Selah presented special music. (Allen Lewicki, 732-469-0991)



**Owensboro, KY** – Edith Bennett celebrated 50 years on radio station WOMI-AM on November 22, 2000. Bennett was honored by mayors of Owensboro and Livermore, with Owensboro Mayor Waymond Morris declaring an Edith Bennett Day. She also received awards from the National Federation of Music Clubs and Daughters of the American Revolution for her programs. (502-683-1558)

**Milwaukee, WI** – One of Milwaukee's broadcast pioneers, WVCY (Wisconsin Voice of Christian Youth) radio and TV, marked its 40th anniversary in June. Founded by Vic Eliason, WVCY is a nationwide network of radio stations and a supplier of religious TV programs with a conservative Christian message. The first radio show, *Sacred Stylings*, debuted May 15, 1961. The TV operation, Channel 30, signed on Jan. 11, 1983. Today there is also a live Internet audio feed. WVCY continues to be funded by audience donations. (Tim Cuprisin, 414-224-2397)

**Omaha, NE** – KGBI-FM, a ministry of Grace University, celebrated its 35th birthday on May 17 by hosting the KGBI Birthday Party/Grace University Open House. This date also marked the 35th anniversary of *Back to the Bible's* partnership with KGBI-FM. (Tom Sommerville, 402-449-2900)

**Albuquerque, NM** – CLASS, Christian Leaders And Speakers Seminars, founded by Florence Littauer, recently celebrated 20 years of conducting seminars to train some of the best-known public speakers, such as Patsy Clairmont, Liz Curtis Higgs, Carol Kent, Becky Tirabassi and Cheri Fuller. (505-899-4283)



**Dallas, TX** – J. David Ford & Associates celebrated 25 years of service on February 1. Ford left the Gaylord Broadcasting Company in 1976 to establish a new advertising/marketing resource within the Dallas/Fort Worth area. Known then as an ad agency, today J. David Ford is a full-service communications company. (J. David Ford, 817-595-1951)



**San Angelo, TX** – On September 15, KCRN-AM/FM celebrates 10 years of ministry. (Mark Mohr, 915-655-6917)



**Montrose, PA** – On May 10, WPEL-AM/FM celebrated its 48th anniversary of service to listeners in Northeastern PA and New York's Southern Tier. More than 400 listeners toured the WPEL-AM/FM studios May 5-6 during an open house to see the results of a three-year renovation project to redesign and re-equip the 40-year-old building. (570-278-2811)

**Titusville, FL** – SAT-7 celebrated its fifth year on-air on May 31. SAT-7 is an Arabic Christian satellite channel in partnership with approximately 30 agencies that broadcasts a variety of programming to the Middle East and North Africa. (Dan Wooding, AssistUSowner@thomas.sheperd.co)



**Baltimore, MD** – Christ Centered Records marked the second anniversary of its Internet TV show *Music Machine* on May 30. (Virgil Taylor, Christcenteredrecords@home.com)







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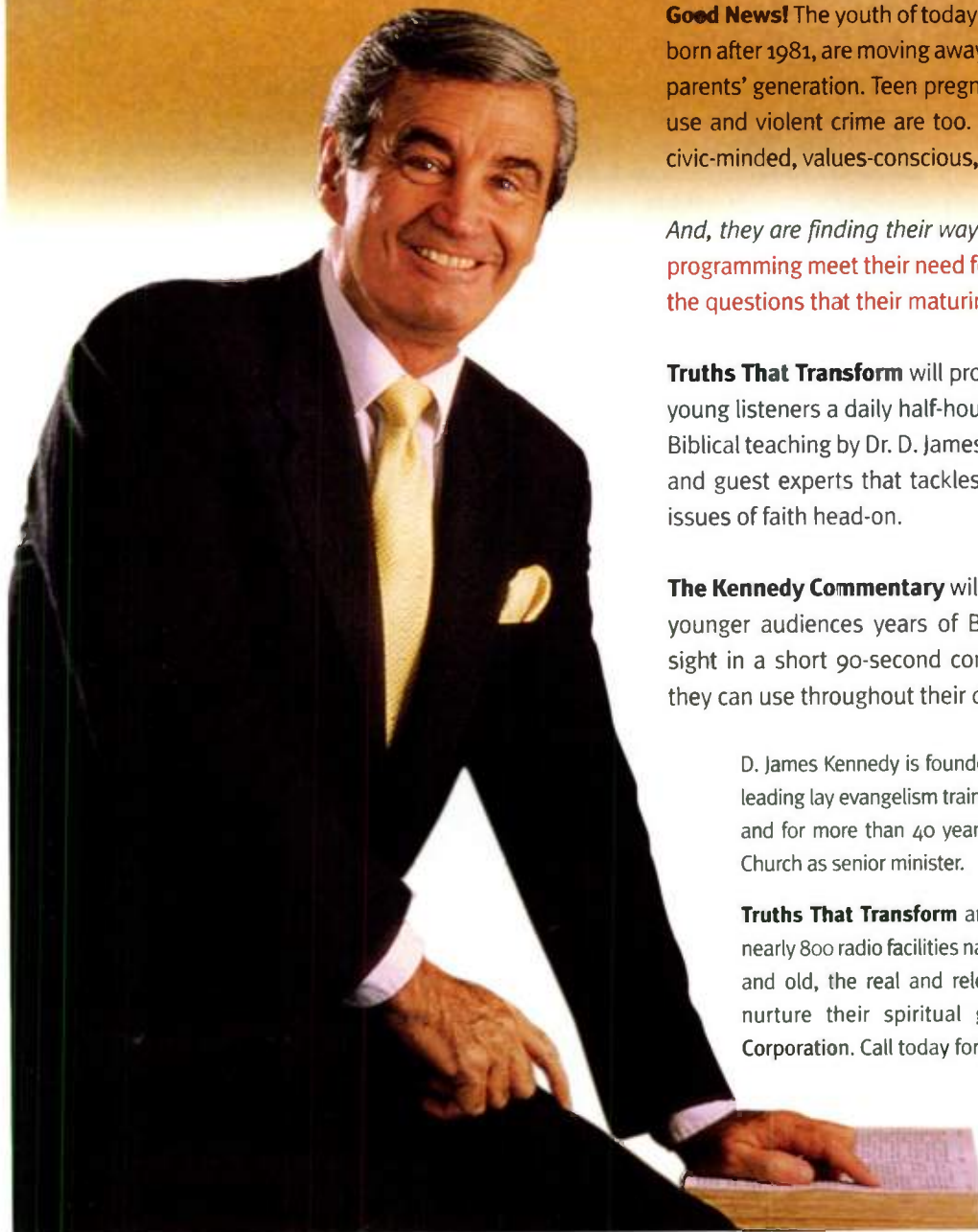


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D. James Kennedy is founder of Evangelism Explosion, the world's leading lay evangelism training program, is the author of 45 books, and for more than 40 years has served Coral Ridge Presbyterian Church as senior minister.

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## TRADE TALK

**Kansas City, MO** – Carter Broadcasting closed on the purchase of KCKN-AM/Kansas City, MO, in June from Jim Hilliard of James Crystal Radio for \$1.5 million. (Kae Beth Rosenberg, 859-647-0101)

**Lansdale, PA** – The *Grand Old Gospel Fellowship* recently introduced a new format to its 40-year-old radio program, which can also be heard on the Internet at [www.gogf.org](http://www.gogf.org). Starting July 1, the *Grand Old Gospel Hour* added an introduction featuring the voice of former TV reporter Sheila King and 60-second drama skits at the beginning of each program with hopes to make the *Grand Old Gospel Hour* more contemporary and Internet friendly while still pursuing its mission of "communicating the Word of truth to a world in trouble." ([gogfadmin@adelphia.net](mailto:gogfadmin@adelphia.net))

**Greenville, SC** – HCJB World Radio's partner WLFJ-FM gave listeners a unique opportunity to financially support global outreach. WLFJ challenged listeners to pledge \$10,000 in 30 minutes to support work in Central Asia through OK Radio, before starting fund raising for its own support. Due to the response, the pledges were held for 45 minutes, resulting in \$15,000 in pledges. Funds will be used to purchase a computer, equipment or transmitter. ([sharemedia@aol.com](mailto:sharemedia@aol.com))

**Houston, TX** – NRB Member KSBJ-FM was chosen Major Market Radio Station of the Year by the Gospel Music Association and the National Christian Radio Alliance. In other KSBJ-FM news, in June the station led its Got You Covered prayer campaign for Houston area law enforcement during National Police Week. KSBJ asked listeners to submit names of law enforcement officers and then transferred the names onto blue wristbands that were distributed to 2,500 listeners who committed to pray through the end of May. (Jason Ray, 281-446-5725)

**Arlington, VA** – Christian Music Day at Six Flags was co-sponsored by WAVA-FM and the Fellowship of Christian Athletes. The event's lineup of speakers and musicians included former Denver Bronco Steve Fitzhugh, Washington Redskin Darrell Green, Christian rap group Gospel Gangstaz and music group Third Day. This year more than 3,000 people attended the concert. (703-807-2266)



**San Diego, CA** – Talk radio station KCQB-AM now offers a new weekly program, *Classical Music for Dummies*, hosted by Marden Abadi, founder of La Jolla Piano Institute. General Manager Mark Larson states that although the talk radio station leaves its format to air this new program, it is part of KCQB's commitment to expand community access to the station. (858-535-1210)



**Columbus, OH** – In June, KFEB-FM/Campbell, MO, began carrying the RadioU Network as its primary programming source during the evening daypart. (Jason Tucker, 614-839-7107)

**Woodstock, VA** – Clear Channel Communications agreed to purchase the assets of WAZR-FM/Woodstock, VA, from Ruarch & Associates for \$1.35 million cash in May. (Kae Beth Rosenberg, 859-647-0101)

**Harrison, AR** – In June, *RealTime* was scheduled to air on the #1 rock station in Oklahoma City, OK, enabling the Gospel to be presented once a week to its audience. (870-741-3300)

### NRB 2002 Draws Big Names

A few of the heavy hitters appearing at NRB 2002 in Nashville, TN:

#### SPEAKERS

**James Dobson**  
(*Focus on the Family*), Saturday Opening General Session



**Chip Ingram**  
(*Living on the Edge*), Board of Directors Luncheon

**Leonard Sweet**  
(Author of *Soul Tsunami* and *Soul Salsa*), Anniversary Banquet

#### MUSICIANS

**Michael W. Smith**  
Awards Night



**Nicole C. Mullen**  
Awards Night

**The Katinas**  
World Fellowship Luncheon



**Gaither Vocal Band**  
Anniversary Banquet



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# TRADE TALK



## AIRWAVE NEWS TELEVISION

**Des Moines, IA** – Russ Doughten Films, Inc., announced the DVD release of *A Thief in the Night* in late summer with a digitally re-mastered picture and sound, multiple language translations and interactive scene selection. In addition, Executive Producer Doughten and Producer/Director Don Thompson provide a track with behind-the-scene comments and insights into the making of *A Thief in the Night*. All four movies in the *A Thief in the Night* series will be on DVD within the next year, according to project head Producer Jimmy Murphy. (Doughten, 515-278-4737)



Executive Producer Russell Doughten Jr. (L) and Producer/Director Donald W. Thompson (R) sample life on the other side of the camera, preparing a behind-the-scenes track for *A Thief in the Night* DVD release. Watching is Producer Jimmy Murphy.

**Hollywood, CA** – PAX-TV began airing Dr. Ted Baehr's 60-second movie reviews in a late-night slot starting June 1. It was the start of a new series of family-friendly movie reviews Baehr presents on his syndicated *Movieguide* TV program. (Dan Wooding, assistcomm@cs.com)



**Dallas, TX** – KMA Companies announced in June that *Love Worth Finding Ministries* with Dr. Adrian Rogers is now available to TV stations via the World Harvest Television Satellite that reaches stations throughout Canada, the United States and most of Central America. (Melanie Dobson, 719-282-3822).

**Clearwater, FL** – The Christian Network, Inc., launched ETC Soul Saturday late nights on Praise TV. ETC Soul is a block of programming with *Verity Live!* and *Gospel Fire*. (Kenneth Gibson, 727-536-0036)



**Minneapolis, MN** – The Billy Graham Evangelistic Association (BGEA) released World Wide Pictures' newest video, *Doc Kom's Surf Shop*. It's Bill Nye the Science Guy meets Moody Science, where asking "Why?" rules. Surf [www.wwp.org](http://www.wwp.org) for more details. (Kristel Bosshardt, 612-335-1371)



**Lombard, IL** – Big Idea Productions is currently working to produce its first feature film, *Jonah*. (650-652-6000)

**Portland, OR** – Bibleman's latest video from Pamplin Entertainment, *Breaking the Bonds of Disobedience*, debuted at #1 on Soundscan's Top Children's Chart & Videos (Overall) Chart for the week ending June 13. (Melissa Sturgis, 503-251-1555)



**Fort Worth, TX** – FamilyNet will introduce a crafts and sewing block to the network in September. An agreement has been made with Katherine Stull, Inc., to air the following shows: *Needle Arts Studio* with Shay Pendray; *Sew Young Sew Fun* with host Nina Kay Milenius; *More Than Memories* with co-hosts Julie Stephani and Julie McGuffee; *Hands On Crafts for Kids* with host Kathie Stull; and *America Sews* with Sue Hausmann. In other FamilyNet news, six FamilyNet original programs won Telly Awards for 2001, competing with more than 11,000 entries. A Silver Telly went to *Swan's Place*, while the following won Bronze Telly Awards: *The Call: Target Hollywood*, *The Call: Tornado*, *Prisoners of Hope*, and *A Time to Heal — Reflections from Wedgwood Baptist Church*, and *Youth Link 2000 Global Link Open*. (Denise Cook, 817-570-1400)





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**WBXR** AM 1140  
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## NEWS

**McLean, VA** – NRB General Counsel Wiley Rein & Fielding opened its newest office at 7925 Jones Branch Dr., Suite 6200, McLean, VA 22102. (703-905-2800)



**Tupelo, MS** – The nation's largest retailer is continuing its partnership with an online shopping mall that gives part of its profits back to Christian organizations. Officials with the California-based WalMart.com announced that they are an affiliate of the Dallas-based KingdomBuy.com. WalMart.com was targeted by thousands of Internet users who are upset that KingdomBuy.com gives money to NRB member American Family Association, a pro-family organization based in Tupelo, Mississippi. (AgapePress, June 8)

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## onehumanrace.com

**Cincinnati, OH** – Answers in Genesis (AiG) in cooperation with Morning Star Communications of Covington, KY, placed 40 billboards throughout racially torn Cincinnati to proclaim the real answers to the city's racial problems. The billboards declare "Racism? Get Answers" and the Web address [www.OneHumanRace.com](http://www.OneHumanRace.com). (Mark Looy, 859-727-2222)

**Fullerton, CA** – Ambassador Advertising has partnered with The Alliance of Confessing Evangelicals to represent its daily and weekly *Bible Study Hour* with the late Dr. James Boice, the weekly *White Horse Inn* with Dr. Michael Horton and the new daily broadcast of *Knowing God*. (Kim Kinnett, 714-738-1501)

## FUNFACTS: NRB Magazine's International Reach

A recent study of the magazine's circulation showed the publication going in to 70 countries:

Albania	India	Republic of South Korea
Argentina	Indonesia	Romania
Australia	Iran	Saint Christopher
Austria	Ireland	Saint Kitts
Belgium	Israel	Saint Kitts
Belize	Italy	Serbia
Bolivia	Ivory Coast	Singapore
Brazil	Jamaica	South Africa
Canada	Japan	Spain
Cayman Islands	Kenya	Suriname
Central African Republic	Lithuania	Sweden
Chile	Malaysia	Switzerland
Colombia	Mauritius	Taiwan
Cuba	Mexico	The Grenadines
Cyprus	Montenegro	The Netherlands
Ecuador	Mozambique	The Netherlands Antilles
Estonia	New Zealand	Tobago
Finland	Nigeria	Trinidad
France Monaco	North Saint Vincent	United States
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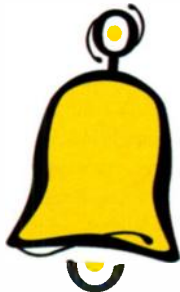
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## INTERNATIONAL NEWS

**Timisoara, ROMANIA** – The Romanian National Television, channel 2 (TVR2), in collaboration with the studio ALFA OMEGA TV, present a new series of documentaries with biblical resonance each Sunday morning. (alfa@mail.dntm.ro)

**Lincoln, NE** – Back to the Bible launched new radio ministries in Indonesian and Portuguese in April and a North American Spanish program in June. The Indonesian program, *Truth For Today*, began airing April 2, is 15 minutes in length and airs twice weekly featuring Bible teacher Frans Silalahi. *Verdade Biblica*, the daily, 15-minute Portuguese program, started April 30 and is hosted by Leandro Tarrataca. The program airs on HCJB Radio, a commercial AM station covering the Sao Paulo metro area and on the Portuguese network of Bible Broadcasting Network. The 15-minute North American Spanish program, *La Biblia Dice*, began airing June 4 and is being produced in Quito, Ecuador, with Bible teacher David Logacho as speaker. (Tami Weissert, 800-759-6655)

**London, ENGLAND** – World Radio Network (WRN) has signed a contract to provide transmission services for EWTN



Radio Europe, part of the Catholic Eternal Word Television Network, to broadcast religious programming to European households via the Astra 1 satellite. WRN receives the EWTN broadcasts from the network's studios in Birmingham, AL, via WRN's digital satellite service. (gerry.halliday@wrn.org)

**West Midlands, UK** – There is new hope for a West Midlands Christian radio station since the Radio Authority announced its intention to advertise a new



license. Members of the Voice FM team intend to apply for this regional license. Support received for the last West Midlands application was overwhelming, especially from Premier Radio and UCB. Peter Wilson, a director of Voice, is requesting prayer for this license to be granted them. For more information, visit [www.christianvoice.co.uk](http://www.christianvoice.co.uk). (J. Peter Wilson, jpw.work@blueyonder.co.uk)

**Kilsyth, Victoria, AUSTRALIA** – On April 19, HCJB Australia received signed approval of its license application from the Minister for Foreign Affairs, quickly followed by news that its International Broadcast License had been granted. After more than four years of intense negotiations with government, parliamentary personnel and various departments, the first two licenses to be granted have gone to Christian organizations – HCJB Australia and Christian Voice. (office@hcjb.org.au)



## Far East Broadcasting

**La Mirada, CA** – Far East Broadcasting Company (FEBEC) completed its \$3.5 million antenna upgrade phase of its Southeast Asian Voice of Evangelism (SAVE) project. SAVE, one of FEBEC's largest technical ventures, is located at the transmitter site in Bocaue, Philippines. (Alisa Grace, agrace@febco.org)

**Durban, SOUTH AFRICA** – KNI Radio was granted an event broadcast license from June 25 – July 24 by the Independent Communications Authority of South Africa. The planned program schedule was about the transforming power of the Gospel in the city, focusing on the One Cup (City United in Prayer) rally in Central Park, Durban, on July 1. (Dave Hotchkiss, daveh@rdi.co.za)

**Atlanta, GA** – The government of Papua New Guinea recently granted a license for the first Christian radio station in that country. Joe Emert, president of Life Radio Ministries, WMVV-FM/Atlanta, GA, and EBM International President Gerald Bustin recently met with representatives at the international headquarters of HCJB World Radio in Colorado Springs, CO, to plan for the construction of the Christian Broadcasting Network of Papua New Guinea. Life Radio Ministries is a broadcast partner with HCJB World Radio and EBM International. (Joe Emert, 770-229-9267)

**Hamilton, ON** – Project Nehemiah, the vision to see 100 Christian radio stations installed throughout Venezuela, began to take shape with the installation of the second radio station the week of July 17 in Maripa, Venezuela. The Maripa Radio Project was a direct result of Galcom's partnership with HCJB and Buenas Nuevas, and funding by Peoples Church, Toronto. Allan McGuirl and Bruce Foreman oversaw the engineering and assisted in establishing the station, but the People's Church sent an all-female team headed by Ethel Wright to install the equipment for the radio station. (877-242-5266)



**RUSSIA** – On June 1, Affiliated Media Group began broadcasting on a major shortwave radio frequency renamed the Russian Beacon that previously broadcast news, entertainment and political messages that were designed to help stop the spread of Communism throughout the former Soviet Union during the Cold War. Affiliated Media Group now broadcasts ministry programs to spread the Gospel, a message that was kept silent until now. This 250,000-watt operation reaches listeners across the continent, including Europe and Asia. (newseditor@affiliatedmedia.com)



**Portland, OR** – Christian Copyright Licensing International (CCLI) and Motion Picture Licensing Corporation (MPLC)



announced the formation of a new copyright licensing agency specifically to serve the needs of the religious community. The new independent licensing agency, Christian Video Licensing International (CVLI), now provides a low cost license to churches, religious schools and all other church-operated sites to show not only Christian videos, but other family value titles as well. (Sal Laudicina, 888-302-6020)



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## PUBLISHING

### Colorado Springs, CO –

### *Christian Writers Guild*

Left Behind Series co-author Jerry B. Jenkins purchased the 33-year-old Christian Writers Guild from founder and director Norman Rohrer in an agreement effective June 1. Rohrer will continue with the Guild as Dean, continuing to teach and interact with students. All business operations will transfer to the Christian Writers Guild's new headquarters in Colorado. (Beverly Rykerd, 719-481-8343)

**Dallas/Fort Worth, TX** – The Christy Awards, named in honor of Catherine Marshall, a pioneer in Christian fiction and the author of *Christy*, were announced at the second annual Christy Award Banquet held July 6 in Atlanta, GA: Contemporary Fiction (Tie), *Home to Harmony* by Philip Gullely (Multnomah Publishers) and *The Trial* by Robert Whitlow (Word Publishing); Futuristic Fiction, *Transgression* by Randall Ingermanson (Harvest House Publishers); International Historical Fiction, *Unashamed* by Francine Rivers (Tyndale House Publishers); North American Historical Fiction (Tie), *Edge of Honor* by Gilbert Morris (Zondervan Publishing House) and *Reaping the Whirlwind* by Rosey Dow (Winepress Publishing); Romance Fiction, *A Touch of Betrayal* by Catherine Palmer (Tyndale House Publishers); Suspense Fiction, *The Great Divide* by T. Davis Bunn (WaterBrook Press); New Novel, *Passing by Samaria* by Sharon Ewell Foster (Multnomah Publishers). (Beth Thornton, 214-340-4219)

**Redley, CA** – David L. Hofer, former NRB president and owner of radio station KRDU-AM/Dinuba, CA, shares his broadcasting experiences at KRDU-AM and addresses his time with NRB in his newly released book, *Accepting the Challenge*, written by Charlyn Bridges. (David Hofer, 559-638-4434)



**Atlanta, GA** – The Evangelical Christian Publishers Association (ECPA) presented the 2001 Charles “Kip” Jordon Christian Book of the Year Award at the 24th Annual Gold Medallion Book Awards Banquet July 7 at CBA International.



The winner, awarded by ECPA President Doug Ross and CBA President Bill Anderson, was *The Prayer of Jabez* by Dr. Bruce H. Wilkinson (Multnomah Publishers). (Kelly Gallagher, 480-966-3998)

**Nashville, TN** – Broadman & Holman Publishers have published *The Great Adventure* and *Thank You*, the first two books in the new Dove Award Signature Series. The illustrated hardcover books, created and written by Stephen Elkins and illustrated by Ellie Colton, feature children's stories inspired by songs that have won the Dove Award from the Gospel Music Association. (Tricia Whitehead, 615-599-7746)



(L-R) Broadman & Holman Sr. VP/Publisher David Shepherd, GMA President Frank Breeden, Dove Signature Series Creator/Writer Stephen Elkins and Broadman & Holman President Ken Stephens display the first products in the Dove Signature Series line.

**Nashville, TN** – On July 1, Word Publishing officially became the W Publishing Group (a division of Thomas Nelson, Inc.). (Nancy Guthrie, 615-376-4430)

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## PEOPLE

**Dallas, TX** – Mark Rider (KLTU-FM), 44, passed away July 6 from a heart attack. Rider produced one of the most successful CHR formats in the genre while program director for WAY-FM Media Group (WAYM-FM, WAYF-FM, WAYJ-FM). Rider formerly hosted the *CCM Radio Magazine* heard in syndication nationwide. Rider is survived by his wife, Laurie, and son, Ethan. (WebRock.net, July 9)

**LaMirada, CA** – Pu Ly, a foreman with Far East Broadcasting Company's (FEBC's) Cambodian staff, died while trying to put out a fire on April 27 at FEBC's storage/transmitter facility just outside the capital of Phnom Penh. He is survived by his wife and son. (Alisa Grace, 800-523-3480)

**Murfreesboro, TN** – Kelly Champion of NRB member station WBOZ-FM/Nashville, TN, won the 2001 Southern Gospel Music Association DJ of the Year Award. (WebRock.net, July 9)



WBOZ-FM DJ Kelly Champion (second from left) is visited in the studio by Daywind recording artist Greater Vision.

**Nashville, TN** – Demetrus Alexander Stewart will run CW Wellspring Entertainment, the new gospel entertainment company of six-time Grammy winner CeCe Winans and husband Alvin Love. Stewart was VP of Gospel Artist Relations at Atlantic Records. (Bill Carpenter, 202-986-0693)



(L-R) Alvin Love, Demetrus Alexander Stewart and CeCe Winans

**San Angelo, TX** – Rich Hooper was promoted to operations director of KCRN-AM-FM. (Mark Mohr, 915-655-6917)

**St. Paul, MN** – Angela Watschke is the newest member of the ShareMedia team as its project and event manager. Watschke is responsible for managing all the details of on-air fund-raising events, special projects, e-mail updates, resource tools and ministry partnering. (Angela@sharemediaservices.com)

**West Palm Beach, FL** – Chris Carson, Production Director and afternoon



drive host of WAY-FM, was promoted to Network Creative Services Director, responsible for on-air imaging of all owned-and-operated radio stations of WAY-FM Media Group. (Theresa, 561-881-1929)

**Conway, AR** – Judy Wallace was chosen to head the Department of Women's Outreach Ministries, a new department for Lifeword Broadcast Ministries. (501-329-6891)

**Marion, IN** – Dr. Tom Hermiz accepted the position of Executive VP-at-large for Harvest Partners. (Steve Weber, 866-380-6500)



**Charlotte, NC** – Dale Ardizzone has joined INSP-The Inspiration Network as VP of Business Affairs and General Counsel, providing support on all legal and business issues involving the company. (Sara Lowe, 704-561-7728)



**Hayward, CA** – Starwire Corp. named David J. Jaworski as president and CEO. Jaworski brings more than 20 years of business leadership in technology and sales to Starwire and will also serve on its board of directors. (Lauren Hunter, 510-723-1020)

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Bethany Carlson



Mark Paulson



Sara Frey



Shawn O'Hara

Franklin, TN – Provident Music Distribution announced several promotions within the marketing department: Mark Paulson, Manager of Events and Label Relations; Shawn O'Hara, Manager of Interactive and Multimedia Marketing; Carol Roundtree, Manager of Retail Marketing; Bethany Carlson, Marketing and Events Coordinator; and Sara Frey, Retail Marketing Coordinator. (Brooke Tucker, 615-261-5909)




Gregg Harris



Debra Brink

LaMirada, CA – Far East Broadcasting announced two appointments: Executive VP Gregg Harris and VP of Ministry Advancement Debra A. Brink. (Alisa Grace, 800-523-3480)

Tucson, AZ –  
Newscaster for  **Associated Press**  
Family Life Radio at WUFN-FM/Albion, MI, Robert Parson received the Associated Press Best Use of Natural Sound Award for 2000 for his radio feature highlighting the construction of the Community Playground at Loomis Park. Parson also received an Honorable Mention from the Associated Press for Best Newscast and General Excellence in Individual Reporting. (Adam Colwell, 800-776-1070)



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## MUSIC

**Nashville, TN** – 40records worship band Circadian Rhythm taped a recent segment of Musicforce.com's *Street Week*. 40records is a new record label started by dc Talk's Toby McKeehan and Bill Gaither, whose mission is to introduce new worship music to youth and young adults. (615-298-5505)



Circadian Rhythm visits Musicforce.com's Nashville headquarters. (L-R) Band members Dan Cuomo, Paul Barber, Andy Zipf, Aaron Paganini and Will Pavone.

**Nashville, TN** – ForeFront recording artist Rebecca St. James performed a June concert at Spartak Stadium in Bishkek, Kyrgyzstan. While in Bishkek, St. James performed a concert for government officials, embassy workers, business leaders and deans of various universities with proceeds going to the Center For The Rehabilitation of Children and the Orphanage for Babies. In addition, St. James also performed for area students. (Emily Kohl, 615-298-5505)

**Nashville, TN** – Gotee recording artist Jennifer Knapp was named one of the top 50 touring acts of the Winter/Spring 2001 touring season for the *Lay It Down* project by *Pollstar* magazine recently, the only Christian artist on the chart. Also, Knapp recently recorded vocals on a National Summer Radio Ad campaign for Coca-Cola that may also be used in national TV ads. (Velvet Rousseau, 615-599-2777)



(L to R) Engineer Kent Hooper, Funatic Productions Producer Chris Harris and Jennifer Knapp

**Nashville, TN** – Provident Music Distribution introduced *First Look*, an enhanced CD sampler set that includes an EPK of featured artists, clips from videos and downloadable coupons. *First Look* will be distributed bi-monthly. (Brooke Elder, 615-261-6361)



**Nashville, TN** – John Reuben recently won Best New Artist of the Year and a special Prize of the Jury award at the Connections Awards in Sweden. Reuben hits the road with Relient K, Five Iron Frenzy and Ace Troubleshooter in September. (Webrock.net, July 17)

**Nashville, TN** – Hot off the Festival Con Dios tour with the Newsboys, Audio Adrenaline, the OC Supertones, Skillet and others, The Elms recently completed a music video for their latest hit single "Hey, Hey" from the album *Big Surprise*. (Melissa Hambrick, 615-662-1241)

**Los Angeles, CA** – Get Down Records is planning a worship seminar and concert with a multi-church choir on November 2-3. Tommy Walker and other members of the C.A. Worship Band will be on hand, and topics will include worship evangelism, songwriting, worship and missions, as well as others. For more information, visit [www.getdownrecords.com](http://www.getdownrecords.com) (323-255-8016)

**Nashville, TN** – Long-time Christian music industry executives Troy VanLiere and Vince Wilcox announced the formation of vanlierewilcox, an artist management company merging more than 30 combined years of artist development, marketing, sales and distribution expertise into a single strategic operation. The new company combines the services of VanLiere's Five14 Artist Management with that of Wilcox's Catalyst Communications consulting company. (Emily Kohl, 615-298-5505)



Troy VanLiere (L) and Vince Wilcox

**Nashville, TN** – On July 13, hit song "God of Wonders," performed by Third Day (from *City On A Hill – Songs Of Worship And Praise*) awakened space shuttle astronauts on their third day in space. (Rick Hoganson, 615-459-9870)

**Nashville, TN** – For the second time Christian music group Skillet has been honored with an Inspirational Life Awards nomination from the Inspiration Network (INSP). Skillet has been nominated in the category of Inspirational Rock/Alternative Album of the Year for its project *Invincible*. Skillet previously won an INSP award for Best Modern Rock Album for *Hey You, I Love Your Soul* in 1998. (WebRock.net, June 27)

**Nashville, TN** – Inspirational recording artist Charles Billingsley was a recent guest on Candi Staton's *Say Yes!* that aired on Trinity Broadcasting Network. Billingsley also kicked off fund-raising efforts for the Finish Strong Foundation with a golf tournament at Bear Creek Gold Club in Atlanta, GA. (615-298-5505)



(L-R) Grammy Award-winner and guest host Lou Rawls; Candi Staton; and Charles Billingsley.

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## INTERNET

**Nashville, TN** –  
WebRock.net



inked a deal with ChristianTix.com an online and phone ticket order service for Christian concerts. (Scott Hawk, 615-871-7204)

**Stoke-On-Trent, UK** – UCB Europe launched its first Internet broadcast (www.ucb.com) on May 23. The group



is scheduled to launch all four of its radio channels on the Internet. (Dan Wooding, assistcomm@cs.com)

**Hertfordshire, UK** – The Fellowship of European Broadcaster's (FEB's) Sixth European Conference October 11-14 in Salou, Spain, will examine the potential and problems facing Christian broadcasters in the dot-com century. (Jackie Sibuns, feb@feb.org)

**Alexandria, VA**  
– To better serve the needs



of a growing audience, the Cybercast News Service, CNSNews.com, unveiled a new search engine to give visitors quick and convenient access to its archives. (Michael Sullivan, 703-683-9733)

**San Luis Obispo, CA** – Parable Interactive now provides all e-commerce functions for NRB member Prison Fellowship's online ministry sites. (Jana Muntsinger, 615-376-9442)



## TECHNOLOGY

**Fairfax, VA** – Long-time Media Producer and Audiovisual Specialist David Mercado launched SoundView Service, a



conference AV and production company available to handle conference AV logistics and presentation packages nationwide. Visit its Web site at www.soundviewservices.com (Mercado, 703-309-9415)

**Burbank, CA** – Xytech Systems Corporation launched its new Professional Services Group on June 27. The new group is designed to provide IT consulting that meets specific business requirements of motion picture studios, television networks, post-production facilities, media libraries, visual effects and Fortune 500 companies. (Sinan Kanatsiz, 714-854-0800)

**Eugene, OR** – Broadcast Software International (BSI) and AudioScience have created soundcards that play quadruple MP3 files without a software CODEC. The two cards, the ASI4344 and the ASI4346, have been available exclusively at BSI since May 1. In other news, BSI and Dell have partnered to provide Dell PCs for all BSI systems. (Ron Burley, 541-338-8588)

## NEWMEMBERS

### FULL MEMBERS

Antioch Interactive, Gahanna, OH  
Believer's Express Service, Inc., Toccoa, GA  
Carolina Media Professionals, Spartanburg, SC  
EFT Corporation, Hamden, CT  
The Envoy Group, Inc., Oro Valley, AZ  
First Baptist Church of Midland, TX  
Forest Hills Baptist Church, Stone Mountain, GA  
Grace Walk Ministries, Atlanta, GA  
Harvest Ministries, A New Beginning, Riverside, CA  
The Home Bible Study Ministry, Inc., Sag Harbor, NY

Jesus Film Project, San Clemente, CA  
KDCR-FM, Sioux Center, IA  
Kokomo (IN) Christian Fellowship (Call to Obedience)  
KPLE-TV Killeen (TX) Christian Broadcasting Corp.  
KWOF-AM, Waterloo, IA  
Lively Stone Church of God, St. Louis, MO  
Lutheran Hour Ministries, St. Louis, MO  
The Marsh Group, Franklin, TN  
Orthodox Christian Network, Fort Lauderdale, FL  
R & L Media Systems, Hendersonville, TN  
Rehoboth Baptist Church, Tucker, GA  
SonRise Communications, Inc., West Monroe, LA  
Nathan W. Vincent, Shepherd, MT  
Walking With The Word, Arcadia, CA

Wilkins Communications Network, Inc., Spartanburg, SC  
WOLR-FM, Lake City, FL  
WQCR-AM, Alabaster, AL

### ASSOCIATE MEMBERS

Christian Captions and Subtitle Services, Ltd., Joliet, IL  
Christian Communications Network, Washington, DC  
Logos Media Network, Overland Park, KS  
Miracle Radio, Inc., Salem, MO  
NavPress, Colorado Springs, CO  
Platinum Intermedia, Marietta, GA  
RCLA, Irvine, CA  
Anita Daphne Byrd Roberts, Tampa, FL  
The Salvation Army, Eastern Territory, West Nyack, NY  
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— Jon M. Campbell, President  
Ambassador Advertising Agency  
Fullerton, CA

"NRB is the town square for religious broadcasters. We can meet, relax and exchange ideas. The magazine, [Directory] and convention are like visiting the stores to view the various services we may need. When problems arise we have representatives who will speak for us. The annual dues for membership are the tax support to make it work. It is a comfortable community where we can live and watch our families of stations grow."

— Don Hughes, GM  
Great Plains Christian Radio  
Meade, KS

"NRB for me means Networking Really Benefits! Make new friends; learn new ideas; be stretched to new levels of excellence; be challenged to renewal with the Lord who makes ALL things new! I love the ministry and participation of NRB in my life and ministry."

— Jim Gwinn, President  
CRISTA Ministries  
Seattle, WA

"I received my NRB membership [packet] this week and was so excited to go through all the information. NRB Membership promises to be wonderful for me to participate in. I was so excited, in fact, I sat down almost immediately and read the *Directory of Religious Media*. It was great to review all the radio programs, and check through the teaching and preaching categories. It was encouraging to see the variety of programs, their length, number of stations, etc. The *Directory* and membership [are] already proving to be valuable tools!"

— ReeAnne Hyde  
Walking With the Word  
Arcadia, CA

"I have attended the NRB [convention] for the past two years. Both times I attended the IRB Job Fair. The second year I was praying for a job. And, as I type this, I am blessed with my new job. This is all due to the wonderful IRB Job Fair. Without the contact I made there, this job probably would not have been opened to me."

— Rochelle C. Manock

"Intercollegiate Religious Broadcasters (IRB) serves an invaluable role as an encourager and trainer of dozens of future broadcast professionals. By helping students find internships and make industry contacts, IRB will continue to impact both secular and religious broadcasting."

— Doug Walker, GM  
Asbury College  
WACW-FM/Wilmore, KY

"Since 1981, through NRB I have gleaned from outstanding Christian communicators, learned from top broadcasters, fellowshiped with today's choice servants and taken part in God's powerful enterprise to tell the Good News of Jesus with today's technology tools. NRB helps me serve my Savior better. Period. I cherish my years as a part of the National Religious Broadcasters."

— Ronald L. Harris, Executive VP/CEO  
Criswell Communications  
Dallas, TX

"It has been my privilege to be a member of NRB for many years. A few of the obvious benefits are the friendships made with the great network of Christian broadcasters, the outstanding yearly national convention (which always includes the very best speakers, musicians and workshops) and the national office team of experts. But, for me, being able to work and participate at the Chapter level has been not only a great benefit but also a great blessing. I've been a member of the SWNRB board since 1995, and it has been my privilege to be involved in almost all the areas of putting together a great regional convention. The smaller group at the regionals truly promotes closeness in the ranks of religious broadcasting. It was at SWNRB that I became friends with former NRB President Brandt Gustavson. I thank our wonderful God for allowing me to be united with NRB, involved with SWNRB and befriended by Brandt."

— Pat Simmons, President  
Wings Media, Inc.  
Tulsa, OK



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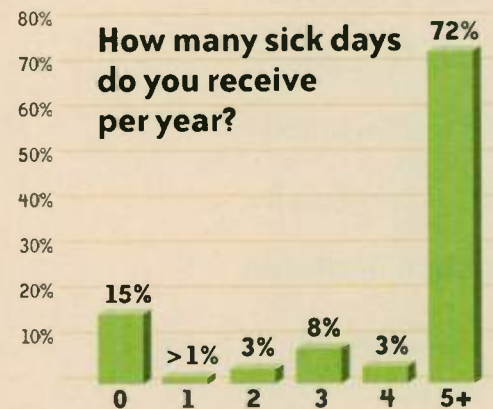
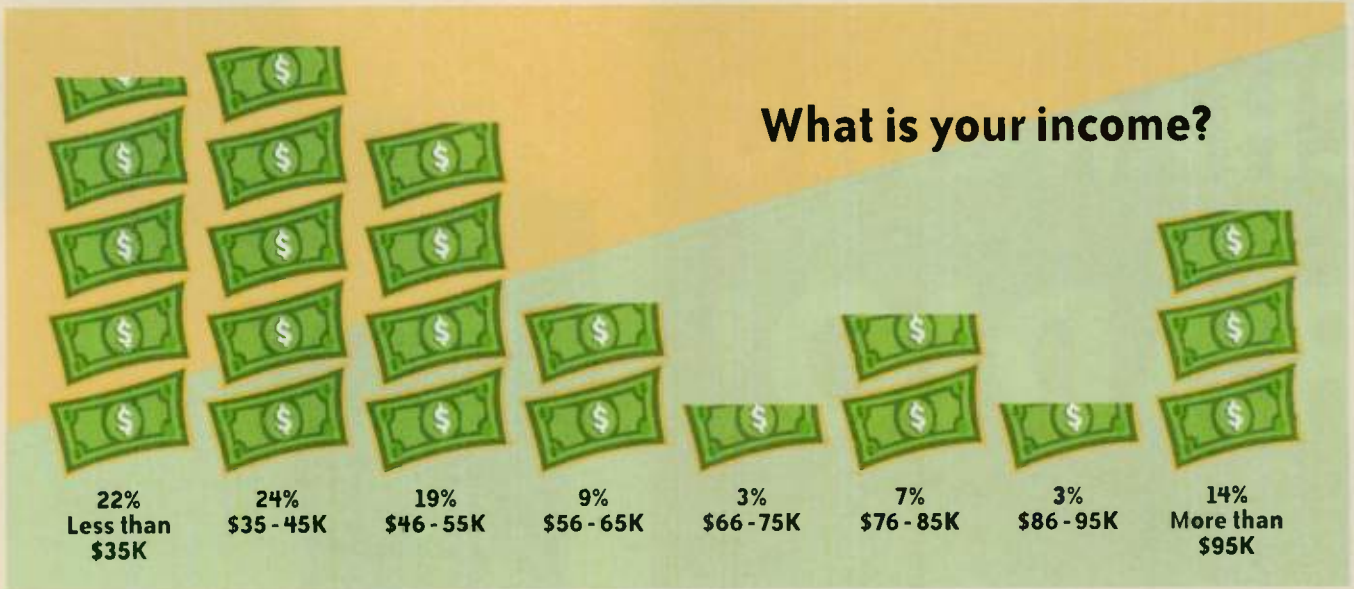
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# 2001 GM Study\*

## Part I: Benefits



\*All figures rounded up to nearest whole percentage point. Number of respondents = 117.



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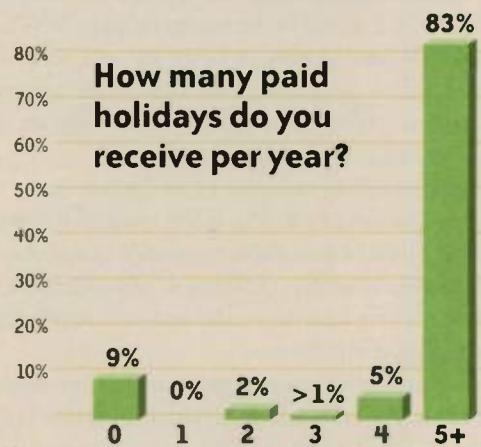
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# Playing the Numbers Game

## Are Arbitron ratings a station's greatest asset or its weakest link?

BY CHRISTIAN HAMAKER

The latest Arbitron ratings for the Los Angeles market were a shot in the arm for Salem Broadcasting, which saw an uptick in its combined ratings for its cluster of stations in the nation's second-largest radio market. Armed with the improving Arbitron figures, Salem's L.A. stations will be able to broaden their reach among potential advertisers.

On the other side of the country, the ratings trended in the opposite direction for Christian teaching and talk station WAVA-FM/Arlington, VA. The Washington, DC, metro-area station lost one-sixth of its audience, according to the spring 2001 Arbitron ratings. The falloff of 0.2 points in the ratings dropped WAVA out of the Top 20 most-listened-to stations in the DC area. In a top U.S. radio market, such a drop could have a significant impact on a commercial station — but not on WAVA, where ratings are a factor for only a small amount of station revenue.

In the Midwest, Rich Bott, executive VP of the Bott Radio Network (based in Overland Park, KS), is less concerned about the latest ratings book. None of Bott Radio Network's 18 stations subscribes to the Arbitron service, choosing to sell advertisers on the type and quality of the Christian radio audience rather than market-by-market measurement.

In the world of secular commercial radio, ratings can make or break a radio station. The latest numbers from Arbitron — radio's equivalent of the Nielsen TV ratings — help stations to establish ad rates, to show how many people in a local market listen to a partic-

ular station and to provide demographic details of that listenership.

For years, Christian radio stations have thrived apart from the ratings game, emphasizing to advertisers that their stations reach a loyal listenership who respond to merchants with similar values. But, as Christian radio moves more into the mainstream, station groups are trying different strategies to attract advertisers and bolster the bottom line. Playing the numbers game can be a significant part of that strategy.

### Programming by the numbers

Rodney McNany, media director for RBC Ministries, based in Grand Rapids, MI, says that after more than 60 years of ministry, the importance of radio ratings has increased in recent years. The group recently subscribed to Arbitron to better determine not only how many listeners are tuning into RBC's *Radio Bible Class*, *Our Daily Bread*, *Sports Spectrum* and other programming, but also how the ministry can tailor its broadcast strategy based on the makeup of its audience.

Using a multi-year strategy to get a broad snapshot of its listeners, RBC purchased a three-year block of numbers in 2000, paying for the current year's spring survey as well as the spring books from 1999 and 2001, for the 80 markets in which RBC purchases air-time. Arbitron sells older survey data for half the price of the current sample, McNany says.



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The data surprised RBC. Some of the stations on which RBC aired programming didn't appear in the Arbitron survey, failing to achieve the minimum number of responses required among the listeners participating in the survey for that period.

"How can we evaluate that station when we don't know what its listenership is?" McNany asks. "Certain networks will continually ask for increases in their rates, but how can they justify those increases if their audience [number] is going down?"

Even more important for the ministry has been the snapshots of just who is listening to its programming. "Sports Spectrum is a program that we've geared toward a teenager, or a 20- to 30-year-old male," McNany says, "But who is really listening? As it turns out, it's a 45-year-old woman." With that kind of data in hand, RBC can adjust its programming content to keep up with its current listenership. "It's another tool in our toolbox to evaluate not only where we are with our stations, but [also] where we are with our radio programs."

McNany notes that although Arbitron is not accepted by all Christian broadcasters, it is an accepted standard in the larger radio industry. The data has proved so effective for RBC that it is considering buying another year's worth of ratings data from Arbitron. "It comes back to a stewardship issue," he says. "Are we just throwing this money away, or is it money well spent? Our board is asking those questions."

## Who's listening in?

At the center of the debate is the audience-measurement group Arbitron, which gathers all of its radio-listening data through diaries sent to survey volunteers. The Columbia, MD-based company phones approximately 5 million people each year to find survey volunteers and sends out 2.6 million diaries.

The company's Web site ([www.arbitron.com](http://www.arbitron.com)) explains the diary process: Arbitron asks its diarykeepers to have all household members age 12 and up record the radio stations they listen to throughout the week, noting the amount of time spent listening to each station. A small cash incentive is provided to encourage the volunteers to take part.

Arbitron examines 286 radio markets. Participants are asked to provide their age, gender and employment status, as well as their city, county and ZIP code; in approximately 140 of Arbitron's smaller measured markets, survey participants are asked to answer more than 20 qualitative questions that can help Arbitron clients determine demographic details of their audience.

Arbitron then compiles the ratings to show the average number of persons who listen to stations in each measured market. Subscribers can view the survey results from several different angles (see sidebar).

## Audience response

Bott prefers not to see the numbers at all, supporting his view by saying that Arbitron ratings are too expensive and don't provide an accurate gauge of who's listening to Bott's Christian teaching and talk stations.

"We look to the responsiveness of our audience — a combination of size plus service," Bott says. "If we're meeting the needs of a large number of people and reaching them on a very deep, intimate level — their spiritual growth — then we will have a responsive audience."

Arbitron's representative samples don't account for individual religious commitment, he says, leaving his group of stations with no way of knowing if its target audience is accurately represented among

## Arbitron Lingo

**Average Quarter-Hour Persons (AQH Persons):** The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

**Average Quarter-Hour Rating (AQH Rating):** The AQH Persons estimate expressed as a percentage of the population being measured.  $[\text{AQH Persons} / \text{Population}] \times 100 = \text{AQH Rating} (\%)$

**Cume Persons:** The total number of different persons who tune to a radio station during the course of a daypart for at least five minutes.

**Cume Rating:** The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.  $[\text{Cume Persons} / \text{Population}] \times 100 = \text{Rating} (\%)$

**Rating (AQH or Cume):** The audience expressed as a percentage of the total population.  $[\text{Listeners} / \text{Population}] \times 100 = \text{Rating} (\%)$

**Share:** The percentage of those listening to radio in the Metro who are listening to a particular radio station.  $[\text{AQH Persons to a Station} / \text{AQH Persons to All Stations}] \times 100 = \text{Share} (\%)$

**Gross Impressions (GIs):** The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.  $[\text{AQH Persons}] \times [\text{the number of spots in an advertising schedule}] = \text{GIs}$

**Gross Rating Points (GRPs):** The sum of all rating points achieved for a particular spot schedule.  $[\text{AQH Rating}] \times [\text{the number of spots in an advertising schedule}] = \text{GRPs}$

**Exclusive Cume:** The number of different persons who listen to only one station during the daypart reported.

**Frequency:** The average number of times a person is exposed to a radio spot schedule.  $[\text{GI}] / \text{Net Reach} = \text{Frequency}$

**Time Spent Listening (TSL):**  $[(\text{Quarter-Hours in a time period}) \times (\text{AQH Persons})] / \text{Cume Audience} = \text{TSL}$

— Arbitron Web site



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Arbitron's diarykeepers. Bott says a "large, loyal, responsive" audience on its stations keeps advertisers happy. It's the quality, not the quantity of the audience that matters to Bott's clients.

"Our audience is the job holders, the bill payers, the good credit risks — the best possible customers a [business] would want to have, provided you have a family-oriented product or service," Bott says. Arbitron numbers can show how many people are listening, but retailers are more interested in tangible returns on their advertising investment. "The bottom line for the advertiser is, can we deliver a good audience that gets good results for their advertising dollar? That's what we demonstrate we can do," Bott says.

WAVA's Local Sales Manager Craig Brown echoes much of what Bott says, with this caveat: "Ratings do help. Our goal is always to move up." Nevertheless, Brown says the latest ratings book, showing a dip in WAVA listenership, won't affect the station's sales efforts "at all."

Although the station registers in the local D.C. ratings, WAVA does not subscribe to the service to determine the demographic makeup of its audience. Instead, WAVA generates a large majority of its business through direct sales, adjusting its rates according to the law of supply and demand among advertisers eager to reach WAVA's listeners, Brown says. "The Top 15 stations in the D.C. market live and breathe according to the ratings, because they sell by the ratings. We don't."

Still, in one of the top radio markets in the country, Brown says the station's ranking helps with ad agencies, which take a closer look at the Arbitron numbers. "[Agencies] realize WAVA is a niche station in this major media market. They will include us because ... they know our rate is economical compared with some of the other stations [in D.C.]. They also know that despite the economical rate and the fact that we don't have great ratings, we continue to generate results for our clients," he says.

## It's all in the numbers

Dave Armstrong, GM and VP of the Los Angeles Salem stations, has been using Arbitron ratings for the past year to determine audience trends at three of Salem's commercial stations in the L.A. area: Christian teaching and talk station KKLA-FM, conservative talk KRLA-AM and the all-music "Fish," KFSH-FM. Salem began receiving the numbers when it purchased the Fish station in August 2000, assuming the Arbitron agreement already in place with the previous station owner.

"We had to make a decision, and what we decided to do was to incorporate all of our L.A. stations into the contract and sell the stations, at least in one form, as a cluster. That gives us critical mass and makes us competitive in the marketplace if we take the audience of all three [stations] and put them together as one [advertising] buy for someone," says Armstrong.

The cluster sales strategy, in effect for less than six months, benefits the teaching and talk station as well as the relatively new Fish music station, both of which garner much smaller ratings than KRLA, Armstrong says. "If you take those two stations and put them together with KRLA, which has more ratings success, then all of a sudden we can be competitive," he says. "Between the three stations, we reach about three percent of the Los Angeles audience at any given time."

And those numbers are improving. Armstrong says the latest ratings book showed significant gains for the Fish, where the cumulative audience doubled after a competing Christian music and talk station switched formats. That gain, coupled with strong gains for KKLA in both cumulative listenership and quarter-hour measurements, further enhances Salem's cluster strategy.

Most of the advertising at the stations is still sold on a station-by-station basis, but the cluster strategy is gaining momentum, fueled by the appearance in the early part of this year of the Fish station in the ratings book. The combined ratings from all three stations made the cluster an easier sell to the mainstream agencies that Armstrong says Salem is trying to reach. "The early response [to the cluster strategy] has been very positive," he says. "The agencies are open to it; they've been receptive."

The latest ratings book only reinforces the strategy, showing significant gains for the combined cluster. The agencies "want you to prove yourself again," Armstrong says, adding that the new numbers will allow Salem to make some "major breakthroughs" in the L.A. market. It's no surprise, then, that Salem has decided to extend the Arbitron contract for its L.A. cluster. "There would be no reason for us not to continue [the contract] if we can show that we're able to use it as a tool to generate new revenue," Armstrong says.

## Bottom line

Armstrong knows that the direct sales strategy also can be successful. Salem has used the direct sales approach for KKLA and has seen great results from clients who want to reach the Christian audience because of its quality. The cluster strategy wasn't feasible until the stations were competitive enough in their combined ratings to appeal to the agencies. Armstrong said that in the past Salem "couldn't afford to sell spots to the agencies because they wouldn't pay as much as our clients are paying us now." With the stations now generating a competitive combined rating, it makes "economic sense" to sell three stations as a package, providing another source of income on top of the traditional revenue streams coming into the stations.

"This will never represent the majority of our business," Armstrong said. "If it represents, at some point in time, 20 percent of our business, we would be very happy."

*Christian Hamaker is a freelance writer who resides in Arlington, VA. Reach him at [casehamaker@earthlink.net](mailto:casehamaker@earthlink.net).*

## Arbitron Ratings: Pro or Con?

On what side of the Arbitron Argument do you stand? Should Christian stations subscribe to the ratings service? Does audience loyalty sell more advertising than hard numbers do? What about the ethics of finding out your station's numbers by "knowing someone who has the book" rather than purchasing the book yourself?

E-mail Managing Editor Christine Pryor at [cpryor@nrb.org](mailto:cpryor@nrb.org) and share your opinions. Or mail your response to NRB Magazine, 7839 Ashton Avenue, Manassas, VA 20109. Responses may be printed in the magazine.



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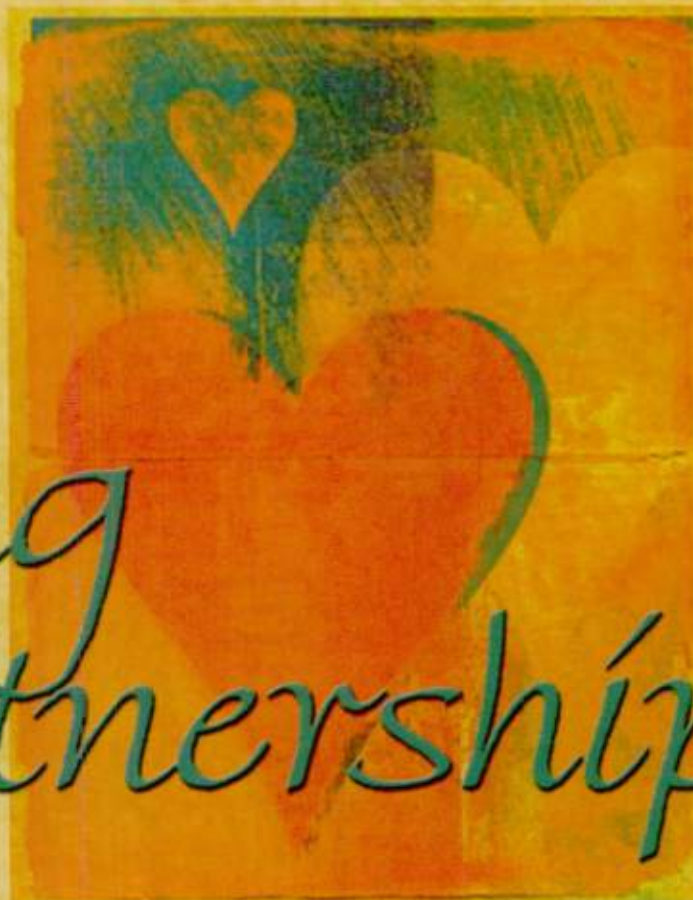


if your heart is empty it can be filled to overflowing



# A Reviving Partnership

BY JONI HOLDER



*"It's God's doing."*

Martin Jones, director of media at Back to the Bible, says that's the only way to describe the new joint venture between three national ministries. Back to the Bible (Lincoln, NE) together with FamilyLife (Little Rock, AR) and Life Action Ministries (Niles, MI) have just this month launched a new radio show for women, *Revive Our Hearts*, featuring the teaching ministry of author and international speaker Nancy Leigh DeMoss.

"We began the program *Gateway to Joy* with author and radio host Elisabeth Elliot in 1988," said Jones. "We anticipated a five- to seven-year run; we got 13 years. God's been really good."

Elliot, 74, is going strong with a new book in the works and devotionals on Crosswalk.com, but Jones went on to say that in the last year they had not recorded any new *Gateway* programming. They began to talk about what an eventual transition might look like and DeMoss's name came up as the kind of person who would complement Elliot's work.

They weren't the only ones thinking that she might have a future in radio.

## *Ironic Circumstances*

"I first heard Nancy speak in 1995 at a Campus Crusade staff training event," says Bob Lepine, director of broadcasting and communications for FamilyLife, a ministry dedicated to building strong marriages and strong families. "She spoke on brokenness

and God used her message in a powerful way. I was impressed by her biblical depth and clear presentation."

After she appeared on the *FamilyLife Today* program, co-host Lepine again was struck by how scriptural and understandable her responses were to some pointed and tough questions from him and host Dennis Rainey. Afterward, they both agreed she should be on radio.

"We're always looking for people whose mission and message parallel what we do here at FamilyLife," Lepine said. "We want to be a catalyst to get those people on the air."

He says when they approached DeMoss about hosting her own show, she was shocked. She'd been praying for God to raise up a woman who could point 21st-century women to God's Word, but had never considered herself a candidate.

But as her burden grew from listening to the stories of thousands of Christian women who were living defeated, barren lives, DeMoss felt she had the confirmation she needed.

"I felt an irresistible sense of the call of God to speak the truth to women and to call them to respond in surrender, obedience and faith," she said.

About the time FamilyLife began working with DeMoss to develop a program, Dr. Woodrow Kroll, general director and president of Back to the Bible, sent her a postcard.

"He knew Nancy when she was a student at Liberty College," said Back to the Bible's Jones, "and he asked her if she'd ever thought about doing radio. She called back to say, 'As a matter of fact, I am!'"



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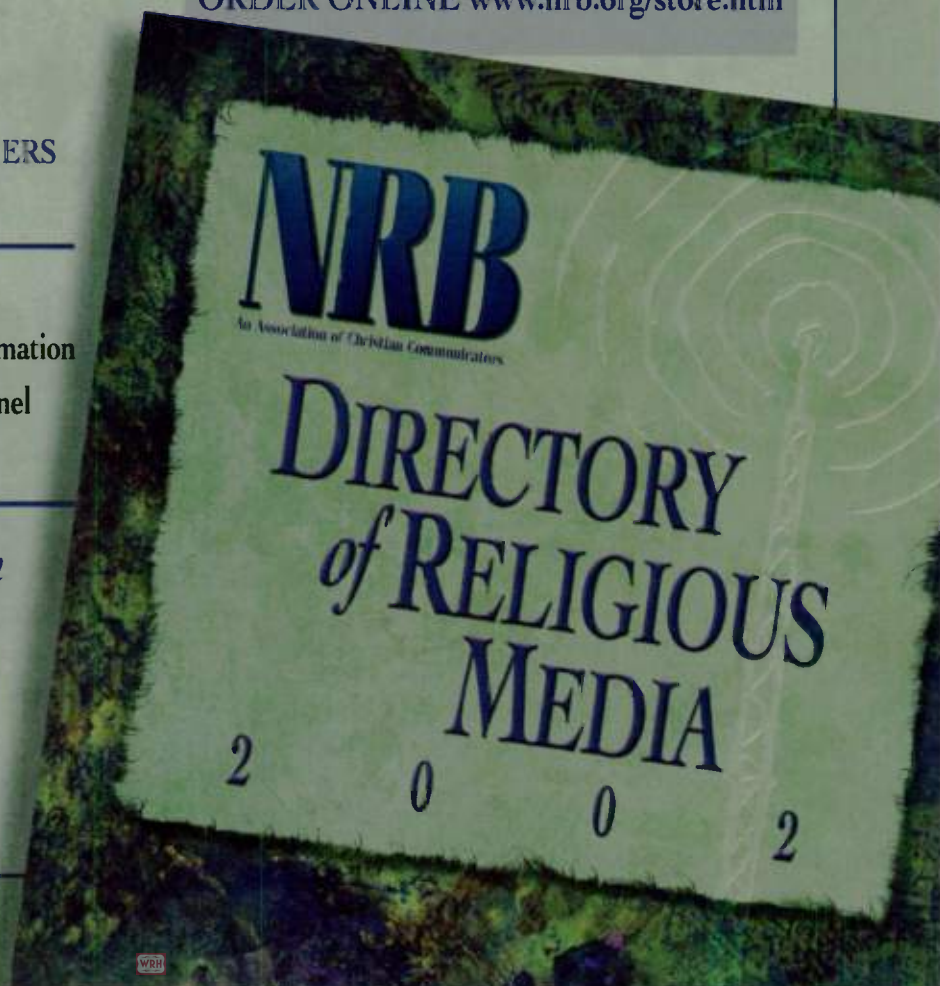
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In December 2000, the three ministries held a meeting of the minds in Lincoln, NE, to see if collaboration was a possibility — moreover, if they could accomplish more together than they could separately. “We met again in January and we still liked each other and we all felt God was involved. That has been confirmed in so many ways, with dozens of markers all through the process. So, we decided to move forward,” said Jones.

“I think that it’s possible God wants to use the unifying of ministries as part of His plan to spark a nationwide revival,” says Byron Paulus, executive director of Life Action Ministries, citing Psalms 133. “When I see three ministries willing to put aside their agendas to take on both the risks and opportunities to proclaim that message, I can get very excited.”

“We have gone into this very prayerfully and soberly,” Lepine added, “and with a healthy fear that God’s reputation is more important than this partnership and we must protect it however we can.”

The trio of ministries is intent on regular accountability with one another to ensure they are “being spiritually-minded in our decision-making and driven by no other agenda but God’s,” Lepine states. “That sounds holy and pious, but it’s a practical reality for us.”

## Division of Labor

The intervening months helped determine the breakdown of roles and responsibilities:

- Back to the Bible is in charge of administration and fulfillment: biblical counseling, constituent correspondence, the call center for 800-number calls, Web development and Web hosting;
- FamilyLife provides program production and creative assistance; and
- Life Action Ministries will continue to provide the ministry covering for DeMoss’s overall efforts, and contribute to the content of the ongoing message of *Revive our Hearts*.

Additionally, a fourth contracted partner, Ambassador Advertising, is representing the program to the marketplace and is responsible for station placement.

## Partnership Hurdles

Lepine says coordination and communication have been the biggest challenges since the partners for *Revive Our Hearts* are in three different states. “It’s clear who has which function, but sometimes there’s overlap. You just need extra communication; making sure everybody knows everything.

“None of us has gone into this naively. We know we’re walking where angels fear to tread,” he continued. “If you look at the track record of such undertakings, nobody would do this, this way. But not only is the Lord’s hand in it, if we stay close to the heart of God, we have a chance to model what God wants for His church: cooperation, coordination, partnership. We can accomplish more together than we can separately, if we can get past our tendency to sin. If we can do it right and model it effectively for the body of Christ, we can expand His kingdom.”

## Starting with Women

*Revive Our Hearts* is directed at women and born out of DeMoss’s vision for revival and reformation among the fairer sex.

A native of Philadelphia, DeMoss grew up in a family deeply committed to Christ and to the mission of world evangelism. “My earliest memory is trusting Christ as my Savior at the age of four,” DeMoss says. “By the time I was six or seven years old, I had a conscious sense that God’s hand was on my life and that He had set me apart to serve Him vocationally.”

She graduated from the University of Southern California with a degree in piano performance and served on the staff of a large local church in children’s ministries. Since 1980 she has served as the director of publications and women’s ministries and as the editor of *Spirit of Revival* magazine for Life Action Ministries. Additionally, she has spent the last 20 years speaking at conferences and retreats throughout North America and abroad.

DeMoss also is the author of *A Place of Quiet Rest: Finding Intimacy with God Through a Daily Devotional Life* and *Lies Women Believe: And the Truth That Sets Them Free!* (Moody Press). Her prayer, she says, is that the program will “help women experience spiritual freedom and fullness through practically applying the Word of God to every area of their lives and relationships. I believe God wants to do a fresh, extraordinary work in and through women today.”

“We have all kinds of images that come with that word, ‘revival,’” notes Lepine. It’s the idea of “God stirring and freshening the heart and commitment of His people. Nancy is hoping and praying for a generation of women who would be whole-hearted in their commitment to Christ, and who would move from cultural Christianity to biblical Christianity.”

DeMoss confides that part of her personal mission statement is to serve as “wedding coordinator — helping the Bride of Christ to get ready for the wedding. And part of my dream is to call women to a life of surrender, sacrifice, service and Spirit-filled living — that they might be life-givers and instruments of revival in their homes, churches and communities.”

The program is recorded before a live studio audience of 25-30 women in Little Rock. Listeners to *Gateway* had the opportunity to preview the program and get a sense of what she’ll be weaving into future installments.

## How to Partner

Lepine isn’t quite ready to give advice to other ministries interested in similar partnerships. “That’s like asking the honeymoon couple for marriage advice. Ask us again two years down the road.”

Says Life Action Ministries’ Paulus, “Make sure God gives birth to it. And don’t try to manufacture it or make it happen.” In other vernacular, don’t do it unless it’s a God thing.

But Jones says if, like Back to the Bible, “part of your mission statement is to seek out partnerships,” be open to unexpected possibilities.

*Joni Holder is a freelance writer residing in Lone Tree, CO. She may be reached at [jlh556@aol.com](mailto:jlh556@aol.com).*

For more information on *Revive Our Hearts*, contact Ambassador Advertising at [info@ambassadoradvertising.com](mailto:info@ambassadoradvertising.com) or phone 714-738-1501.



# **E**ASTERN NRB

says *Thank You* to Robert H. Straton for his many years of service to ENRB. One of our founding members, Bob also served as our first chairman.

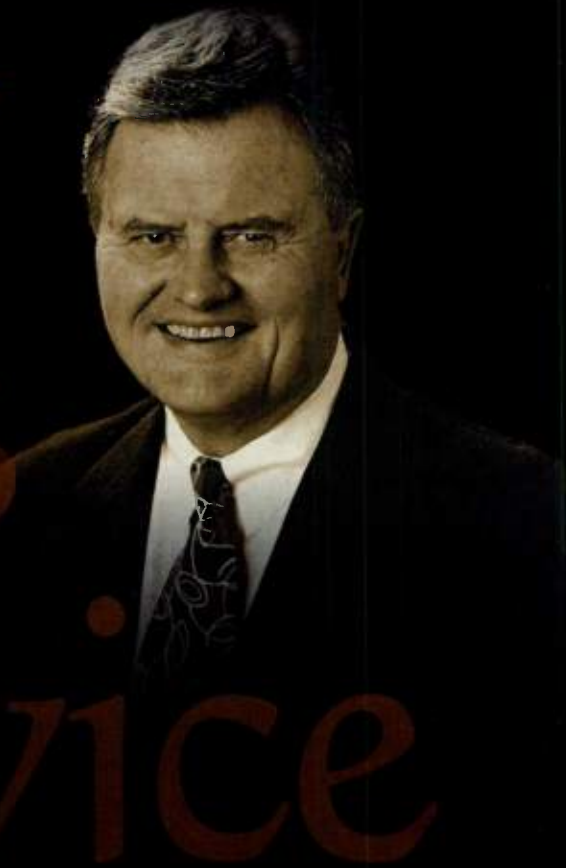
Bob, ENRB wishes you God's richest blessings as you retire. We know that you will continue to be an encourager just as you have encouraged us through all these years.

God bless you!



# ROBERT H. STRATON:

# In the King's Service



BY CHRISTINE L. PRYOR WITH RESEARCH BY VALERIE D. FRAEDRICH

# W

hen Robert H. Straton inherited his family name, it had a reputation for moving people.

His grandfather, Dr. John Roach Straton (1875-1929), pastor of Calvary Baptist Church in New York City, affected the world arena with his passion for truth and moving oratory and writing skills. An author and also publisher of his own newspaper, his ink freely flowed regarding the social problems of his day, never avoiding such topics as Prohibition and evolution. His passionate messages and salient viewpoints on the latter subject earned him a consultant's position in the attention-riveting Scopes trial.

A leading Fundamentalist and author, Dr. Straton laid the foundation for today's Evangelicals. Who should be surprised that his grandson's life and career in Christian ministry is marked by excellence in communication?

After a career spanning 50 years in ministry, the last 32 spent at Walter Bennett Communications, Robert H. Straton retired June 30, 2001. "While I still have my health, and my mind," he jokes, "I think it's finally time."

Straton's commitment to NRB is a deep one: former Association chairman, inaugural Eastern NRB Chapter president, and long-time member of the Board of Directors and the Executive Committee. His journey to leadership positions in NRB included travels alongside some of the top names in the Christian communications industry.

## Beginnings

Straton was adopted into the Straton family as a newborn and had the privilege of a Christian upbringing. He came to know the

Lord at an early age. In his December 1996 "Signing On" column in this magazine, he wrote about the search for his birth mother: "God has blessed my wife, Barbara, and me with a close and

loving family. We have six children — three daughters (Lynne, Lori and Kathi) and three sons (Robert, Scott and Jeff) — who with their spouses have given us 17 grandchildren. For me, my family is a very special gift from God.

"When I was quite young, my parents told me that I was adopted when I was five days old. They taught me that I was special because I was chosen to be their child. My adoptive mother died when I was 10, and my father remarried, so my stepmother helped to raise me. Yet, I wondered about my biological mother.

"My children also wondered about the grandmother they had never met and what their biological heritage might be. For 10 years, Barbara searched and finally, after many leads, found my birth mother, Dorothy French. My first contact with her left me feeling deeply saddened, because after a brief phone conversation, she hung up on me. Yet, I was also elated because we had finally found her.



Percy B. Crawford's Youth on the March quartet. (l-r): Quartet members Straton and Don Crawford, Percy B. and Ruth Crawford, and members Sam Seymour and Steve Musto.



"Barbara persisted and wrote to her, and in October 1991, that persistence was rewarded. We spoke again and she agreed to a meeting. Barbara shared with me the promise calendar verse for that day, Isaiah 49:15: 'Can a mother forget her little child and not have love for her own son? Yet even if that should be, I will not forget you.' I couldn't help but feel God's hand in my life and His plan that this was the time He had chosen for my mother and me to finally become a family.



Straton and Dorothy French, his birth mother. As an adult, he searched for 10 years to discover her identity, then contacted her and finally met her face-to-face. Eventually, he led her to their Heavenly Father.

"The next day, I met her for the first time. I had lost my adoptive mother in my childhood and later my stepmother, but God allowed my biological mother into my life, for which we both will be forever grateful. As my mother said, she became a mother, grandmother of six and great-grandmother of 13 all in one day.

"Families make our lives meaningful. We receive so much from them: love, support, acceptance, forgiveness and joy. Whether it is our nuclear family, our extended family or our family in Christ, family is a gift that must be cherished, nourished and protected."

French became a true member of the Straton family and Straton had the privilege of leading his birth mother to the Lord.

## Birth of a Career

Straton was 59 and his mother 79 when they met face-to-face. But long before that time, he was developing his communication skills, growing up in a renowned family and learning what it meant to serve the Lord and have compassion for others. He left home at 17, becoming a featured soloist with the late Percy B. Crawford's *Youth on the March* television program. His tenure with Crawford enabled him to travel the world, singing in some 40 countries.

In November 1995, Straton wrote: "Percy Crawford knew how to make things happen in a new way. He was an unparalleled

visionary who was willing to be the first — to take the chance and step out in front, to try something new if he believed that in doing so he was following Jesus' commandment to 'make disciples of all nations' (Matthew 28:19).

"Among his many ministries Crawford began the first live television program, *Youth on the March*, on ABC Network. He also founded The King's College (in Briarcliff Manor, NY) and three Christian camps, and began several live and tape-delayed radio programs nationwide.

"Never one to be discouraged by those who believed something couldn't be done, Crawford's response to naysayers was, 'I know God wants me to do this,' and he would just do it, to quote the popular Nike slogan."

Straton also was associated with the late Dr. Charles Fuller's *The Old Fashioned Revival Hour* and appeared as a featured guest on Dr. Stephen Olford's *Encounter* television program.

A 1957 graduate of The King's College, Straton became the director of Radio and Television for Calvary Baptist Church in 1965, the very church his grandfather had pastored. Straton also deepened his spiritual knowledge by attending the Temple University-Conwell School of Theology in Philadelphia, PA.

## In Good Company

Straton's career with Walter Bennett Communications began on September 1, 1969. During his time with Walter Bennett, he was instrumental in introducing many ministries to the medium of radio, including *The Wesleyan Hour* and *Listen to Jesus*. He also was involved in TV production for *Time of Deliverance*, *Encounter* and others, and served as the Account Executive for *Hour of Decision*, sponsored by the Billy Graham Evangelistic Association.

"I remember working closely with, and learning so much from Fred Dienert (co-founder of Walter Bennett Communications)," Straton reminisces. "He truly believed our focus was to build ministries, and he devoted all his time and energy to that process." Straton was appointed president of Walter Bennett Communications in 1998, and continued to lead the company in the course set by Dienert.



Above. The NRB Executive Committee circa the early 1990s. (L-R): Brian Erickson, Stuart Epperson, Straton, Sue Bahner, Jerry Rose, David Clark, Dick Mason, Paul Ramseyer, Jose Reyes Sr. and Kay Arthur. Top Right. NRB President E. Brandt Gustavson, Rep. Dick Armey (R-TX) and NRB Chairman Straton before Armey's presentation at the Public Policy Conference in Washington, DC. Bottom Right. Walter Bennett Communications Co-founder Fred Dienert and Straton attend NRB 1986.



## An Important Associate

Straton was founding president of the Eastern Chapter of NRB and serves on the Board of Directors of NRB. The Eastern Chapter was founded through the efforts of NRB President Eugene Bertermann, Executive Director Ben Armstrong and Christian radio leaders Alex Leonovich, Philip D'Angelo, Paul Hollinger, Don Bailey, James Galbreath and Straton. The first chapter convention was held November 14, 1967.

In January 1994, he was elected chairman of the Association and served in that capacity for three years. His inaugural column addressed challenges for Christian media in the coming millennium: "The mass media — particularly the electronic media — play a crucial role in social and political change.

"A noted sociology professor recently wrote that since the 1970s, evangelical Christianity has been recognized as a vital and growing component of American religious life, partly because of its extensive use of radio, TV and other means of modern communication.

"As NRB members, our challenge in the coming millennium is to leverage our talents to extend our influence through the media to all segments of the population. We must attract a wider audience by broadcasting relevant, quality programming that does not compromise our Christian message.

"As an organization, we have emerged from the '80s with integrity and ethics at the forefront of our mission. We are stronger and more united, with an even greater commitment to ministry through broadcasting. Our strength lies in our Christian faith, which is reinforced by our Association as a united voice for Christian values and principles.

"I encourage every member of NRB to take an active role in the Association, whether on the national or local level, and to seek out others within the industry and encourage them to join. Individually, we can be heard; collectively, we can make a difference."

Straton also insisted on being available to NRB members and strived to make the leadership touchable. In June 1995, he wrote about the NRB leadership's role: "One of the more common ques-

tions asked as I talk with NRB members is, 'What exactly does the NRB Executive Committee do?'

"We're elected by NRB members, but then it may seem to many of you that we are off in another realm. Far from being the case, the 10 members of the committee are dedicated to serving the interests of NRB as an Association and individual members as constituents.

"The committee meets three times per year: spring, fall and prior to the annual convention. The actual dates are determined at convention and every meeting lasts two and a half days.

"NRB policy decisions are made by the Executive Committee as we fulfill our charge to provide leadership for our organization and to strengthen NRB as a powerful voice representing religious broadcasters across the country."

Straton notes that a highlight of his chairmanship was spending time with former NRB President E. Brandt Gustavson, with whom he developed a warm friendship. "Brandt was a strong motivator," he recalls, "he was a mentor to me and I appreciated him deeply. Our friendship grew out of love for NRB and respect for each other. He was much more than a colleague to me and I miss him dearly. We had great and wonderful times together." (Editor's note: Gustavson passed away May 14, 2001.)

In October 1993, Straton received the Eastern Chapter's Percy Award, named for the religious broadcasting pioneer under whom he served in his early career.

Straton's capacity for service in NRB is impressive, but becomes outstanding when combined with his involvement in other organizations. He also is a member of the Boards of Directors of Kerygma Ministries, Inc., and Bible Odyssey Ministries; is involved with the Sunday Breakfast Mission in Wilmington, DE; and is a member of the Philadelphia Advertising Club.

He takes service seriously, challenging colleagues and motivating them to continue the work. "Sometimes life's challenges may discourage us," he writes, "but we can't give in. We must not become complacent in our responsibilities. It is the person who perseveres and continues to stay on the front line who will be

"Bob Straton has been a friend in broadcasting since I met him in the '60s. Even before meeting Bob, I watched him on Percy Crawford's *Youth on the March* telecast. Bob's outstanding tenor voice, his constant initiatives in gospel radio and TV, his leadership in NRB and his personal friendship have blended to find a special place in my cherished memories. His significant contributions, which have impacted the lives and ministries of so many, make him an outstanding Christian leader of our time. Thanks, Bob, for a job well done!

— **Rev. David M. Virkler, Director  
The Word & The World, Towaco, NJ**

"One of the things I appreciate so much about Bob Straton is that he has such a tender heart and is not afraid to let us see him shed tears. This is a quality many men do not possess. When I was first elected to NRB's Executive Committee, Bob was just elected NRB Chairman. I learned a lot about leadership in general from him, and leadership of NRB in particular through Bob's example. Bob is such a loving, caring and passionate brother. Over the years I have shed a few tears with him; some were tears of joy and other were tears of sorrow. Those moments brought us closer in friendship, and I therefore consider Bob Straton a great friend and brother!"

— **Glenn Plummer, NRB 1st Vice Chairman  
and President/CEO, Christian Television Network,  
Southfield, MI**

"A man the caliber of Bob Straton comes along rarely in this life. He is a man of substance, integrity, humor and passion. I particularly enjoyed working with him during his tenure as NRB chairman, and am proud to count him among my friends."

— **E. Brandt Gustavson, President  
NRB, Manassas, VA**

"For the last decade, I have had the joy of working closely with Bob Straton in many aspects of NRB. Bob deeply believes in religious broadcasting. His work helping dozens of ministries in radio and television is legendary and will be missed. He is responsible for many of these ministries joining NRB regionally and nationally. For three years he was an outstanding NRB chairman and played an important part in getting NRB back on track after some difficult years.

"To really know Bob, you have to take one of his famous early morning walks with him. He is the fastest walker I have ever known. We share many wonderful memories. One stands out: I shall always remember Bob's wonderful tenor voice leading a group of us in worship songs in the small Crusader church at Tabga on the Sea of Galilee. This is the place where Jesus fed his disciples after the resurrection. Our group was fed by the worship that morning. I know Bob will always do all he can for religious broadcasting."

— **David Clark, President  
FamilyNet, Inc., Fort Worth, TX**

"Robert H. Straton epitomizes his name. He is a 'straight on' kind of person. Grey is a color he doesn't recognize, because things are always black and white ... right or wrong. I've been privileged to call Bob 'my friend' for some years ... and have watched him represent his agency with integrity and serve NRB as chairman with distinction.

"A man who loves his family, Bob is equally ready to sing praises to his Lord in his beautiful tenor voice. I am confident he will remain active in this industry he loves, so I say to him, 'Keep on keeping on ... straight on!'"

— **Sue Bahner, President  
CrossWay Consulting, Manlius, NY**

"My friendship with Bob goes back over 30 years to when we were both working with Walter Bennett and Fred Dienert. In fact, I still remember the day outside the Mayflower Hotel in DC, when he told me he had accepted a position with what then was The Walter Bennett Co.

"Over the years we have had many walks together while attending NRB and ENRB conventions. Bob has always had time to listen and encourage. Religious broadcasting has indeed been blessed to have Bob involved in the agency business and in providing leadership to NRB and as founding president many years ago of ENRB. Bob is a man of integrity, insight and encouragement. I consider it a real honor to be able to call him my friend."

— **Dave Eshleman, President  
Massanutten Broadcasting, Harrisonburg, VA**





**Robert H. Straton**  
Walter Bennett  
Communications

- Featured Soloist with Percy B. Crawford's "Youth on the March"
- Director of Radio and Television - Calvary Baptist Church
- Founding President Eastern Chapter of NRB
- Chairman of National Religious Broadcasters
- Recipient of 1993 Percy Award
- Appointed President of Walter Bennett Communications
- Husband of one, Father of six, and Grandfather of 17

## Thank you Bob for 32 wonderful years.

We're told that today's generation can expect to go through 20 careers in their lifetime, so 32 years in one job is something very special. Thank you, Bob Straton, for your loyalty to our company and your faithful service, not only to our clients, but more importantly, to the Lord.



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rewarded. Stay in the field as long as you can — the harvest will be worth the effort."

It's easy to understand why this man receives recognition; he is a benevolent and thankful man possessing a heart that longs to encourage his comrades and to serve the Lord. Straton's final column, published February 1997, expressed his thanks to Walter Bennett Communications: "Walter Bennett President Ted Dienert has been most gracious in permitting flexibility during the last three years: the countless hours, the added expense, the many days away from the office. His support and encouragement have enabled me to give so much back to NRB.

"Also, I want to acknowledge two of my colleagues at Walter Bennett — first to Harriet Hofmann, who has made sense of my drafts and given wonderful suggestions and additions, and second, to my Administrative Assistant Linda Maroney, who has been supportive, assumed additional work, and kept my calendar and correspondence right on target. Thank you."

## Home and Hearth

Straton is certain he would not be able to accomplish what he has in life without his bride of 44 years, Barbara (nee Parker). They met in 1954 at Percy Crawford's Pinebrook Bible Conference in Stroudsburg, PA. Barbara was 16, he was 21. Three years later, on June



*Left. The Straton Daughters (L-R): Kathi, Lori and Lynne.*

*Below. The Stratons and Sons (L-R): Robert C., Robert H., Barbara, Jeff and Scott.*



15, 1957, they were married. Their grandchildren now number 17. As he often says, "My children are all great and I love them dearly, but the most important thing I can say is that they all love the Lord."

## Transitions

Straton is a man unafraid of change, looking for God in the midst of transition. As he retires from full-time work with Walter Bennett Communications, he will continue to act as a consultant to the company, no doubt supplying the team with his frequent wit and wisdom forged from years of service to the Lord. He writes, "I believe God delights in nudging us out of our complacent and often comfortable existence.

"He urges us on to bigger and better things that can be achieved only through change. But while He may impact our lives so that we can continue to grow personally and in our faith, He also assures us that He is the One Who will never vary: 'I, the Lord, do not change' (Malachi 3:6). God is our rock and fortress, immovable and unshakable. He is the One Who is always there waiting for us to come to Him with our troubles and concerns — and He hears and answers our prayers. We need never fear change because God is the constant in our lives upon Whom we can always rely.

"Don't be afraid to seek opportunities for positive change. When our faith is firmly grounded in our living Lord, He will always be there to see us through."

*Christine L. Pryor is managing editor of NRB magazine and Valerie D. Fraedrich is editorial assistant for the publication.*

"Bob Straton has been a giant within the religious broadcasting community. His godly leadership and character have been part of the underpinning of integrity upon which our industry rests, and he will be sorely missed. We love you, and wish you and Barbara only happiness in your retirement."

— **Mark Christensen, VP**  
**International Cooperating Ministries/Mini Bible College**  
**Hampton, VA**

"Bob Straton's friendship is unfeigned, his integrity is unquestioned, his desire to be helpful is genuine, his insight is seasoned and spiritual, and his love and loyalty to Christ is consistently evident. What a blessing he has been to *The Calvary Hour!*"

— **Bill Detweiler**  
**The Calvary Hour, Orrville, OH**

"Bob Straton models an exemplary balance of personal warmth, professional excellence and competitive agency leadership. At the same time, he serves the more inclusive community of NRB ministries in an outstanding manner."

— **John R. Corts, President/COO**  
**Billy Graham Evangelistic Association,**  
**Minneapolis, MN**

"On behalf of all of us at Walter Bennett Communications, I'd like to express our thanks and gratitude to Bob Straton for his 32 years of loyalty and service, as well as his commitment to integrity as he represented our company. We wish him the very best as he embarks on this next chapter of his life."

— **Millie Dienert, VP**  
**Walter Bennett Communications, Philadelphia, PA**

"Robert Straton has served with distinction and integrity as a well-loved Christian leader. His accomplishments are many, but he has excelled in music and in the business side of ministry. I first met Bob at the famous Calvary Baptist Church in New York City, where he served as director of music and assistant pastor. While at this church, Bob was a founder and the first president of the Eastern Chapter of NRB. His leadership and infectious humor created outstanding growth in the chapter. Then Bob joined Walter Bennett Communications in Philadelphia, PA, where he directed the successful careers of countless persons in the Christian broadcasting field. Bob served a full term as chairman of NRB beginning in 1994 and served for many years on the executive committee. During his tenure as chairman NRB enjoyed explosive growth. He provided great leadership and a steady hand in opening NRB to many new persons in the field and in related ministries of Christian media."

— **Ben Armstrong, Ph.D.**  
**Executive Director of NRB 1966-89, Danboro, PA**

"Bob Straton is a great encourager. He's an encourager to radio station operators and Christian broadcasters ... encouraging them to go to the ends of the earth to preach the Gospel. Every time I've been with him I've left feeling challenged and encouraged. Bob is a consistent personal witness for the Lord. One of the people he led to the Lord and disciples became the sales manager at one of our radio stations. Bob will be greatly missed, but I hope and know he will be around to encourage new people, young people, to take his place. Bob Straton is a true Barnabas in Christian broadcasting."

— **Stuart W. Epperson, Chairman**  
**Salem Communications Corp., Winston-Salem, NC**

"What began with a gentleman's handshake for a contract, Bob's service as agent rep for 26 years developed into a deep personal friendship. His commitment to our ministry has been surpassed only by his devotion to his Lord."

— **Norman G. Wilson, Director of Communications**  
**The Wesleyan Church, Indianapolis, IN**

"Proverbs 18:16 states 'a man's gift maketh room for him and bringeth him before great men.' Robert Straton is a wonderful illustration of this. It started in Rochester, NY, when I recommended that he join Percy Crawford's *Youth on the March* TV quartet. From there to the present we have seen Proverbs 18:16 illustrated in Bob's life."

— **Dr. John DeBrine, Host**  
**Songtime USA Radio, Hyannis, MA**

"To know Bob Straton is to love him! Throughout our more than three decades of work and fellowship, Bob has been and continues to be a source of blessing and inspiration. We thank our God upon every remembrance of him and wish for him many more years of life and fruitful service."

— **Alex Leonovich, Executive Director**  
**Slavic Missionary Service, Inc., South River, NJ**

— *Compiled by Valerie D. Fraedrich*



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# Who's Next?

COMPILED BY CHRISTINE L. PRYOR

**N**RB's editorial staff selected a few forerunners in contemporary radio Bible teaching. Meet some people who are building solid foundations for today's generation ... and who may one day end up in the NRB Hall of Fame.

## Alistair Begg

**Ministry:** Truth For Life

**Location:** Cleveland, OH

**Program:** *Truth For Life* and *Truth For Life Weekend*

**Program Representation:** In-house

### To what mission has God called you?

To teach the Bible with clarity and relevance, so that unbelievers will be converted, believers will be established and local churches will be strengthened.

### How is radio helping you to accomplish that mission?

Radio enables us to reach many more people than we would be able to otherwise. It reaches places beyond boundaries which would keep us from personally going there. Radio penetrates beyond prison walls and private places, like the home, the car or work, and it carries the truth of God's Word into those places.



## Jim Burns, Ph.D.

**Ministry:** YouthBuilders

**Location:** San Juan Capistrano, CA

**Program:** *YouthBuilders*

**Program Representation:** Ambassador Advertising Agency

### To what mission has God called you?

A piece of paper on my wall simply reads, "Help Families Succeed." I like what one of my heroes, Bill Bright, once said: "If you reach the family, you'll reach the world." YouthBuilders is committed to serving the Lord by strengthening the family directly by reaching parents and also by assisting youth workers through family-based youth ministry.

### How is radio helping you to accomplish that mission?

Radio gives us the opportunity to impact families with two of our main values: multiplication and leverage. How else can we communicate with over a million people a day in a somewhat-intimate setting the important Christ-honoring and practical truths of biblical family values?



## Eastman Curtis

**Ministry:** Eastman Curtis Ministries

**Location:** Tulsa, OK

**Program:** *This Generation*

**Program Representation:** In-house

### To what mission has God called you?

To introduce a loving and compassionate Jesus to people in an exciting way, and to encourage and inspire people to find and fulfill their God-given destiny.

### How is radio helping you to accomplish that mission?

Radio enables the message to be heard all over the world at any given time.



## Dr. Jack Graham

**Ministry:** PowerPoint Ministries

**Location:** Dallas, TX

**Program:** *PowerPoint* (radio), *Prestonwood Presents* (TV)

**Program Representation:** Ambassador Advertising Agency

### To what mission has God called you?

To proclaim the Gospel, pastor the church and exalt the risen Redeemer.

### How is radio helping you to accomplish that mission?

Radio is a powerful medium which is contemporary, transportable and connected to our culture. Our radio ministry enables our church to communicate the message of Christ beyond our local congregation and into the world. Our goal is to fulfill the Great Commission by reaching and teaching as many people as possible in one generation.



## Skip Heitzig

**Ministry:** Calvary of Albuquerque

**Location:** Albuquerque, NM

**Program:** *The Connection*

**Program Representation:** Connection Communications

### To what mission has God called you?

I am a churchman. Scripture makes it clear that the church is the "the pillar and ground of the truth," (1 Timothy 3:15). What God wants to accomplish on earth, He does through his "called out ones" — the church. My mission is to equip God's people to do works of service — to give them the scriptural tools to be able to serve God knowledgeably and well. Each week, we [delve] into the





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— Thomas J. Lowell, Trans  
World Radio



*"For the past two years we have participated in the NRB Convention to launch our new shows. The response from stations has been tremendous and as a result we have had significant growth in our radio network."*

— Bill McCartney, Promise Keepers

**Gaither Vocal Band**

**James Dobson**



**Nicole C. Mullen**

**Natalie Grant**

**Leonard Sweet**



**Bruce Wilkinson**

**The Katinas**

**Chip Ingram**



**Michael W. Smith**

**& many more...**

Word of God to get His direction, His template, for our lives. As we apply never-changing truths in an ever-changing world, we find solidity and stability. If I can help mature God's people, then I am fulfilling my mission. Our local fellowship has a basic three-fold vision: Upreach (worship), Inreach (ministry to other members of God's family: discipleship, teaching, encouraging) and outreach (evangelism to the unbelieving or tentatively believing world).

#### **How is radio helping you to accomplish that mission?**

Radio broadens the audience, extends the walls of the church and enables me to reach people in a different capacity. [People] listen differently [to the radio] than they might at church. There's no pressure. The message can sink deeper sometimes since they're alone to process it. The Bible says that "faith comes by hearing." Radio is the vehicle that supports the hearing. While people are on their way to work or a family gathering, they may need to hear some tidbit of truth that will come across in the radio message. I have always appreciated how the media can reach people in a way that nothing else can.

### **Chip Ingram**

**Ministry:** Living on the Edge

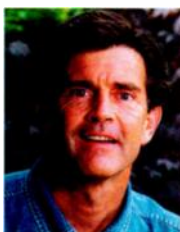
**Location:** Santa Cruz, CA

**Program:** *Living on the Edge*

**Program Representation:** KMA

#### **To what mission has God called you?**

"Our mission flows out of all we've seen God do in the life of our church here in Santa Cruz. We have seen firsthand that as individual believers are motivated, equipped and challenged to lead biblical lives they will move from being nominal, everyday Christians to being living, breathing extensions of Christ's life. Their churches, their communities and their world will be dramatically impacted as a result. Ultimately, we long to be a catalyst in transforming how America thinks about God . . . and we know this happens one individual believer at a time." — Living on the Edge Executive Director Devin Eckhardt



#### **How is radio helping you to accomplish that mission?**

"Through radio, we've been able to take our mission beyond the four walls of Santa Cruz Bible Church, presenting biblical truth and life-changing insight on a national level. What was once the hidden resource of our local community is now available coast to coast, and each day we hear reports from those who have experienced life-transformation as a result. It is clear that despite its breadth of impact, radio remains an incredibly personal and intimate medium, reaching listeners at work, at home and on the road . . . at times when they are most receptive to God's word." — Eckhardt

### **Greg Laurie**

**Ministry:** Harvest Ministries

**Location:** Riverside, CA

**Program:** *A New Beginning*

**Program Representation:** Imagination Media

#### **To what mission has God called you?**

Our mission at *A New Beginning* is to help people come into a personal relationship with Jesus Christ and then to teach and equip them to live effective lives for Christ; to know Him and make Him known.

#### **How is radio helping you to accomplish that mission?**

It puts [our message] in the lives of countless people that we



would not otherwise reach, from all walks of life. We have been amazed at the changed lives, saved marriages and built-up believers. As a ministry that focuses on evangelism, one might think that "Christian" radio would not be a place that nonbelievers would tune in. However, the *A New Beginning* broadcast has become a very effective delivery mechanism for the Gospel. Not a week passes where we don't send out at least 100 or more *New Believer Bibles* to people who are seeking to know more about becoming a Christian.

### **David T. Moore**

**Ministry:** Moore On Life

**Location:** Palm Desert, CA

**Program:** *Moore On Life*

**Program Representation:** In-house

#### **To what mission has God called you?**

I exist to convince as many people as possible that life is good, eternity is better and equip them for both.

#### **How is radio helping you to accomplish that mission?**

Radio enables me to communicate with more people in a day than I'll speak to in a year of church services, Christian conferences and corporate gatherings combined.



### **Raul A. Ries**

**Ministry:** Somebody Loves You Ministry

**Location:** Diamond Bar, CA

**Program:** *Somebody Loves You*

**Program Representation:** Westar Media Group

#### **To what mission has God called you?**

God has called me to teach His Word and equip His saints (Ephesians 4:11-16).

#### **How is radio helping you to accomplish that mission?**

Through the teaching of God's Word, radio has expanded our borders and has given us a great big family to minister to.



### **Dr. Michael Youssef**

**Ministry:** Leading The Way With Dr. Michael Youssef

**Location:** Atlanta, GA

**Program:** *Leading The Way With Dr. Michael Youssef*

**Program Representation:** McMichael Communications Group (in-house agency)

#### **To what mission has God called you?**

"Our mission is to equip the saints to reach the lost by declaring the whole counsel of God through electronic and print media." — Paul Virts, COO, Leading The Way With Dr. Michael Youssef

#### **How is radio helping you to accomplish that mission?**

"Through our daily radio program, Dr. Youssef preaches messages from God's Word, either from individual books of the Bible or using a variety of topics. He preaches from every part of God's Word, making sure he does not simply preach on a few favorite passages that are of greatest interest to listeners and viewers. He preaches God's Word with clarity and freshness and shows listeners how to apply it to their daily lives. Since evangelism is one of the recurring themes in his messages, he motivates Christians to bear witness for Christ." — Virts




*Christine L. Pryor is managing editor of NRB magazine.*



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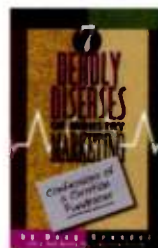
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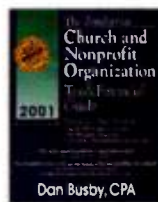
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## An Irresistible Force BY DR. LAURA SCHLESSINGER



**Dr. Laura Schlessinger is heard weekdays on more than 400 radio stations by 18 million listeners. Her current best-selling book is *10 Stupid Things Parents Do To Mess Up Their Kids*.**

In April, I was honored to speak at the NRB Media Breakfast during NAB in Las Vegas. I talked about our common purpose as broadcasters: to support and encourage people to do the right thing, according to the Ten Commandments. Although I am a mainstream radio talk show host and not a religious broadcaster per se, our goals are more similar than different.

Conventional wisdom took a nose dive when it speculated that a nationally syndicated, secular radio host could not succeed talking about morality on the air. It's been six years since my national syndication began and I am still going strong, advocating morality.

Because I know that the same passion to do G-d's work directs and energizes your careers, I issued a challenge during my April speech that we join as broadcasters in a strategic alliance to use our airtime to inspire and organize a virtual army of listeners who share our sense of purpose. Such a powerful, positive force for good can counteract the moral turpitude that threatens to swamp our best efforts to protect our children and preserve our values.

My own soldiers — Dr. Laura Warriors — already have heeded the call and are facing down those whose policies and practices threaten their children, their families and their traditional values. But they tell me they want to do so much more. They want and need greater numbers and a plan of action. That's where you come in.

Special interests of all varieties organize to advance their agendas. I have been the target of such a movement in recent times; organization, passion and a shared vision is a powerful force. What special interest is more important than our children? Is clean air more important than our children's innocence, which is being steadily polluted and eroded? At all levels of society, we see callousness and indifference to children's need for love, guidance, education and protection.

There is much we need to do together to make our world a safer place for kids. But before I get into specific suggestions, let me review for you two successes my program has had in moving the national needle in the "right" direction — pun intended!

### Sex Education

In Ohio we joined with friends from the Abstinence Educator's Network, Ohio School Board member Diana Fessler and State Rep. Jim Jordan to keep a sexually explicit curriculum out of elementary schools. There were two issues: 1) the curriculum — funded by the federal Centers for Disease Control — included teaching safe sex with condoms to fifth graders; 2) the Ohio Board of Education was hiding the truth about the curriculum from Ohio citizens and their legislators. The teacher training materials urged them to "leave the condom piece out" of any discussions with parents or with members of the faith community!

Once I shared this "secret" with my listeners, the citizens of Ohio went into high gear and stopped that curriculum dead in its tracks. Leading the fight in the legislature was Jordan, who wrote in a long letter to me, "...as a result of your radio broadcasts ... I have heard from a great number of parents who share our concern about this curriculum. I have urged them to contact their own state legislator, to express their outrage and to request full, fair hearings on the matter."

Referencing the power we have as broadcasters, Abstinence Educators' Network President Melanie Howell wrote, "...Your clarion call ignited the interest of local, state and national media, includ-

ing *Good Morning America* on the ABC TV Network and the Fox News Channel."

### Internet filters

My listeners also were in the forefront of the national fight to get filters on computers children use in public libraries, joining forces with Family Friendly Libraries. For two years, listeners barged legislators with letters, calls and e-mails, culminating in the passage of the Children's Internet Protection Act — sponsored by Sen. John McCain and Reps. Ernest Istook and Chip Pickering — requiring public schools and libraries to outfit computers paid for by federal funds with software that filters content inappropriate for children.

Said Congressman Istook in an article in my magazine, the *Dr. Laura Perspective*, "Thanks to overwhelming support by parents, plus steady voices like Dr. Laura's, we have a big win to stop schools and libraries from turning into adult book stores."

I believe that the premature sexualization of children in schools, the media and especially on the Internet is one trend against which our combined air power really could make a significant difference.

With respect to online porn, you are no doubt aware of how quickly Yahoo! retreated from setting up an online adult entertainment store this year. My listeners bombarded them with calls and e-mails, as did millions of other Americans, and within 48 hours the "store" was no more. That one taught me, once again, we never should give up hope.

The next step online search engines must take is to sequester the sex and pornography Web sites they harbor in a technological equivalent of a "brown wrapper." The porn industry calls itself "adult entertainment," so why should these sites be readily available to unsuspecting kids? I believe, with our strength in numbers, our shared vision and a smart strategy, we could take that on together and make it happen. If those thousands of obscene Web sites were stacked behind some kind of firewall and not randomly floating around the Web where the most common and innocent misspelling summons them before our children's eyes, Internet filtering would not be so urgently necessary — a very important consideration in view of the powerful forces determined to have the U.S. Supreme Court overturn the Child Internet Protection Act.

### The Plan

Our radio programs are mighty megaphones. Together with my Web site ([www.drLaura.com](http://www.drLaura.com)) we can alert millions, arm them with information and motivate them to act. I propose we launch this campaign this month with a letter to the major search engines. I hope you will join me as signatories and let me know the reach of your ministries, in terms of listeners and congregants.

Contact us by fax (818-461-5440) or e-mail ([kbellows@premiereradio.com](mailto:kbellows@premiereradio.com)) with your information and suggestions about how we can work together most effectively to protect our kids from obscenity and pornography when they are searching for information on their computers. I will circulate a draft of the letter to all who are interested in signing and post the final copy on my Web site for visitors to sign.

We will make a difference. Together, we are irresistible!

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





# On The Air

A Monthly Newsletter from Broadcast Software International

Issue 6

## Quote of the Month

"I want to pay compliments to your tech support. They responded promptly and helped me get through the problem."

Keith Shipman, President  
Horizon Broadcasting Group-  
Bend, OR

## Calendar

Sept 5, Demonstration of a new automation product at the NAB. Call for an invitation.

Birthdays:  
Sept 7 1936, Buddy Holly  
Sept 21 1967, Faith Hill

### News

## A Letter from BSI's President

This is one of the most exciting times in BSI's history. In the next month, we will be releasing three new innovative products that will give incredible capabilities to broadcasters at all levels.

Our new automation software package, **Simian**, redefines power, reliability and affordability. This new program has the capability of automatically healing itself of errors and even notifying us here at BSI if something isn't right. We are able to remotely correct or repair an installation before our client is even aware that there's a problem.

**Skimmer** is a wonderful new tool for PDs and air talent to air check themselves and the competition. It will also undoubtedly be popular with media tracking services.

Perhaps the most exciting new offering is **TimeShift**. This ground-breaking application is capable of storing a year's worth of network programming, including all cue tones. West Coast stations can permanently delay an East Coast feed. Stations can effortlessly and instantly create "best of" programs. Never again will anyone need to "dub the network feeds" for sports, business or other features.

In true BSI tradition, and despite their amazing capabilities, all three of these new offerings are priced affordably like major brand software, not "black box" broadcast products.

The real software can be downloaded to test and try from our web site at [www.bsiusa.com](http://www.bsiusa.com). I encourage you to visit the web site, try the software and ask us any questions you may have. Our open approach and dedication to our customers are the reasons we have thrived when others have fallen by the wayside. We look forward to hearing from you.

Sincerely,

Ron Burley - BSI President

### Tip

## On-board CODEC

A professional audio card with an on-board codec allows the sound card to decode compressed audio files (such as MP3) directly on the card with a built-in logic chip. This is a great resource saver for the computer, as it would otherwise have to open a software codec, pass the audio files through that program and then return the uncompressed audio data to the audio card for output.

## KWDB - Rick Bell

### User File

Rick Bell in Oak Harbor, Washington has been running WaveStation since they switched on the transmitter in March of 2000. "The best thing I can say about WaveStation is that we're still learning things about it. Every time we turn around, it seems like we've discovered something new." Rick says, "We've only scratched the surface of what WaveStation is capable of doing."



Despite the number of features, just about everyone at the station knows the basics of WaveStation. "A friend of mine has another automation system, and it just seems like the learning curve for WaveStation is much shorter."

BSI has also been really responsive. "What I really like about the software

and the support that you folks have is that you take input from all the users out there and you actually pursue fixing things." In an emergency, he knows he has someone he can count on. "I can't say enough about your tech support. Those guys are just it. They've gone way out of their way to help me. When they answer the phone, there's a sigh of relief on my end."

Send us your story.

## Affordable Digital Automation- Air and Production just \$1499



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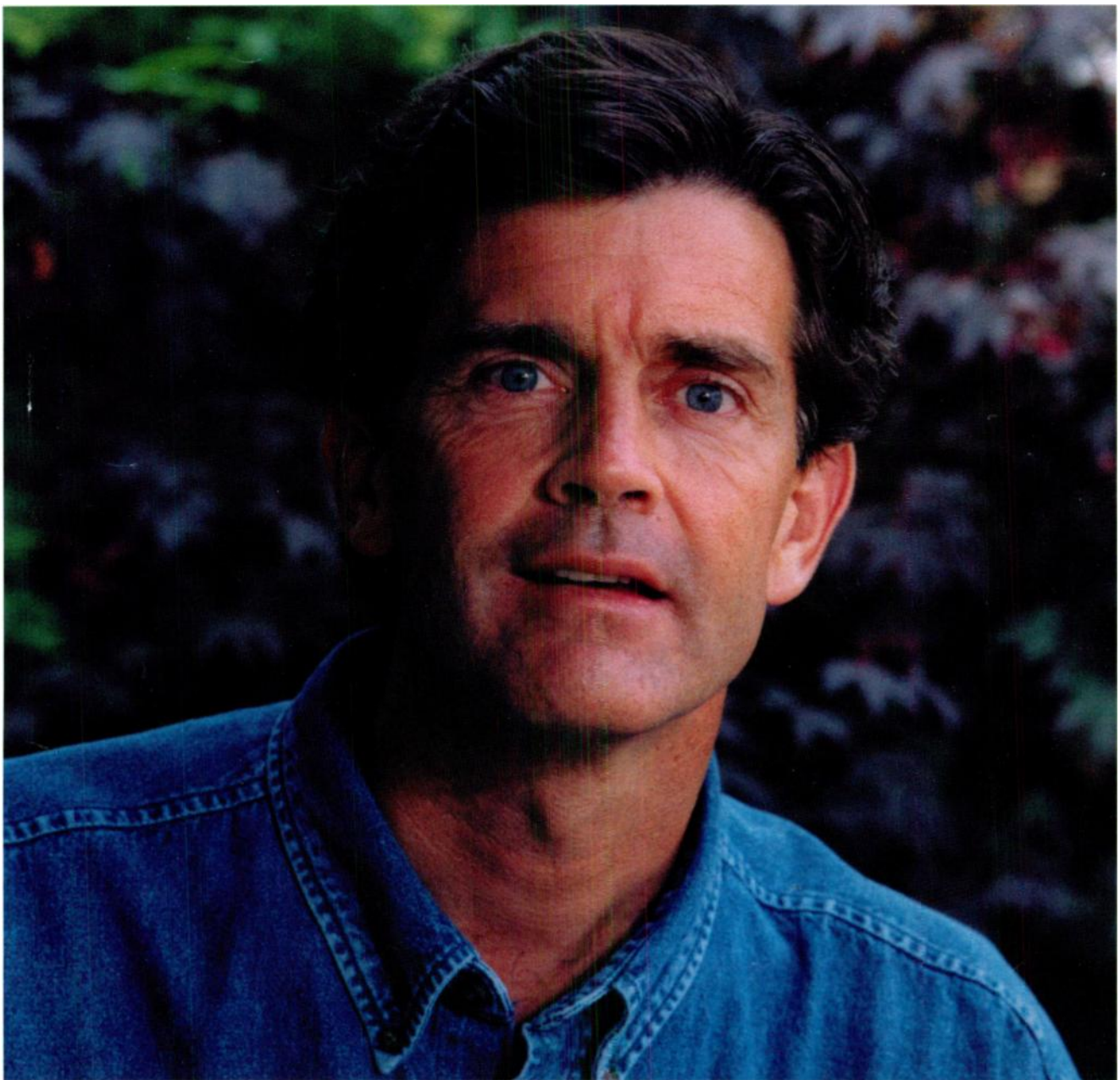
Download WaveStation at

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888-BSIUSA1 WWW.BSIUSA.COM  
Broadcast Software International







**“Oneplace.com has provided a tremendous contact between *Living on the Edge* and our listeners.”**

We’ve been able to go “worldwide,” to broadcast without boundaries, and to appeal to people who might not tune in to Christian radio. We’ve heard so many fantastic stories.

One couple writes that they listen to the program “separately together”-- him at work on Oneplace,

her at home on the radio. In the evening, they discuss Chip’s message. We hear from so many people like this, who are experiencing God – some for the very first time – because they found *Living on the Edge* on Oneplace.com. What better return on our investment could we hope for?

**LIVING ON THE EDGE**  
with chip ingram



To get your ministry online contact Tom Perrault at 804-768-9404 ext. 110 or e-mail [tom@oneplace.com](mailto:tom@oneplace.com)